



The aim of this project

This project looks at the role of campaigning organisations in society and encourages students to develop their own campaign. It will encourage students to research and debate topical issues and talk and write about their opinions, explaining their views on issues which affect them and their society.

Links to KS2

This project allows students to consider the role of voluntary, community and pressure groups in democracies. They will reflect on the way resources can be allocated and how these choices can affect the sustainability of their environment by debating and researching topical issues.

Students are given the opportunity to participate in and take responsibility for decision making processes and to meet and talk with local community figures. It encourages students to face challenges positively by collecting information and taking action.

Project Outcomes:

The final presentation will allow students to show they have researched and debated a topic issue; engaged with local figures; looked at the role of voluntary and pressure groups; and participated in and taken responsibility for decision making processes and dealing with challenges within their local community.

How to teach this project

- Introduce the idea of campaigning and what a campaign is by asking students to identify and describe a campaign they have heard of. Show them examples of campaigns – leaflets, petitions, radio and TV ads.

Good examples of marine campaigns include:

WWF's Marine Bill campaign

<http://www.wwf.org.uk/campaignnews/april05.asp>

Greenpeace's ocean defender website

<http://oceans.greenpeace.org/en/>

- Ask students to divide into groups and pick a campaign to work on. We encourage you to come up with campaigns which are relevant to your school or local area.
- Encourage students to list out what makes a good campaign – for example, “catching people’s attention in a funny or clever way”, “engaging people’s emotions by making them think”, “giving evidence to prove there is really a problem”.
- Ask students to divide into groups and decide on a key campaign message. What do they want their campaign to achieve? What are they asking for?
- Ask them to make a colourful poster of their campaign message.
- Ask them to contact a real or imaginary local figure to ask for support by letter.
- Remind students to include evidence. For example, why is recycling important?
- Finally the groups should present their campaigns to the rest of the class.

Gifted & Talented extensions:

This project offers two opportunities for extensions. The first is the ‘wave power’ campaign which needs some additional research into wave power. The second extension is to ask G&T students to make a list of 10 bullet points explaining the importance of their campaign to others.



Introduction

Have you ever wanted to change the world, but wondered where to start? This student challenge shows you how to become a campaigner against climate change.

Campaigners are people - or groups of people - who want to change something they feel is not right. Because climate change affects so many people, many groups have sprung up to try and do something about it. This challenge gives you the chance to learn from the experts and then design a campaign of your own.

Choose your own campaign - or choose one from one of the examples below

■ Issue 1 - We Want Recycling Now!

There is currently no recycling at your school. You know that recycling can help prevent climate change because it stops rubbish being burned, which causes CO₂ to be released into the atmosphere, or buried in landfill sites which causes toxic chemicals to escape into the soil. Create a campaign persuading the school authorities to introduce recycling.

■ Issue 2 - Save Electricity At School!

Your school currently does not use energy efficient light bulbs. Using them will not only save electricity - meaning less fossil fuels are burned and less CO₂ escapes into the atmosphere - but it will also save the school money, because each energy efficient light bulb saves on average £78 over its life time and energy efficient light bulbs last 12 times longer than ordinary light bulbs.

■ Issue 3 - Wave Power To The People!

(G&T Extension)

You discover that the government has recently decided to stop funding Wave Power Generation, a company which is researching ways to use wave power to generate clean electricity. You know that wave power can provide a clean, green source of energy for homes and businesses. You want to tell the government that if the UK is to meet its target of reducing CO₂ emissions by 60% by 2050, then it needs to help renewable energy companies to develop. Create a campaign to persuade people to encourage your government to help fund Wave Power Generation's research.

Now make your campaign happen

Discuss the different campaigning techniques you have learned in your group. On your challenge sheet, list the different things you need to do to make a campaign successful. Your teacher will help you.

Get back up

One important thing to think about is getting a local figure (such as the recycling officer at your council) or a celebrity to back up your campaign. For example, Bob Geldof asked lots of celebrities to help him with his Make Poverty History campaign. Which celebrity would you choose to back your campaign? Write them a letter and ask them for help.

Use the sample letter on Challenge Sheet 2 to help you.

Make a campaign poster

In groups, work together to design a poster all about your campaign. Use ideas on your challenge sheet to help you.

G&T Extension: produce 10 bullet points explaining to people why your campaign is important. Print them off to distribute to interested people.

Present your campaign to the class

Can you persuade your friends to join your campaign?



Become a campaigner against climate change!

- Write a list of the different things you need to do for a successful campaign.
- Use this sample letter to help you write your own letter to a famous celebrity or local figure and ask them for help.

Create a campaign poster

- Make it bright and colourful
- Explain why the campaign is important
- Give evidence
- Tell people what they can do to help
- Use a catchy slogan which people will remember
- Remember to ask for what you want!

Sample School
Sample Street
England
SM8 PLE

13th September 2006

Dear Sir or Madam,

We are writing to you to ask if you could help us with our recycling campaign at school.

Our school currently does not do any recycling. We have decided we would like to try and persuade our head teacher that our school needs to start recycling.

We were wondering if you would be able to support our campaign by visiting our school and speaking to us and our teachers about the benefits of recycling and how we could organise recycling for our school.

Best Wishes,

Sarah, Megan and Paul