***Guidance for Young People in Secondary Schools***

***Digital Engagement Challenge***

*So, you have a plan for reducing the electricity usage in your school. A key step is going to be getting your school community involved and making sure everyone is on board. To do this you might want to design an awareness-raising campaign which uses digital technology. This is called digital engagement, and we are offering a prize for the best digital engagement campaign*

***A Multimodal Campaign***

*Posters are great but can you do something different and unexpected to catch people’s attention? Good awareness raising campaigns are usually creative and stand out in a fun way. With your Connected Falkirk iPad you can create different kinds of multimodal content including video, podcasts, animation, music, interactive quizzes, etc. Can your team come up with creative and interesting content to promote your energy-saving strategies?*

*Here are just a few ideas and tools which might help you:*

***Digital Art****:*

* ***Drawing Apps****: Use apps like Sketches School or Autodesk Sketchbook to create amazing drawings and paintings.*

***Animations****:*

* ***Animation Apps****: Try using apps like FlipaClip, Stop Motion Studio or Keynote to create short, animated videos.*

***Music and Podcasts****:*

* ***Music Creation Apps****: Use GarageBand to create your own music. You can make beats, record your voice, and mix sounds to create original songs. Or you could record and publish an informative podcast for people to listen to.*

***Videos****:*

* ***Video Editing Apps****: Use iMovie to create and edit videos. You can make mini-movies, vlogs, short documentaries, or public service adverts.*

***Comics and Stories****:*

* ***Comic Creation Apps****: Book Creator combined with cleverly edited photography or digital art helps you create comic books or graphic novels.*

***Games****:*

* ***Game Development Apps****: Use Scratch to create a simple game that gets your message out there. You can design the characters, write the rules, and let your school community play your game.*

***Photography****:*

* ***Photo Editing Apps****: Use apps like Photos, Markup or Snapseed to edit your photos and add interest with filters and effects.*

***rafts and Designs****:*

* ***Design Apps****: Use Canva or Adobe Express or Keynote to design posters, flyers, or other materials which you can share physically or digitally.*

***Quizzes****:*

* ***Quizzing Apps****: Use apps like Quizziz, Kahoot or Blooket to make quizzes for your school community to help them understand how things work or why your project is important.*

***Things to think about:***

***1. What's the Goal?***

*First, think about what you want to achieve with your campaign. Here are a couple of ideas:*

* ***Show off how awesome your plan and ideas are.***
* ***Get more people to know about how they can play their part.***

***2. Who Do You Want to Reach?***

*Think about who you want to see your ads. Your audience could be:*

* ***Teachers****who might help to encourage others to participate.*
* ***School Leaders****who can back your efforts to reduce consumption.*
* ***Other Pupils****who you might want to take action to do their bit in helping you achieve your goal.*

***3. Create a Strong Message***

*Come up with a message that's easy to understand and exciting. Here are some ideas:*

* *“Be Fuel Efficient, Be Future Ready."*
* *“Small Changes, Big Savings.”*
* *"Join Our Team and See How Smooth Things Run Here!"*

***4. Make Awesome Content***

*Create different types of multimodal content to share your message.*

***5. Sharing***

*Think about how you will share your content. Can you make use of platforms like the school website, school social media accounts, school YouTube accounts? Or will you make your own website, Sway or other digital ‘home’ for all your content? Will you approach school leaders and ask them to share important messages at staff meetings, assemblies or through email?*

***5. Engage with your Audience***

*Make sure to interact with people who take the time to get involved. You might even consider asking for direct feedback, comments or ideas using Google or Microsoft Forms. The more people feel like you are listening to them, the more likely they are to listen to you. Keep an eye on how many “likes” clicks, views or listens (if you can) so get so that you can track how many people have engaged with your content.*

***Have Fun and Be Creative!***

*Remember, the key is to make the campaign fun and engaging. Use your Connected Falkirk iPad and your creativity to grab people's attention. Good luck with your campaign!*

***Primary School Engagement***

***Another Engagement Challenge!***

*Another part of your digital engagement campaign could be to develop materials for the children in the primary schools in your cluster. You could create digital tools or other ways to increase primary children’s awareness of energy use and show them how to be more energy efficient.*

**How could you do this?**

You might be able to use some of the same digital campaign tools and methods above. For younger children, your approach might be more playful, visual, and hands-on. Here are some ideas:

**1. Give them advice on how to make energy-saving Posters**

**Your aim –** to help primary children come up with ideas for a good poster which communicates energy saving messages and encourages their friends, family or community to change their energy-use behaviour.

**Suggestions:**

Posters often use eye-catching **colours**, use few, **carefully chosen words or slogans**, and might have **fun characters** (e.g., a superhero who saves energy). The best posters cleverly combine a small number of words with carefully selected pictures.

* + Ask them to think about where and how to display their posters. Should they only put these up around their school or are their other ways to share these with parents and a wider audience?
  + Could you ask them to create powerful slogans – maybe giving one or two examples such as “Switch it off to save the planet!”

**2. Suggest that they plan a Day in the Dark**

**Your aim:** to help primary children plan a lesson or a whole day when they use little or no electricity (A Day in the dark)! How could you help them to understand how much energy we use during a school day ?

**Suggestions:**

* What do you need to tell the primary children to help them plan a day where classrooms use **natural light**, **no screens**, and **no electric devices**?
* What kinds of learning can they do without artificial light or digital tools?? Can you think of activities such as storytelling, learning outside, re-arranging their daily timetable, etc?
* Would you like to help them create a “Day in the Dark” **activity booklet** with activity suggestions such as:
  + Nature scavenger hunts
  + Drawing with charcoal or pencil
  + Reading by window light
* Could you suggest that after their day in the dark, they write or draw how it felt to learn without electricity? Maybe they could record or share their thoughts in other ways?

**3. Create some Lesson Plans to build their understanding of energy use**

**Your aim:** To create a lesson plan or learning activity which will help different ages of primary children to understand what energy is and how we use it.

**Suggestions:**

You might want to start with the **basic ideas or concepts** such as:

* + What electricity is
  + Where it comes from or how it can be made or generated
  + How much we might use in a typical school day or at home
  + Why saving electricity matters
* You might remember how you learned about these things – maybe you have a teacher in your school who can suggest some ideas?
* You could use or create stories, songs, and/or games to explain these ideas.
* Here are a couple of lesson ideas:
  + **“Energy Detectives”**: Students find things in the classroom that use electricity.
  + **“Power Sources”**: Match pictures of wind, sun, and coal to energy types.

**4. Create Educational Videos to help them learn about energy use**

**Your aim:** To create short, interesting videos which offer energy-saving tips to primary children.

**Suggestions:**

* Keep videos short and snappy (maybe under 2 minutes).
* Use **puppets**, **animations**, or **ask children or young people to narrate**.
* Focus on one clear message per video.
* Here are a few ideas for videos:
  + “How to be an Energy Hero at Home”
  + “Our Day in the Dark Adventure”
  + “Top 5 Ways to Save Electricity”
* Use apps like **iMovie**, or **Canva for Education** for simple editing.

The Falkirk Council Climate Change Team created this document, and hope that it will help you:

1. Design your own energy-saving campaign
2. Help the children in your primary schools to save energy too

Good luck with the competition and remember – we have great prizes for you to win for your school – and for our planet! 😊