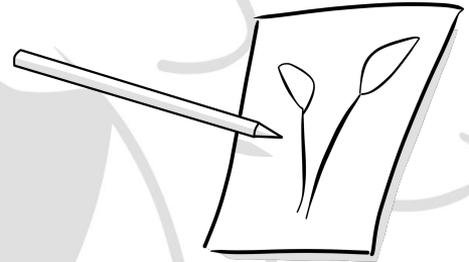
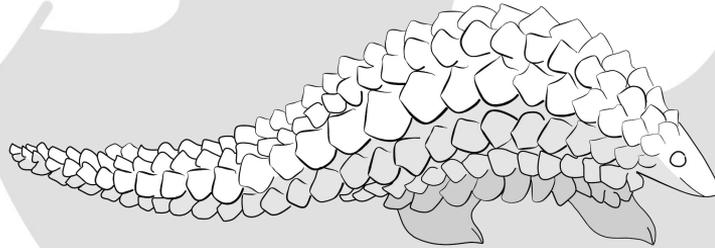
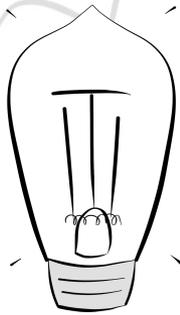


# HOW TO SAVE THE EARTH WITH A SKETCH

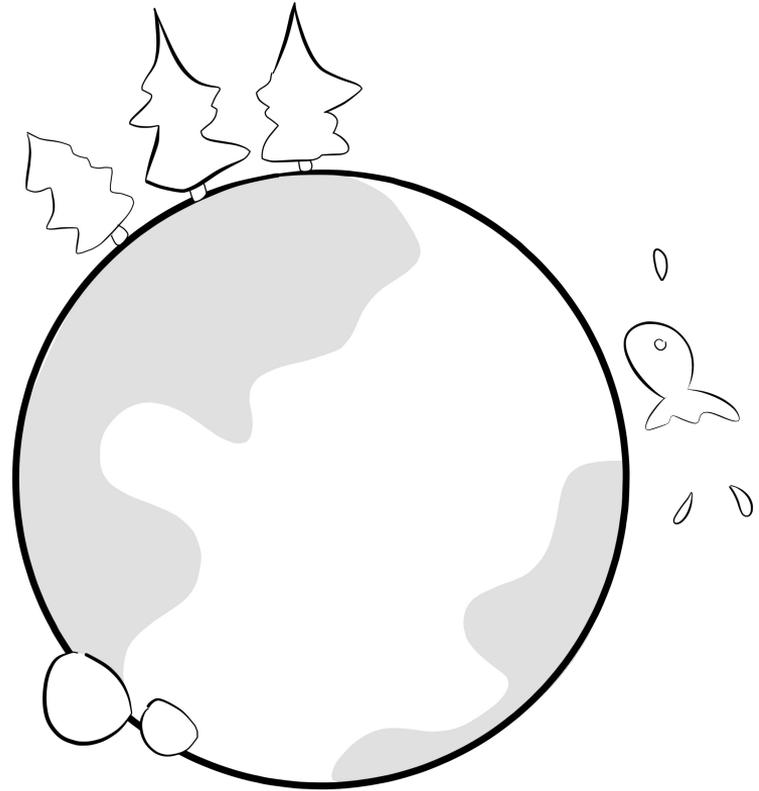


A VISUAL GUIDE TO CREATING A CONSERVATION STORY

# OUR EARTH

Not only does our Earth surround us with unparalleled beauty, it gives us air to breathe, water to drink, and plants and wildlife for nourishment of mind, body and spirit.

From the earth, we gather resources like minerals, wood and metals to create everything from tools to homes to your favorite games and tech.





## CONSERVATION

... is sharing your ideas, time and energy to save or manage these resources so they stay on the Earth for a long time.

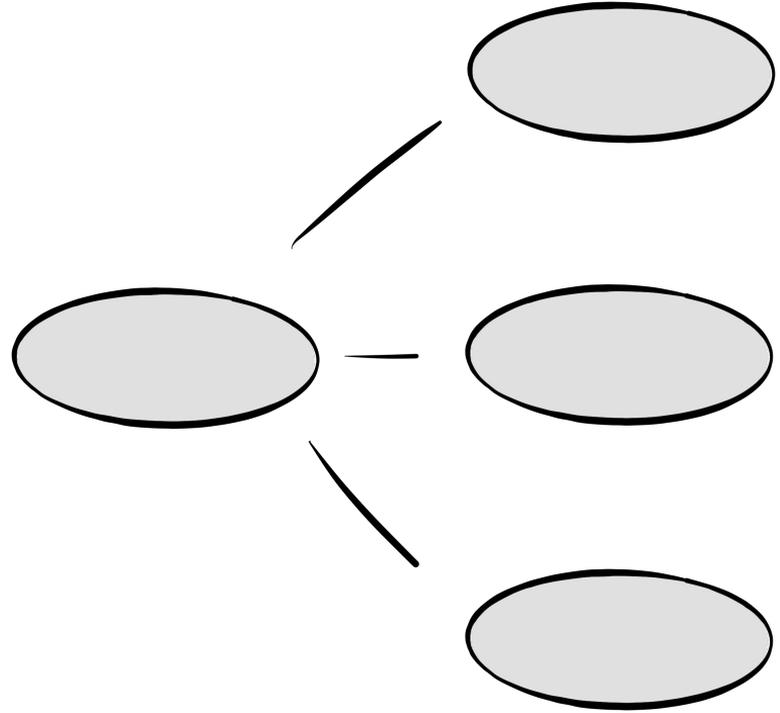
Not only do you appreciate a rich and beautiful world, everyone else loves the Earth as much as you do.

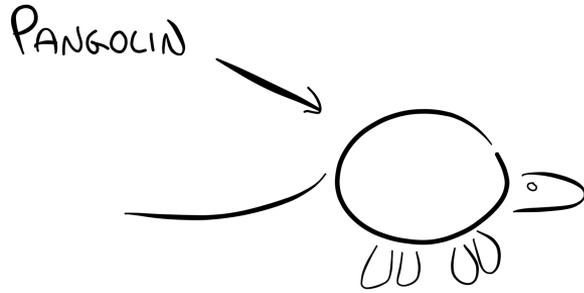
What do you want the Earth to be like for yourself, your family and friends... and in the long run, for your kids?

# THINK VISUALLY

In this guide, we'll share **how to use simple images to illustrate real ideas for saving the planet**, and how to outline them into a visual story.

This story will share how to make a difference in conserving what you really care about.





## DRAWING SHARES IDEAS

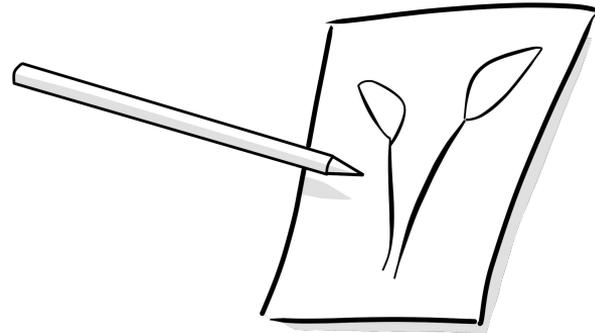
Remember that when you're coming up with ideas, drawing is about sharing those ideas, it is *not* about art.

