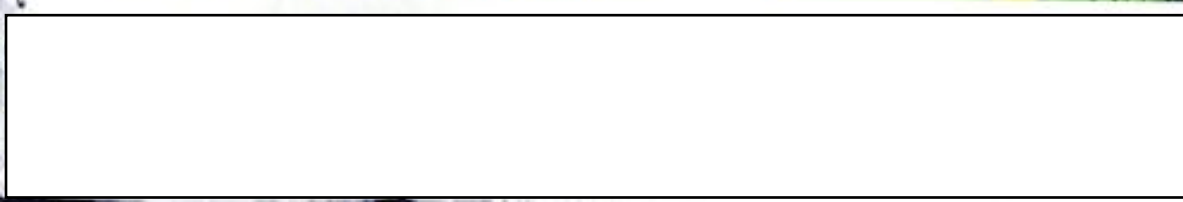



Advocacy Planning

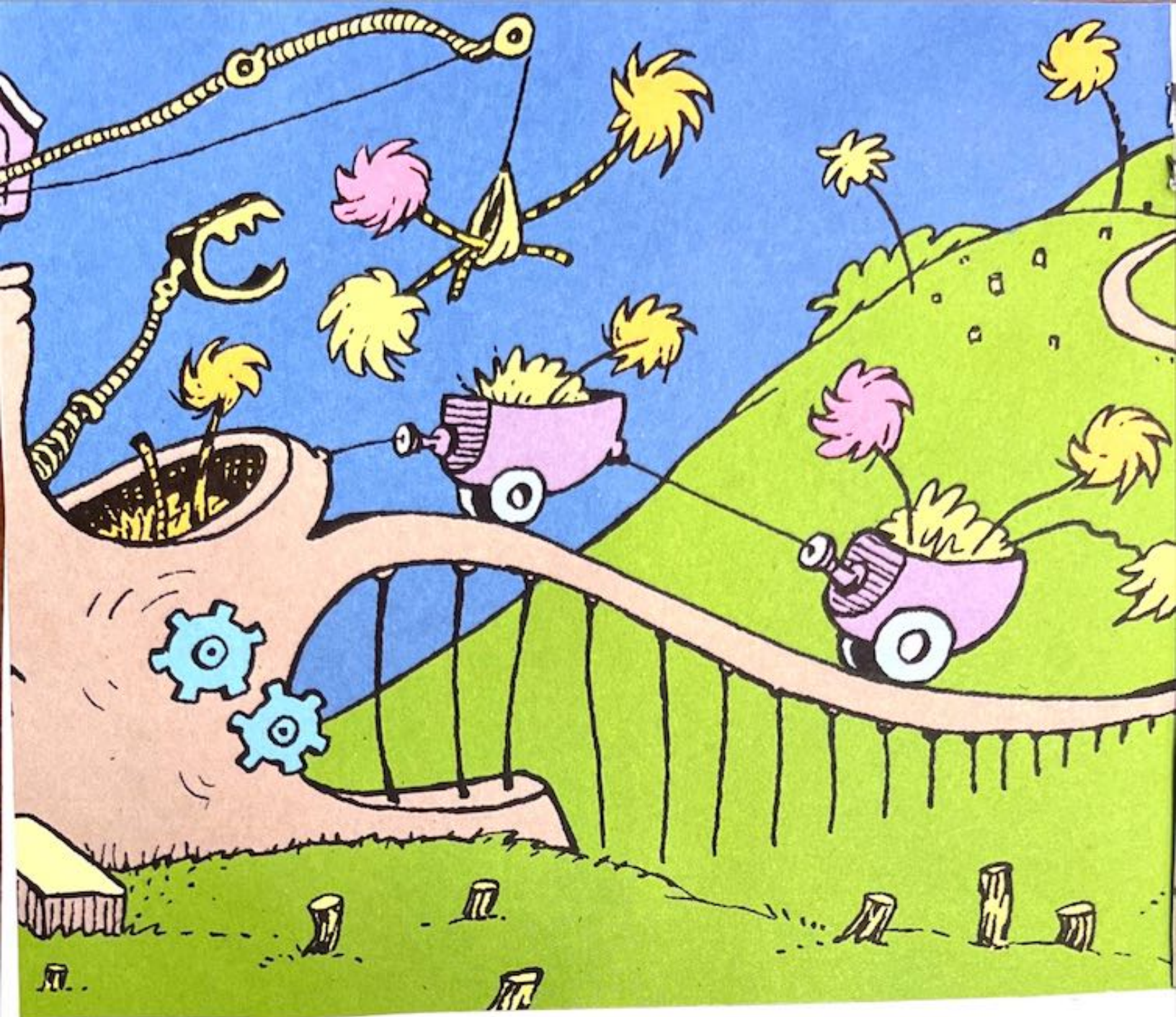




This zine focuses on the role of an advocate and the determination of environmental preservation in lieu of degradation. I chose the story book *The Lorax*, as the metaphor for this zine to show the challenges of reform on a community scale. The legacy of *The Lorax* falls on Ted, an individual given the resources to 'save Thneedville from collapse. I repurposed pages from a thritted book copy and chose the most impactful pages to encompass advocacy planning.



