

Kit List

Kit List

Day 1 - Networks

- Print out Labels pages (included in this pack)
- A pair of scissors
- A ball of string
- At least 18 plastic cups, mugs or holders that can hold an envelope
- An envelope
- A pen
- A piece of paper

Day 2 - Artificial Intelligence

- A4 card
- A pair of scissors
- A pen
- A timer (Stopwatch, clock or mobile phone)
- Print out AI pages (included in this pack)
- Camera or tablet (optional for activity 3)

Day 3 - Optical Fibre

- A pen
- A piece of A4 card
- 8x Clothes Pegs
- 4x Small Mirrors
- A torch (or other source of direct light)
- 2x Morse code worksheets (included in this pack)

Day 4 - Healthcare

Activity One

- 5 - 10 x plastic bricks (or alternative small stackable items to pick up with tongs)
- 1 x Tongs
- 1 x Blindfold
- 1 x Stopwatch or clock for timing activity
- A pen
- A piece of paper

Activity Two

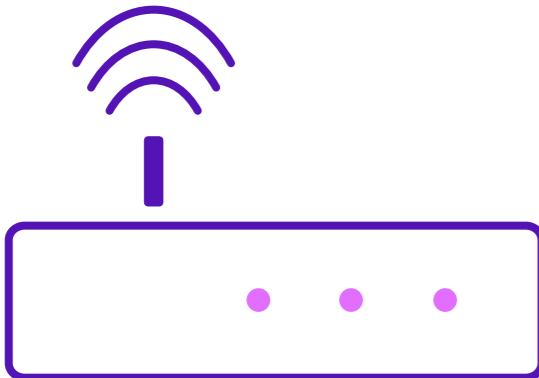
- 2 X Balloons
- Some string
- A pen
- A measuring tape or ruler

Day 5 - Climate Change

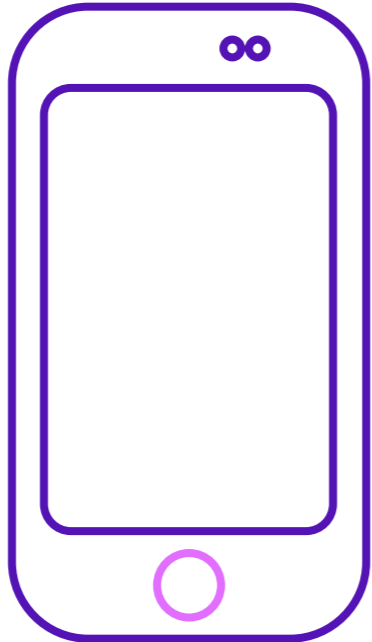
- 2 x A3 pieces of paper (one for brainstorming and one for product design)
- Some coloured pens
- A print-out of the worksheet (included in this pack)