In a visual story, **keep your words and pictures simple**, and write down *only the most important ideas*.

Your sketch can be just as scribbly as your handwriting - just focus on your ideas.

# TOOLS

You can use a **piece of paper** and **pencil** to sketch your ideas...



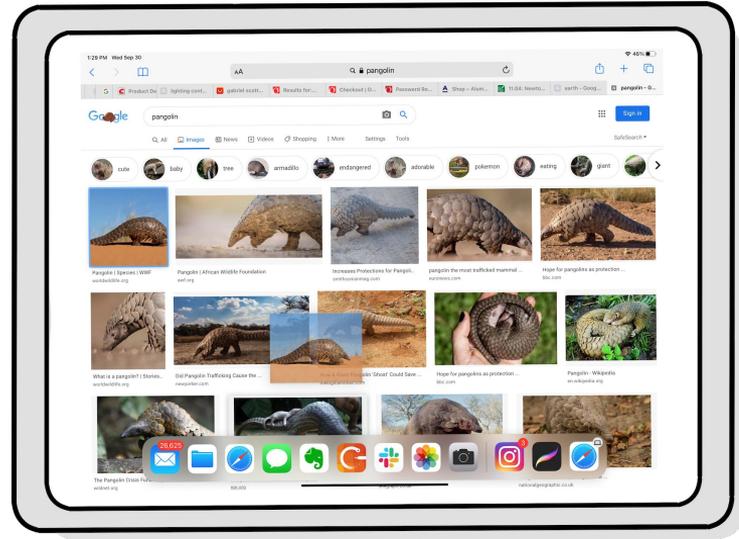
... or try using a tablet and digital drawing app like [Concepts](#) to draw your story.



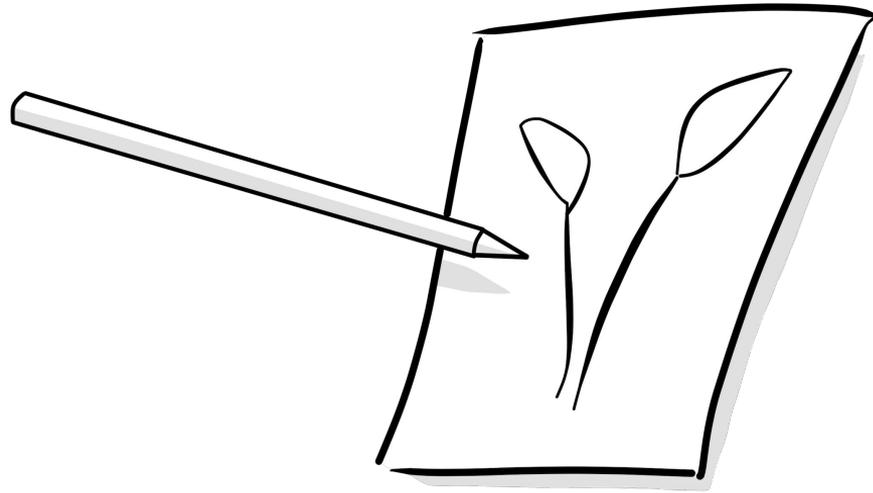
# DIGITAL TIP - USE DRAG+DROP

If you're drawing digitally, you can *tap+hold+drag* images from your online research straight onto your canvas to use as notes and references.

*Remember to note where you found the image* - this is super important so you can attribute others for their hard work and recall where you got your ideas.



# SKETCH YOUR CONSERVATION STORY

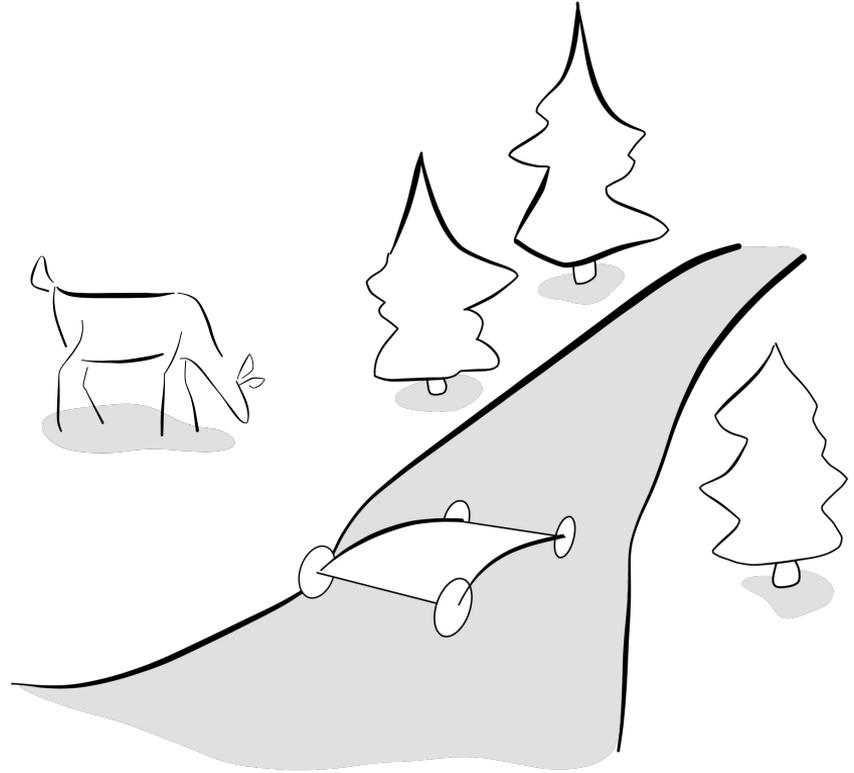


# 1. COME UP WITH AN EXCITING TOPIC

## What do you love most about the Earth?

- Is it the air you breathe?
- Is it the wildlife around you?
- Is it your lifestyle created by the resources you use every day?

Jot it down with a simple word or picture.



## YOU AND YOUR WORLD

One of your most important creative assets is your time. With your time, do you love the idea of helping the climate, ocean, or rainforest most?

Or does the idea of creating new technology spark you, like designing energy-efficient vehicles or materials that preserve the earth's resources?

Note that on your paper, too.





## MAIN TOPIC

With your thoughts in mind, come up with a few ideas about what you would want to do most. Check out the examples below.

**With a simple picture or a few words, sketch your favorite idea.**

This is the *main topic* for your story.



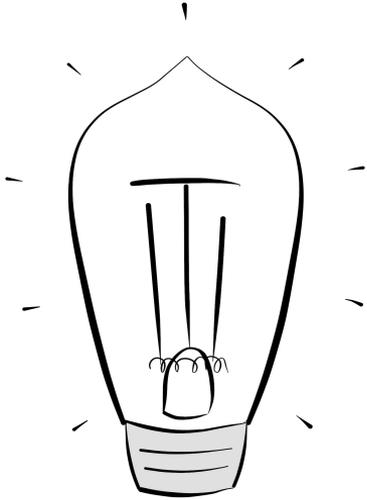
## EXAMPLE IDEA 1

**Your goal might be to help save the pangolin, a critically endangered species in Africa and Asia.**

- You could think about raising funds to protect the pangolin using your skillset.
- Or you could work with a conservancy to [help support or educate people](#) about the animal.

