

# The green 'Dragons' Den

## Saving the planet before it's too late.

### Introduction

**Inspired from the recent plea, as reported on BBC News on 23 May 2019, Britain's wealthy elite are being asked to dip deep into their pockets to protect the environment and the climate.**

A group of scientists has written to the top 100 wealthiest charitable bodies and families to request funding. They say efforts to tackle what they call the ecological crisis are "desperately under-funded".

The authors believe that less than 3% of philanthropic funding goes towards climate-related issues. The letter has a slightly desperate tone. It says: "We are taking the step to write to you, as the most affluent individuals and families."

"The rates of deforestation, of carbon emissions, of species extinction, of land degradation are a threat to us all."

### Project Outline

**Working as a team, you are to research potential Venture Capitalists such as those appearing on Dragons' Den - who support the action to help protect the environment and our climate. Your aim is to secure significant donations from one or two of these wealthy entrepreneurs. This substantial donation is then to be used to implement your team's environmental initiatives.**

Following a brain-storming activity, democratically select the idea to be presented to the panel of Dragons. This could be a local or national challenge. Then create a series of visual aids, i.e. PPT presentation, geographical maps, charts etc. to secure the Dragons' donation. Your presentation should last at least 8 minutes - look professional and convincing.

**The presentation should convey clear messages including:**

- **Why** - the reasons for the presentation
- **What** - the urgency for protecting the environment
- **Who** - identify those in society who will benefit from your initiative
- **When** - timescales involved in your project
- **How** - how will their donation/s be used in raising awareness

Remember to include facts/figures and rehearse these well for maximum impact!

### Links to help you get started:

- Climate change: Where we are in seven charts  
<https://www.bbc.co.uk/news/science-environment-46384067>
- UK can cut emissions to nearly zero  
<https://www.bbc.co.uk/news/science-environment-48122911>
- What is climate change?  
<https://www.bbc.co.uk/news/science-environment-24021772>

