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| **IB Geography – Global Interactions**  **Why has environmental awareness increased in recent years?** |
| **Task 1** - Match the Heads & the Tails in the table below |

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| **Heads** | **Tails** |
| Increased publicity and campaigning by NGOs and charitable organisations | they have more time to enjoy the environment so would like it protected |
| The environment has been made one of the Millennium Development Goals | e.g. BBC, France 24 and CNN |
| Environmental campaigns can be spread easily via | the three R (reduce, reuse, recycle) has improved at school |
| Environmental labeling e.g. FSC and Dolphin Friendly | have heightened awareness |
| Education about the environment e.g. | social media like YouTube, Twitter and blogs |
| Environmental disasters like the BP Oil Spill | have made consumers more aware of the environment |
| Because people have more leisure time and greater disposable income | e.g. Greenpeace |
| Increased coverage of environmental problems by media organisations | Goal 7 is Environmental Sustainability |