## EXAMPLE IDEA 2

You might like to help design cool, energy-saving devices.



- [Liter of Light](#) created solar light bulbs out of plastic water bottles to help people who had no light in the Philippines.
- You might think of adopting a cause like this, or gathering resources to help build or support a conservation project you believe in.

## EXAMPLE IDEA 3

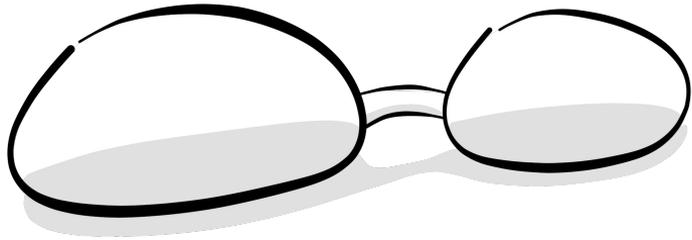
**Are you interested in recycling materials to help support local crises around you?**



- Many communities have collected countless numbers of [plastic grocery bags](#) as a way to both recycle and help the homeless. They weave mattresses with the bags to give people softer places to sleep.
- You might think of a new way to reuse materials to help people in your area stay healthy or safe.

## 2. RESEARCH YOUR IDEA

Your goal with your new idea is to help make a difference. That means you need to do **a bit of research** in order to know how things are for your conservation project right now.



Type your topic into Google. Maybe it's one of these:

[What are critically endangered species?](#)

[How do I help preserve the rainforest?](#)

[How do I help clean the ocean?](#)

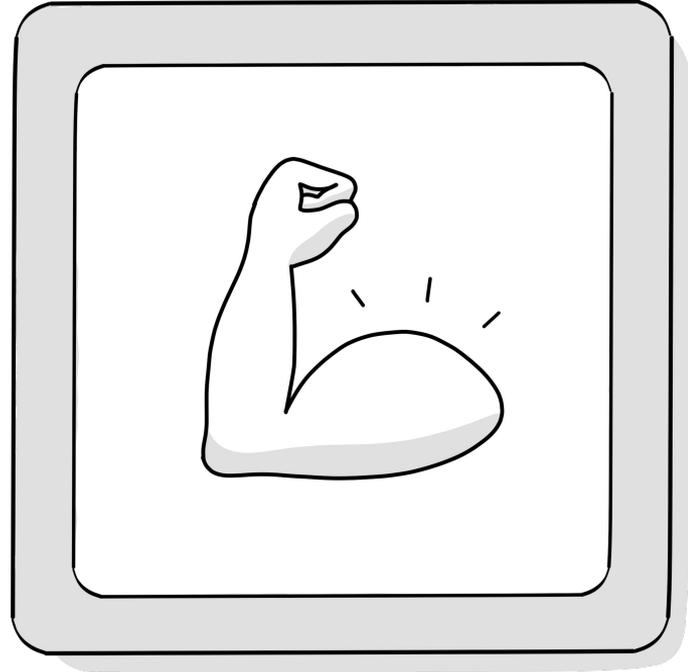
[How do I help clear the air?](#)

[How are people helping climate change?](#)

# RESEARCH MAKES A DIFFERENCE

Research helps you ground your thinking in reality so you know what's out there... **and also what isn't**. There is always room for new ideas!

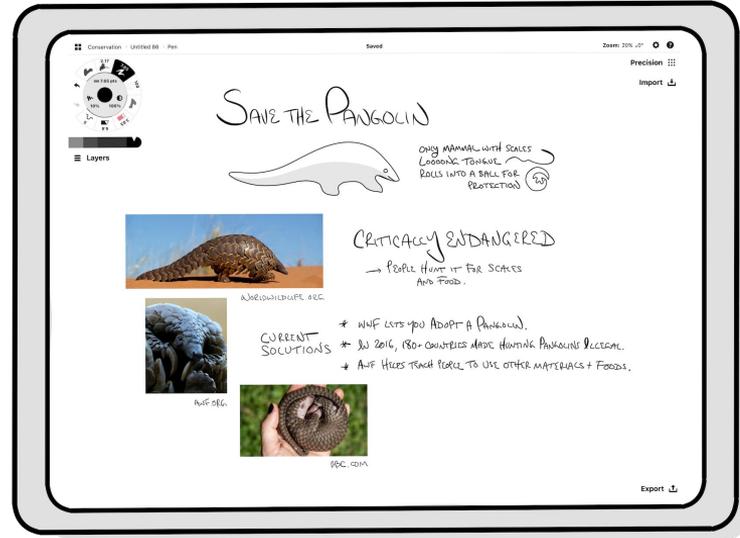
It also shows others that **you know your stuff**. When you present your conservation plan, your research will help them to understand your creative solution is worth thinking about and investing in.



# CONTEXT

Sketch and note your research and relevant links on your paper. Jot down a few notes about what you learned.

This is your *context* - the current setting for your project or plan.

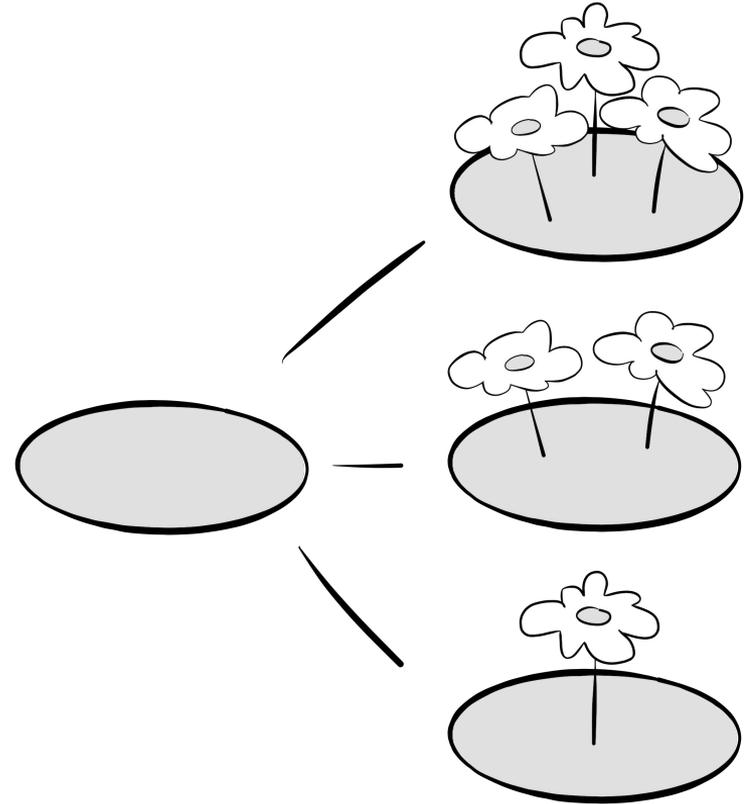


### 3. COME UP WITH IDEAS

You've already come up with one great idea - your main topic.

This step is all about having fun thinking up more great ideas based on your research. The more ideas you come up with, the more original and insightful they can become, which can be a huge help to others interested in the same cause.

