



PROJECT 2 : Creation of Public Campaign on Environmental Impacts of Smartphones

PROJECT-BASED LEARNING ASSIGNMENT OVERVIEW  
STUDENT PLANNING SHEET

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Directions:** Alone or with a group, use this planning sheet to create your public campaign. Use the notes and planning sheets that you completed through the lessons to help with your development. The format for your final project will be directed by your educator.



OVERVIEW

Now that you have explored fostering informed decisions and designing a future without pollution or waste through the two lessons offered and learned about environmental justice, you are ready to work in groups to develop a Public Service Announcements (PSA) campaign to raise awareness of the environmental impact of smartphones with a goal to inform the public and change behavior.

1. Before you begin the project, learn more about the discipline of environmental engineering as it relates to helping to foster informed decisions and actions and engage with stakeholders to create solutions. Read:
  - Grand Challenge 5, specifically Box 5-3 (Example Areas For Environmental Engineers To Help Foster Informed Decisions and Actions) and Engaging With Stakeholders to Create Solutions, p. 71-73
  - Grand Challenge 3, specifically p. 48-52

Create a bullet point list of things you want to be sure to highlight in your campaign:

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2. You should work to include at least two of the four elements of policy solution (go back to lesson 1 to refresh your understanding). Use the chart below to note how you might include these elements.

Providing Information	Changing the Decision Context	Creating Incentives	Setting Rules and Regulations

3. Consider the following questions as you develop your campaign:

- What are the biggest environmental impacts in the production, use, and disposal of smartphones, including the resources required to build them?
- What opportunities exist to reduce those impacts through alternative approaches to sourcing, manufacturing, distribution, use, reuse, and recycling?
- Where do you think people could make the biggest impacts?
- What environmental justice issues are associated with the production, use, and disposal of smartphones?
- How could you help people make choices that lessen environmental impacts through:
  - Providing information
  - Changing the decision context
  - Creating incentives
  - Establishing new rules and regulations?

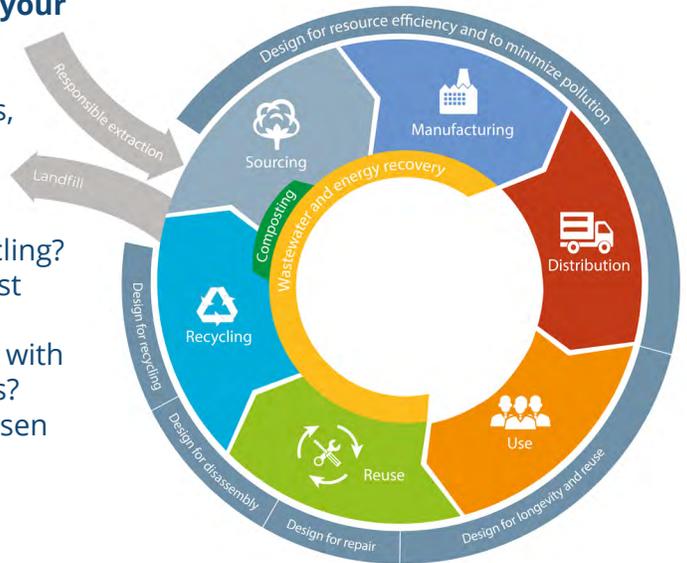


Figure 3-3 on p. 49. Sharply reducing waste and pollution requires new approaches to design based on life-cycle thinking.

Your final presentation of your design will be done according to the instructions you receive from your educator.