

# On the way to a Communications Campaign

Day 1 – Session 2

How does my organization contribute  
to this OI?





# Hello

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Sacred  
Natural Sites

Supporting  
threatened  
cultures

For Nature  
Culture  
and Spirit

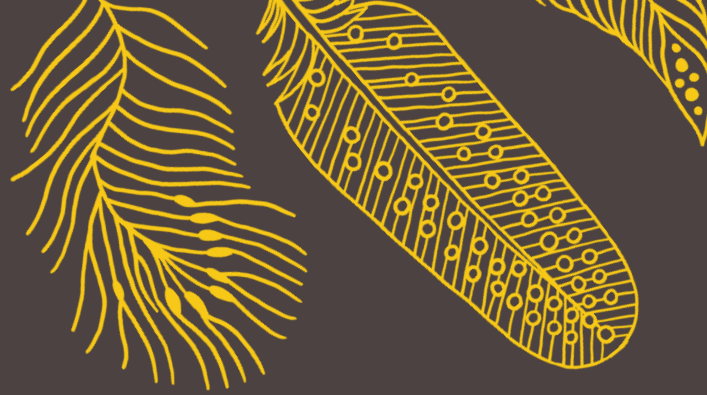
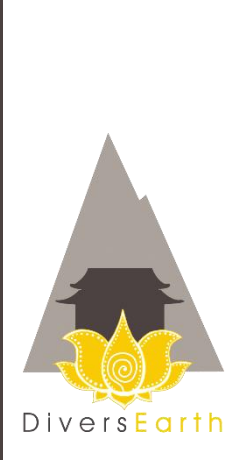
Engaging  
faith-based  
communities





DiversEarth





## Year 1

- Research, conceptualise and creative project brief
- Commission artist
- Budget: 1,500

## Years 2 and 3

- Oversee development
- Create launch and supporting communication materials
- Budget: 2,100
- Artist's Budget: 12,000