**Challenge your creativity and see where it takes you.**

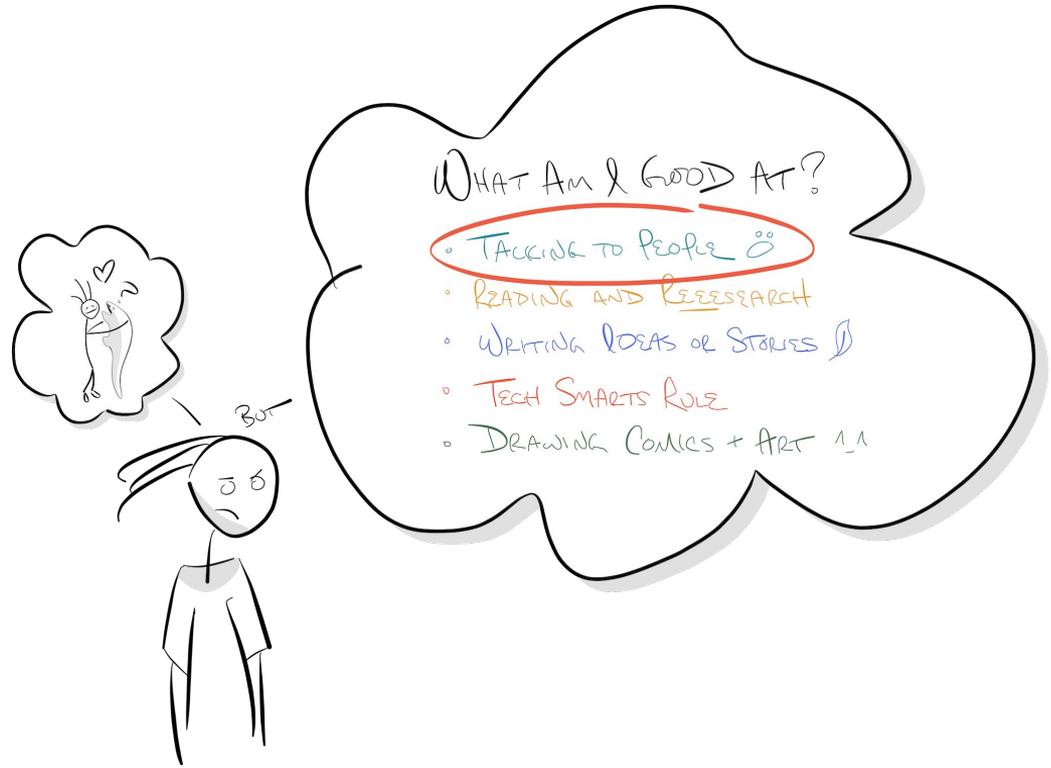


# WHAT AM I GOOD AT?

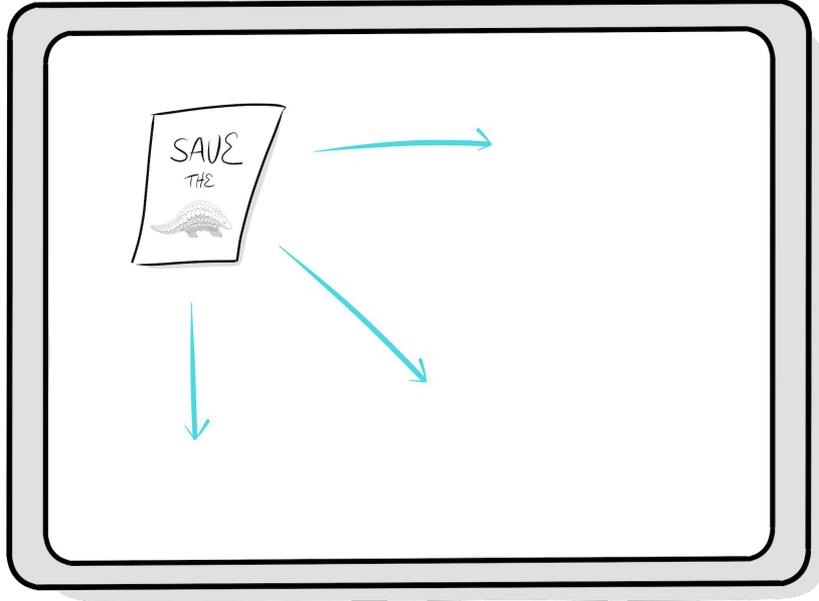
While you do this, **think about what you're good at.**

Knowing your strengths can help you decide how you can make the most difference and be happiest while doing it.

**Jot down your skills on your page.**



## SKETCH YOUR IDEAS



Draw **three arrows** from your research to a new place on your page.

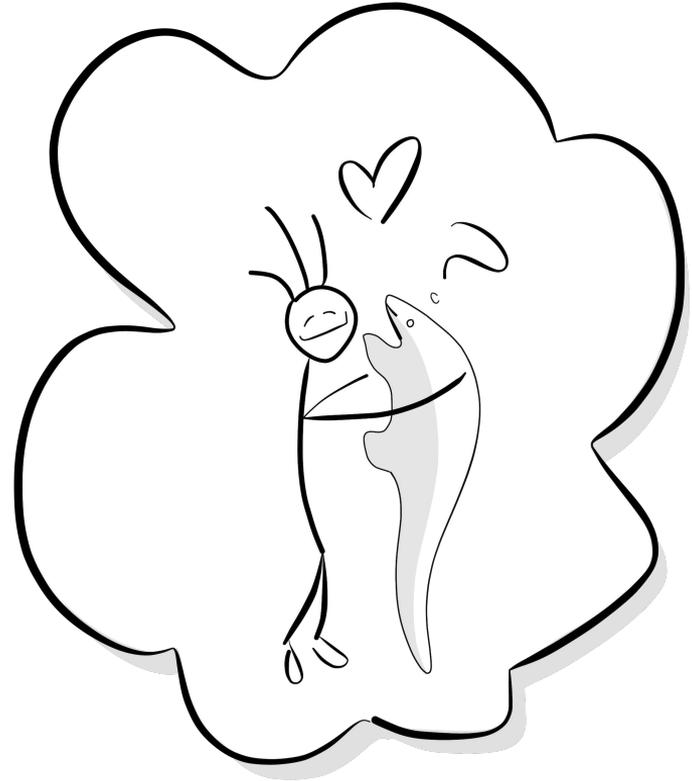
At the end of each arrow, **sketch or write an idea about something you could do to make a difference.**

You will pick one of these ideas to become your end goal.

## EXAMPLE IDEA 1

If your main topic was to help save the pangolin, you might think about working with **World Wildlife Fund** to [adopt a pangolin](#).

Your adoption funds would go to help raise awareness of the pangolin and help a pangolin in need.



## EXAMPLE IDEA 2

You might consider the core reasons why people hunt the pangolin - to provide resources for their own lives and families.