Labels Page

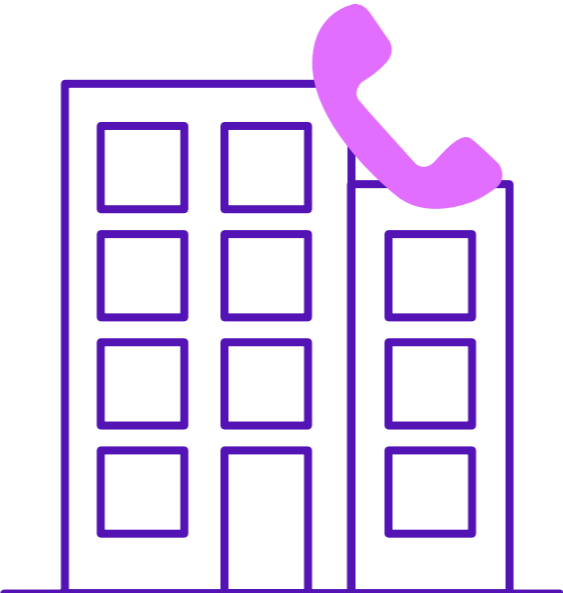
Set 1



Router




Mobile phone



Telephone Exchange



Google server



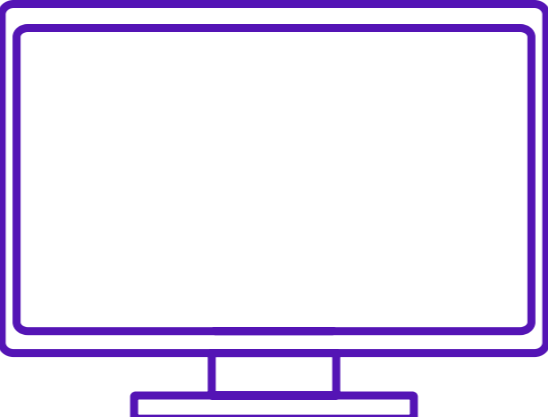
Computer



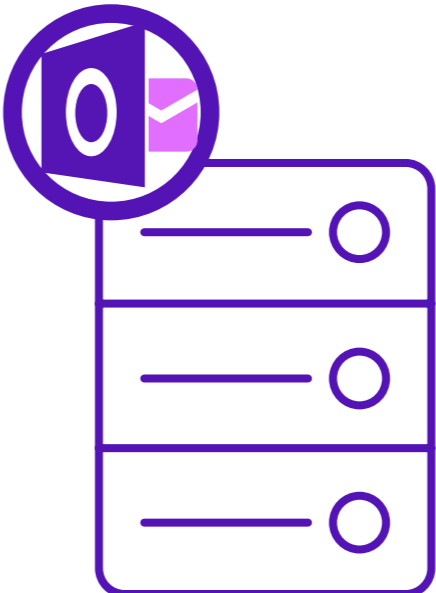
Router



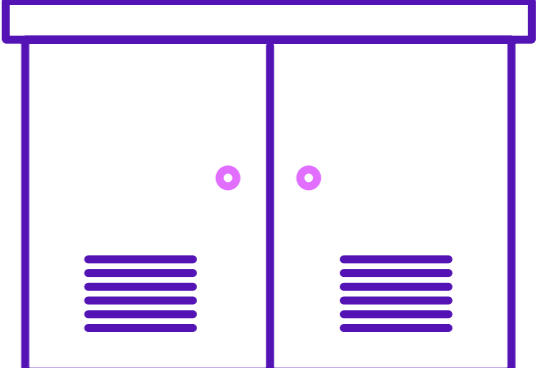
Games console



