

2023 Campaign Video

Quick Guide



Small steps, big difference.

Are you or your group everyday plastic free champions? Be part of the 2023 campaign video that showcases global action.

Plastic Free July is a world-wide movement helping millions of people be part of the solution. For our 2023 campaign video we are gathering steps taken by people around the world to help end plastic waste. Every individual choice is making powerful impact and we want to inspire others to join in. Together, we can show the world how these steps add up to make a big difference.

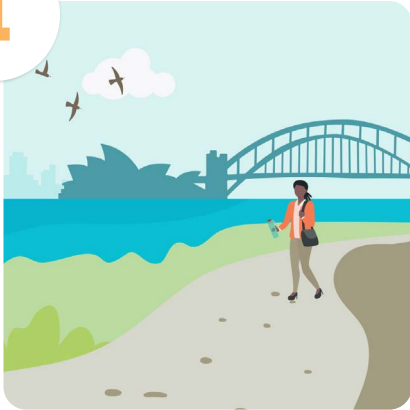
**We invite you to join in – grab your camera, have fun and be as creative as you like!
Follow our quick guide on how to take part in just a few minutes.**



**Grab your camera or
your smart phone and
let's get started!**

Take three videos

1

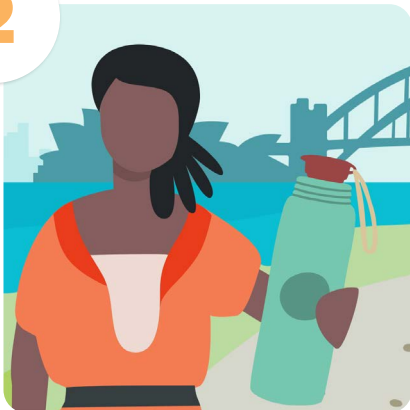


VIDEO 1

Your location

A wide angle shot of you and where you are in the world. Consider choosing a distinctive, fun or everyday location near by.

2

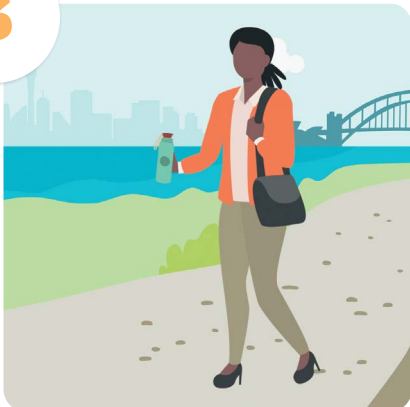


VIDEO 2

About you

A close up shot of you and your plastic free item. Please say who you are, where you are and why you are making this plastic free step. Feel free to speak in your own language.

3



VIDEO 3

Your step

A shot of you taking a physical step. Take a purposeful step and show your plastic free item. Have fun – this could be a step, leap, kick or dance.



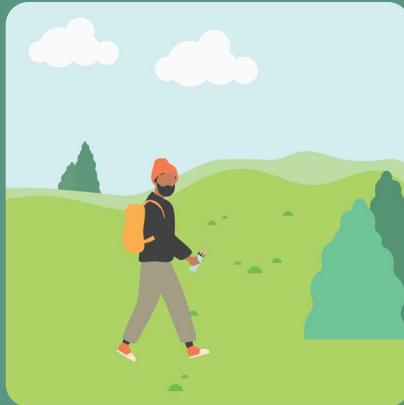
Each of these videos should be approximately 15 seconds long

Examples

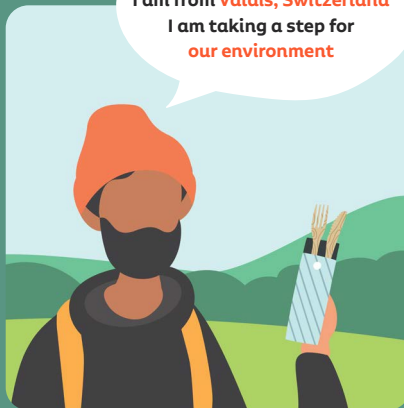
1

VIDEO 1
Your location

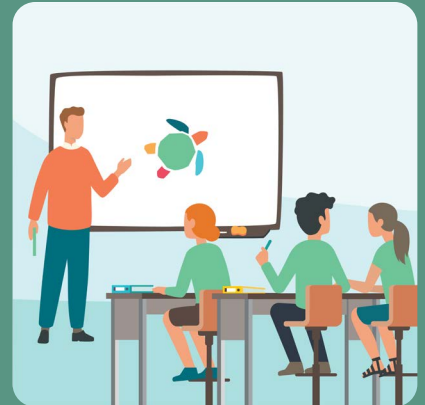
Kiran in Switzerland



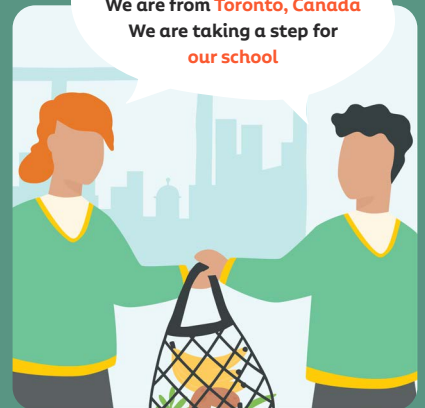
I am **Kiran**
I am from **Valais, Switzerland**
I am taking a step for
our **environment**



Crosstown Elementary in Canada



We are **Crosstown Elementary**
We are from **Toronto, Canada**
We are taking a step for
our **school**



3

VIDEO 3
Your step



Upload



Go to plasticfreejuly.org/campaigns/small-steps-big-difference



Click 'Upload' at the bottom of the page.



Fill in your details in the **digital form** (you will need to be signed in to Google)



Upload your three videos. For questions and assistance email info@plasticfreejuly.org



Thank you!

Thank you for taking part in our 'small steps, big difference' video. We can't wait to see what you have created. Keep your eyes peeled on our socials [@plasticfreejuly](https://www.instagram.com/plasticfreejuly) for the video release.



Please refer to the [terms and conditions](#).