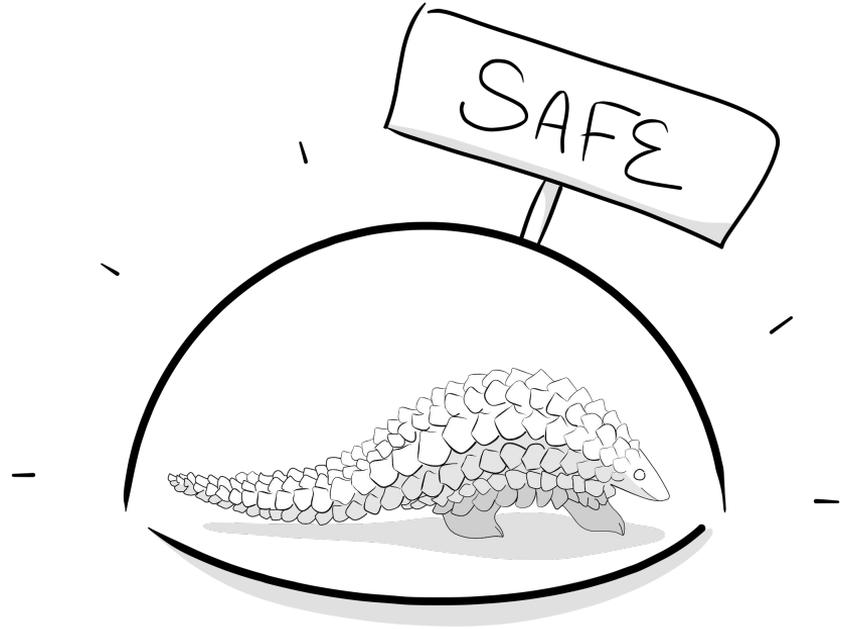
You could think of ways to share food, funds or other necessities with those people, while educating them why the animal is important to the ecosystem - like the [Pangolin Crisis Fund](#).

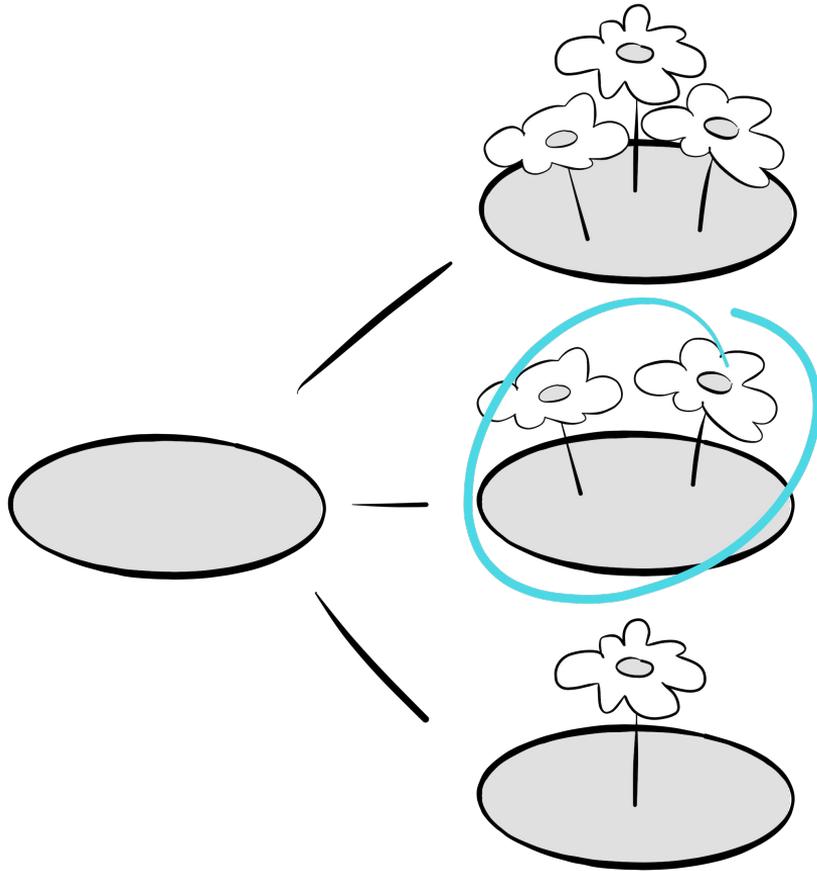


## EXAMPLE IDEA 3

You could come up with a plan for a protected pangolin home, and raise awareness and the funds to build it.

One way to do this might be to use your creative skills to come up with a video, story or art piece about your idea. You could work with the **African Wildlife Foundation** to host an [online fundraiser event](#).





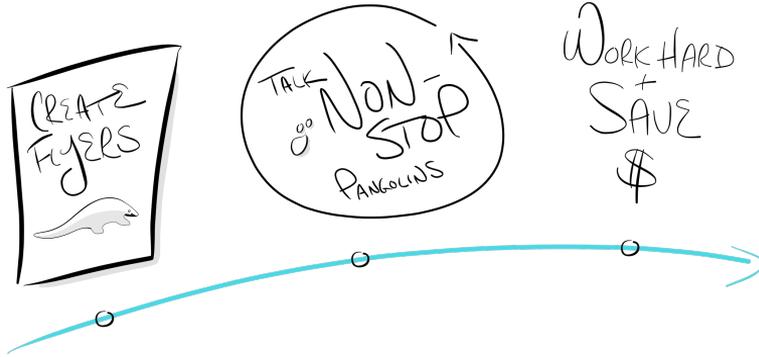
## YOUR IDEA ROCKS

Now that you've come up with your ideas, **pick your favorite one.**

**This is your end goal.**

By understanding and walking the path, this will become *an actual solution* to a real world problem.

## 4. DRAW THE BRIDGE



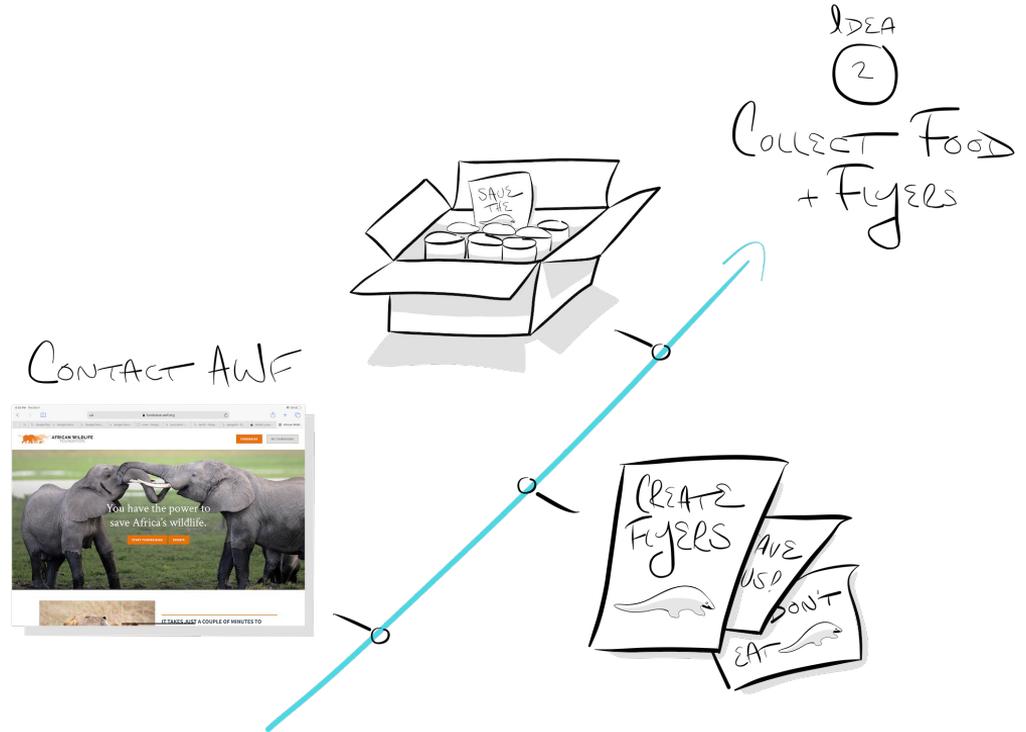
You've already drawn arrows from your research to your end goal. **Along this bridge, sketch steps to get to your goal.**