Television



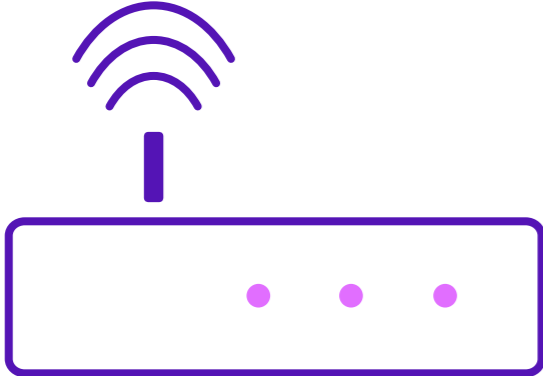
Outlook Server



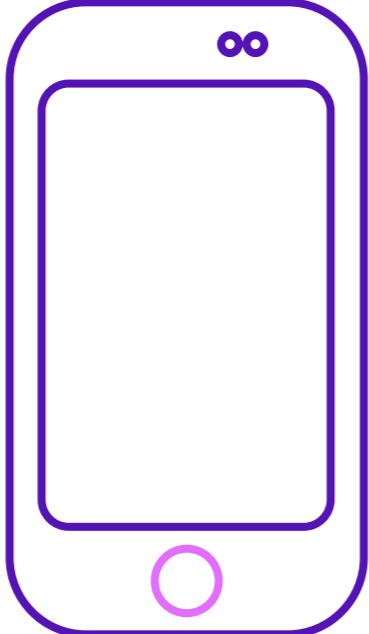
Green cabinet

Labels Page

Set 2



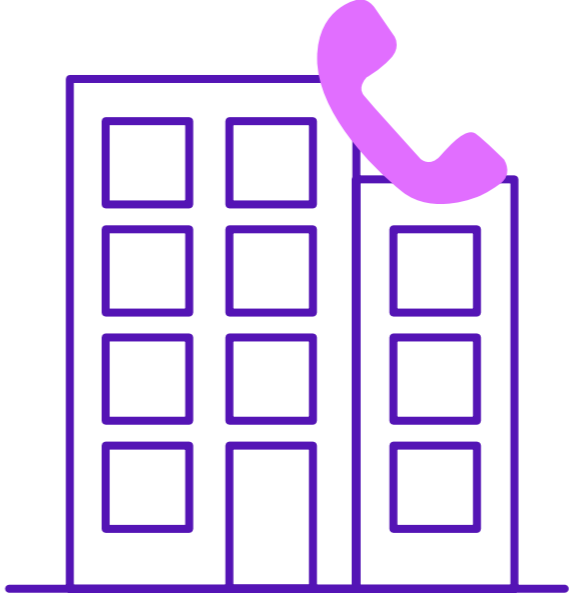
Router



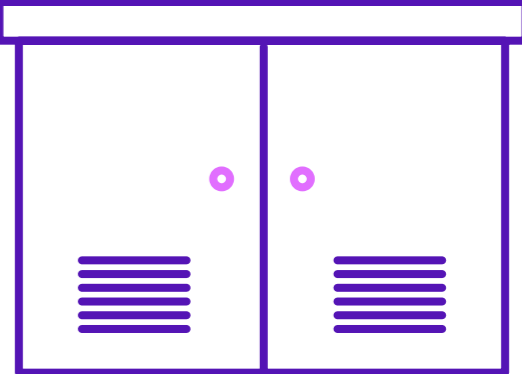
Mobile phone



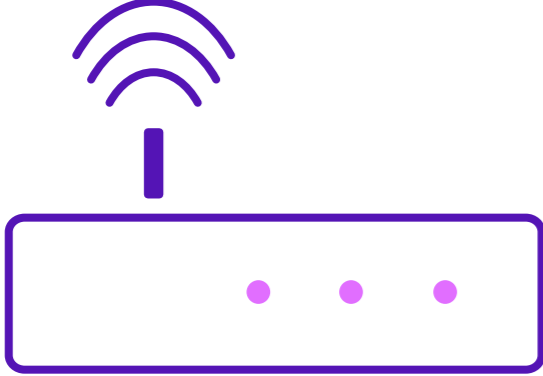
