

Elementary School Climate Change Initiatives

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Climate Change is Elementary™

Program designed by Dave Finnigan, Director and Developer
davefinnigan@yahoo.com
770-329-1152

Overview – The *Climate Change is Elementary*™ program has now been Beta tested by the Principal Developer in elementary schools scattered around the US in school year 2008-2009. Now that it has been designed and thoroughly tested, it will be presented by properly trained facilitators in elementary schools in the US and Canada starting in Fall 2010. This program will be supported by a grant to get it started, but will be principally funded by the schools themselves, and is aimed at 90 percent coverage within a ten-year time frame. Over 50,000,000 students can be involved, along with all their teachers and most of their parents. The program uses the system that has been established by Dave Finnigan who has visited over 2,000 schools with a highly valued one-day self-esteem program that then becomes part of the school culture. Every student, every teacher, and most parents will be deeply involved in the *Climate Change is Elementary*™ Program and will be assisted to make a commitment to help solve the problem faced by Planet Earth. The expected outcome is a sea change in public opinion regarding Global Warming and should lead to action by families throughout the US. Secondary publicity will be enormous.

The Mission – The Mission of The *Climate Change is Elementary*™ program is to bring up-to-date climate change information to teachers, students, and parents at 90% of elementary schools (100,000 schools) in North America over a ten year period, from Fall 2011 through Spring 2020, and to link these individuals into communities and to link the communities into a network working together using positive reinforcement and the internet to bring about substantial attitudinal and behavioral change.

Executive Summary – *Climate Change is Elementary*™ utilizes the established networks of principals, PTAs, and classroom teachers at the elementary or K-8 level. It takes one long day per school for a trained consultant, or a team of two consultants, to implement and can become part of the curriculum thereafter. The day begins with a 30-minute teachers

meeting before school where every classroom teacher is briefed on the program and gets their questions answered by their consultant who is from their city or region. The consultant then meets every student in the entire school one grade level at a time in specially designed hands-on activity-based workshops in the gym or cafeteria with classroom teachers in attendance. Each grade gets a separate piece of the climate change puzzle. One grade becomes trees or critters in the rain forest, one becomes polar bears in the arctic, one becomes penguins in the Antarctic, one becomes frogs hopping around the tropics looking for a wet spot, one becomes elephants on the march migrating across Africa in search of water, one becomes denizens of the coral reef. They have fun and learn at the same time.

These workshops use best instructional practices and principles of Accelerated Learning to get students and teachers physically involved in skits, games, music, poems, and group activities that teach parts of the problem and help give glimpses of the solutions. The activities and songs are punctuated by exciting slides and short film clips.

At the end of the school day we hold an all-school assembly focused on solutions. The students see additional slides and the instructional team brings all the pieces of the puzzle together. Of course there are activities to keep the kids focused and music to bring home messages and make the learning fun. We end the school day with our

Environmental Hero's Pledge for the Earth –

“I promise to:

Reduce what I buy

Reuse what I own

Recycle what I can

Reclaim power over my actions

Repair damage to nature

Respect myself

Respect my community

Respect the Earth”

“You are Re-empowered.”

And we ask them to come back for Family Night, if at all possible.

That same evening parents and siblings are invited to come to school with their children for one exciting and educational hour. Because every child is “in the show,” attendance is extremely high. The students and parents play a few of the games together. The consultant shows some of the more important slides, and enlists the family’s support in solving the problems of energy and water use. Then the families take the pledge to come up with solutions. Every family gets a checklist for the refrigerator door to help them go step by step toward a lower carbon footprint and less water usage.

Getting into Elementary Schools – It is posited that Principals and PTA parents are the proper conduit for bringing a program about the Planet’s health to the elementary level. There is usually no “science teacher” at the elementary level. Classroom teachers are too busy teaching to the standardized tests required by the No Child Left Behind (NCLB) legislation to be involved deeply. To that end the Director, Dave Finnigan will apply to speak and will rent a booth at the 2010-2011 conventions of NAESP (National Association of Elementary School Principals) and PTA (Parent Teachers Association) as well as ASCD (Association for Supervision and Curriculum Development). Additional state and provincial conference presentations will be sought as the program develops and becomes standardized within the education systems of the US and Canada.

