



E-MARKETERS

ABOUT THIS ACTIVITY

Sometimes we need a little reminder to be mindful of our energy use. In this activity, students will brainstorm different household appliances and electronic devices that use energy. After the brainstorming session, students will break into small groups, each focusing on a specific appliance or electronic device. The students will then create a marketing campaign to serve as a reminder to be more conscious about saving energy. Then, they'll present their campaigns to the class.

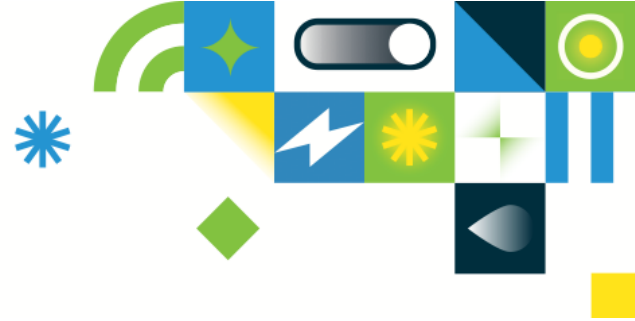
GOALS/OBJECTIVES

The activity sparks creativity and encourages logical thinking. This is a fun way for students to think about their energy use at home and come up with smarter ways to save energy.

LESSON PLAN

Instructions:

1. Review the “All about energy” and/or “Energy efficiency at school” presentation with your class to teach your students about the basics of energy efficiency. We can also come to your class to deliver a presentation; email us at hello@generation-e.ca if you're interested!
2. Explain to your students that they'll be learning about how to save energy when using various household appliances and electronics. Start by brainstorming the types of appliances we might use on a daily basis like fridges, washers and dryers, dishwashers, televisions, lights, etc.
3. Ask your students to list reasons why saving energy is important. For example, it's good for the environment.



4. Split your class up into groups and assign each group an appliance or electronic device.
5. Now that your class is divided into groups, explain to them that they'll be coming up with a marketing campaign to promote energy efficiency for that appliance or electronic device.
 - a. The student's marketing campaigns could include the following:
 - i. Key messages they want to share or promote. This could include a catchy slogan or a statement.
 - ii. The channels they'll use to share their key messages and ideas. This can be a combination of TV or internet commercials, print ads, social media posts, TikTok videos, celebrity endorsement/advertising, etc.
 - iii. What they hope to achieve with the campaign. This can be a statement such as "a reduction in household energy bills" or "educate the public about what actions they can take to be more energy efficient".
6. After an appropriate amount of time, ask each group to present their marketing campaign to the class. Have them explain how we can use less energy with that appliance or electronic device and why their campaign will inspire us to do so.