Laptop



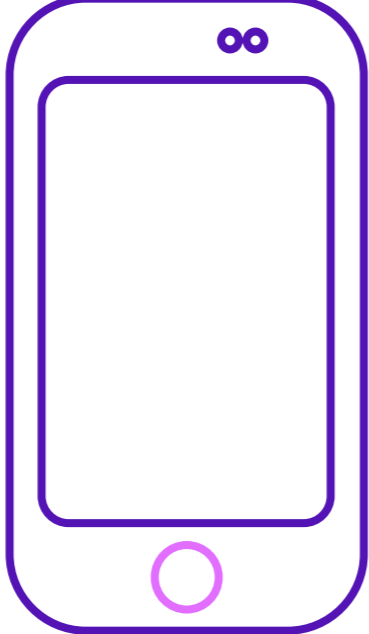
Telephone Exchange



Green cabinet



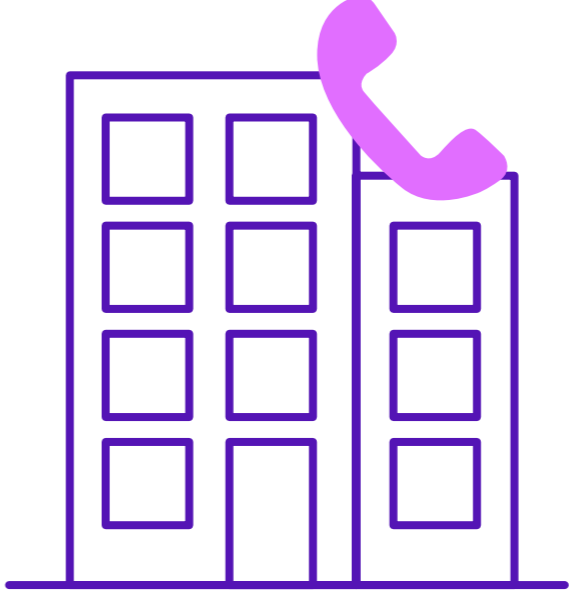
Router



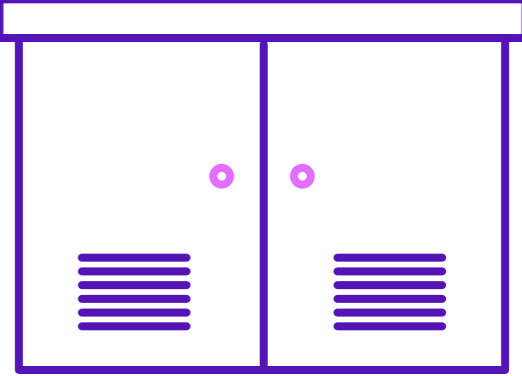
Mobile phone



Laptop

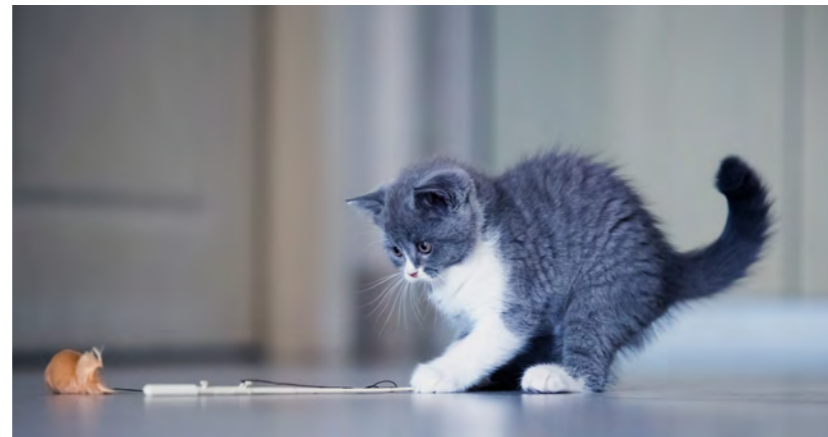
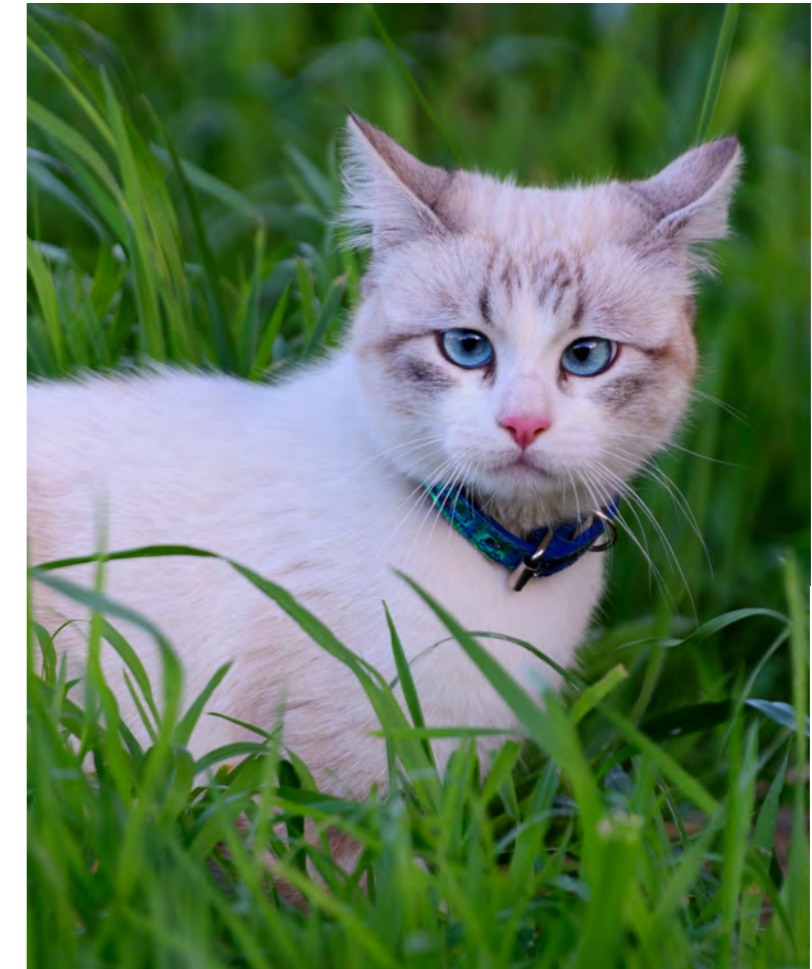


