

Biodiversity Campaign

BC Urban Streams & Watersheds

A UNIT PLAN FOR **GRADE 7**



This resource is part of the BC Urban Streams & Watersheds lesson plans, assembled in 2025. Learn more and download additional resources at www.engagewithnbs.ca/for-schools

This material is available to resuse and adapt in your classroom.



Biodiversity

The existence of a variety among and within plant and animal species living in an environment.

Watch the TED-Ed video
Why is biodiversity so important?

by Kim Preshoff.

https://youtu.be/GK_vRtHJZu4



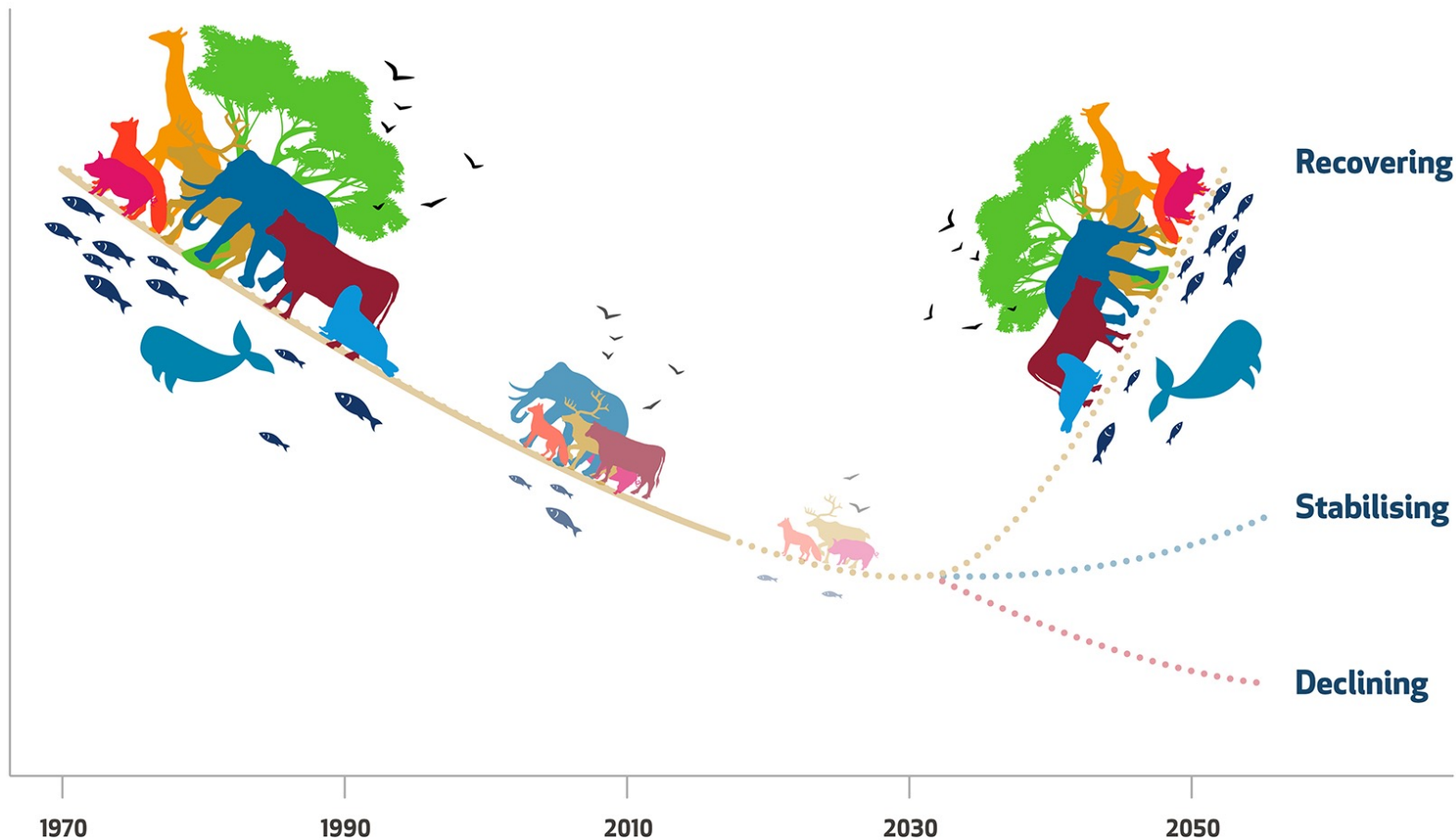
Biodiversity

- **What is biodiversity and why it is important?**
- **What human activities are increasing biodiversity loss?**
- **How does biodiversity loss impact a watershed?**

