

102 - Climate Change Challenge WebQuests

Low Plastic Diet



**Building Problem-solving Skills of Youth to Address
Environmental and Climate Change Issues**

IO2 – Climate Change Challenge WebQuests

WebQuest Theme: Low Plastic Diet

TIME ALLOCATED:	5 hours
TITLE OF THE WEBQUEST:	7 Days for Zero Waste
INTRODUCTION	
<p>Single-Use Plastics (SUP) have become a plague for our environment. Most of this plastic ends up in landfills, our oceans and waterways, and the environment. Plastics do not biodegrade, but they slowly break down into smaller pieces of plastic called micro-plastics, which contaminate our soil and water. The toxic chemicals used to manufacture plastic gets transferred to animal tissue, eventually entering the human food chain. Styrofoam products are toxic if ingested and can damage the nervous system, lungs and reproductive organs. Their effect on the environment as well as on humans is frightening.</p> <p>SUP's are so deep-rooted in our daily lives that it almost seems that there is no way to live without them. Most of these plastics are used by the food industry for packaging. Look around a supermarket and you'll see what we mean by this! All of that packaging is used only once. A material that in principle can last a long time and can also be reused, is thrown away and considered unusable after a few minutes. Those who sort their waste for recycling realise how much single-use plastic we throw away every day. According to Plastic Soup Foundation, 15,000 plastic bottles are sold worldwide every second. That is 1,000,000 SUP's per minute and 480 billion individual pieces each year. Coca-Cola sells the majority of these: 110 billion a year. Only 7% of these single-use plastic bottles are recycled, despite the fact that the material used (PET) is one of the easiest to recycle. In addition, PET sinks in water but bottle caps do not. They are made from a different type of plastic (HDPE) and are lighter than water. As a result, more caps wash up on beaches than bottles.</p> <p>As plastic is so widely used, it almost always ends up in the environment, causing more plastic pollution. Around 80% of marine litter actually originates on land and is either swept in from the coastline or carried to rivers from the streets during heavy rain via storm drains and sewage overflows.</p>	



So the best thing we can do to protect our environment from overwhelming and dangerous plastic pollution is try to keep as much SUP's as possible out of the waste stream in the first place. How? By boycotting plastic bags, plastic forks, plastic drinking bottles, plastic lids, straws and so on.

TASK

You have heard about a campaign started by the mayor aimed at transforming Paris to a zero-plastic city by 2024. You have been reading about the strategies introduced by the Mairie, or the Town Hall, to reduce plastic use and waste. You are wondering what you can do to be part of this ambitious plan and how to reduce plastic use, especially in food shopping, when you read in the local newspapers that the Mairie has launched a contest called "7 days for zero waste", challenging Parisian citizens to go plastic free for a week and to publish on their social media profiles one post per day for 7 days telling how they managed to avoid plastic when shopping for groceries.

You decide to accept this challenge, but you will need the support of at least 4 more people to participate in the contest. You will work together and go through the steps of this task to prepare your 7 days plastic free diet.

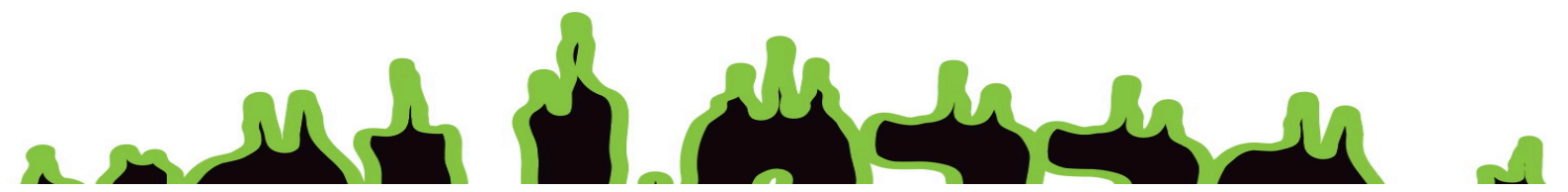
PROCESS

Step 1: Brainstorm your ideas.

