

# KEEDAFIE

## SELFIE WITH INSECTS

An Educational Campaign using Photography as a Tool to Provide a Platform to Conservationists and Nature Enthusiasts.

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# Concept / Idea

Insects represent more than 75% of the total living beings. Yet how many of us pay attention to insects or even aware about the role they play in the ecosystem?

KEEDAfie meaning 'Selfie with Insects' (KEEDA = Insects) aims at capturing the attention of people, youth in particular, towards insects highlighting the importance of their role in the environment. This uses the recent 'Selfie' technique of photography which catches the attention of youth and its popularity is ubiquitous...



# Objectives

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1. To create/ improve awareness on biodiversity in general , insects in particular
2. To increase the engagement of youth in the field of biodiversity, insects in particular, through recent popular 'SELFIE' technique
3. To motivate them to prepare list of the varieties of insects and gather information about their habitat and share on line





# Approaches

1. Create a Facebook Page with the name “KEEDAfie -Selfie With Insects”. #keedafie
2. Invite friends and others to KEEDAfie by posting information in various groups and pages.
3. To increase participation at the global level , we will connect with pages like: [Youthop.com](http://Youthop.com), [Oppurtunitydesk.org](http://Oppurtunitydesk.org), [Studentcompetitions.com](http://Studentcompetitions.com), [Tunza.Eco-generation.org](http://Tunza.Eco-generation.org)
4. the photos will be collected through facebook messages and mails.
5. The pictures will be posted every Monday with our watermark. Every week we will make the best photo the ‘Cover Picture’ of our page.
6. By the end of the third month , best photo will be rewarded.

# Output

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We aim

- ❖ To reach out to 5000 people
- ❖ To collect more than 300 photos from different individuals.





# Outcome

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1. Increased engagement of youth in the field of biodiversity, insects in particular
2. Changed perception of people towards insects and their ecological position

*Waiting for your #KEEDAfie*

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