

# I am that person

## Ten tips to save the environment

Hobsons Bay City Council wanted a poster series to use at festivals to motivate residents to make a difference to our environment through their every day behaviour. The environment team wanted a creative and inspirational campaign outside the ordinary.

Ten environmental tips were chosen. Actions included changing showerheads, planting trees and purchasing carbon credits. Photographic images were coupled with short meaningful messages to show people in the act of 'saving the planet', and explain how others could join in. The messages aim to inspire change – and help residents feel as if these tips were something that they could easily incorporate into their every day lives.

The posters had a local flavour to invoke the feeling that 'my neighbour is doing it, so I can too'. The key message became 'I am that person'. The posters included the resident's name, suburb and a brief instruction on what to do to make a difference.

The posters were printed on corflute, a light weight, durable material. They were designed at 600 x 1200, as corflute sheets are 2400 x 2400 – that way we could fit four to each sheet to minimise waste. The print process was a digital print using eco-sol max inks.

Then ten tips, with their messages were:

1. Minimise your car trips - I am that person who gets around on my feet

2. Use energy wisely - I am that person who got the temperature right
3. Save water - I am that person who changed heads in the shower
4. Make your garden sustainable - I am that person who is going green in the garden
5. Think green when you shop - I am that person who buys my fruit loose
6. Protect our creeks and waterways - I am that person who cleaned up the gutter
7. Protect our wildlife - I am that person who buckets my bait
8. Get involved - I am that person who is getting involved
9. Switch to certified green power - I am that person who switched on to green power
10. Offset your carbon emissions - I am that person who planted a tree.

We also created a magnet with the ten tips listed as a checklist. These were given away to residents to take home and take action.

This campaign has been very well received by council officers, councilors and residents.



I am that person posters which challenged residents to save the planet, one tip at a time



Hobsons Bay  
CITY COUNCIL

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