Now that you have decided to take the challenge of "7 days for zero waste", you need to find good ideas and strategies to follow your zero-plastic diet for a week. You have faced the problem of being in the supermarket and realising that it is pretty much impossible to avoid plastic packaging. But what about the other members of your team? The first step is to discuss this issue and share both doubts and ideas about the possibility of going plastic free.

One of the best ways to do this is to brainstorm within your group. This technique will help you to strengthen team relationships, boost creativity and come out with brilliant ideas. To start, take a pen and paper and think of what products come in plastic packaging, identify situations where it is possible or not to avoid plastic when eating, what grocery stores, market stalls and supermarkets offer plastic free products and so on.

What is the best way to brainstorm? Every group has a different technique that best suits their personality and way of thinking, so, find out what is the best brainstorming for your team! For



this activity you can share the tasks in 2 teams: one team will watch the video lasting about 10 minutes and the other will read the contents of the links for 10 minutes, then the members of each group will report back their findings to the others. You can start with the following links:

- 19 Top Brainstorming Techniques to generate ideas for every situation: <https://business.tutsplus.com/articles/top-brainstorming-techniques--cms-27181>
- Brainstorming: <https://www.mindtools.com/brainstm.html>
- Group brainstorming techniques [VIDEO]: <https://www.youtube.com/watch?v=FkvCBUvH6Zc>

If you have a computer or a tablet, you can also try digital software, check out the ones below, or search for more:

- MURAL, digital workspace for brainstorming: <https://bit.ly/2UAtPde>
- Miro Mind Map: <https://bit.ly/3pGUljy>

Once you have chosen your favourite method, you will start the brainstorming session, which will last 20 minutes. Take note of every idea, even the most obvious ones. After that, you will have a clearer idea of what the main issues will be when you engage in a zero-plastic challenge. Now, you and your team are more aware of different situations and problems you will encounter with this challenge and have brainstormed ideas to overcome them. However, you still need to find out what strategies you need to follow to stick to a “clean’ zero plastic diet.

Step 2: Building your zero-plastic diet.

To have a better idea of how to build your zero-plastic diet, you and your team will need to conduct some research on the internet. While surfing the Internet, you will find a huge amount of information. Be careful, not all of these sources are reliable! You may need to use different techniques to evaluate online sources. One good technique helping to assess the reliability of a source is the CRAAP test (currency, reliability, authority, accuracy and purpose), have a look at the link here below and feel free to look for more evaluation techniques:

- CRAAP test: <https://researchguides.ben.edu/source-evaluation>

You will need 10 minutes to get acquainted with this evaluation method and 10 more to apply it to the online content you will read.

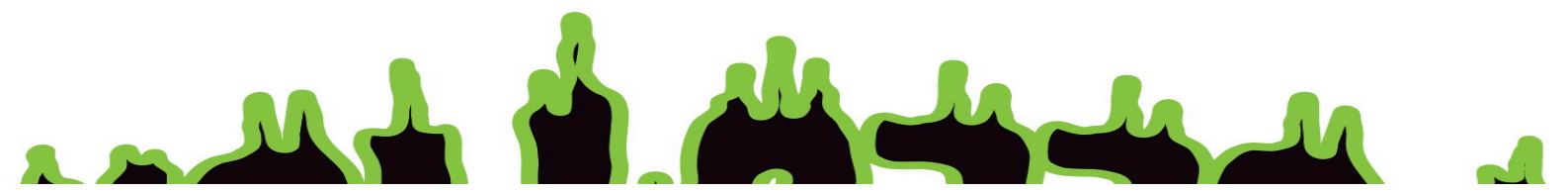


It may sound obvious, but in order to have a zero-plastic diet, the first thing that you need to know is how to choose products according to their packaging. By discussing with your team during the brainstorming session, you realised that buying food without plastic packaging is extremely hard. Almost every product in the supermarket comes in a plastic package. You think that recycling may be the solution for this problem. However, you know that your challenge is to adopt habits leading to free plastic shopping habits, rather than recycling attitudes. To better understand why it is more important to boycott plastic rather than recycling it, you and your team will complete some online research. This will help you to make your “7 days for zero waste” posts more convincing and raise people’s awareness of the importance of avoiding plastic when shopping. This research will take you 20 minutes. You can start from the following links:

