

Campaign analysis, 2019-20

Assignment package for Grade 8-12 students

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“The relationship between a good aesthetic education and the maintenance of a healthy environment cannot be overlooked.” (*Message for the 1990 World Day of Peace, 14: AAS 82 (1990), 155, and quoted in Laudato Si’, 215*)

PART 1: CAMPAIGN POSTER A VISUAL ANALYSIS

**The countries of the Global North and the Global South are interconnected,
and we share a common home, the Earth.**

TAKE A LOOK at the [2019-20 campaign poster](#) created by Development and Peace.

THEN WRITE 1-3 paragraphs addressing the following:

Layout and Design:

- Describe what you see in the poster.
- Imagine where this photo might have been taken. What do you know about this particular area? Where might it be?

Perspective:

- Imagine you were the one taking this photo. Why would you be here?
- What else might be in this environment that our eyes may not see in the photo? What other elements would you need to help you identify where this photo was taken?

Language:

- Do the image and the poster text 'work' in harmony with one another? Or is it difficult to make the connection between them? Please explain.
- What idea, meaning, or inspiration is offered by this text?
- Do you think the tagline was chosen first, or the image? Explain your reasoning.

Significance and effects on the audience:

- What thoughts and feelings do you think the image is intended to evoke in the viewers?
- Who do you think is the intended audience for this poster? Explain your thinking.
- What is the purpose of this poster (ie. what do you think it's trying to achieve)?



PART 2: CAMPAIGN BACKGROUNDER

EXAMINING THE ISSUES

Development and Peace is the official international development arm of the Catholic Church in Canada. In addition to supporting partners in the Global South and responding to humanitarian crises, Development and Peace educates the Canadian population about the causes of impoverishment of peoples and mobilizes actions for change.

Every year, Development and Peace develops a new education and action campaign in response to a critical social justice issue in the world. During the campaign, schools and members first learn about, reflect on and pray over the issue at hand, then take action via awareness-raising, advocacy, fundraising and personal change.

READ the [background document to Development and Peace's 2019-2020 campaign](#).

When finished, please ANSWER the following questions on a separate sheet of paper. Remember to use your own words as much as possible.

1. What happened to indigenous peoples when colonizers came to the Amazon?
2. How does the Amazon contribute to the regulation of climate?
3. How are current land practices in the Amazon affecting the ecology of the wider region?
4. What global impacts will result from, or are already occurring due to, the Amazon's destruction?
5. What injustices are the indigenous peoples and human rights defenders in the Amazon currently facing? Include the situation of both indigenous peoples in voluntary isolation and women defenders of the Amazon in your answer.
6. What are Development and Peace's local partners doing to protect the Amazon?
7. What Canadian businesses operate in the Amazon? What could they do differently to improve the situation?

8. What can the Canadian government do to help protect human rights in the Amazon?
9. What is a biome? Do some research online to come up with your own definition. Write at least one paragraph to fully flesh out your answer.
10. What actions does Development and Peace suggest we do to take action for justice in the Amazon biome?



The Amazon and its tributaries

Through the 5.5 million square kilometers, Amazonia drains into the mighty Amazon River. It begins flowing from headwaters in the towering Andes highlands of Peru, gathering tributaries from Bolivia, Venezuela and Brazil, the river meanders through vast forests in Peru and Colombia before reaching the lowlands of Brazil, where it creates the world's largest river delta before pouring its waters into the Atlantic Ocean. Over the past 100 years, rainfall also create several floodplains called várzea, which are rich in nutrients from the Amazon's silt-laden waters that reach by up to 10-15 meters.

Along the way, 1,000 tributaries merge into it, making the 6,900 kilometers Amazon the world's largest river by some measures and the largest hydrological system. With a floodplain that stretches for 100,000 kilometers, Guyana and French Guiana, the Amazon basin occupies more than 60% of South America - roughly the size of Australia.

