

Student 5: Low Achieved
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Level 2 CONCEPT FOR ECO CAMPAIGN 2014
 (Page one of your assignment)

What eco issue are you going to promote? To buy buy old gold because gold mining pollutes the planet

Where can/will you find information about this issue? (newspapers, internet, interviews, questionnaires, books, teachers, friends etc) I will get my information from mostly the internet.

Who is your campaign aimed at? all NZers? Children? Teenagers? car owners and drivers? woman only? Families? single people? young childless couples? people building there own home?

Be as specific as you can : age, sex, social niche etc
manly people who are into jewelry and are getting married because they need to buy a ring.

what kind of campaign slogan could be used to promote your campaign Think up at least 2.

"Buy old Gold Bye new gold"
"Be bold buy old gold"

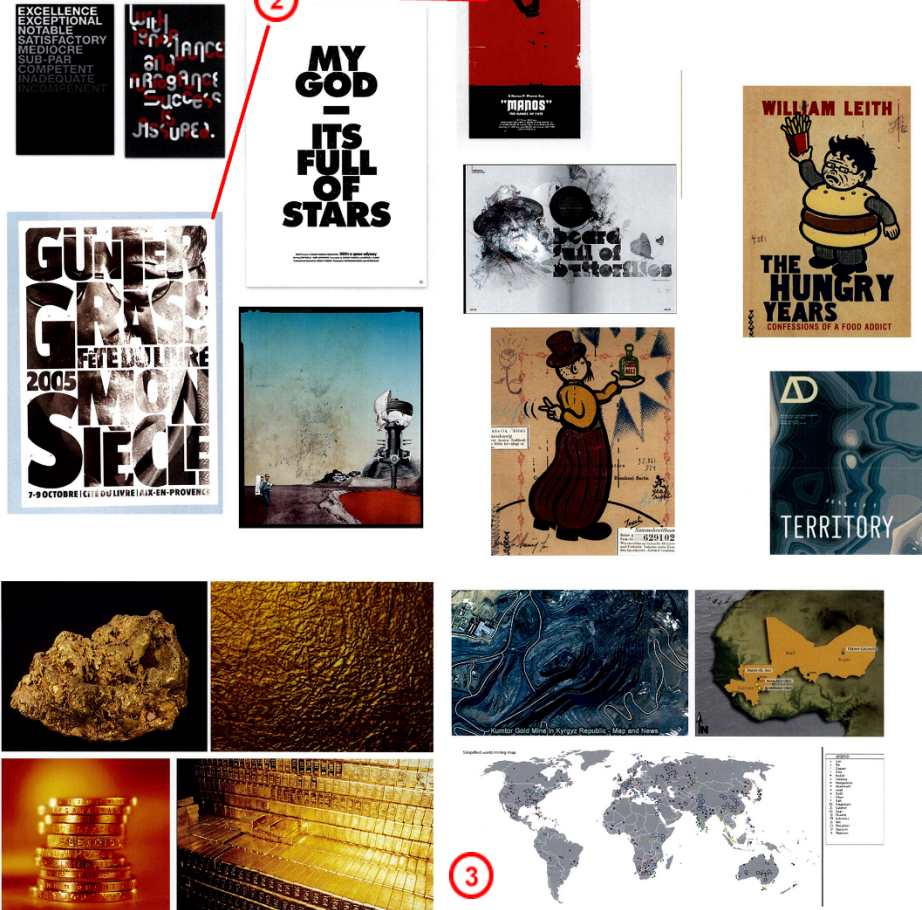
eg: unplug your life, snag the bag, bags not, get submerged....

PART A FIND :

Environmental impact of mining ①

1. water pollution - Mining can have adverse effects on surrounding surface and ground water if protective measures are not taken. The result can be unnaturally high concentrations of some chemicals, such as arsenic, sulfuric acid, and mercury over a significant area of surface or subsurface.
2. Most gold these days comes from large open-pit mines, where huge amounts of rock are churned up to extract tiny flecks of precious metal. A "rich" mine might contain just a few tenths of an ounce of gold per ton of ore; a "poor" one would have a few hundredths of an ounce per ton.
3. The mining watchdog group Earthworks estimates that a standard 18-karat wedding band leaves behind 20 tons of ore and waste rock.
4. Moving that much earth doesn't just require a lot of energy. It can also lead to toxic mine drainage, probably the biggest environmental concern associated with gold-mining.
5. When you dig up rock that's been buried for a long time, air and moisture can set off chemical reactions that produce acids and leach toxic metals. If those substances -- sulfuric acid, arsenic and copper, for example -- run off into lakes, rivers and streams, they will pose serious risks for populations of fish and other aquatic organisms.
6. Once you start extracting the gold from the ore, new issues arise. Take mercury, for example. The element, which has been linked to a host of negative health effects, is found in many metal and coal deposits. Large-scale gold operations often start processing ore by roasting it, which can shoot a lot of mercury into the atmosphere.
7. Whether or not they roast the ore, big mining operations typically finish off the extraction process by dousing the ore in cyanide. Cyanide is extremely lethal, but as an environmental contaminant it's not as problematic as mercury, since it degrades fairly quickly.
8. Some experts argue that we shouldn't have to mine new gold at all: We just need to let go all the shiny stuff we're hoarding. In 2008, it was estimated that 157,000 tons of gold had been mined throughout history -- and that individuals were sitting on a whopping 104,000 tons of it, in the form of bullion, coin and jewelry.
9. Gold and mercury are married, and the marriage is toxic. Large-scale gold mining operations are a source of mercury, extracting the unneeded metal along with gold. Small-scale artisanal gold mines in developing countries employ large amounts of mercury to produce gold.
10. The ongoing operations of large scale mechanized mining are also terribly destructive both to the land and to adjacent aquatic ecosystems. And all too often, the spoils of the process continue to poison the environment long after commercial operations have ceased.

PART C FIND INSPIRATION



PART D BRAINSTORM :

WORDS

- GOLD - Treasure, Wealth, Bullion, Gilded
- MINING - Removing, Withdrawal
- ENVIRONMENTAL - Conservation, Ecofriendly, Ecological
- BAD - Evil, Awful, Wicked, Corrupt
- TOXIC - Deadly, Lethal, poisonous
- WASTE - litter, leftover, unused, unwanted

RHYMES

- GOLD - old, trolled, fold, mold, bowled, rolled, sold, strolled
- MINING - spring, ring, thing, bling, wing, string, ding, swing
- BAD - sad, dad, add, rad, grad, cad, mad, glad, doodad, keypad
- TOXIC - brick, chick, pick, thick, wick, thick, flick, quick
- WASTE - aced, based, paced, traced, raced, haste, braced, chased
- TREASURE - blur, fur, were,

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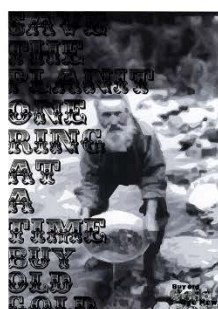
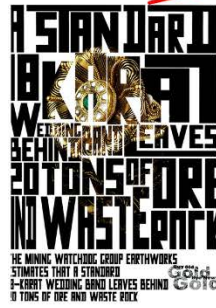
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