Telephone Exchange

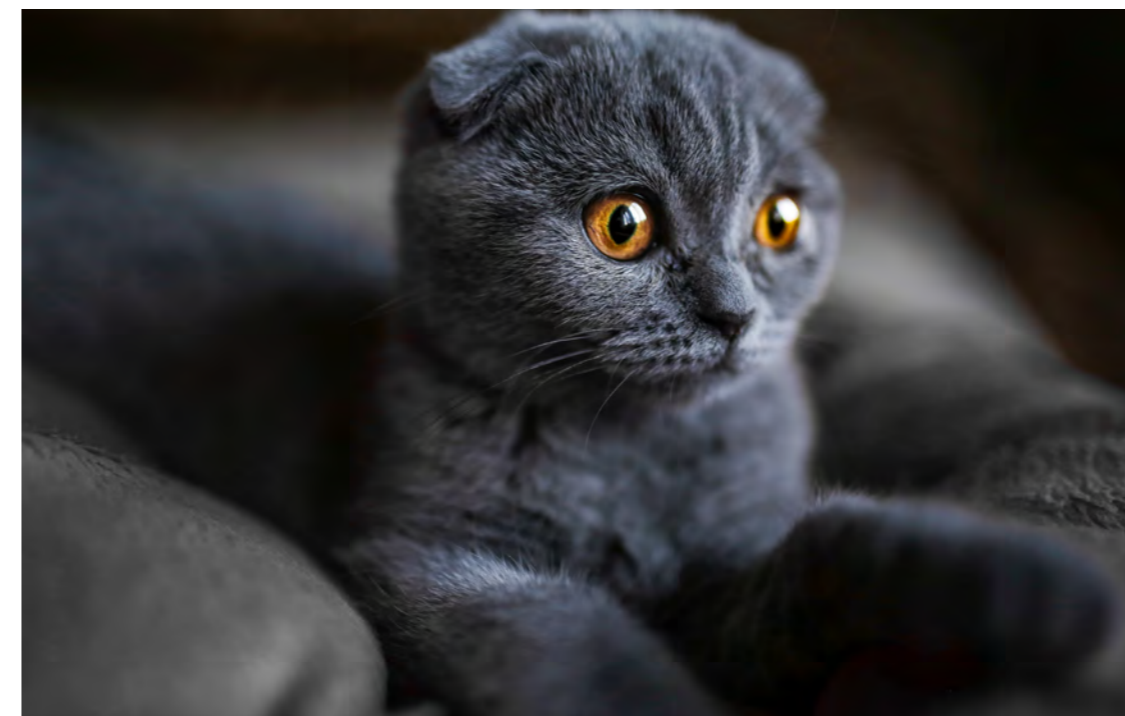
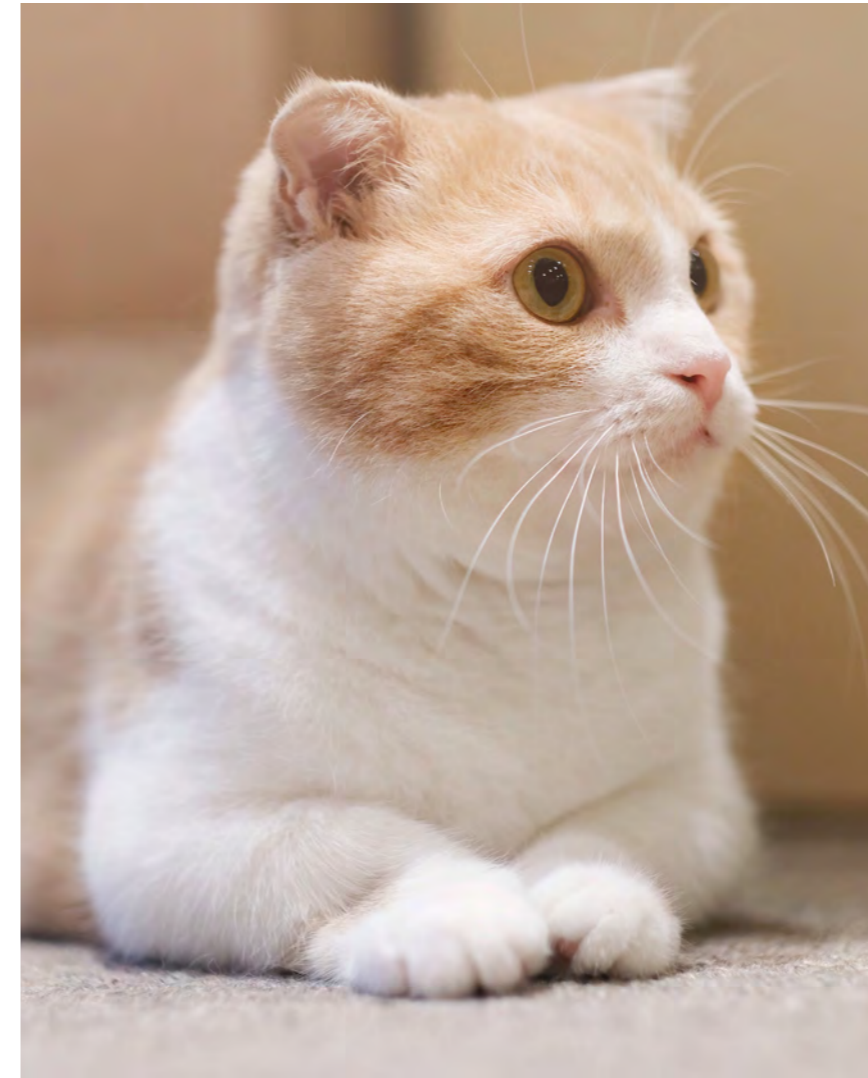


Green cabinet

Cat Page!



Unusual Cat Page!



