

SDG12 Future of Innovation and Enterprise

MM2:Enterprise Leadership for the 21st Century



MM2: Enterprise Leadership for the 21st Century

Research and Development

Lesson 7 Optional Project Task

Subject Areas: CSPE Climate Action and Sustainability, English SPHE

Lesson Title and Summary:

Optional Project Task

This lesson brings together learnings and understanding of how the Earth Charter vision and principles informs a 21c leader's values and the learned skills needed for effective, transparent, fair inclusive communication, collaboration, critical thinking and creativity.

Vocabulary:

Vision of hope, Conscience to action, Call to action, Interdependence, Shared responsibility, The wellbeing of: the whole human family, The greater community of life and future generations

In this lesson, the learner will:

- consolidate their understanding of the Earth Charter
- use video as a medium to raise awareness
- develop planning and storyboarding skills to share a message

Materials

- Worksheet: Call to Action
- Worksheet: Know/Want/Learned (KWL) Chart (Lesson 6)
- Worksheet: Call to Action: Types of Videos
- Worksheet: Call to Action Planning
- Worksheet: Storyboarding 1 & 2 (see - Media Communications module)
- Teacher's Guide
- Access to phones/internet

4 QUALITY EDUCATION



13 CLIMATE ACTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



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Lesson 7 Optional Project Task



Activity Instructions

This lesson plan is for an optional project task. Please allow a minimum of 5 x 60 minute lessons to give sufficient time for project development and execution.

Activity 1 - Interesting Insights (20 mins)

1. Working in pairs and using Worksheet: Call to Action, look at the image of the four pillars of The Earth Charter to identify four ways, in which people and in particular, leaders might commit to each of the Earth Charter pillars: I, II, III, IV and the Earth Charter as a whole.
2. Discuss ideas as a whole class and add new points to the final column of the Know Want Learned (KWL) chart (Worksheet: KWL Chart / Lesson 6).

Activity 2 - Reflecting on Insights (20 mins)

1. Working individually, identify five interesting insights related the principles of the Earth Charter and the four pillars.
2. Write a brief summary or record a voice note about your insights. Your summary must include:
 - what you have learned about the Earth Charter from the information you have been given
 - what you have learned about the Earth Charter from discussion with your peers
 - what you think is meant by the categories of each pillar of the Earth Charter

Activity 3 - Understanding the project task (40 mins)

1. In pairs, take 2 minutes to brainstorm examples of TikTok and Instagram videos that spread awareness about issues. Take 5 minutes to select one or two of these examples to share what was good or bad about them and why. Rate their effectiveness. Share ideas as a whole class.
2. Using Worksheet: Call to Action: Types of Videos, read through each type of video and categorise the examples from your brainstorm. Which ones were Short Info Content? Long Info Content? Sound Bomb Video? As a whole group, come up with more examples that fit each category. At this point, learners should use their phones to check TikTok and Instagram to support their information gathering.
3. Write the project task on the board: Create a short video for TikTok or Instagram that demonstrates your understanding of the Earth Charter.
4. As a whole class, elicit the main points of the task by underlining key words/phrases.
5. Read the breakdown of video criteria on Worksheet: Call to Action. Check understanding of key vocabulary and concepts by eliciting examples from the module.

SDG12 - Enterprise Leadership

Lesson 7 Optional Project Task



Activity Instructions

Activity 4 - Project Planning (60-120 mins)

1. Using Worksheet: Call to Action Planning, work through the initial stages of producing a video. This can be done individually or in pairs.

Activity 5 - Project Execution- Storyboarding (60-120 mins)

1. When the learners have planned out the content of their videos, they need to consider each shot they will capture.

2. Using Worksheet: Storyboarding 1 & 2 (Media Communications module), storyboard ideas for each shot.

Activity 6 Project Execution- Filming & Drafting on Platform (60 mins)

1. Using planning sheets and storyboards, film and draft the TikTok or Instagram video.

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- Three things they feel they have learnt from the tasks
- Two things they found most interesting and would like to explore more
- One – their opinion they have about the tasks

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

VIDEO Earth Charter: Turning conscience into action for a thriving Earth. | The Earth Charter International [1:20 min]

<https://youtu.be/rfMtTpXjv78>

The Earth Charter <https://earthcharter.org/education-sustainable-development/>

The Earth Charter Resources <https://earthcharter.org/resources/>

Earth Charter in Irish <https://haumea.ie/earth-charter-in-irish-an-gaeilge/>

The Earth Charter Stories Collection

<https://theearthstoriescollection.org/en/project/beginning/>

Local Trip / Expertise / Additional Work and Assessments

- Invite local business owners who use social media effectively to come in and share their advice
- Share Tik Tok / Instagram videos internally to another class for peer feedback.



