

# PLASTIC

*Changemakers*

**BECOME AN AMBASSADOR  
AGAINST PLASTIC  
MODULE 5**



## MODULE FACILITATOR: Alya



## Module Objectives

### Students will be able to:

- Understand what an environmental campaign is and how it can challenge and change people's attitudes towards the environment.
- Identify and recognize the key characteristics of environmental campaigns.
- Create a plastic-focused environmental campaign to spread awareness of the damage of plastic in the environment and action against the single use of plastic. It could be a short film, art installation, advertisement, poster, or letter to the government.

# Module 5: Vocabulary

## Activist

A person who speaks up about their views and tries to make a change.

*EG: Greta Thunberg is an environmental activist who makes speeches about climate change.*



## Changemaker

Someone who takes action to solve a problem.

*EG: We banned single use plastic from our school because we had a group of changemakers that helped us to see the effects on the environment.*



## Environmental Campaign

A way of helping others to understand and be more aware of an environmental problem.

*EG: We created an environmental campaign to show people that plastic straws are unnecessary and they are harming our earth.*



## Awareness

To know something or see something that is important.

*EG: In order to raise awareness about recycling, I will speak at the school assembly.*





Remember

# What did we cover in our last session?



courageous | collaborative | tolerant | leadership | influence | empowerment | persuade

# LESSON 1





Action

# One way to raise awareness is through a campaign.

An environmental campaign usually involves groups of people who educate the community on the importance of the environment.

It gives them the opportunity to engage their local communities in awareness-raising activities to solve a problem.

**What does this mean?**

**The more people we tell, the more people will know**

# What are the elements of an environmental campaign?

## Let's break it down...

What is the cause? Or the problem you are trying to solve? It should be specific, for example, there are too many single use plastic water bottles on the street.

Why is it important? What is the key message? Do you want to save animals? There is no Planet B?

<b>What is the problem?</b> 	<b>Who is my audience?</b> 
<b>What is my message?</b> 	<b>How will I share it?</b> 

Who do you think you can reach with your message? Your friends/classmates/school? What about the wider community?

What skills do you have that can spread your word? Do you enjoy creating art? Do you enjoy speaking and influencing others? Do you love presenting facts and figures?

# Examples of youth environmental campaigns



Understand

**KIDS**  
against  
PLASTIC

HOME KIDS & YOUNG PEOPLE SCHOOLS BIG KIDS (ADULTS) DONATE ABOUT US MERCH

twitter facebook search

**KIDS**  
against  
PLASTIC

Charity Number 1179917

A youth-led charity, empowering children and young people

# Examples of youth environmental campaigns



Understand



# Examples of youth environmental campaigns



Understand

**VOICES OF YOUTH**

GET INSPIRED ▾ SHARE ▾ ACT ▾ REACT ▾

English Arabic Español Français

unicef  
for every child

**Young people reflect on the access to water in their countries**

**It's time to empower girls**  
It's time to empower girls  
It's time to empower girls

**International Women's Day: Ideas to empower girls**

**These are the issues young people cared about in 2022**

**Let's talk about mental health**



Complete

# Let's keep going...

Why should people listen to you? Share some key facts. Include statistics e.g. percentages.

What can people do? What do you suggest?

What is going to capture people's attention? A video/image/flashmob?

## Facts that will help me:

- 
- 
- 



## Creative idea:



## Media outlets to approach



Do you have a school newsletter? A local paper? Social media channels that you can use?



Complete

# EarthRise

Let's watch the [EarthRise video](#) (approx. 9 minutes).

As a class, can you pick out the key features of the EarthRise campaign?



**Module 5:** LO: I can use spoken language to develop understanding through, imagining and exploring ideas.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Module 5: How-to-Guide Create an Environmental Campaign

<b>What is the problem?</b> 	<b>Who is my audience?</b> 
<b>What is my message?</b> 	<b>How will I share it?</b> 
<b>Facts that will help me:</b> • • • 	
<b>Creative idea:</b> 	
<b>Media outlets to approach</b> 	
<b>What is your next step?</b>	<b>What will you do to get started?</b>



Complete

# Recycle Ranger

Have a look at the [Recycle Ranger activity](#) from the UN Sustainable Development Goals:

As a class, can you pick out the key features of this campaign?



**Module 5:** LO: I can use spoken language to develop understanding through, imagining and exploring ideas.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Module 5: How-to-Guide**  
**Create an Environmental Campaign**

<b>What is the problem?</b> <span style="float: right;">WHAT</span>	<b>Who is my audience?</b> <span style="float: right;">WHO</span>
<b>What is my message?</b> <span style="float: right;">WHAT</span>	<b>How will I share it?</b> <span style="float: right;">HOW</span>
<b>What is your next step?</b>	<b>What will you do to get started?</b>
<b>What is the issue?</b>	
Target audience:	
Message to communicate:	
Medium to communicate it through:	
<b>What does the campaign want you to do?</b>	
How do they expect you to do it?	
What are they doing to persuade you to make a change?	
What impact will this have?	

# LESSON 2





Complete

 Now it's time to get to work!

# What is the problem?

 WHAT



Plastic in the ocean



Single use plastics



Effect of plastic on animals

Complete your Campaign Creation sheet

<b>What is the problem?</b>	 WHAT





Complete

 Now it's time to get to work!

# Who is my audience?



Your friends



Your classmates

Your local community



Your family



Complete your Campaign Creation sheet

<b>Who is my audience?</b>	





Complete

 Now it's time to get to work!