Pencil Case Items

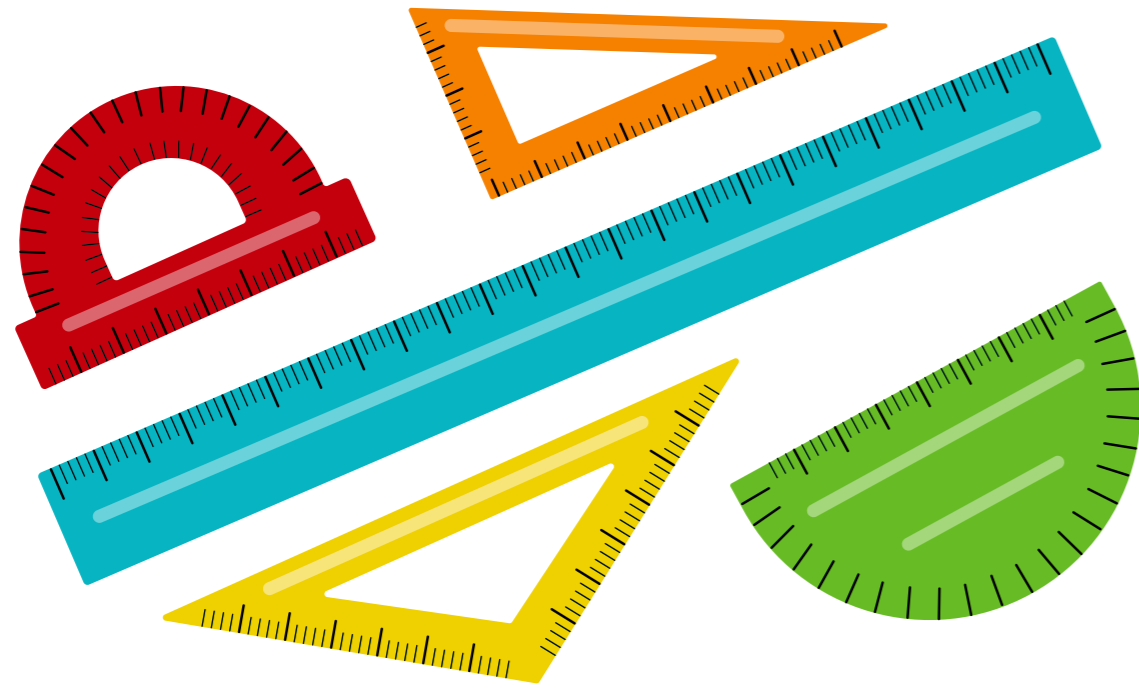


Table Page

	Object	Features
1		
2		
3		
4		
5		

Morse Code Worksheet

Guidance

Send one letter at a time.

- For 'dots' – turn the torchlight on for one second before turning it off again.
- For 'dashes' – turn the torchlight on for three seconds before turning it off again.
- Allow a five second gap between each letter to help your teammates work these out correctly.

● Dot ■ Dash

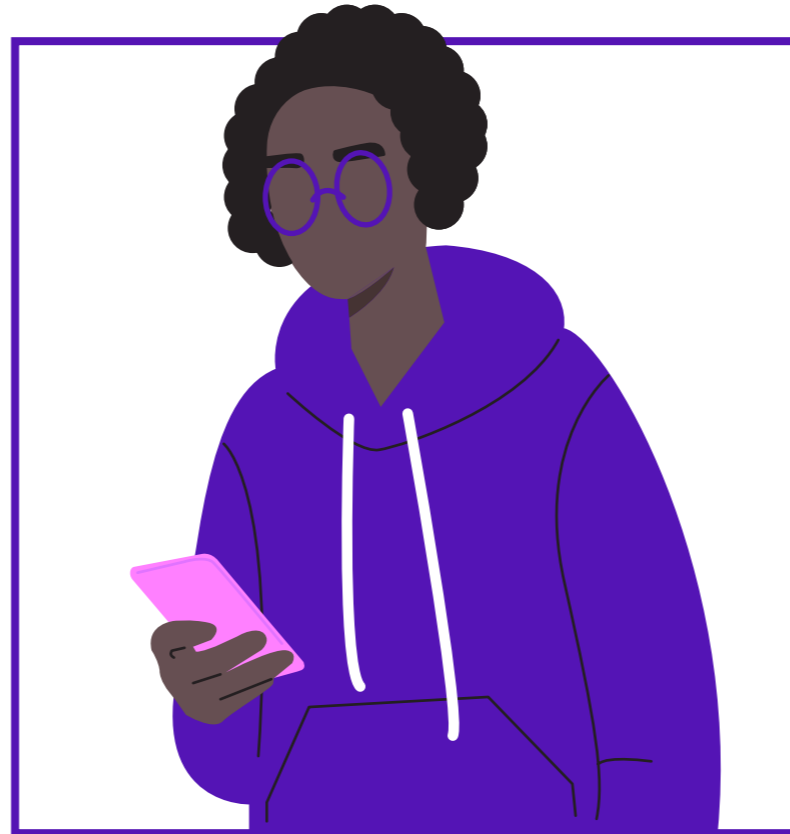
A	● ■	N	■ ●
B	■ ● ● ●	O	■ ■ ■
C	■ ● ■ ●	P	● ■ ■ ●
D	■ ● ●	Q	■ ■ ● ■
E	●	R	● ■ ●
F	● ● ■ ●	S	● ● ●
G	■ ■ ●	T	■
H	● ● ● ●	U	● ● ■
I	● ●	V	● ● ● ■
J	● ■ ■ ■	W	● ■ ■
K	■ ● ■	X	■ ● ● ■
L	● ■ ● ●	Y	■ ● ■ ■
M	■ ■	Z	■ ■ ● ●

