

# Final Product Checklist and Rubric

**Your video challenge should include:**

## 1. Storyboard and Script

- \_\_\_\_\_ a) Identification of a target audience
- \_\_\_\_\_ b) Presentation of information in a style that is fun, memorable, and appropriate for the target audience
- \_\_\_\_\_ c) Introduction and use of relevant vocabulary
- \_\_\_\_\_ d) Use of information from a wide variety of reliable sources, including links and/or hashtags to learn more

## 2. Explanation of the Problem

- \_\_\_\_\_ a) Definition of lithium-ion batteries, where they are found, and what they are used for
- \_\_\_\_\_ b) Negative impacts of lithium (and cobalt) mining on the environment and human health
- \_\_\_\_\_ c) Negative impacts of landfilling electronic devices on the environment and human health
- \_\_\_\_\_ d) Accurate, up-to-date statistics about the scale of the e-waste problem

## 3. Explanation of the Solution

- \_\_\_\_\_ a) Definition of zero-waste and circular economy
- \_\_\_\_\_ b) Explanation of how the circular economy reduces the negative impacts of mining and landfilling e-waste
- \_\_\_\_\_ c) Call to action for the target audience to collect used devices that contain lithium-ion batteries and deliver them to Call2Recycle collection sites on National Battery Day on February 18 and International E-Waste Day on October 14

## Rubric

Criteria	<b>Proficient</b> <b>Zero-Waste Advocate</b>	<b>Apprentice</b> <b>Zero-Waste Advocate</b>	<b>Emerging</b> <b>Zero-Waste Advocate</b>	<b>Feedback</b>
<p><b>Storyboard and Script</b></p> <p>Choose an audience, tailor your message, and provide accurate information.</p> <p>NGSS Science and Engineering Practice: <a href="#">Obtaining, Evaluating, and Communicating Information</a></p> <p><a href="#">CCSS.ELA-LITERACY.WHST.6-8.2.D</a>: Use precise language and domain specific vocabulary to inform about or explain the topic.</p> <p><a href="#">CCSS.ELA-LITERACY.WHST.6-8.4</a>: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p>	<ul style="list-style-type: none"> <li>• Storyboard and script use visual, verbal, and audio communication in ways that speak directly to the target audience.</li> <li>• Storyboard and script use relevant vocabulary words correctly and in a way that demonstrates their meaning to the target audience.</li> <li>• Storyboard and script cite a variety of reliable sources and provide easy ways for the target audience to learn more.</li> <li>• Script can be delivered in approximately 60 - 90 seconds.</li> </ul>	<ul style="list-style-type: none"> <li>• Storyboard and script use visual and verbal communication in ways that speak directly to the target audience.</li> <li>• Storyboard and script use relevant vocabulary words correctly.</li> <li>• Storyboard and script cite a variety of reliable sources.</li> <li>• Script is slightly longer or shorter than 60 - 90 seconds.</li> </ul>	<ul style="list-style-type: none"> <li>• Storyboard and script do not identify an appropriate target audience for the informational campaign.</li> <li>• Storyboard and script do not use relevant vocabulary words correctly.</li> <li>• Storyboard and script do not cite a variety of reliable sources.</li> <li>• Script is much longer or shorter than 60 - 90 seconds.</li> </ul>	

Criteria	Proficient Zero-Waste Advocate	Apprentice Zero-Waste Advocate	Emerging Zero-Waste Advocate	Feedback
<p><b>Explanation of the Problem</b></p> <p>Introduce lithium-ion batteries and describe the negative impacts of the linear economy.</p> <p>CCC <a href="#">Energy and Matter</a>: Matter is conserved because atoms are conserved in physical and chemical processes.</p> <p>NGSS Disciplinary Core Idea <a href="#">ESS3.A</a>: Natural Resources</p> <p><a href="#">Connections to Engineering, Technology, and Applications of Science</a>: Influence of engineering, technology, and science on society and the natural world</p>	<ul style="list-style-type: none"> <li>• Completely and accurately informs target audience where lithium-ion batteries are commonly found and how they are used.</li> <li>• Explains 2-3 negative impacts related to lithium and cobalt extraction.</li> <li>• Explains 2-3 negative impacts related to landfilling (or improperly disposing of) lithium and cobalt.</li> <li>• Includes two or more accurate, current, and interesting statistics that express the scale of the e-waste problem.</li> </ul>	<ul style="list-style-type: none"> <li>• Informs target audience where lithium-ion batteries are commonly found and how they are used, but may include some inaccuracies.</li> <li>• Explains one negative impact related to lithium extraction.</li> <li>• Explains one negative impact related to landfilling (or improperly disposing of) lithium.</li> <li>• Includes one accurate, current, and interesting statistic that expresses the scale of the e-waste problem.</li> </ul>	<p>Only includes 2-3 of the criteria from Apprentice column.</p>	

Criteria	Proficient Zero-Waste Advocate	Apprentice Zero-Waste Advocate	Emerging Zero-Waste Advocate	Feedback
<p><b>Explanation of the Solution</b></p> <p>Introduce the benefits and key principles of a circular economy and communicate how their application can help to minimize the impacts of producing and discarding e-wastes.</p> <p>NGSS <a href="#">MS-ESS3-3</a>: Apply scientific principles to design a method for monitoring and minimizing a human impact on the environment.</p>	<ul style="list-style-type: none"> <li>Explains the meaning of “circular economy” and “zero-waste” in a way that is understandable and compelling to target audience.</li> <li>Accurately describes how recycling batteries reduces the negative impacts of the linear economy for lithium-ion batteries.</li> <li>Shows the target audience how to collect devices that contain lithium-ion batteries and deliver them to collection sites using the Call2Recycle Dropoff Locator.</li> <li>Publicizes National Battery Day on February 18 and International E-Waste Day on October 14.</li> </ul>	<ul style="list-style-type: none"> <li>Explains the meaning of “circular economy” and/or “zero-waste.”</li> <li>Describes how recycling batteries reduces the negative impacts of the linear economy for lithium-ion batteries, but with some errors or steps missing.</li> <li>Encourages the target audience to collect devices that contain lithium-ion batteries and deliver them to collection sites.</li> <li>Publicizes National Battery Day on February 18 and/or International E-Waste Day on October 14.</li> </ul>	<ul style="list-style-type: none"> <li>Introduces the term “circular economy.”</li> <li>Does not describe how recycling batteries reduces the negative impacts of the linear economy for lithium-ion batteries.</li> <li>Encourages the target audience to collect and recycle devices that contain lithium-ion batteries.</li> <li>Does not publicize National Battery Day on February 18 and/or International E-Waste Day on October 14.</li> </ul>	