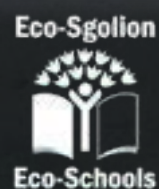


COPA1

COPA1 RESOURCE – YEAR 12



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)

Form a group of 3-4.

Everyone in the group needs to find an object in the classroom that interests them. Anything ranging from a book, plant, pen, bag, etc. As a group discuss the design of each object your team members have picked, what its purpose is, and how it has changed lives and the altered the course of history.

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 tourism 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

Thinking outside the box - Diversionary thinking

From the problems you've identified above, I'd like you to create a mind map of ideas on how to reduce these problems. These are initial ideas so identify everything that comes to your mind before exploring 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.

No idea is a bad one or too silly! Go for it!

Idea 1

Idea 2

Idea 3

Task 4

Decide on one of the above ideas for further development.

You will need to do market research. Think about the brief – Purpose, Customers, Competitors, Cost etc.

It's important to have a clear vision of your idea and its purpose – if it's a physical product, you may be able to illustrate your idea by hand or using relevant software.

Research notes

Our idea

Task 5

Complete a SWOT analysis to evaluate your idea.

What are the strengths? What about the weaknesses?

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

Strengths	Weaknesses
------------------	-------------------

Opportunities	Threats
----------------------	----------------

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>