



# WELSH BACCALAUREATE SKILLS CHALLENGE CERTIFICATE

National/Foundation

## Global Citizenship Challenge

AHDB Llaeth/Dairy and Hybu Cig Cymru  
Sustainable Food Production



**Available for assessment from September 2015**

## PURPOSE

The purpose of the Global Citizenship Challenge is to develop learners' skills, whilst providing opportunities to understand and respond appropriately to global issues. During the Global Citizenship Challenge learners will explicitly develop skills of **Critical Thinking and Problem Solving** and **Creativity and Innovation** and apply them in an appropriate manner.

## BRIEF

There are many problems in the world that we should all help to resolve even if it happens hundreds or thousands of miles away, or where you live in Wales. How do you become a global citizen? You need to develop a human conscience and make judgments about the issues that matter and the type of world you want to live in. Being a global citizen gives you the power to bring about positive change to make this world a better place. Increasing Welsh **sustainable food production** will contribute to global aims whilst supporting Wales' farmers and food producers both economically and socially.



**AHDB Llaeth/Dairy** is a division of the Agriculture and Horticulture Development Board. AHDB Llaeth/Dairy and Hybu Cig Cymru (HCC – Meat Promotion Wales) are organisations that are funded by farmers, growers and others in the food supply chain. They are independent from commercial industry and the Government. AHDB's purpose is to make our agriculture and horticulture industries more competitive and sustainable through factual, evidence-based advice, information and activity. AHDB deliver extensive research and development programmes which are delivering scientifically robust and commercially useful outcomes for farmers. HCC is responsible for the development, promotion and marketing of Welsh red meat. They work with all sectors of the Welsh red meat industry - from the farmers through to the retailers, to develop the industry itself as well as develop profitable markets for PGI Welsh Lamb, PGI Welsh Beef and pork from Wales.

The Challenge will involve you understanding the local and global effects of **sustainable food production**. You will use a variety of information to investigate different views of people and then make judgements on how you believe food we eat should be produced sustainably with minimum environmental impact. This will help you identify your own ideas in a personal standpoint.

You then have to raise awareness of the need to increase **sustainable food production** with an audience of your choice, in a creative and innovative way. You should design your raising awareness so that it will appeal to your target audience and make use of effective communication by providing a clear message which is memorable, original and relevant.

By completing this Challenge, you will show that you can reason, make judgements and make decisions in order to create an informed personal standpoint on **sustainable food production**. The raising awareness allows you to show how creative and innovative you can be in communicating your ideas and presenting your message to other people.

**RESOURCES:** [www.dairy.ahdb.org.uk/wales](http://www.dairy.ahdb.org.uk/wales)

including Learners' Activity booklets, Resource Pack and Teacher's notes.

**CONTACTS:** [Delyth.Davies@ahdb.org.uk](mailto:Delyth.Davies@ahdb.org.uk)