- More Recycling Won't Solve Plastic Pollution:
<https://blogs.scientificamerican.com/observations/more-recycling-wont-solve-plastic-pollution/>
- Avoiding Black Plastic Food Packaging:
<https://www.theguardian.com/environment/2019/jul/02/use-compostable-plastic-and-the-16-other-essential-rules-of-effective-recycling>
- The Complex and Frustrating Reality of Recycling Plastic:
<https://www.ecowatch.com/recycling-plastic-reality-2615116844.html>
- Plastic has a Problem; is Chemical Recycling the Solution?:
<https://cen.acs.org/environment/recycling/Plastic-problem-chemical-recycling-solution/97/i39>

You now have a better understanding of the importance of adopting plastic free habits. But how can you start to build your zero-plastic diet? You will need to conduct online research to get inspired and get acquainted with best practices in the field of plastic free lifestyles. Here are some examples, but you will surely find more on Internet, this research will take you 20 minutes:

- Zero Waste Chef: <https://zerowastechef.com/2017/12/31/go-plastic-free-in-2018-or-close-to-it/>
- Clean eating: <https://www.cleaneatingmag.com/clean-living/living-a-plastic-free-life>
- The Ultimate Plastic Diet to Reduce Your Plastic Footprint:
https://www.plasticsoupfoundation.org/en/2019/01/the-ultimate-plastic-diet-to-reduce-your-plastic-footprint/?gclid=EAlaIqobChMImrKG2bqu6gIVDaWyCh2kbg8rEAAAYASAAEgIhnPD_BwE



- Plastic Free Might be the Ultimate Form of Clean Eating:
https://www.vice.com/en_uk/article/qvmqyx/plastic-free-might-be-the-ultimate-form-of-clean-eating
- Zero Waste Grocery Shopping [VIDEO]:
<https://www.youtube.com/watch?v=dortUnKnQ28>
- Adopter le Zéro Déchets tout en faisant des économies [VIDEO]:
<https://youtu.be/yKOFgtWtq6M>

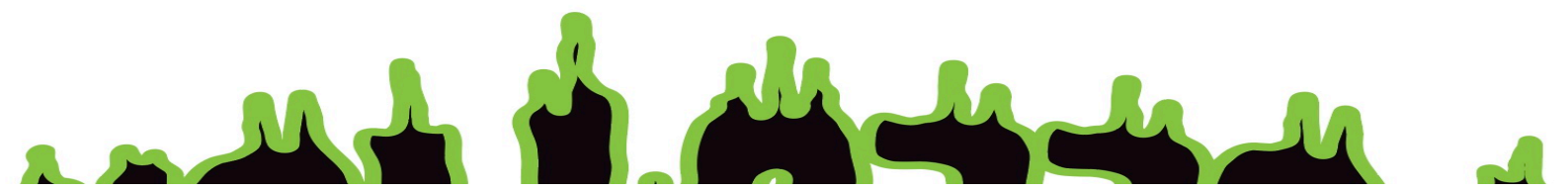
Step 3: Where to go for your zero-plastic shopping?

All the research you have conducted with your team has helped you to decide on what tips to use and how to select groceries in order to achieve your zero-plastic goal. You found out that there are some shops where plastic-free shopping is easier than in others. You want to find out where. For that, you will need to search the internet for shops, markets, grocery store, and supermarkets in your city offering zero plastic solutions. This research will take you 20 minutes. Here are some websites that will help you with that, but you can also find more:

- Zéro Déchet à Paris : Nos Adresse Préférées dans la Capitale:
<https://wearephenix.com/blog/agir/zero-dechet-a-paris-nos-adresses-magasins-epiceries-preferees/>
- Top des Supermarchés en Vrac à Paris: <https://www.lebonbon.fr/paris/les-tops-insolite/top-des-supermarches-en-frac-a-paris/>
- Adresses Zéro Déchet en Ile-de-France: <https://zerowasteparis.fr/zero-dechet/adresses-zero-dechet-en-ile-de-france/>
- Où et Comment Faire ses Courses Zéro Déchet <https://www.jedeviensecolo.fr/courses-frac-zero-dechet-sans-emballage/>