The Elementary School Presentation – The theme of this program is “No Guilt, no Fear – Lots of Fun and Hope!” Presentation of nature TV shows that show the graphic death of animals, or movies like Disney’s *Earth* or *An Inconvenient Truth*, may not be appropriate for elementary students below fifth or sixth grade. Critical to the success of this program is to have personal visits by trained consultants who know how to work sensitively with children, and collegially with teachers, parents and administrators in the school setting. Any prep work teachers can do is appreciated, but is not vital to the success of the one-day program. However, after the program we anticipate that teachers will be able to pick up the subject where we leave off.

Training of Presenters – Starting in April 2010 training will be held for presenters from all over the US and in other countries as well. The training lasts 4 days. Along with the Climate Change is Elementary program, <http://www.ClimateChangeisElementary.com> all Presenters will learn to deliver Juggling for Success <http://www.jugglingforsuccess.com>. The combination of the two programs in any school is far more powerful than

merely presenting the Climate Change program. Trainees will be empowered to deliver the program in their own home towns and they will be automatically set up with 501c3 not for profit status as sub-foundations.

How much can a Team Make? The contribution for a one day program, paid by the PTA or similar organization is \$1,500 and the contribution for two days is \$2,500. 16.5% is taken out as a fee for non-profit administration and supervision. Out of the remaining money the team has to pay for booking efforts, overheads, travel and presentation expenses and other expenses, but by visiting 75 to 100 schools per year a team can make a good living.

The other new program in this series, <http://twoyearstochange.org> helps with continuation by families to insure that the actions on the lists that are created in this program are actually carried out. It can be a follow-up to Climate Change is Elementary or it can be a Stand Alone program. The description follows starting on the next page.

Two Years to Change™

The World's Youth Initiative for an Energy Smart Planet

Dave Finnigan, CEO

770-329-1152 • davef@twoyearstochange.org

The Dream

Imagine a school calendar that all elementary kids nationwide bring home in Fall 2011 where every month, for two years, is a “Month of Change.” January 2012 – Change your lightbulbs, February 2012 – Change your weatherization, March 2012 – Change your water usage, etc. Parents get a discount on their green purchases and schools get a rebate every month. Every school has a closed social network and Kids get to watch their “carbon bubble” over their house on their profile turn from black to green as they go month by month through the recommended activities. A 30-minute TV program for kids stressing that month’s activity, runs frequently on Planet Green, the Discovery Communications environmental channel with Ed Begley and Bill Nye as co-hosts and with kids doing all the narrative. 30-second PSAs play on other networks to remind kids about the theme for each month so everyone is making changes at the same time. This is a win for the family that spends a little to save a lot in electricity and water costs, a win for the school that gets to “go green” thanks to parental purchases, a win for the community that gets to reduce its dependence on fossil fuel and its water usage, and a win for the child who gets to be responsible for all the other wins, and gets to show their achievement on their profile for all to see.

Summary

This is a combination of a not for profit fund-raiser for schools and a for-profit effort to supply green technology to homes and schools at the best possible price with discounts to consumers and rebates to the schools. Using this action program we are empowering students of the developed world to

“Green” their homes, their schools and their neighborhoods starting in 2012 and 2013, thereby reducing the carbon footprint of hundreds of millions of families and hundreds of thousands of schools by 50% or more in two years. We will give the students in all participating schools the opportunity to become Community Organizers and Change Agents, using “coupon books” which are also calendars, yearbooks and curriculum guides. Social networks within schools will permit students to showcase their achievements.

Fund Raising for Schools

In Fall 2011, using drag and drop technology, the “Green Team” from each school personalizes their own coupon book from a basic template that will be found on our website. This combination two-year calendar, year-book, and coupon book is “The Ultimate Fund-raiser,” which every family will want to purchase because of the coupons and because their own child’s name is on their birthday along with those of their classmates. Thanks to digital photography and drag and drop technology, every class has their photo in the calendar too. Schools buy the calendar in short runs individualized for their own school for less than \$10 per calendar and sell them for \$29.95 in affluent schools or for \$19.95 in less affluent schools. This is in line with other coupon books, like the Entertainment Book, which sell similar products that are not individualized and have only a single purpose. This fund-raising takes place in the Fall of 2011, with calendars delivered by Christmas. There will be a huge publicity build-up to the actual start of the project nation-wide with our first Month of Change, January 2012, when everyone shifts to CFL and LED lightbulbs.

