STOP TALKING.
START PLANTING.
Briefing How to make the picture right.

Campaign-Motive.

People:
• Please have a friendly, neutral facial expression, focus on the camera, cover your mouth with the leaf, the rest of the face should be visible.
• Please wear light and clean clothes.

Leaf:
• You can choose the type of tree leaf by yourself. Take what suits you. Leaf should be fresh and green.
• Make sure that the leaf is sharp on the image.
**Briefing** Keeping the background clear.

Campaign-Motive.

**Surrounding/background:**

- Please make sure that the background is not too distracting (preferable one: neutral white colour).
- Make sure that you have enough and soft light to take a nice and light photo (no harsh shadows).
Briefing  Making sure we can use the image.  
Campaign-Motive.

Image:
- Don’t shoot too wide-angled, so the face is not distorted.
- Make sure, that we have enough space for different formats of the motive.
- The Image should be suited for 1/3 tall print ads.
- Min. resolution should be at least 12 Megapixel.
- Filetypes: Jpg, Tiff or RAW (if possible).
STOP TALKING. START PLANTING.

Our message:
The climate crisis is a race against time. Luckily there are trees. They buy us valuable time to reduce emissions. Hannes Jaenicke just planted 1,000 trees. Plant trees with the push of a button on plant-for-the-planet.org or our app.
Campaign in action.
Thank You!

Thank you for joining the “Stop talking. Start planting.” campaign!

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www.plant-for-the-planet.org

Click here for the 30 second video on the campaign
youtu.be/qEl4_YwkZY4

WHERE CONFIDENCE GROWS: Watch the Video
youtu.be/0ENpHkc2AAQ