


Lesson Plan

Subject:	Grade: 6-12	Duration: 1-3 hours
Lesson Overview	Students will use the culmination of learning from the previous classes and a connections to SurfRider’s work to create a campaign to help solve the problem and present their ideas to their peers.	

Curriculum Ties (in addition to satisfying multiple core competencies)	Core Competencies:	
		
	Grade	Subject
	Curriculum	
6-8	ADST Entrepreneurship & Marketing	<ul style="list-style-type: none"> • Characteristics of entrepreneurial activity. <ul style="list-style-type: none"> ◦ Goal, personal commitment, planning and preparation, commitment of resources. Etc. • Recognition of a need and identification of target market. • Forms of advertising and marketing that can influence a potential customer or buyer. <ul style="list-style-type: none"> ◦ Print, social media, we, digital • Differences between consumer wants (what one would like to have, what one can do without) and needs.
11	Environmental Science	<ul style="list-style-type: none"> • Human practices affect the sustainability ecosystems. • Humans can play a role in the stewardship and restoration of ecosystems.
12	Environmental Science	<ul style="list-style-type: none"> • Human actions affect the quality of water and its ability to sustain life. • Human activities cause changes in the global

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<p>Content Objectives</p>	<ul style="list-style-type: none"> • Understand the plastic problem and how it affects ourselves as well as our environment. • Understand the role we play in this process. • Begin to problem solve solutions to the plastic problem on a community level. • Use entrepreneurship to create a campaign plan and share with peers.
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<p>Materials and Equipment Needed for this Lesson</p>	
<ul style="list-style-type: none"> • Planning Sheets 	

Lesson Stages	Learning Activities
<p>Introduction</p>	<p>REFLECT AND WRITE: Think about the kinds of debris you found on your beach clean. Who are the people we need to convince to make a real difference for our marine ecosystems?</p> <ul style="list-style-type: none"> A. Our parents B. Our friends C. Government leaders D. Business owners E. All of the above <p><i>All levels of plastic production, distribution, and consumption need to evolve in order for marine ecosystems to be preserved.</i></p>

	<p>Some groups have more influence than others. Why is the Ocean Friendly Business Campaign important?</p> <ul style="list-style-type: none"> • Businesses have a big footprint in communities • Can act quicker than government legislation: opt to transition away from single use plastics, swap to more ocean friendly suppliers / practices • Legislation is still important to incentivise these changes (business' main concern is their bottom line) <p>*Adjust the depth of this conversation based on grade level</p>
Activity	<p>ACTIVITY: Campaign presentation - Dragon's Den! Active listening encouraged - students will ask questions about their classmate's campaigns.</p>
Closure	<p>FINAL CLASS DISCUSSION: Ask students what they have learned from this experience? What plastic are they each going to eliminate and reduce from their lives? What does your school need to do to become Ocean Friendly?</p>

Additional Info for Teachers	<p>Three Steps to Campaigns</p> <p>1. Campaign Planning</p> <p>This is an essential and required part of any campaign. Please work with your regional Surfrider staff person to complete the Campaign Planning</p>
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Worksheet before launching a campaign. Campaign planning includes considerations like:

- What is the overall intended impact? What are the long term, mid term and short term goals?
- What resources and budget are needed to accomplish this?
- What stakeholders are or could be involved?* This is very important.
- Who are the decision-making targets?

2. Campaign Implementation

Once your campaign plan is complete, it's time to get started implementing it! Steps include:

- Take action on the strategies and goals you've identified and make adjustments as needed.

3. Campaign Close Out (Hopefully Victory Reporting!!)

Let's fast forward weeks, months, or even years. The legislative session ended, the lawsuit was settled, or generally a decision has been made. How'd you do? Surfrider has an impressive track record with nearly 700 victories, but we don't always win. Sometimes we need to call it a loss and try again next time. Here are next steps:

- Determine if your campaign was a victory or loss.
- Where can you go from here? Is there changes to be made or can it be extended upon?

[2_Campaign Planning Worksheet v.3 - Google Docs](#)