OPTIONAL PROJECT TASK

21ST CENTURY LEADERSHIP AND THE EARTH CHARTER

The Earth Charter provides four pillars of principles to advance a just, equitable, sustainable and peaceful society for the 21st century. Modern leadership requires transformational learning. This lesson brings together learnings and understanding of how the Earth Charter values and vision informs leadership and develops and applies learned skills in communication, collaboration, critical thinking, and creativity.



Create a short video for Tik Tok or Instagram that demonstrates your understanding of the Earth Charter and / or how it applies to SDG14 and Ocean Health.

READ THROUGH AND FOLLOW THE INSTRUCTIONS ON THE FOLLOWING PAGES



MM2: LESSON 7WS CALL TO ACTION

2 ZERO HUNGER



OPTIONAL PROJECT TASK

21ST CENTURY LEADERSHIP AND THE EARTH CHARTER

Your video creation choice must cover the following:

LEARNING CONTENT

- What the Earth Charter values are
- How values and vision inform leadership
- How the Earth Charter values inform 21c leadership
- The importance of values into action

VOCABULARY

- vision of hope
- conscience to action
- call to action
- interdependence
- shared responsibility
- the wellbeing of: the whole human family, the greater community of life and future generations

Interesting Insights (20 mins)

1. Pair work

- Look at the image of the four pillars of The Earth Charter and work with a partner utilising the The Earth Charter image and identify four ways in which people and in particular, leaders might commit to each of the Earth Charter pillars: I, II, III, IV and the Earth Charter as a whole.

<https://earthcharter.org/read-the-earth-charter/preamble/>

- Discuss your ideas and note examples and complete your final column of your Know Want Learned (KWL) chart.

2. Solo task

1. Identify five interesting insights related to the principles of the Earth Charter and the four pillars.
2. Record in writing a brief summary or record an audio about your insights on the Worksheet: The Earth Charter: Interesting Insights. Your summary must include:
 - what you have learned following watching the Earth Charter video (Media Box)?
 - what you have learned from discussion with you peers?
 - what you think is meant by the categories of each pillar (see image above)?

THE PURPOSE OF THIS VIDEO IS TO ADD VALUE TO THE VIEWERS LIFE

REMEMBER! →

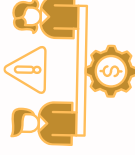


Image credit: Earth Charter International



SHORT INFO CONTENT

- Length under 30 seconds
- Should provide general contextual information about an event or idea
- For this video, you should offer advice, retell or explain an idea they are learning in class, chunk information, or instructions into tips



LONG INFO CONTENT

- Length 30 seconds to 3 minutes
- Includes more in depth content or explanations where you might offer advice, retell important details, or offer instructions or background information
- This can be a video where you teach (or reteach you learned in class)



SOUND BOMB VIDEO

- Length 7-15 seconds
- Use Viral Sound (music that resonates with people, makes them take notice and want to share)
- For this video, you must use text on screen to offer advice, retell or explain what you are learning in class, chunk information or instructions into tips





MM2: LESSON 7 CALL TO ACTION



VIDEO PLANNING NOTES

Which video type will you create?	SHORT	LONG	SOUND
<p>Start brainstorming content:</p> <ul style="list-style-type: none"> • What are the four Earth Charter pillars? • How do values and vision inform leadership? • How can / do the Earth Charter principles inform 21c leadership? • What's the importance of values in moving conscience into action? 			

What's your **H O O K ?**

-  **Grab attention immediately with a quick HOOK**
-  **Add stickers or gifs to make your content come alive)**
-  **Add on screen text to keep viewers attention**
-  **Add strong ending or call to action (CTA)**



MM2: LESSON 7 CALL TO ACTION

VIDEO PLANNING BRAINSTORMING PAGE

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

