

EXPLORE Live better

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DIFFÉRENCIATION

WAY 1 

1. a. Look at the photograph and the flyer. **Write down** what the letters KAP stand for:

Kids Against Plastic.....

b. Tick the correct meaning of the word tat: sweet or candy plastic toys magazines

c. Imagine what KAP's objectives can be.

KAP wants to raise awareness about the negative effects of plastic waste. They want to encourage.....
people to stop buying useless plastic objects. They want to protect the planet by reducing pollution.....

2. Watch the video and **circle** the elements corresponding to KAPTat's action.

Date: 2020 • 2022 • 2000

Action: ban plastic toys • sell magazines • find money

Where: in Europe • in the USA • in the UK

3. Say who the girls are asking help from and **say** who their target is by completing these sentences.

- The girls askkids.....,parents.....,students.....,teachers... to support the campaign.
- Their main target areretailers... andpublishers... who sell magazines with plastic toys.

4. Describe the potential impact of the KAPTat campaign on sustainability in the UK. **Match** these elements together.

- If more people support the campaign... • children would learn how to act for the planet.
If schools join the project... • there would be less plastic waste.
If magazines stop giving plastic toys... • pressure on publishers would increase.

WAY 2 

1. Look at the photograph and the flyer and **imagine** the objectives of the KAP charity.

In the photo, we see children and teenagers, so their mission is to involve young people in a campaign...
to fight plastic pollution. The flyer shows plastic toys with a "comic with extra tat", so the charity.....
probably wants supermarkets to stop giving plastic freebies with magazines or products.....

2. a. Watch the video and **say** what the girls' roles in the campaign are.

Amy and Ella: They are the co-founders of KAP. They created the charity.....

Skye: She is the Chief Campaigns Officer at KAP. She leads the KAPTat campaign.....

b. Focus on the action of the KAPTat campaign and **complete** the chart.

When it started	What they tried to do	Where
In 2020.....	They wanted to stop comics and magazines from giving away plastic toys.....	Across the UK.....
.....

3. a. List the people the girls are asking help from.

Kids, parents, teachers, students. Everyone can get involved.....

b. Say who their target is.

They are targeting retailers and (magazine/comic) publishers.....

4. Recap all your answers and **explain** what impact the KAPTat campaign can have on sustainability.

The KAP.Tat campaign, launched by Skye from Kids Against Plastic, aims to ban plastic toys in.....
magazines. It raises awareness about waste and pollution. If successful, it could reduce plastic.....
consumption and promote more sustainable habits in the UK.....