You now have plenty of ideas about how and where to start your zero plastic diet! There is more you can do. The internet always offers lots of innovative solutions. You have heard about a mobile app supporting “green” consumers. Have a look for 20 minutes at what you can find. Start with the following links:

- 10 Applis Zéro Déchet pour les Ecolos connectés: <https://planetezerodechet.fr/applis-zero-dechet-ecolos-connectes-smartphone/>
- 5 Applications pour Mieux Consommer: <https://mescoursesenfrac.com/5-applications-pour-mieux-consommer/>
- Quotidien Ecologique et Economique : 5 applis Smartphone Utiles et Gratuites: <https://consommonsainement.com/2017/09/25/appli-ecologique-economique/>



Your team is now aware of the best tips to follow a zero-plastic diet and knows where to go for plastic free shopping. You are one step closer to creating your “7 days for zero waste” posts! However, if you want to win the contest you and your team will need to make an effective plan for sharing your posts on the social media.

Step 4: Choose your Social Media and Plan your “7 days for zero waste” Posts.

For the “7 days for zero waste” contest, you will need to post an article per day on a social media platform of your choice. But which social media platform is the best for your 7 days plastic free campaign? There are a number of social media platforms that can be useful for posting your articles, but you want to find one that allows you at once to present an image of the plastic-free packaging food you will buy and some text about your day-to-day experience. You can choose to post more text or more pictures, it’s up to you and your team! For this purpose, it will be useful to research which social media is most suitable for different types of posts. This research should take you 15 minutes, and you can start from the links here below:

- What to Post on Each Social Media Platform: The Complete Guide to Optimizing Your Social Content: <https://buffer.com/library/what-to-post-on-each-social-media-platform/>
- 52 Effective Social Media Post Ideas and Examples to Fill your Calendar: <https://coschedule.com/blog/social-media-post-ideas/>
- What to Post on Social Media: <https://www.angieensler.com/what-to-post-on-social-media/>

Once you have a better idea of the kinds of posts that are most relevant for each social media platform, you will start a discussion with your group lasting 15 minutes. The objective is to choose what social media you will use to publish your “7 days for zero waste” posts. You will consider the pros and cons of each social media platform and take up the final decision with all the members of your group. You can also organise a voting session by simply raising up your hand to indicate your choice.

The next step is to plan your 7 days’ worth of posts. There are five of you in your group, so you will need to work together to organise this step. There are a number of online tools you can use to schedule your posts on social media. Have a look at these ones and feel free to search for more. This will take you 20 minutes:

- Agora Pulse: <https://www.agorapulse.com/>



- 10 Social Media Calendars, Tools & Templates to Plan your Content: <https://blog.hubspot.com/marketing/social-media-calendar-tools>
- How to Schedule Facebook Posts to Save Time: <https://blog.hootsuite.com/how-to-schedule-facebook-posts/>
- How to Create a Social Media Posting Schedule: <https://blog.hootsuite.com/social-media-posting-schedule/>

You can choose to assign a weekday to each member of your group and for the 2 days left you can create the posts all together. You will take 15 minutes to choose the solution that better suits your group and the scheduling tool you prefer with your teammates.

Step 5: Creating your posts.

Congratulations, you have reached the last step! Now you know all about a zero-plastic waste diet, how to organise your team to work together and create content for social media platforms. It is time to get started with the real thing: creating your 7 posts for the “7 days for zero waste” contest. Each day of the week has already been assigned to each one of you. But what content will your team post each day?