Worksheet

Who is your target audience?

To create the best product, you need to know your target audience. If you don't tailor your product to a particular group of people, it won't appeal very strongly to anyone! You won't be able to think of key challenges that your audience faces, and therefore won't be able to think of a product that can help overcome these.

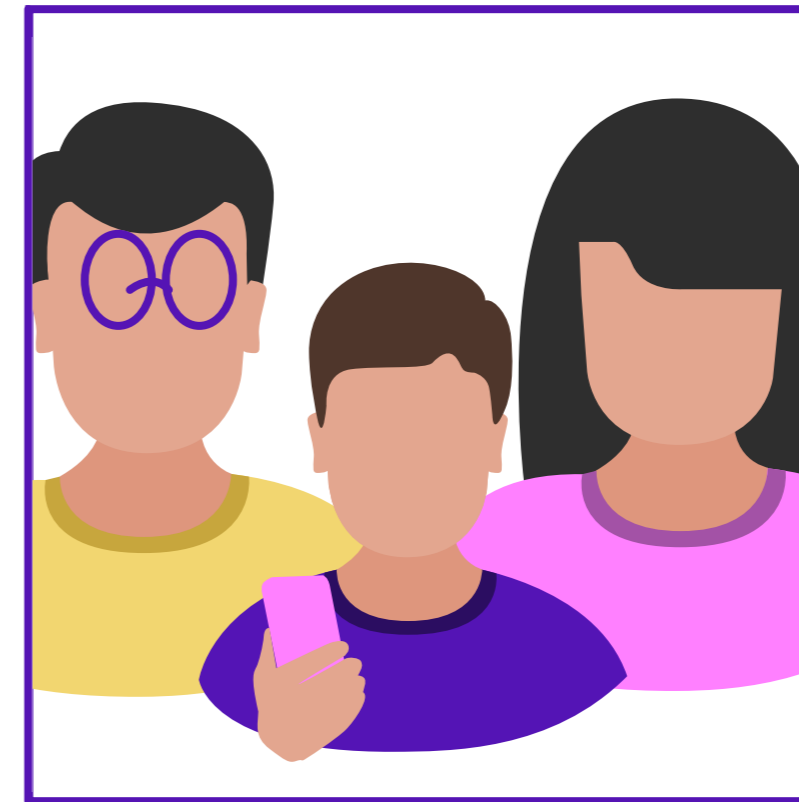
Imagine you're creating a new type of phone. For a younger audience, it may be important that this can run social media apps, take good photos for Instagram, and have good sound quality for streaming music. For the elderly population, instead it should be important that the phone is easy to use and has multiple accessibility options for those hard of hearing or with limited vision.



Consumer Type 1: Teenagers

This is likely the audience type that you are most familiar with! However, does that make it the easiest? If someone came up and told you not to use your phone before bed, or not to go on the games console in the evening, would you? How easily persuaded would you be to change your habits for the environment?

If you want to target this consumer type, you should think about what tactics and information would persuade you to change your habits to help the environment.



Consumer Type 2: Family

Families are busy people! Imagine a family that uses a car every day for the school run, the shopping, and to go to work. What would happen if you asked them to switch to public transport? What would be the benefits of this change for them? What would be the challenges?

If you want to target this group of people, you should think about which parts of their routines and habits could be easily changed and what would be the incentives for them to make those changes. Consider the financial and time savings for example.



Consumer Type 3: Elderly population

Perhaps you may consider this demographic to be the easiest to persuade to make the changes. Simplicity is key for elderly people to make things accessible and understandable. The challenge here instead is communicating why you are suggesting the changes you are. If you aren't able to explain the environmental benefits of your new product or service to this consumer type, they may find no reason to make the change!

