

“Your World” Final Environmental Project

1. Pick an UNCOMMON and NOT YET EXPLOITED cause to support. The goal of this project is to produce a comprehensive campaign that promotes a certain environmental cause. You may want to model your campaign after those “Truth” (anti-smoking) commercials that are somewhat outrageous and utilize their shock value to carry out their message. All products produced should similarly exhibit professionalism. A majority of your grade will be based on your group’s effectiveness in INFLUENCING others. This will be judged on your final presentation, May 27th or 31st.
2. Make sure you have thought long and hard about your cause so that it will not seem foolish. Your grade depends on it and it will make this project more worthwhile and enjoyable. Examples in the past have included: boycott shark-fin soup, ivory trade, uses of animals in circuses, the slaughter of gorillas and monkeys in Africa as “bushmeat”, global warming caused by cattle methane emissions etc. etc. (Do not repeat any of these examples.)
3. The first step is the most difficult step, as it will dictate whether or not your campaign will prove effective and feasible. Picking a bad or easily completed cause will make your group look rather childish. As a group you will brainstorm and then create focus groups to determine which one of the possibilities will be the most effective and even more importantly, LEAD people to consider, change and help support your environmental cause.
4. Another important thing to get completed early is to make an inventory of all the technical and service resources that your organization may possess. For example, digital cameras and camcorders are often in demand and are almost a necessity for the project to be carried out effectively. In the past, we’ve had parents who owned printing companies that helped make tee-shirts or posters, cheaply. So, know what you have and you can find out what you can do and what you cannot do reasonably.
5. During your period, you will have full use of the computers and of any resources that I may garner for you.
6. Tasks to be completed: A 10-15 minute PERSUASIVE presentation to the class. The use of technology (PowerPoint, video, and other media) should be incorporated into and may even make up the majority of your presentation. Remember the goal is to persuade the audience to buy into your cause, if they are bored, they will most likely be unresponsive and your grade will suffer. Promotional items are also often a good way to get people on board for an important cause. The sky is the limit.
7. Finally, remember that as an environmental science class, the amount of paper and resources used maybe called into consideration by your critics. So be good stewards and be able to justify any excessive paper usage.