

Sky Academy Studios



Lesson objective:

To learn about:

- the negative impact of plastic pollution within our oceans
- the different activities within a marketing campaign and their associated costs and reach

Starter (5 minutes)

- Show **slide 2** and ask students which of these items they've used within the last week and then, within the last day. Ask where they think those items are now? What did they do with them when they'd finished using them? Discuss what happens to plastic items that are put into recycling bins and what happens to those put into normal bins.
- Show **slide 3** and explain that although some plastics are recycled, it's estimated that 4.8 to 12.7 million tonnes of plastic end up in our oceans every year. That's equivalent to a rubbish truck load every minute.

Main (35 minutes)**Sky Ocean Rescue**

- Show **slide 4** and ask students if they know why our oceans are so vital. After a discussion, clarify that they:
 - provide food and are home to millions of different species and
 - play a significant role in regulating the climate and weather across the globe.
- Using **slide 5** tell pupils that the Sun heats up the surface of the ocean, then ocean currents move the warm water to different places around the Earth. This affects the weather and climate in those places.
- **Slide 6.** Tell pupils that scientists think that up to 70% of the oxygen we breathe comes from tiny ocean plants called phytoplankton.
- **Slide 7.** Explain that plastic waste decomposes very slowly so it lasts for a long time. It's dangerous to animals, with them often mistaking the plastic pieces for food. Plastic bags are also often found blocking the breathing passages and stomachs of animals such as whales, dolphins, seals, puffins, and turtles as well as getting washed up to shore where it pollutes the beaches and coastlines.
- **Slide 8.** Tell students that plastic bottles are the third worst plastic polluter of the ocean. Ask them how many single use plastic bottles they think are sold in Britain every year (more than 13 billion). Straws are also in the top 10 items found in beach clean-ups – again, how many straws do we use a year in the UK? (8.5 billion). Explain that we've seen some of the damage that plastics can do to our oceans. But some of these – single-use plastics – could easily be prevented from going into the oceans if we all made simple changes. Ask students to come up with suggestions that they know of already (i.e using re-usable water bottle).

- Show **slide 9** and explain that we can make a difference! In 2015 a new law was passed that meant supermarkets had to charge people 5p for a plastic bag. Since then the use of plastic supermarket bags has dropped 85%.
- **Slide 10** Sky Ocean Rescue is a programme created by the telecommunications company Sky to help raise awareness of how used plastics are affecting our oceans. Through its TV news channels, it's inspiring people to take action and making changes.

Sky Academy Futures: Ideas and Innovation

- **Slide 11.** Tell students that they are going to go to the Sky Studios and will be set the challenge:
To come up with a product or an idea to help reduce plastics in our oceans and create a marketing campaign for their idea.
- Whilst at the Sky Academy they will work in teams to think creatively to come up with an idea. They will then create a marketing campaign to tell people about their idea, working within an allocated budget.
- Ask students what is meant by a marketing campaign – take their ideas. Then share slide 12 and explain that marketing is the promotion and selling of a product or an idea so that people will buy or use it.
- **Slide 13** explains the process that they will go through on the day:
 - Product or service - what is their idea?
 - Price - what the price will be - will it be affordable for people?
 - Promotion - how they will promote their idea so that people will buy or use it.
 - Place - where will people be able to buy it from?
- Before showing **slide 14** explain that promotion is known as advertising. Ask students why products and services are advertised. Then clarify that it's so people:
 - know what the product or service is
 - are aware that it exists
 - what the benefits are
 - where they can buy it from
- In pairs give students a few minutes to come up with examples of different adverts. If you have computers or laptops/tablet to hand ask them to find examples of adverts.
- Share **slide 15** to show examples of the different marketing and advertising activities that they will be able to choose from.
 - Television advert
 - Vlog on a video platform
 - Printed advert in a magazine or newspaper
 - Email
 - Digital advert on a search engine

- Show the examples of adverts on **slide 16**.
 - Cadburys
 - Top humerous ads (from the beginning to 01.27)

Plenary (10 minutes)

Using **slide 17** explain to students that each of the cost of the different marketing activities vary as does the 'reach'. Reach refers to the number of people that will be exposed to the marketing activity. In pairs ask students to discuss the costs and reach associated with each marketing activity, and the advantages and disadvantages of them. The feedback to the class.

Use **slide 17** to discuss the different costs and reach associated with each marketing activity.

- Cadburys
- Top humerous ads (from the beginning to 01.27)