

One Day a Week

Meat Free Monday's new film, *One Day a Week*, released before the UN Climate Change Conference (COP 23) in Germany, November 2017, is about a huge contributor to climate change that is often left out of conference discussions – animal agriculture.

Produced in collaboration with French film director Yann Arthus-Bertrand's Hope Production, the film highlights meat reduction as an effective way of fighting global warming using the breathtaking aerial photography with which Arthus-Bertrand has become synonymous.

Narrated by Paul McCartney, and with appearances from Paul, Mary and Stella McCartney, Woody Harrelson and Emma Stone, the film describes how the beauty of the planet only exists only through a delicate balance of climatic conditions – a balance we are dangerously disrupting through our insatiable desire for animal products.

Activity 1: Our Planet

Prompt the children to close their eyes for one minute and think about planet Earth. What comes to their minds? What do they like about the world? They may suggest things like mountains, the sea, animals, flowers, etc.

Activity 2: Class Discussion

Ask the children what activities that damage the world we humans are doing. They may say things like littering, causing pollution through transport and factories, spilling oil in the sea, etc. You may wish to extend the discussion to the impact of our actions, for example the extinction of animals, polar ice caps melting, extreme weather, climate change, etc.

Learning Objectives

Students should:

- learn about environmental problems and become aware of solutions
- consider the positive impact of eating less meat
- develop confidence in giving their opinions

Accompanying Materials

One Day a Week – Film

One Day a Week – Script

Extension Ideas

- **Film Review:** Ask the children to review the film. What did they like about it? What didn't they like? Do they think the overall message comes across well? Would they recommend the film to their friends and family?
- **Film Posters:** Have children design posters to advertise *One Day a Week*.
- **Meat Free Monday Menus:** Encourage each child to design a meal for a Meat Free Monday. Make a display of their artwork entitled "Which Meat Free Monday meal would you choose?"





Activity 3: Group Work

Write on the board: "What can I do to help?" Split the class into groups and encourage them to think of ways each of us can help protect the planet. After about 10 minutes, bring the class back together and take suggestions from each group, writing them up on the board as a spider diagram around the initial question. The children may suggest actions such as recycling, walking or cycling instead of driving, using less water, using energy-efficient light bulbs, not littering, etc.



Activity 4: The Film, First Viewing

Show the class the film One Day a Week.

Activity 5: Feedback

Get the children to have a quick discussion with a partner. What was the main message of the film? Get some initial feedback from the children.

Activity 6: The Film, Second Viewing

Show the film again. Ask the children to listen carefully, taking notes if they wish to. Split the children into teams and give each team a few minutes to discuss the points in the film.

Activity 7: Quiz

Give each team a piece of paper and let each team choose one team member to be the scribe. Each team should come up with a team name and write this on the top of the paper. Say each question twice and let the children confer before writing down their answers down on a piece of paper. The questions could be adapted (for example, with multiple choice answers), depending on the level of the children.



- Name two things that Paul McCartney (who narrates the film) thinks of when he thinks about the beauty of the world. [*Crystal clear waters of the Great Barrier Reef, majestic whales, lush green rainforests, mountain slopes of the Himalayas*]
- As well as fossil fuels used for transport and industry, name one other thing that the film points out is bad for the planet? [*Animal agriculture, industrial fishing*]
- How much of the Earth's land is used for livestock production? [*(Almost) a third*]
- How many bath tubs of water does it take to produce one beef burger? [*30*]
- How much rainforest is cut down every hour for grazing cattle? [*An area of land the size of 100 football pitches*]
- What does the film say people can do to help? [*Go meat free on Mondays/go meat free for one day a week*]
- Get teams to swap their answer sheets then go through each question and have the children mark them. Get each team to announce the results.





One Day a Week - Script

[Imagery, with narration by Paul McCartney]

Life. Its very existence on Earth is the result of an amazing series of coincidences. Our planet's physical make up and position in the Solar System have resulted in a delicate balance of climatic conditions that would not exist if it were just slightly nearer to the Sun, or slightly further away.

Thanks to these perfect conditions, Earth has become home to millions of species of plants and animals, including us, humans.

We've learnt to harness the power and the bounty of the planet, leading to our great success as a species. I'm amazed at the things we humans have been able to create. Like the skyscrapers in New York. And paddy fields cultivated in the same way for hundreds of years.

But with this success comes the responsibility to preserve the delicate balance to which we owe our existence.

I don't know about you, but for me, nature is inspiring and invigorating. When I think of the beauty of the world, I think of things like the crystal clear waters of the Great Barrier Reef, of majestic whales, lush green rainforests and the virgin mountain slopes of the Himalayas. But what kind of images will our grandchildren and great-grandchildren have in their minds when thinking about the world in just 10 or 20 years' time?

We've heard it all before: our way of life is destroying the planet, and fossil fuels, used for transport and industry, are to blame! That's certainly true, but that's only part of the problem. What we often don't hear much about is animal agriculture.

Animal agriculture results in vast amounts of greenhouse gases being released into the atmosphere. It requires increasingly unsustainable levels of precious resources including land, water and energy. It is a major contributor towards global environmental degradation and climate change.

And it's not just livestock rearing that's a problem: industrialised fishing destroys marine ecosystems as miles of nets sweep up anything in their path.

[To camera]

Paul McCartney

Perhaps it's time to ask ourselves the question "What can I as an individual do to help?"

Well ... there's a simple but significant way to help protect the planet and all its inhabitants. And it starts with just one day a week. One day without eating animal products can have a huge impact in helping maintain that delicate balance that sustains us all.

Emma Stone

Almost a third of all land on Earth is used for livestock production.

Stella McCartney

Just try a day! Just one day.

Woody Harrelson

A third of all cereal crops, and more than 95 per cent of soy, is turned into feed for farmed animals.

Paul McCartney

One day a week can make a world of difference.

Mary McCartney

An area of rainforest the size of a hundred football pitches is cut down every hour to create room for grazing cattle.

Stella McCartney

It can take 2,350 litres of fresh water – that's about 30 bathtubs! – to produce just one beef burger.

Emma Stone

Just try a day!

Woody Harrelson

Join us!

Emma Stone

Join us!

Paul, Mary and Stella McCartney

Join us and go meat free on Mondays!