A short history of Amazonia

Scientists suggest that the Amazon basin has been home to significant indigenous populations for over 10,000 years. The indigenous peoples thrived and prospered until about a dramatic shock in the 16th century, at the height of the Inca empire. Spanish conquistadors began exploring the region in 1541, seeking to alter the local Amazon warriors. They encountered large, well-established communities in the Andean highlands and along the banks of the Amazon and its tributaries, including the Yanomamo, Kayapo, Aka and Tsimane peoples. These indigenous populations declined dramatically because of disease introduced by Europeans to which they had no natural immunity.

Even though being part of significant differences, the Spanish settled the Pacific coast, while the Portuguese focused on the Atlantic. The French, British and the Dutch had settlements in Guyana. Their colonies took the land from indigenous people, forcing many into the slave trade, over time



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devp.org/sites/www.devp.org/files/documents/materials/future_for_the_amazon-on-background-en-v02.pdf

PART 3: THEOLOGICAL REFLECTION

EXPLORING THE CALL FOR CONVERSION

The Catholic faith inspires Development and Peace’s response to global poverty, war, disasters and injustice, as well as its prophetic calls to rethink how we live in Canada. Human dignity and the preferential option for the poor and vulnerable are the foundations of Development and Peace’s work, along with the other Catholic Social Teachings (CSTs) of care for creation, the common good, solidarity, rights and responsibilities, participation, subsidiarity, and dignity of work and the rights of workers.

READ Development and Peace’s [reflection on integral ecology](#) for 2019-20, which explores the spiritual dimensions of ecology and the call to ecological conversion.

Then, please SHARE your reactions to the following questions on a separate sheet of paper.

1. What surprised you about this article? (Did you know that Catholic theologians and thinkers have been talking about ecology for centuries?)
2. In *Laudato Si’*, Pope Francis says, “Today, we have to realize that a true ecological approach always becomes a social approach; it must integrate questions of justice in debates on the environment, so as to hear both the cry of the earth and the cry of the poor.”

Many people understand this quote to mean that the “cry of the earth and the cry of the poor” are inextricably linked; one deeply affects the other. If you needed to convince someone of this, what would you say to them? In other words, explain how the “cry of the earth and the cry of the poor” are connected.

3. Catholic Social Teachings provide us with a roadmap for building right relationships, and for responding to social and environmental injustices happening in our local communities and around the world.
 - a.) What is my relationship with the Earth? What in my life demonstrates this?
 - b.) What is my relationship to the poor in the Global South? What in my life demonstrates this?

4. Pope Francis calls us to undergo an “ecological conversion” as a human society. Create your own explanation of what it would mean to experience an “ecological conversion.” How is your faith, hope and love a part of this?

5. In Part IV, Development and Peace suggests several ways of taking action for our common home.
 - a. What actions could you take on yourself today or this week? How would you go about enacting them? (Describe at least two from the list or come up with your own)
 - b. What actions would you be interested in exploring if you had the right level of support from other people? (Pick at least one from the list)



Reflection on integral ecology

God is in all Creation

When you step out onto the pavement in the morning, do you ever consider what is beneath your feet? Is it possible that under the layers of concrete, we can feel the beating heart of the land? The land which gives life to the trees which provide the oxygen we breathe, that nourishes the gardens that provide our food, and which sustains the homes that give us shelter? Is it possible to see the face of God, Creator of the land, air, water, moon and sun, and of all the natural elements that connect us to each of our sisters and brothers living in our common home?

In today's modern world, we so easily forget that the cars we are driving, the cell phones we are using and the sweaters we are wearing all derive from the natural resources that God created. Too often, however, these natural resources are taken from the hands of others and not shared equitably. In addition, the unsustainable use of these resources – spurred by our overconsumption – has triggered our current climate crisis. As a consequence, millions of people live in poverty, experience hunger and climate disasters, have their ancestral lands stolen and desecrated, and see denied their integral human development.

With this reflection, we invite you to begin the journey towards an integral ecology, which “calls for openness to categories which transcended the language of mathematics and technology, and take us to the heart of what it is to be human.” (Haudato Si!, 11) Together, let us experience the ecological conversion that invites us all to care for our common home.

devp.org/sites/www.devp.org/files/documents/materials/devpeace_commonhome_reflection_ieco_en.pdf