Greening Homes and Schools

Month by month from January 2012 through December 2013 the calendar gives families valuable discounts and rebates for green purchases in 24 monthly product areas from light bulbs to solar panels and low-emission vehicles; and it gives schools significant rebates in the form of useful green products in exchange for those family purchases. Each month is a “Month of

Change,” Change your Lightbulbs in January, Change Your Insulation in February, Change Your Water Usage in March, Change Your Yard and Garden in April, etc. The overall theme is “Green Your Home and You Green Your School.”

Weekly Themes

Within each month there are four weekly themes. The first week is Assessment. In the first month this means the student to each house where he or she has sold a calendar and counting the lightbulbs that need replacement. The next week is Evaluation, learning about the cost of electricity and the life-time value of the new technology, in this case CFL and LED bulbs. The third week is Preparation, taking the data from weeks one and two and making a report to give to those who bought calendars. The fourth week is Reporting and Taking the Order. The student gives a report to each calendar customer and collects their order. New bulbs are delivered and old bulbs are recycled through the school.

Government/Corporation/Celebrity/Foundation Participation

This project is scalable from one school to a state, to the entire U.S., or many nations, and can be started by any school with or without outside assistance. We are certain that with our network of “green advocates” we can get individual Mayors and Governors to support the program. Of course we hope to work with the United States Congress to pass a bi-partisan Joint Resolution requesting the President to issue a Proclamation designating 2012-2013 as “Two Years to Change.” The Joint Resolution will invite Governors and Mayors to do likewise, but such a pronouncement is not necessary to the success of the program. We expect to gain support for this idea within the Departments of Education and Energy, the EPA, and other foundations working in this field. We also look forward to securing the endorsement of celebrities who want to “Green the Planet.” Naming rights to our 24-month calendar are available to an appropriate corporate partner that

wishes to be publicized in every home in North America every day.

Product Support

Once it has begun, continuing support for this program will come from sales of calendars, with additional support from <http://www.EcoSmartInc.com> which can provide most of the products required in the program. These products will be supplemented by a few major corporations, which are invited to sponsor appropriate months in the calendar for products not carried by Eco-Smart. This supplemental sponsorship is limited to companies selling green products such as bikes, skateboards and automobiles. Eco-Smart and monthly sponsors will agree to give a rebate to the school based on purchases by families from that school. Our for-profit corporation will handle those discounts and rebates.

Social Network

This is the engine for the ongoing program, the motivational key to the entire project, which will keep students and parents engaged. Every student or family in every participating school will be urged to start a profile on their school's closed and password protected social network. At each family profile there will be posted a graphic of a house. Over the house there will be displayed a big black bubble which is proportional to that family's carbon footprint. As they work their way through the calendar taking appropriate actions to reduce their carbon footprint, the black portion of that bubble will be reduced proportionally to their activity and replaced with a pleasant bright green. The sky and general environment of the profile page will lighten and will become more environmentally pleasant with plants and insects buzzing around as the family gets greener. Similarly a graphic will be posted of the school and a carbon bubble will be posted over the school and turned to green as the school is "greened." Every family in the school can see every other family's profile so they can check up on one-another's progress.

Television tie-ins

We have begun discussion with Ed Begley on the possibility of creating a 30-minute monthly children's TV program that parallels the 24 months of Two Years to Change. This program might be introduced by Ed but elementary and middle school students will have all the "starring" roles taking kids through the monthly steps to green their homes, schools and communities. Every month we watch as the kids tell us about their adventures in going through the steps including Assessment, Evaluation, Preparation, Reporting, Taking the Order and Product Delivery. Students in schools will watch these shows to get ready for each month's green activity.

International Outreach

We have assembled a Visioning Committee with members in Germany, England, Australia, Canada, China, and the U.S. to insure that whatever is created will be rapidly transferred to other nations. It is our intention that each of our participating schools will have a sister school in a Third World country that will help inspire our students to reduce their carbon footprint and the Third World students to look at their own development with new eyes.

