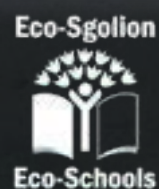


COPA1

COPA1 RESOURCE - YEAR 7 & 8



Background

You have a unique opportunity to shape Yr Wyddfa's future, and this is your invitation to be a part of it!

When plastics break down in the environment, they fragment into smaller and smaller pieces – these eventually become microplastics. Microplastics are barely visible to the human eye but are one of the big problems facing us as a society. Learn more about the dangers of microplastics [here](#)¹.

Yr Wyddfa's summit is 5% microplastics and volunteer organisations collect over half a car's weight of rubbish from the slopes in just six months every year! That's why the Eryri National Park Authority started the Plastic Free Yr Wyddfa project - so we can put an end to plastic pollution. You can learn more about the Plastic-Free Yr Wyddfa project on our [website](#)².

The Welsh Government have already introduced legislation to protect the environment including the [Well-being of Future Generation Act \(2015\)](#)³ and the [Single-use Plastics Products ban \(2023\)](#)⁴ to reduce harmful litter and microplastics. What would you do to protect your surroundings?

In September 2024, you could be called up - along with other pupils from across North Wales - to present your Big Idea to reduce single-use pollution at COPA1: the first environmental conference to take place at the summit of Yr Wyddfa.

We'd like you to complete the following tasks in preparation of creating your 3-minute video pitch about your Big Idea. Task 1-5 are not compulsory and do not need to be submitted, but they will help you develop your Big Idea and give you the best chance of winning a seat at COPA1! Completing the tasks e.g the SWOT analysis will also help you develop skills you will utilise again as part of the **Welsh Baccalaureate**.

Task 6 is mandatory and must be submitted in groups of 2-4 pupils.

You can also incorporate your work into your Eco-Schools action plan and use it as evidence towards obtaining Eco-Schools internationally recognised Green Flag accreditation. Contact your local Keep Wales Tidy Eco-Schools officer, for more support.

Ice breaker (Optional task)

If you were a superhero, what would your name be?

The purpose of this task is to practice summarizing a lot of information into one memorable word or phrase.

Links

1 <https://keepwalestidy.cymru/caru-cymru/policy-and-research/reducing-plastic-pollution/>

2 <https://snowdonia.gov.wales/visit/snowdon/plastic-free-yr-wyddfa/>

3 <https://www.gov.wales/well-being-of-future-generations-wales>

4 <https://www.gov.wales/environmental-protection-single-use-plastic-products-wales-act>

Task 1

Imagine our planet in 2050, when the world's population is estimated to reach 9.9 billion people. Climate change and other factors can also lead to an increase in tourists in North Wales and specifically, Eryri.

When considering the above, in your group, think of 10 words to describe Eryri by 2050 **if we don't** take steps to reduce the impact of pollution.

I would also like you to think of 10 words to describe Eryri by 2050 **if we take** positive steps towards reducing the impact of pollution.

If we don't take steps to reduce the impact of pollution	If we do take steps to reduce the impact of pollution

Task 2

Cause and effect diagram

In this task, you will need to consider all the things that can 'cause' pollution/litter on Yr Wyddfa. Then for each 'cause', what is the 'effect'? This can have an impact on the environment, wildlife, people's behaviors etc.

Cause / Problem	Effect

Task 3

Creative thinking – Thinking in a different way

From the problems you have identified above, I would like you to create a map of your thoughts and ideas for presenting a creative public information campaign to tackle the problem of litter on Yr Wyddfa.

This campaign could be one for social media, a music video, a children's book, a short film or any other medium that you think would attract a large audience and help spread the message of the Yr Wyddfa Plastic Free project.

These are initial ideas so write down everything that comes to mind before exploring them in more detail in task 4.

You can do this separately at first and then come together as a group to discuss your individual ideas further.

There is no such thing as a bad idea or an idea that is too silly either! Go for it!

Idea 1

Idea 2

Idea 3

Task 4

Decide which of the above ideas you want to develop further.

You will need to do market research.

What creative public information campaigns exist? Have they worked? What effect can they have on the audience?

It is important that you have a clear vision of your idea and its impact.

Research notes

Our idea

Task 5

Complete a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to evaluate your idea.

What are the strengths? What about the weaknesses?

Are there any external opportunities or threats that may affect your idea?

Strengths	Weaknesses
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Opportunities	Threats
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State 3 things you discovered when completing your SWOT analysis? What will you need to change / develop about your idea because of these discoveries?

Task 6 – Present your final idea

All ideas must be developed and submitted in groups of 2-4 pupils.

Now, you will need to decide how you will present your idea in video form. This is completely open to you in terms of format, location, content etc., but it is important to ensure that the length of the video is no longer than 3 minutes please.

Send your video via this link by 30 May 2024:-

[COPA1 submission](#).¹

IMPORTANT: As part of your video please tell us the following information when you introduce yourselves:

- Your group members names and surnames
- Your school year
- Your school

Good luck!

You can find additional activities and resources to improve your understanding of microplastics, pollution and Eryri in the following links:

#BeTheWave resources:

<https://keepwalestidy.cymru/education/be-the-wave/>

Parc Cenedlaethol Eryri:

<https://snowdonia.gov.wales/>

¹ <https://shorturl.at/dhnrT>