# STEP ALONG

This may be three steps, five steps or ten. **Take time to research and think through how to get from start to finish.**

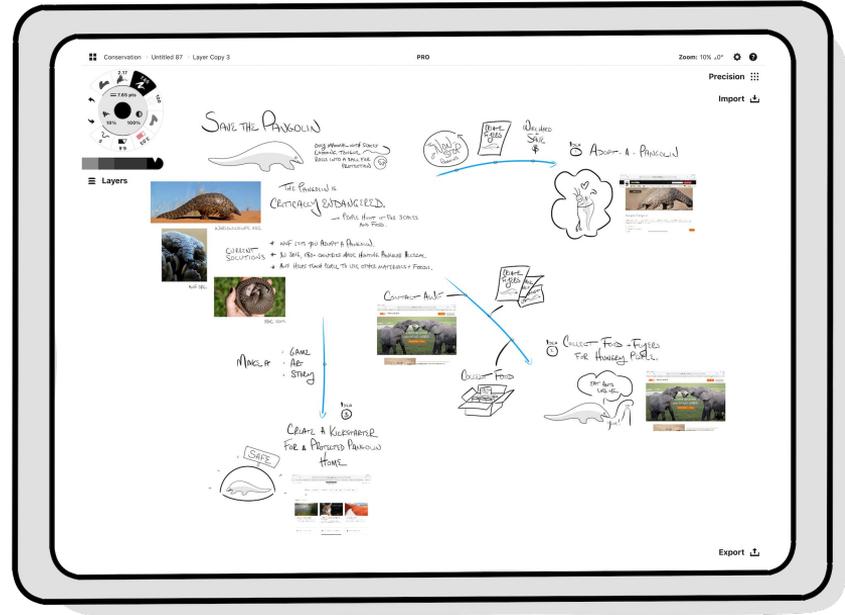
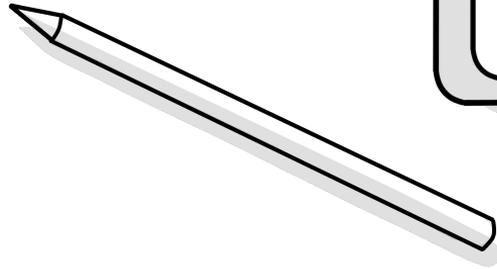
What matters is that each point on the bridge is an *actual step* in the right direction and will help you to reach your goal.



# YOUR PLAN RULES!

You now have a plan for how to make your idea a reality.

This isn't just an imaginary idea, this is *a real solution you made* that can change the story of our Earth.

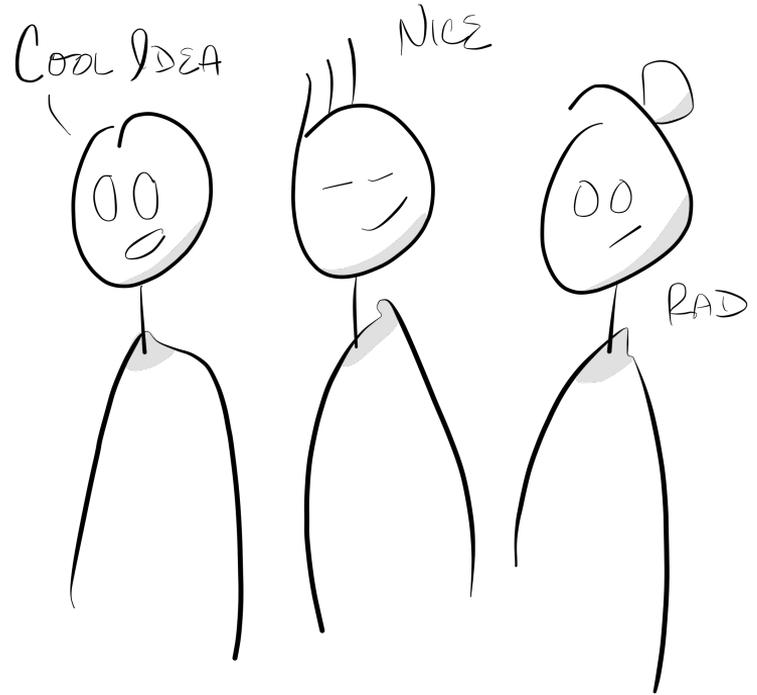


## 5. SHARE YOUR IDEA

**Share your idea with your family, friends and others to see what they like most about it.**

Take notes if they give you new insights into making your plan happen. Be open to considering alternate approaches, and keep your eyes on the main goal.

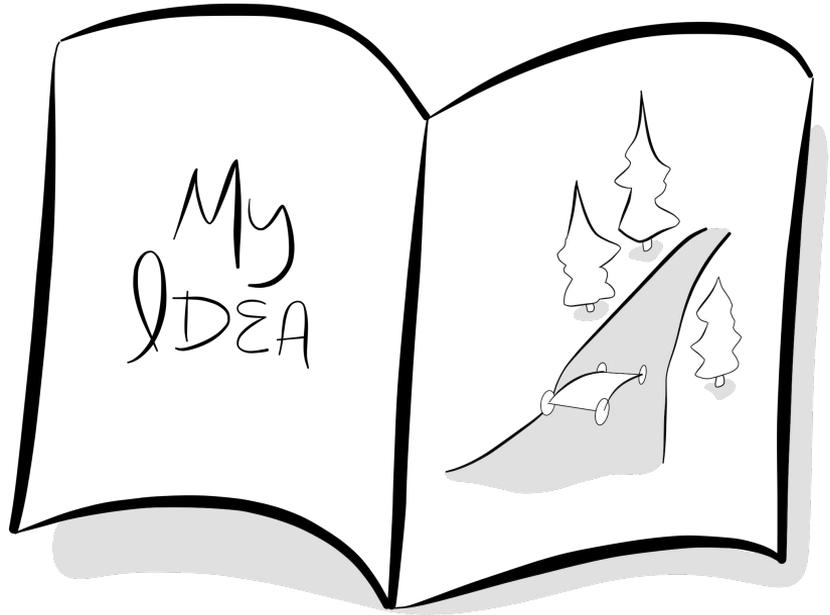
If they're interested, ask them to help support your project and make it a reality.



## 6. MAKE IT REAL

The last step in this process is to take the visual plan you just sketched and present it to others as a creative solution.