We are looking for:

1. An appropriate "Naming Rights" sponsor to put their logo on the cover of all the millions of calendars;
2. A few carefully selected monthly sponsors of green products and services not carried by EcoSmartInc, and at least one manufacturer of low emission cars, possibly more;
3. Commitment from Ed Begley or another appropriate TV personality to help us to get a children's TV series made to parallel the show month by month, and commitment to assist with promotion of this show;
4. Commitment by government at every level including Governors and Mayors, Office of the President, Senate and House members, EPA,

Departments of Energy and Education, School Districts and individual public and private schools;

5. The opportunity to present this program both in professional sessions and in a booth at educational and environmental trade shows starting in early 2010;

6. Support by all the major environmental foundations in getting out the word about this exciting program, in exchange for cross promotion of their programs;

7. Action Team members who can give us “sweat equity” in areas such as legal, strategic planning, budgeting, administrative support, computer programming, branding and logo development, etc;

8. Capital partners who want to roll up their sleeves and get to work to get this project ready for a test in the 2010-2011 school year and for the 2011-2012 national roll out;

9. Schools and districts that want to get involved early in this program and want to move quickly on their own to get funding for the pilot project.

Social Entrepreneurship

Two Years to Change, *The World's Youth Initiative for an Energy-Smart Planet*, empowers students of all ages to be Social Entrepreneurs. This project will be a lucrative fundraiser for schools, augmenting other fundraising efforts. Starting in Fall 2011, every school will be invited to organize a “Green Team” that includes parents, teachers and students. The Green Team customizes their unique calendar/coupon book and curriculum guide using our templates but dragging and dropping their own school photos into place. Someone from the Green Team will enter every student's name on their birth date. Also local coupons can be added to supplement standard national coupons. The coupons use a unique bar code for each school, so rebates can be sent directly to that school.

There are menus of activities on line and printed on the calendar which are

appropriate to the monthly theme, that can be carried out by all students regardless of income or family situation, so that every student can engage fully in this program each month.

Once they have their 24 month layout, the Green Team will notify us with the click of a mouse and we will send them a sample for approval. Once the sample is approved, we send them one calendar per student to use as a "sales tool" to take around to relatives and neighbors seeking orders.

Students take orders. So that students do not have to handle money the student will hand a bill and an envelope to the purchaser to mail back to the Green Team of the school. Once the money is collected, an order is placed with Two Years to Change for a certain number of calendars for that school.

The students deliver the calendars in time for Christmas 2011.

Local stores and other commercial concerns can carry calendars for their local schools and make a profit on their sale. Calendars cost the schools about \$10 and sell for no more than \$29.95. Local businesses can buy calendars for resale. Additional print runs of calendars are possible in units of 1,000 or more calendars. Store sales should start as long before Christmas as possible. Our Point of Purchase display lets potential customers know that they are helping their local school. Groups that can help immensely include parent groups, local Girl and Boy Scout troops, Junior Achievement and local chambers of commerce.

Once calendars are in the hands of families and businesses, coupons start coming in to schools or stores. Coupons are good from the first of January 2012 and do not expire until December 31, 2013. Items that are purchased in bulk directly from EcoSmartInc will be ordered by the school around the end of the third week of the month. This includes lightbulbs. Full spectrum CFL and LED manufacturers will ship directly to schools. Schools get a rebate based on the total order as a "thank-you" from Eco-Smart. When they ship the order they will ship whatever additional bulbs the school requests as their rebate.

When stores are involved, for instance in the Months when cars or bicycles are featured, customers take their coupons to the any participating retailer or dealer and get a manufacturer's discount right at the cash register. Stores send these coupons to our for-profit corporation with the rebate which is shared with the school.

We will be approaching the Girl and Boy Scouts, Junior Achievement, the PTA, and other networks of students at the high school level and adults who might be able to assist schools nationwide with this project.

Our goal is to help students understand how the capitalist system works, and how their effort gains rewards not only for their family, but for the school and the entire community. Students get "gold stars" for participation and awards for largest calendar sales and for most coupons cashed in from their catalog customers. These awards are financed and passed out by the Green Team from the school since all of the profit from calendar sales stays in the school. Schools can be imaginative in their awards and accolades.

Entire document and concept presented in this document is protected

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770-329-1152
davefinnigan@yahoo.com