Secondary school project brief

Pupil project

Create a campaign to improve air quality at your school over the summer term.

Prize

Win a visit to Schwalbe Tyres UK head office to present your campaign and learn first-hand how this major company are tackling climate change.

See how to submit your campaign below, under phase 4.

Before you start:

Split into groups of 3 or 4.

The task

You have two weeks to complete this task

Phase 1: Research

1. Carry out research on air pollution: What is it, what causes it, where is it worse etc...?
2. Research why air pollution is bad: How does it affect humans, nature and highly populated environments?
3. Research different environmental campaigns. Note what makes them successful or engaging. (A good starting point is to search the internet for "anti-idling campaign UK").

Phase 2: Planning

1. Plan ideas for your campaign. This could be done on a mind map.
2. Think about any resources you might want to create to promote your campaign. Eg posters.
3. Think about how you want to present your campaign. This could be a presentation, a video etc.

Phase 3: Delivery

1. Create your campaign.
2. Present your campaign to your class and make sure to record it if it is a presentation.

Phase 4: Wrap up

Submit your campaign to bigwalkandwheel@walkwheelcycletrust.org.uk to be in with the chance of winning the opportunity to showcase your campaign to Schwalbe Tyres.

Things to think about/consider

- Does air quality affect people disproportionally?
- Could you collect any data to highlight bad air quality? This could be primary or secondary data.
- What might be barriers to improving air quality at your school?
- Who is the target audience for your campaign, is it teachers, parents, pupils?
- How are you going to present your findings? Make sure the information is easy to understand and follow.
- What is the end goal? Could you get your school to work to become carbon zero by 2030? See Lets Go Zero for more information and inspiration: letsgozero.org