## How will I share it?



Song

Posters

Video

Protest

Vlog

Podcast

Catchphrase



Petition

Poem

Concert

Assembly

Complete your Campaign  
Creation sheet

Stickers

Badges

**How will I share it?** 

---





Complete



Now it's time to get to work!

# Can you plan a campaign of your own?

What could we do?

How could we improve things?



How can one person make a difference?

Where is the positivity?

Complete your Campaign Creation sheet

What is my message?	 WHAT





Complete

 Now it's time to get to work!

## Can you plan a campaign of your own?

Do you have a 'wow' idea that will make people sit up and take notice?

Why might your protest/video/poster/song stand out more than anyone else's?



Complete your Campaign  
Creation sheet

**Creative idea:**





Complete



Now it's time to get to work!

## Can you plan a campaign of your own?

Can you use the things you've learnt through this project, or complete some of your own research, to find some key facts to help you talk about your campaign confidently?

Try to find some statistics (number facts, percentages, dates) that support what you are trying to do, or explain why it is so important.

**For example:** *Did you know that by 2050 there could be more plastic than fish in the sea (by weight)?*



Complete your Campaign  
Creation sheet

Facts that will help me:

- 
- 
- 





Complete

# The last bit...

A big plan can feel overwhelming!

Where are you going to start?

What's your first move?



Complete your Campaign  
Creation sheet

What is your next step?

What will you do to get started?





Complete

 Now it's time to get to work!

# Can you plan a campaign of your own?

Local news channels



Local radio



Local paper / school newsletter

Social media channels

Complete your Campaign Creation sheet

**Media outlets to approach**





# Successful campaigns

If your campaign is successful, what would it look like?

 After a day...

 After a month...

 After a year...

How will you have helped the plastics problem?

 After a day...

 After a month...

 After a year...

**Module 5:** LO: I can use spoken language to develop understanding through, imagining and exploring ideas.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Module 5: Journal Activity Worksheet

Name:	Date:	
		
What my campaign will look like after a day	What my campaign will look like after a month	What my campaign will look like after a year
How the plastics problem will have been improved after a day	How the plastics problem will have been improved after a month	How the plastics problem will have been improved after a year



Improve

# Share and evaluate

Explain your campaign plan to a partner.

Can you give some helpful feedback?

I like how you have...

Can you explain how...?

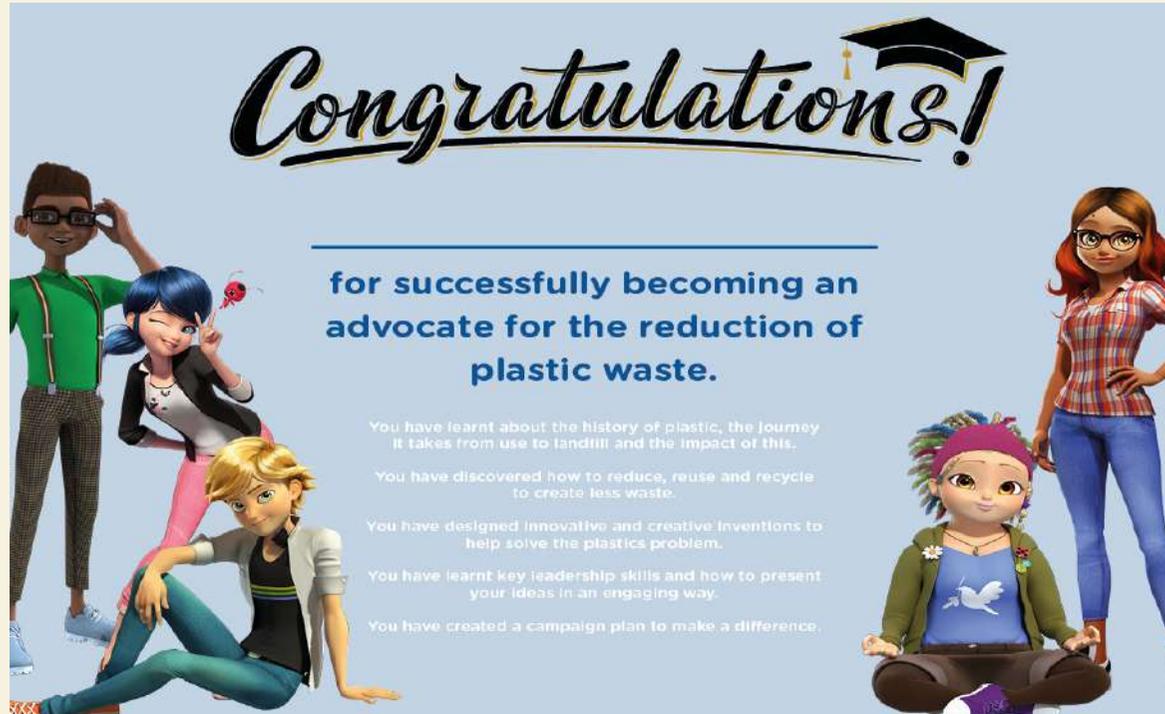
Have you thought about...?

# Congratulations!

You have learnt an incredible amount over the last few modules and now you have all the tools you need to go out and make a difference in the world



# This is just the beginning. Now go ahead and change the world



Part of

# PLASTIC

*Changemakers*

A partnership between:



ZAG

ZAG  
HERCEZI

Mediawan  
KIDS & FAMILY

METHOD  
Mediawan