

Anti-litter Campaign

Theme			
Subject			
Teacher			
Date			
School year		Class	
Name			

Learning objective	Score	Opmerking
students speak purposefully. <i>Convey a clear message in a video</i>	1 – 2 – 3 – 4 – 5	
Students express themselves creatively using language. <i>Bring a message in a creative way</i>	1 – 2 – 3 – 4 – 5	
Students use common features of similar applications to create digital content.	1 – 2 – 3 – 4 – 5	
Students respect ethical, social, and legal rules when using digital technology.	1 – 2 – 3 – 4 – 5	
Students actively contribute in group activities to achieve a common result.	1 – 2 – 3 – 4 – 5	
Students illustrate actions that enable sustainable use of space.	1 – 2 – 3 – 4 – 5	
Students reflect cyclically and subject-specifically on their own learning process and adjust it purposefully.	1 – 2 – 3 – 4 – 5	
Students apply (meta)cognitive learning and regulation strategies to master learning content	1 – 2 – 3 – 4 – 5	
Students use academic and subject-specific language.	1 – 2 – 3 – 4 – 5	
Students go through an artistic-creative process based on imagination.	1 – 2 – 3 – 4 – 5	

Assignment

In this assignment, you will create a campaign to reduce street litter. You will do this by producing a short video (e.g., TikTok or another short clip).

1 **Choose one of the following actions to promote:**

- **Always dispose of your waste in a bin:** Make sure you never leave trash behind, wherever you go.
- **Participate in local clean-up activities:** Sign up for clean-up events in your neighborhood or organize your own clean-up day.
- **Use reusable products:** Avoid single-use items and choose reusable bottles, bags, and lunch boxes.
- **Education and awareness:** Inform others about the impact of litter and encourage environmentally conscious behavior.
- **Recycle and separate waste:** Make sure to sort and recycle your waste properly and teach others to do the same.

2 **To make your video realistic,** you will need to find some street litter. Your teacher will provide materials to safely clean it up.

3 **Your video should have a clear message and include elements such as:**

- A catchy slogan or message
- A dance or movement inspired by a viral TikTok
- Humorous or surprising elements
- Music or sound effects
- Maximum length of 60 seconds

4 **You may work in pairs (or a maximum of 4 students per group).**

O R I Ë N T I N G

Briefly answer the following questions below:

1 Explain the assignment in your own words:

2 Who is your target audience?

3 Who are you working with?

4 What is the purpose of this assignment?

P R E P A R A T I O N

Making a Plan

Each group should write a script for their TikTok video. The script must convey a clear message.

Note:

The video should have a clear message and include elements such as:

- A catchy slogan or message
- A dance or movement inspired by a viral TikTok
- Humorous or surprising elements
- Music or sound effects
- Maximum length of 60 seconds

E X E C U T I O N

Recording the Video

- Record your video based on the script your group has written.
- Be creative!
- Think of hashtags such as: #TrashInTheBin, #CleanEnvironment, and #StopLittering
- Submit your video via a proper email.

Note:

While making the video, you also need to collect some street litter. You will hand in a bag of collected trash at the end of this assignment.

REFLECTION

- 1 What did you enjoy most about completing this assignment?
- 2 What was the most challenging part?
- 3 Were you able to convey your message effectively? Why or why not?
- 4 What would you do differently next time?
- 5 What did you learn while completing this assignment?