



Civic Environmentalism Unit Plan - Assessments

Formative Benchmark: Create a new environmental organization (after Lesson 4 - “The Science and Civics of the Flint Water Crisis”)

1. Gather in small groups of 3-6 students. Consider yourselves a collective of local citizens that are launching a new environmental group to address a specific environmental issue that will improve your local community.
2. Research and choose your issue. Questions to consider while doing your research:
 - How might global warming be playing a role in the issue? (*Reflect on the results of your conclusions from lesson 2 - “the causes and effects of global warming and pathways to address it.”*)
 - Are there communities that are more adversely affected by the issue you are choosing? (*Consider those communities in determining your environmental issue choice. Reflect on the results of your conclusions from lessons 3 and 4 - “how issues of race and class play a role in governmental responses to environmental crises and disasters.”*)
3. Separate into pairs. With a partner, research an issue with the tools available (internet search engine, local print media, local news service, etc.). When finished, bring the small group back together and discuss the issues each pair chose.
4. Decide collectively what environmental issue will be the focus of your organization. Some groups may chose the same issue. That is okay. Different groups will likely bring different perspectives to the same issue.
5. Name your organization. Consider including the name of your local area and some part of the environmental issue your addressing within the name. For example, “Brooklyn Bird Club.” The Brooklyn, NY organization’s issue is to encourage and promote “birdwatching and conservation in Brooklyn and beyond.”
6. Outline media outreach for your issue. Consider the various communities you are trying to reach via your campaign. Are there media platforms that work better depending on your issue? If so, specify those in your outline and explain why. Review these organizations’s media assets for guidance on creating your own:
 - Trees New York: Plant, Preserve, Protect - treesny.org
 - WE ACT for Environmental Justice - weact.org



Civic Environmentalism - Unit Plan Overview

Summative Mastery: Launch your campaign

(after Lesson 6 - "Greta Thunberg, Music, and the Climate Crisis")

1. Determine a press conference date to announce your organization. Invite some friends to be members of the press.
2. Create a brief mission statement that summarizes the policy focus of your organization to be published on various media platforms. For example, the Bronx River Alliance "serves as a coordinated voice for the river and works in harmonious partnership to protect, improve and restore the Bronx River corridor." Review these resources for examples and assistance with creating mission statements:
 - Communities for a Better Environment - cbecal.org
 - Environmental Protection Agency- epa.gov
 - Classy Marketing - classy.org
3. Draft a few short social media (SM) posts about your issue (3-5 posts at most) and include images that can be legally shared on SM. Review this organization's media assets for guidance on creating your own SM content: Lower East Side Ecology Center - lesecologycenter.org
4. Research how your organization can draw upon civic engagement to succeed and then draft a very brief bulleted agenda for how you will engage the public and leverage their participation for your organization's mission. (Reflect on the results of your conclusions from lesson 5 - "*Develop action plans to curtail plastic waste.*")
5. Review this resource for specifics on how civic engagement can lead to greater environmental sustainability: National Civic League - nationalcivicleague.org
6. Review this resource for ideas on how to draft an agenda: Seattle's Equity and Engagement Agenda - seattle.gov/environment/equity-and-environment/equity-and-environment-initiative
7. Choose a soundtrack to your campaign. Perhaps it's music to be played at public events (like your press conference) or in your media campaign. Consider the subject matter on the album *Plastic Beach* by Gorillaz or the remixes of Greta Thunberg's 2019 United Nations speech found in lesson 6 when creating your own playlist.
8. Hold your press conference. Invite some friends to be members of the press. Ask your press members to draft a few questions ahead of time based on your materials (mission statement, SM posts, civic engagement agenda, and soundtrack).
9. Announce your organization, present your mission statement, take questions from the press. Play some music from your soundtrack before and after the press conference if time allows.