

Jak komunikace oslovuje cílovou skupinu?

přesvědčuje přesvědčené
ghetto

pracuje s univerzálními prvky
klasika

přizpůsobená cílové skupině
šitá na míru - komu?





NEVER THROW A BURNING
CAMEL OUT OF A WINDOW.





for a living planet



SUPPORT A STRONG SCOTTISH CLIMATE CHANGE BILL

wwfscotland.org.uk/climateaction

Tackling Climate Change. As a Nation Scotland can lead the way.

TITAN

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Cutting carbon
10% at a time

uk → people → cut

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CUT

Get help cutting carbon



Learn

Find out about
10:10



Join

Sign up to the
campaign



Share

Spread the word



Cut

Get help cutting
carbon

With everyone from politicians to plumbers signed up, we'll all take a slightly different route to our 10% target. Use these resources to find one that works for you.

Check out our [resources page](#) for all the available resources from 10:10 UK.

77,834

People on board



RECENT SIGNUPS

- Sean Reilly
- Tsino
- Victoria Jackson
- Kerrie blennerhassett
- Alan Serra
- Julla Marques
- Craig Binns
- usha santhanam



EARTH'S TIME IS OVER.
WAKE UP!



BE EARTH'S FRIEND. CARE FOR YOUR HOME. RECYCLE MEANS LIFE. ITS IN YOUR HAND.

Videa

Best Job in the world:

<https://www.youtube.com/watch?v=fM7mdfrRbHg>

Hra o národní parky:

<https://www.youtube.com/watch?v=gEy9fuBn8yM&t=12s>

Pustte nás na ně:

<https://www.youtube.com/watch?v=5f0-nQLHHM4>

Jeden tetřev divočinu nedělá:

<https://www.youtube.com/watch?v=-LHfg4OWDuU&t=1s>

Přispívejte pravidelně:

<https://www.youtube.com/watch?v=sCJuPhS26aQ>

Klimatická žaloba míří k soudu:

https://www.youtube.com/watch?v=PJiKrv4_O-I