



Supported by Chepstow Town Council

## Plastic Free Chepstow Summer Challenge

### For 11-18 year-olds – prizes of up to £100

We've all heard that litter, especially plastic litter, is hurting our environment in terrible ways. From the bottom of the deepest ocean to the top of the tallest mountain, pieces of rubbish have been found. Yet people sometimes still need a reminder not to drop trash – and we at Plastic Free Chepstow (a Transition Chepstow group) need your help to do this.

If you're aged between 11 and 18, we want you to find a new way to spread the 'Don't litter' message. You can do this any way you choose. You could create a poster, a video, a song, sculpture or poem, or any other idea to use in a social media campaign. It could be funny, sad, scary, or a mixture of all three – the choice is yours. All we ask is that it gets the message across effectively, especially to people in your age group.

The winning entries will be judged by a panel, including input from young people. The judges will be looking for something that grabs people's attention, has a clear message, and encourages people to act responsibly.

We are offering 4 prizes of £50 each for individual entries and 2 prizes of £100 each for team entries. The creator of the strongest message will get a chance to work with graphics and video professionals to create a real-life campaign.

Strong campaigns are based on good research. We know that people drop litter for many reasons and different problems need different messages. We also know that positive messages (like '*take it home*' or '*bin it*') often work best. We hope you will look around you, talk to your friends and family and maybe take a bag and pick up the litter you find. You can also visit the websites of organisations such as Keep Wales Tidy and Keep Britain Tidy, the Marine Conservation Society and Surfers against Sewage.

Do you think you've got what it takes? Read the small print (terms and conditions) on [www.transitionchepstow.org.uk](http://www.transitionchepstow.org.uk) and then get creating!

Any questions? Email [plasticfree@transitionchepstow.org.uk](mailto:plasticfree@transitionchepstow.org.uk)