

Time: 25 - 35 minutes

Teams: 3 - 6 participants

Location: Any indoor or outdoor space

Educational Objective

The purpose of this task is to raise participants' awareness of the environmental and social consequences of everyday consumption patterns.

The activity aims to strengthen their ability to communicate clear and impactful messages that encourage sustainable consumption and responsible production.

Moderator

60 Seconds for the Planet

Step-by-Step Instructions

1. Introduction & Framing

Highlight that Europe generates vast amounts of waste each year due to overconsumption, frequent replacing of usable items, and limited repair culture. Emphasise that unsustainable consumption and production drive environmental degradation.

Give 1-2 examples of simple alternatives that empower better everyday decision-making.

2. Organization

Choose an adequate indoor or outdoor space.
Ensure the team has a smartphone.

3. Understanding the Challenge (5 minutes)

Follow a discussion in the team on these topics:

- What daily habits generate unnecessary waste?
- Which unsustainable behaviours do they notice?
- What small actions could realistically reduce waste?

Methodological tip: Use probing questions to help participants move from *general waste issues to concrete examples - they produce stronger videos when their message is grounded in real everyday behaviours.*

4. Planning & Filming the Video (15 minutes)

Instruct the team to create a video which must:

- be up to 1 minute long,
- involve all team members in the production process,
- present a clear message promoting sustainable consumption or production.

Suggest practical ideas such as repairing, reusing, mindful purchasing, avoiding single-use items.

5. Sharing the Impact (5 minutes)

Ask the team to share the video.

Provide feedback on clarity, creativity, and practical actions.

Mission Equipment

Smartphone

Internet access



Role of the Moderator

The moderator acts as a facilitator, not a judge. Your role is to:

- Create an encouraging and open atmosphere.
- Keep time and structure the activity.
- Encourage realistic and meaningful choices.
- Help participants articulate clear links between small actions and big problems.