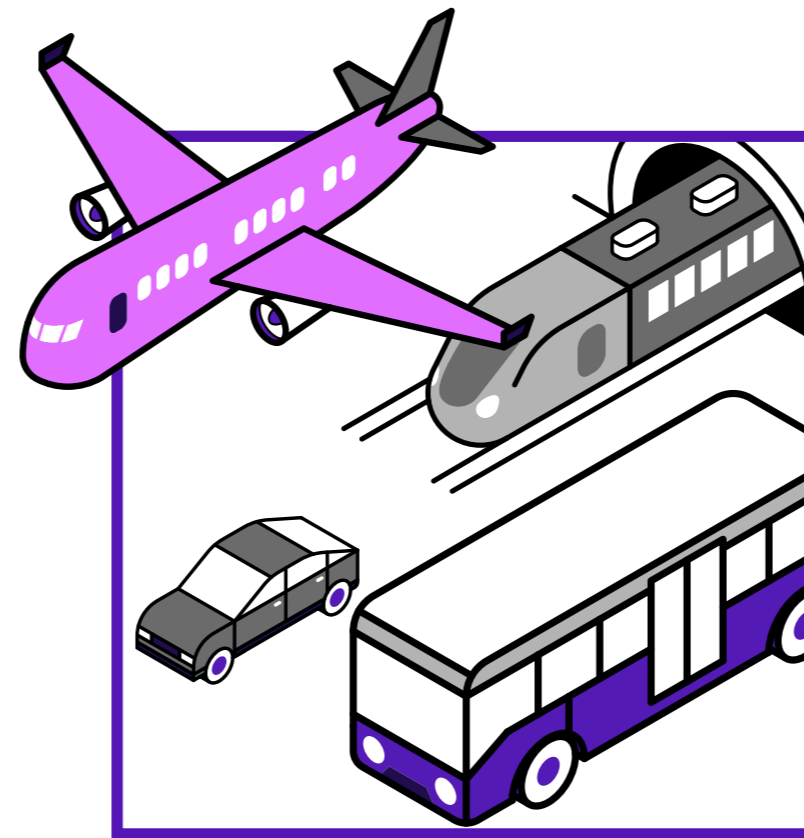
If you want to target this consumer type, you should think about how to simplify your messages to your target audience.

Worksheet

What are you selling?

Once you have chosen your consumer type, you now need to work out which area your product or scheme will focus on.

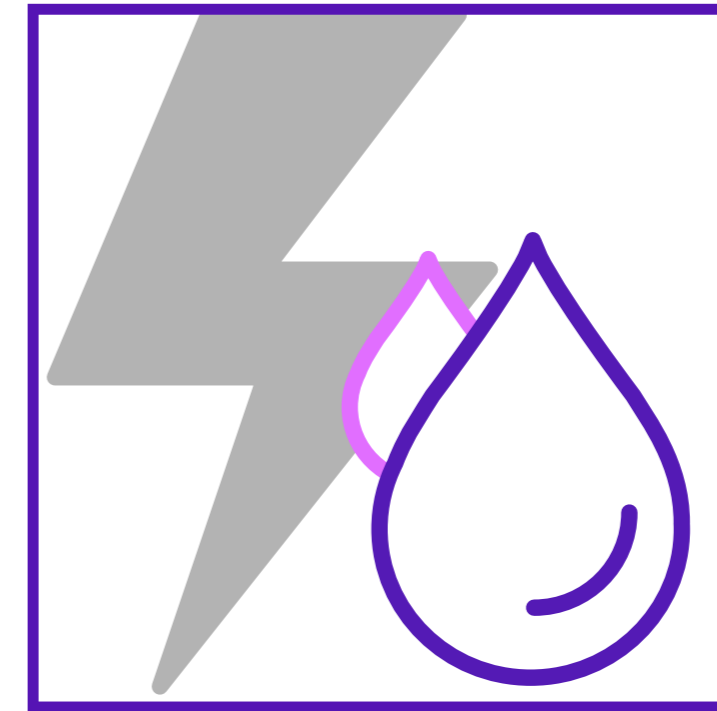
On the right are three key areas which have the strongest potential to reduce our impact on the planet. Read though each description to support your decision on which area you want to target for decarbonisation.



Transport and Travel

Travel and transport are broad sectors that include day-to-day driving to school or work to more industrialised goods shipping and even leisure, such as flying or cruising.

If you want to go for this sector, think about what specific journey and transport type you want to tackle. Are you encouraging your consumer group to take alternative journeys or reduce unnecessary journeys?



Domestic energy and water use

Domestic means “in the household”. Using this information, have a think about what consumes energy or water in the home.

If you want to go for this sector, think about the things in your daily routine that use energy or water? What information and resources would you need to reduce that consumption?



Diet

Our dietary preferences also have a big impact on the planet, especially the consumption of animal-based products.

If you would like to encourage your audience to reduce their impact through dietary preferences, what information would they need to make the change?