You might do this with a **video**, **an art piece**, or a **story** to help educate people about your goal.

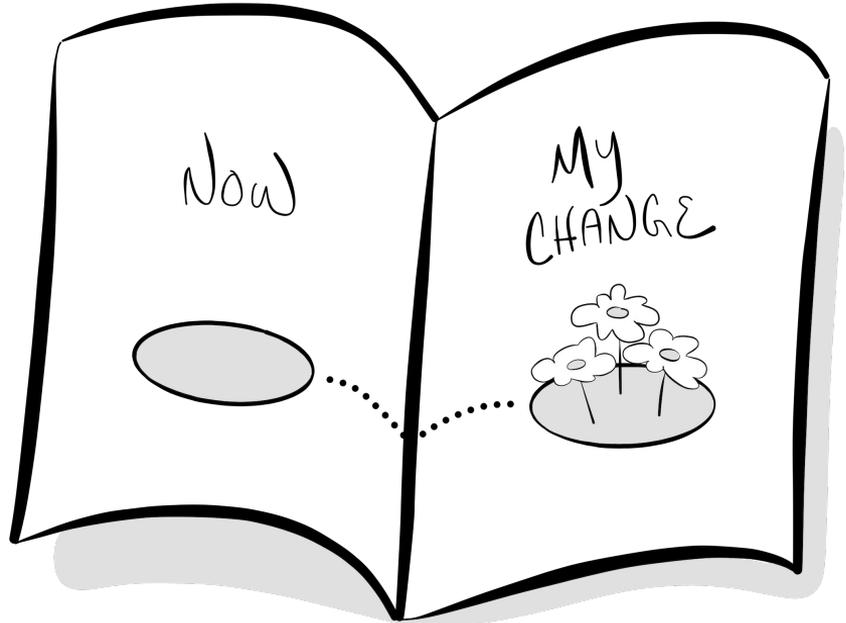


# WHAT IS A STORY?

Each of these presentation methods has a **story** at its center.

**A story shows change.** This can be something you or your audience *learned or made better* by walking the path or plot of the story.

Stories - whether real or fiction - can help your audience understand a problem, and see how to turn the tide for the better.





## DRAW OR WRITE YOUR STORY

You can write a story, draw a story, or both.

A **written story** uses words to describe details. An **illustrated story** uses images to describe them.

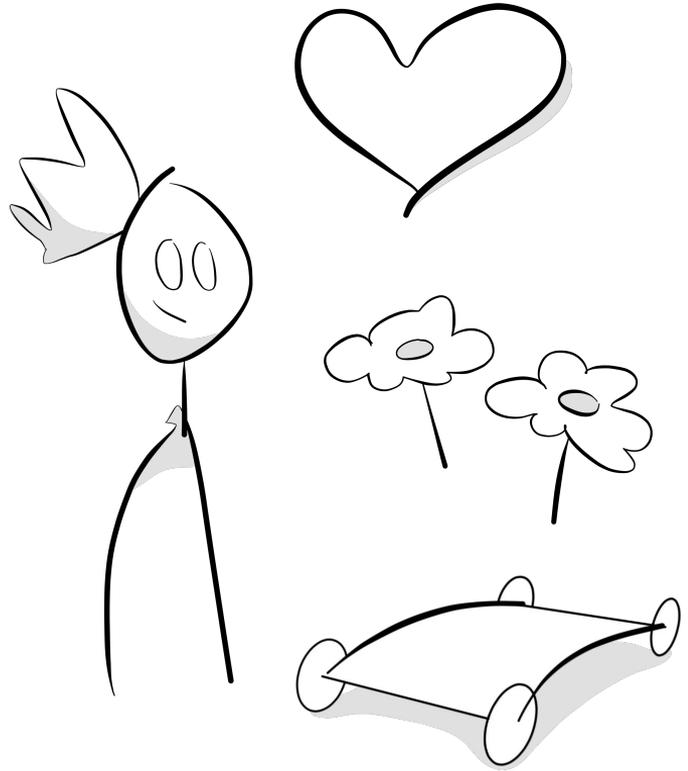
If you're combining the two, use only a few words to describe your adventure, and use pictures to describe the rest.

# HOW TO WRITE A STORY

Whether writing or drawing a story, you need a few elements.

1. A **theme** - aka your main topic.
2. A **main character** - someone like you.
3. A **setting** - like your research setting.
4. A **plot** - steps to reach the goal.
5. An **ending** - goal achieved.

When you put these ideas together in an imaginative way, you create a story.



## YOU'RE ALREADY THERE



You already have each of these elements in your plan.

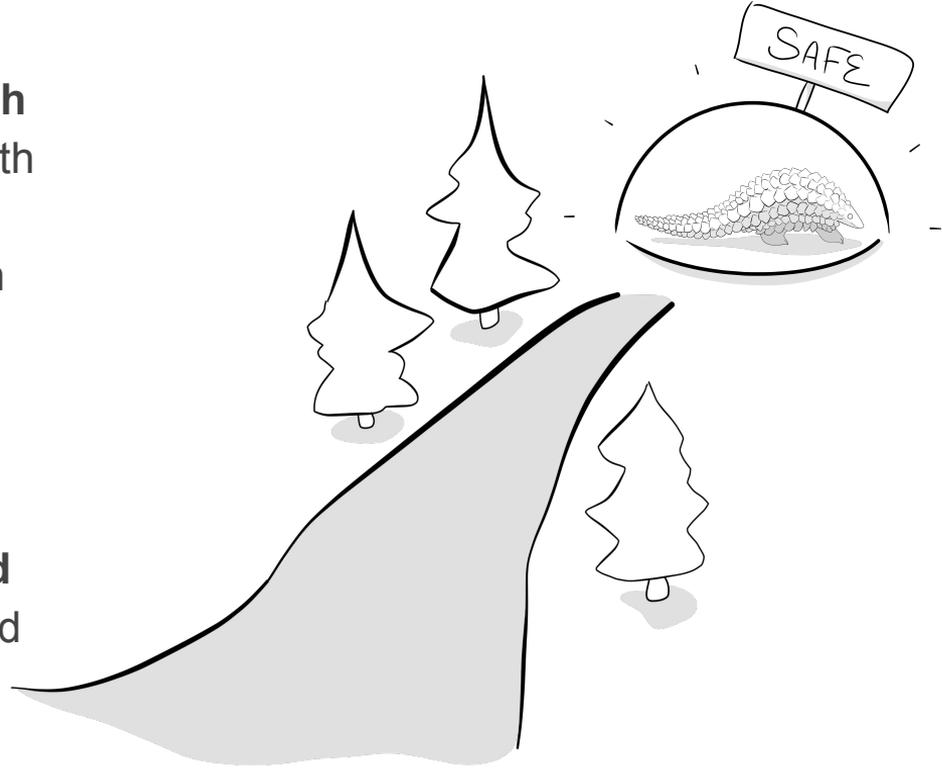
1. A **theme** - this is your main topic.
2. A **main character** - you or someone like you.
3. A **setting** - context ala your research.
4. A **plot** - the steps you noted to reach your goal.
5. An **ending** - your conservation goal, achieved.

As you go, *use your visual plan to create your story.* Your notes may have descriptive clues hidden in them, like a box of food or a useful tool.

