Unit 3 Biodiversity Enrichment Activities

Introduction

North America is facing a widespread crisis due to shrinking biodiversity, according to a report issued in January 2002 by the North American Commission for Environmental Cooperation (CEC). In the process of finding technological solutions to our transportation, settlement, energy, and other material needs, remaining natural environments have been placed under enormous stress, and continue to be fragmented, polluted, or damaged in other ways. The clean air we require to breathe, the clean water we need for life, the fertile soil to sustain our bodies with food, are all taken for granted. They are the positive results of ecosystems filled with species of plants and animals that accomplish miraculous tasks that enable us to live on the Earth.

Our diminishing biological diversity has profound consequences. The impact on the human condition, on the continent’s living systems, and on the process of evolution itself is immense. Our lifeline is being threatened and people need to act to protect it. Acting together, perhaps we can preserve the long-term abundance and vitality of the living systems that sustain us.

These activities are just a few suggestions for participants who would like to expand and enrich their understanding of the many complex issues involved in the study of Biodiversity. The most important aspect of individual and small group investigations is that they allow participants to pursue their own interests and passions. Educational research indicates that there is a high correlation between opportunities in school to pursue topics of interest and later career choices.
Worldwide Advertising Campaign

Study the World Wildlife Fund advertisements. Many of the ads focus on the unique contributions that species make to the health and well being of the planet. Many are microscopic, doing their important maintenance work beneath our feet. Others are creatures that incite our fear or that we associate with filth.

Research and select a species that is a less well-known contributor to the balance of life on our planet. Plan an advertising campaign to champion the invaluable work or essential product the plant or animal species provides.

Your ad can be printed with a focus on the use of clever graphics and language. It could also be designed for radio or television. Use your creativity to help save the creatures of the Earth!

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