Obviously, you can't define the full content of all the posts in one day; it is hard to plan in advance where you will go shopping for groceries over the week, since that depends very much on your daily plans. However, your team can already plan what to buy day-by-day, and in what kind of shops. The first thing to do is to select the zero plastic ideas and tips you have collected through the research you have conducted with your team. There are many techniques to do that. Your team can start the task by making a list of plastic-free products that are the easiest to find and the places where you can buy groceries with no food packaging. Then you will need to select the best places and products listed by the team. In total, this task will last 30 minutes. Here are some good techniques to select ideas, you can also use brainstorming again, but we recommend choosing a different one (this research will take 15 minutes):

- 6 Group Decision Making Techniques Your Team Needs: <https://toggl.com/blog/6-group-decision-making-techniques-your-team-needs-now>
- Effective Team Decision Making Process: <https://www.med.mun.ca/getdoc/3aaca216-c482-4b2c-85fc-4a8579df8f0f/Effective-Team-Decision.aspx>
- Selection of ideas: 500 ideas and how to proceed: <https://www.lead-innovation.com/english-blog/selection-of-ideas>



Now you have selected the best ideas to fill in your 7 day-articles to create a week-long plastic free diet. Next, you will discuss for 40 minutes what content will be posted each day with your teammates. Make sure to divide the day in three parts (like in the table here below) and fill in each day with the places, tips and products that you have selected.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning							
Noon							
Evening							

Remember that you will not only need to achieve a whole zero-plastic week schedule, but you will also have to make your posts as attractive as possible, if you want to win the contest! So, you will need to adopt the best communication strategy to publish attention-catching posts. Here are some good tips on how to create successful social media posts, you can start here to become a brilliant influencer, this research will take you 20 minutes:

- 7 Social Media Content Writing Tips: <https://www.socialmediatoday.com/news/7-social-media-content-writing-tips/555805/>
- 12 Tips for Creating Engaging Visual Content on Social Media: <https://blog.hootsuite.com/epic-guide-creating-social-media-visuals/>
- How to write Social Media Posts: <https://expresswriters.com/how-to-write-social-media-posts/>
- 10 Easy Ways to Power up your Social Media Images: <https://about.easil.com/social-media-images/>
- 3 Visuals that won't Work on Social Media [VIDEO]: <https://www.youtube.com/watch?v=wjKX7maUvN0>

And now, you just need to create your posts and publish them on social media! You can create a Google Drive document where you can write your posts and share them with your team, so that everyone will be able to check the others' posts. Keep in mind all the tips and examples you have researched to create brilliant posts and pictures. The whole task (writing your post, adding pictures of your groceries and checking your teammates' posts) will take you 1 hour. Together you have a good chance of winning the "7 days for zero waste" contest!



EVALUATION

By participating in the “7 days for zero waste” contest, young people have developed organisational and teamwork skills enabling them to share and plan work among teammates. They have acquired new knowledge and have been able to transform this raw knowledge into know-how and were therefore able to create their zero-plastic campaign on social media. This activity has also promoted the acquisition of several soft skills among learners. They have practiced their critical thinking, their organisation skills and have improved their team working abilities, which will be useful for their professional career. Through the research tasks and the creation of the posts on social media, the participants have also learned how to use digital tools in a constructive and positive way, to raise awareness about zero waste lifestyles.

A self-assessment exercise will follow the WebQuest. The educator will ask the learners to work in pairs and to answer the following questions one at a time:

- If you had to explain to a friend what you have achieved during this WebQuest what would you tell him/her?
- What competences do you think you achieved today? Will you practice them more after completion of this WebQuest?
- What did you enjoy the most from this activity?
- Have you learned more about a zero-plastic diet?
- Have you learned more about the active and helpful use of social media to boost environmental engagement?
- What would you do differently next time?

CONCLUSION

You have successfully accomplished the “Low-Plastic Diet WebQuest”. This has helped you to understand the impact of plastic pollution on our environment and to get acquainted with alternative solutions to fight plastic waste. You have acquired many practical and soft skills by performing the exercises of this WebQuest. You have created a series of eye-catching posts to publish on social media. You have learned how to plan your work in a team and how to write brilliant posts to raise awareness about the need to boycott plastic in our everyday life. You are now a perfect “green” ambassador!