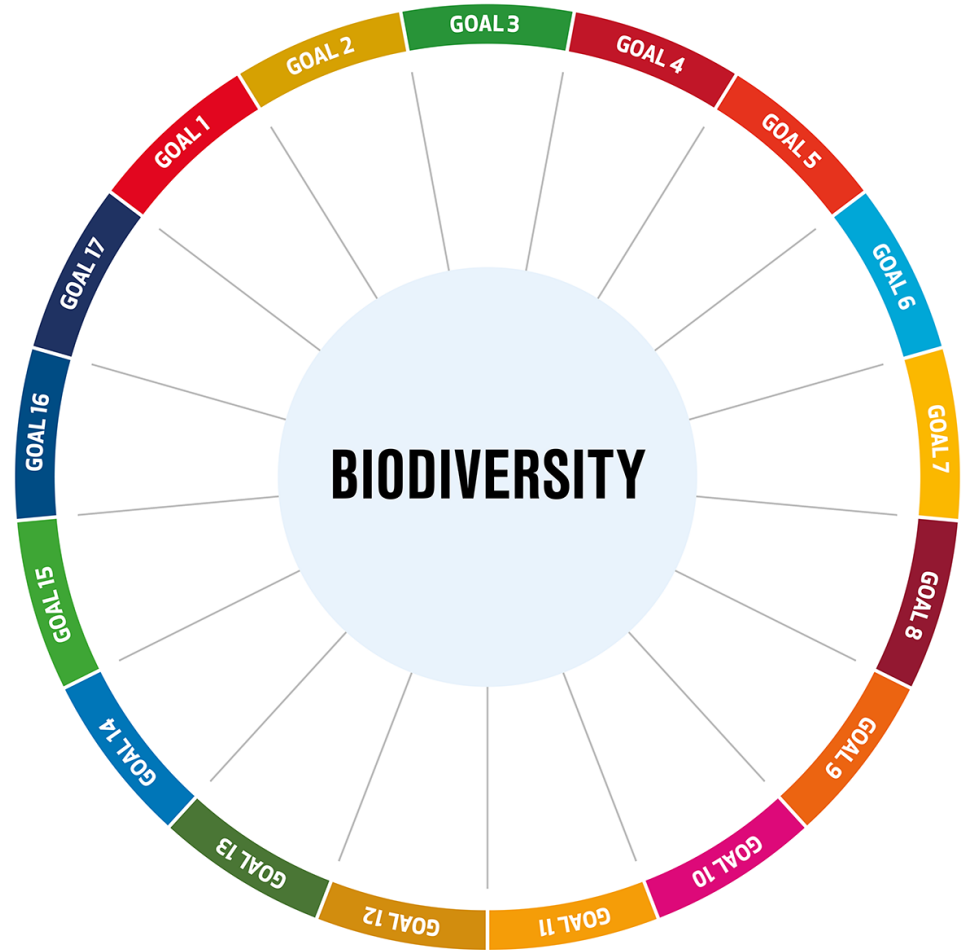


Christi Belcourt and Isaac Murdoch, *Water is Life*, 2018,
kihêw waciston Indigenous Centre, MacEwan University, Edmonton

Wildlife Populations



Why is biodiversity loss such a problem for people, planet and the achievement of the UN's Sustainable Development Goals?









Objective:

Metaphor: Imaginary friend.
→ we need to take care of the ocean.

spread a msg.
awareness &
take action.

Truth:

our own
background.
knowledge.

Facts
Statistics.
↑ Scientific evidence.

Campaign Film

SDG: #14
Life Below Water.

Audience:

Her parents.
Grown ups.
Us.

Single-minded Proposition (ONE Thing):

Protect the
ocean.
Now

Tone of Voice:

Worry.
Determined.

Hopeful.

Robin ↓

MT ↓

SDG Indicator 14.1.1

Reduce marine pollution

Definition of the SDG indicator: Indicator 14.1.1 is the “(a) index of coastal eutrophication; and (b) plastic debris density” in the UN SDG framework.

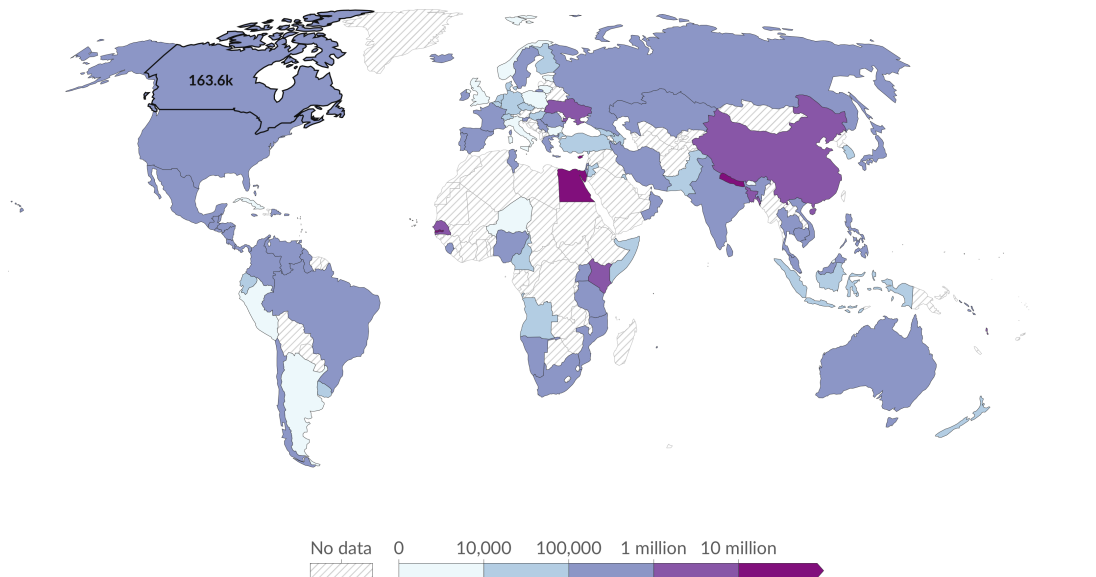
Target: “Prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution” by 2025.

Unlike most SDGs, which are set for the year 2030, this indicator is targeted for 2025.

Beach litter, 2023

The average count of items of plastic beach litter per square kilometer.

Our World
in Data



Data source: United Nations Environment Programme

OurWorldinData.org/plastic-pollution | CC BY

Passion	Action	Change

Group members:

Goal:

Why this is IMPORTANT to us:

Steps we will take to accomplish our goal:



engage with Nature-Based Solutions

communities in local stewardship of lands & waters

Learn more at www.engagewithnbs.ca