

## Instruction for Campaign Pictures



**STOP TALKING  
START PLANTING**

# Plant-for-the-Planet

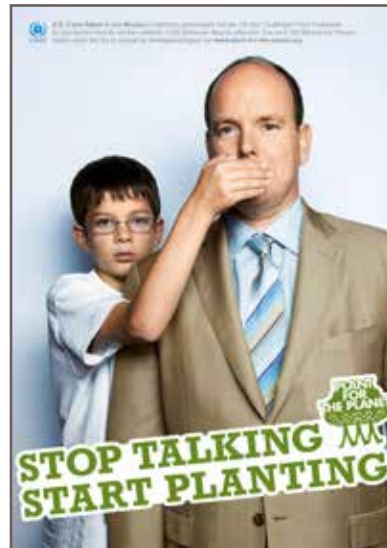
Plant-for-the-Planet is a nonprofit organisation which stands up for climate protection by planting trees. Mainly initialized by children, the idea is, that climate protection is very difficult to achieve by changing politics, but it is very easy achieved by planting trees. The intention is to plant as many trees as possible worldwide, to make an active contribution to climate protection.

Further informationen on [www.plant-for-the-planet.org](http://www.plant-for-the-planet.org)



# „Stop talking.Start planting.“

is a global campaign that promotes our conviction that talking alone is not going to make a difference and that now is the time for action. These pictures show children holding their hand over the mouth of prominent community members such as Gisele Bündchen, Prince Albert of Monaco, Harrison Ford, or Til Schweiger.



## Requirements for a campaign picture:

- Each motif shows a grown-up and a child, who shuts up the celebrity`s mouth
- The grown-up should be when possible a local, regional, national or international celebrity( eg. mayor, athlete, actor, politician)
- The child and the adult should stand as close as possible to each other, the child should stand on the left side
- Due to the different sizes the child might have to stand on a chair or box
- The child should wear a Plant-for-the-Planet t-shirt, alternatively a white t-shirt should serve as well
- Ideally, the picture is taken before a white background at good light conditions. Alternatively, another single-coloured background can be ok
- The upper part of the child and grown-up should be directed to the camera. The face of the child should not be covered by its arm
- The hand of the child should be placed directly before the grown-up`s mouthFurther informa

# Background.

A simple white wall is perfect.

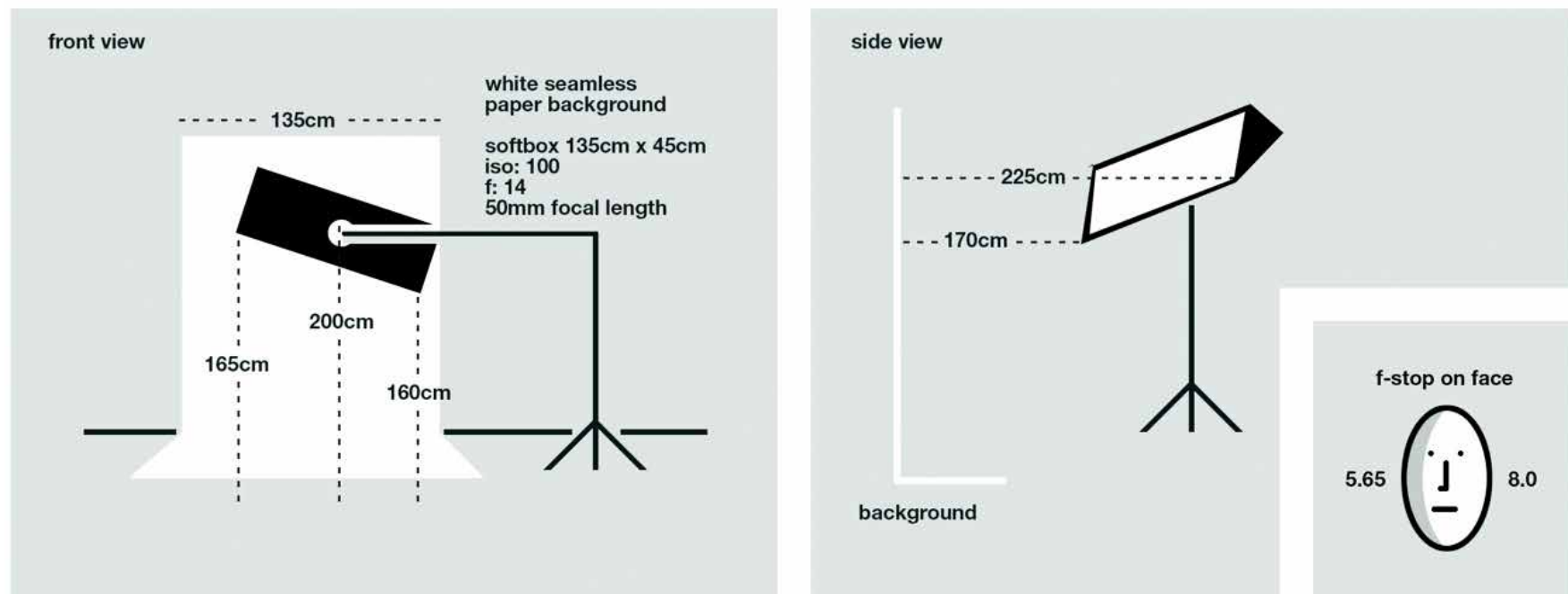
For the already realized motifs we used a white paper background which can be rolled-up (see below), so the background can be put everywhere very easily.



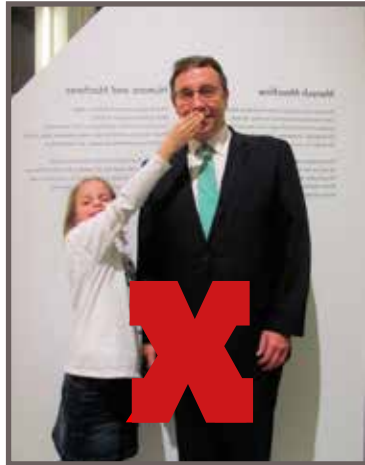
# Light situation.

To make sure all motifs have the same light situation we just have a single and easy to use artificial source of light. This is practicable even when there is not a lot of time or just little space available.

As some motifs may be composed of several pictures (when the child and the adult were shot separately), the defined situation of the light must absolute be kept.



# Examples.



Comment: Sizes are much too different, face of the child is covered, logo of the t-shirt is hidden



Comment: Only one child and one grown-up per picture



Comment: Child does not wear a t-shirt



Please send your campaign picture with maximal resolution (300 dpi) to:  
**campaign@plant-for-the-planet.org**

Please indicate

- Prenom, name and function of the grown-up (eg. John Smith, Mayor of Smithville)
- Prenom, name and age of the child
- Date when the picture was taken
- Location where the picture was taken (when it was taken during an event, please indicate also the name of the event, eg. Academy in Smithville)