# GO WITH THE FLOW

**Write a sentence or two about each step on your bridge.** Be creative with your descriptions, and go with the flow. Write more than you need, then edit your text and images so they complement each other well.

**Focus on the main goal - what the character accomplishes at the end of the story.** This will give you a solid story based on your real-world solution.

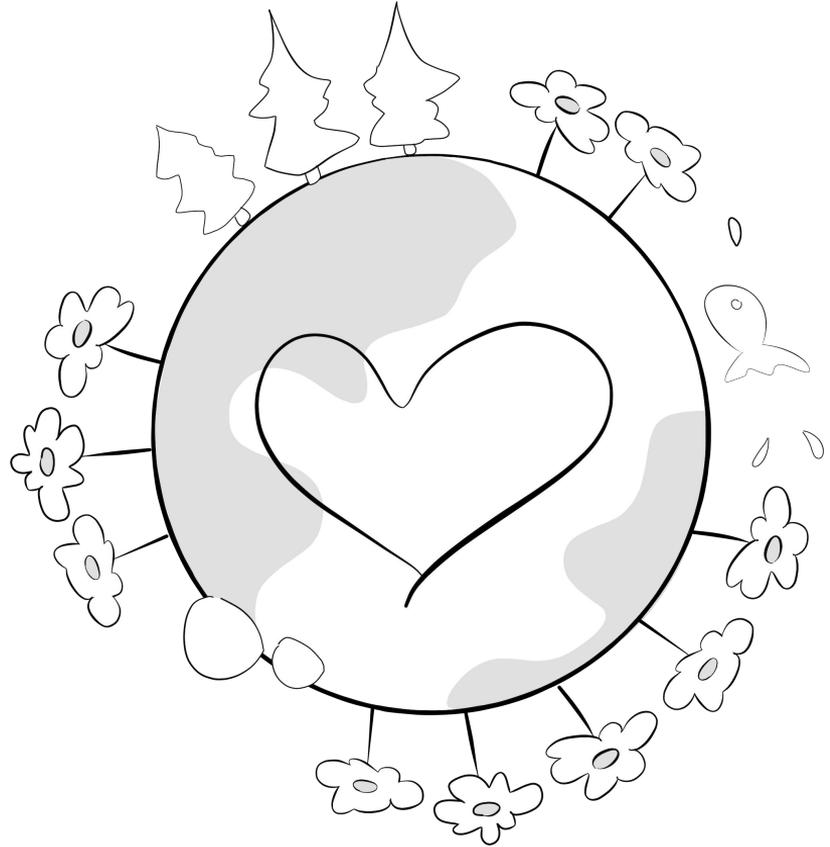


# SMARTS RULE THE WORLD

**Congratulations on creating *an incredible solution.***

Know that your mind, your dreams and your persistence can make a difference to the Earth.

With your new visual thinking skills, get creative and sketch your next world-changing idea!



# SUBMIT YOUR STORY

[BEJournal](#) is accepting original short stories about conservation with their **International Short Story Contest** happening between now and December 2, 2020.

Artists, writers and creators of all types can submit their stories for a chance to win prizes, mentoring, and featuring in the journal. [Learn more about the contest here.](#)

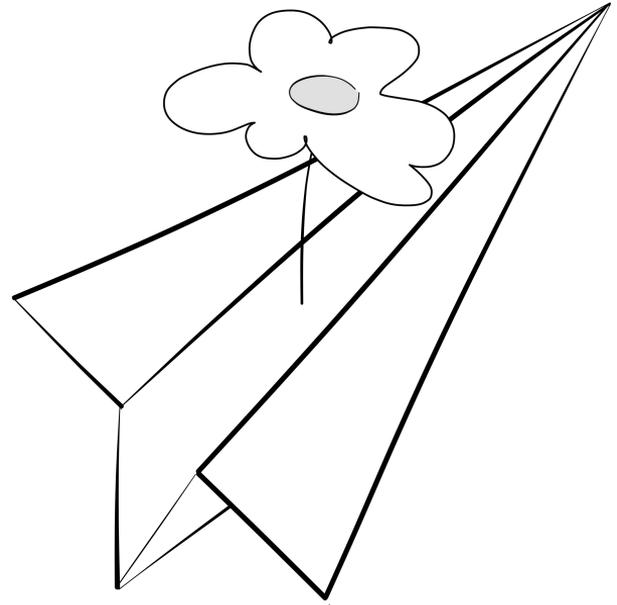


## SHARE WITH THE CONCEPTS TEAM!

Nothing makes our team happier than when you share your work with us.

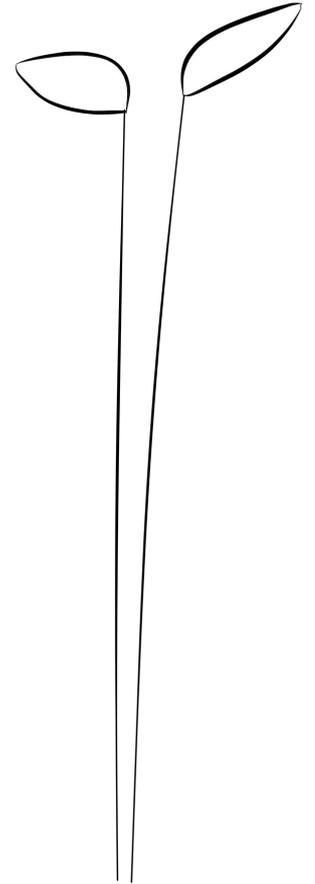
Email your conservation sketch to **newsletter@concepts.app** for a chance to have us share your idea with visual thinkers around the world.

Or share your sketch with us by tagging **#conceptsapp** on your favorite social!



# COOL EARTH-SAVING PROJECTS

- A great TED Talk appreciating how we all share our Earth together - [An Ode to Living on Earth](#) by Artist Oliver Jeffers
- Read about The World's Top 10 Most Endangered Animals - [OneKindPlanet](#)
- Find out about endangered animals and what you can do to help - [World Wildlife Fund](#)
- Look up your favorite conservation project on [Kickstarter](#) or try making your own
- [Climate Change \(according to a kid\)](#) - a great video on what climate change is by artist Rappler
- Help clean up 90% of plastic floating in our oceans - [The Ocean Cleanup](#)





## MORE GREAT PROJECTS

- Learn how smart boats improve fishing and oceanic tracking - [Environmental Defense Fund](#)
- Ways you can protect the rainforest - [Rainforest Alliance](#)
- Different ways kids can help save the rainforest - [Rainforest Foundation](#)
- Join student activists in standing up for climate change with [Fridays for Future](#)
- Amazing ways people are helping climate change - [National Geographic](#)
- Top places to donate to fight climate change - [Vox.com](#)
- People working to help raise awareness of how climate change is affecting our daily lives, from fires to loss of homes - [Climate Emergency Fund](#)

SPECIAL THANKS TO [BEJOURNAL](#) FOR ENCOURAGING CREATORS TO LOVE OUR EARTH.

WRITTEN AND ILLUSTRATED BY ERICA CHRISTENSEN + [THE CONCEPTS TEAM](#).

**BE**  
JOURNAL

 **concepts**