So now, you are ready to use your personal social media accounts to post more information and ideas about plastic free habits to call your followers' and friends' attention to environmental issues. Don't forget to use advocacy hashtags to challenge public decision-makers on these issues such as:

#MairieDeParis
#ChangeNow
#ThinkGlobalActLocal
#TousContreLePastique
#LePlastiqueCestPasFantastique

“Anyone who believes in indefinite growth on a physically finite planet is either mad, or an economist.”

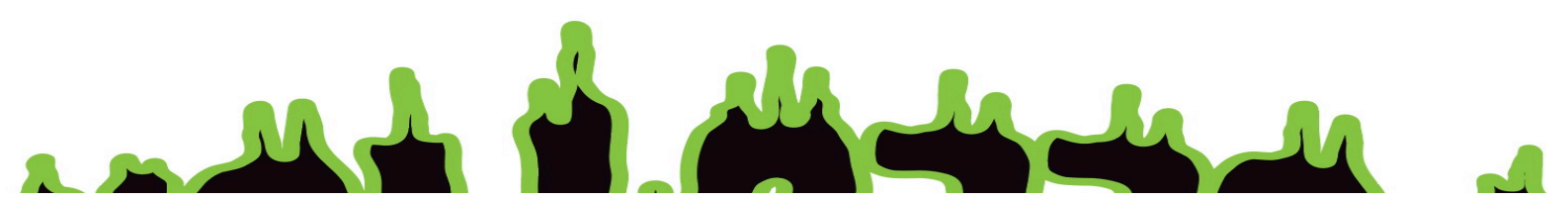


Source: Pixabay

TUTOR SECTION

On completion of this WebQuest, young people will have achieved the following learning outcomes:

Knowledge	Skills	Attitudes
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<ul style="list-style-type: none"> • Knowledge about how to reduce plastic packaging waste. • Knowledge of the importance of boycotting plastic rather than recycling. • Knowledge of the impact of SUP on the environment. • Knowledge of the plastic free shops in Paris. • Knowledge about good practices for a zero-plastic diet. • Knowledge of how to conduct research in group and how to work in a team. • Knowledge about the online sources evaluation methods (CRAAP). • Knowledge of best brainstorming ideas and ideas selection methods. • Knowledge of how to write attention catching posts on the social media and about which images to add to posts. 	<ul style="list-style-type: none"> • Identify issues due to plastic pollution. • Understand the importance of adopting plastic free habits. • Find 0 plastic shops in Paris and Ile-de-France region. • Apply critical thinking to shop responsibly and avoid purchasing products in plastic packaging. • Collect and analyse ideas in a team. • Evaluate online sources and select the most reliable ones. • Write catchy online posts on the social media. • Work in a team to run research. • Discuss with teammates about best ideas for going zero plastic. • Apply best practices for zero plastic groceries shopping. • Organise teamwork to create social media posts over 7 days. 	<ul style="list-style-type: none"> • Willingness to act autonomously to boycott plastic waste. • Understanding of the main ecological issues linked to plastic pollution. • Awareness of the importance of adopting a free plastic attitude to apply to every aspect of life (shopping, eating). • Willingness to inform other people about the importance of adopting a zero-plastic diet. • Understanding of the importance of teaming up to face environmental issues. • Awareness of the power of social media to reach the audience and draw attention to plastic pollution. 	
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<ul style="list-style-type: none">• Knowledge about best online planning software.• Knowledge about organisation and planning group activities	<ul style="list-style-type: none">• Create a 7-day purchasing plan to follow a zero-plastic diet.	
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Questions that a youth worker or teacher might use in a whole class discussion to debrief this WebQuest:

- Was it easy to assign roles in your working team?
- Did you enjoy working as a team?
- Was it easier for you to rely on others or, on the contrary, did you have trouble delegating tasks?
- Did you have the feeling that your ideas were taken into consideration?
- Did you manage to resolve conflicts (if any)?
- How did you take decisions as a group?
- What did you like the most during this activity?
- What was the more difficult aspect of the activity?
- What skills and competences have you learned from this exercise?
- Did you learn initiatives that you will spread among your personal networks?
- Will you apply what you have learnt at home?
- What practical information will you take home from this WebQuest?



SOLUTION NOT POLLUTION



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