Degradation begins with a resource used for capital accumulation. Once a demand for this resource is made, an environmental crisis is among us. How fast can land be transformed? Let's see...



Why
take
more
than
you
need?

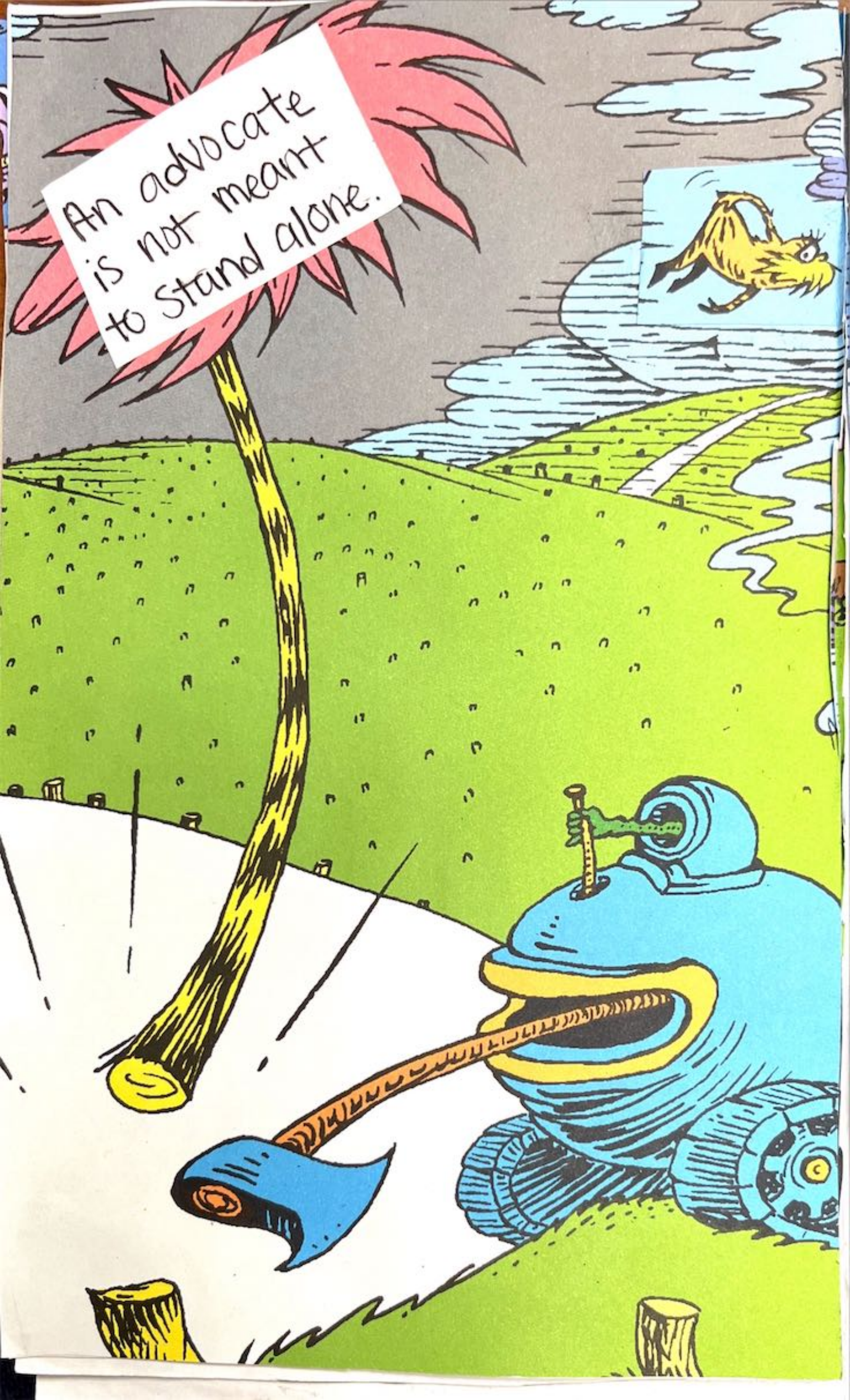




Protest to
unchecked
pollution is
essential to
prevent mass
displacement.

Advocacy planning
is a process,
reform is not
made without
setbacks!

An advocate
is not meant
to stand alone.



The Onceler realized his destruction only after he was left in ruin alone. However, he has enabled a new generation to reclaim the Lorax's home.



References

Seuss, Dr. (1971). *The Lorax*.

New York City, N.Y.: Random House.

