



The Whole-Community Partnership Strategy

TO SUCCESSFUL SCHOOL RECYCLING

Overview of Today's Topics

- Brief background on the Go Green Initiative (GGI)
- What Motivates Campus Partners?
 - Administrators, Teachers, Parents/Families, Custodians & Students
- What Motivates Community Partners?
 - School Board, City Officials, Businesses, Media
- Creating a Recycling Program that Attracts Partnerships
- Urban Example – Camden, NJ
- Suburban Example – Pleasanton, CA
- Q&A





Brief Background on the Go Green Initiative

*"IT'S NOT ENOUGH TO PREPARE OUR CHILDREN FOR THE FUTURE.
WE MUST PREPARE THE FUTURE FOR OUR CHILDREN."*

-JILL BUCK, FOUNDER, GO GREEN INITIATIVE



Go Green Initiative (GGI) Fast Facts

The GGI was founded in 2002...

Mission

The Go Green Initiative is a global organization that trains volunteers in schools to:

Conserve natural resources for future generations

Protect human health through environmental stewardship

Global Market share

Over 3,200 registered schools – pre-school through University
2.4 million students/196,000 teachers

Operating in all 50 U.S. states, and in 73 countries around the world.

Since 2005, GGI schools have kept over 10 million lbs. of recyclables out of landfills, which conserved the following:

34,500 barrels of oil

27 million gallons of water

3,836 metric tons of greenhouse gas emissions

67 billion BTU's of energy

14,104 cubic yards of landfill space

Why Do You Need Partners for a Successful School Recycling Program?

On Campus

- Adults on campus must be role models for students
- Recycling is a system that requires many people to work properly
- The program must be institutionalized in order to last

Off Campus

- Support from waste haulers and recycling brokers is essential
- Funding for infrastructure and incentives
- Real-world learning opportunities for kids via SME's and field trips

What Motivates Campus Partners?

Administrators

Cost avoidance

Turnkey solutions

Accolades/Recognition for school

Quantifiable benefits for students

Teachers

Optional curriculum assistance

Incentives for classroom, e.g. mini-grants, field trips, access to SME's

Simplicity

Parents/Families

If they recycle @ home, they want a consistent message @ school

Opportunities for students – internships, access to “green jobs”, field trips, scholarships

Creating a healthy, sustainable learning environment

Custodians

Less garbage to manage

Increased role in campus waste system

Students

Opportunities for prizes, profit sharing, scholarships, internships, field trips, etc.

The opportunity to impact their school's environmental footprint

Leadership

What Motivates Community Partners?

School Board

- Community/voter pressure
- Cost avoidance
- Helping students prepare for sustainability expectations of the 21st century
- Good PR

City Officials

- Overall reduction in community waste/increase in recycling rates
- State mandates
- Good PR
- Opportunity to work with schools, even though in many cities they have no jurisdiction

Businesses

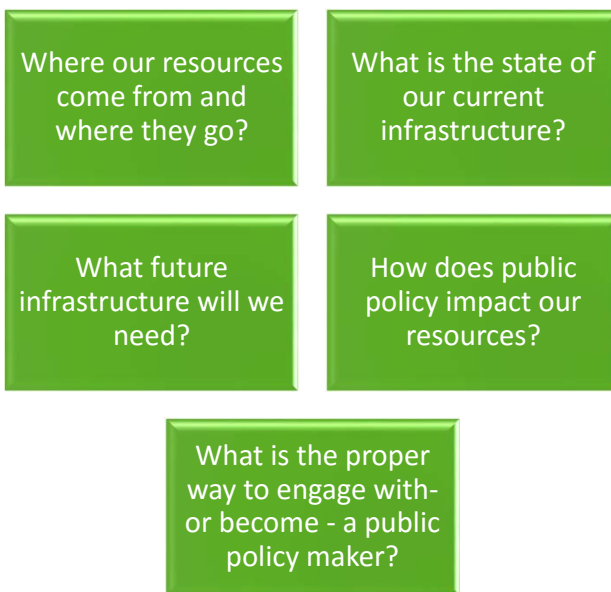
- PR/Community Relations/CSR
- Helping to create a sustainability-minded workforce of the future
- Increase volume of community recyclables to create additional markets

Media

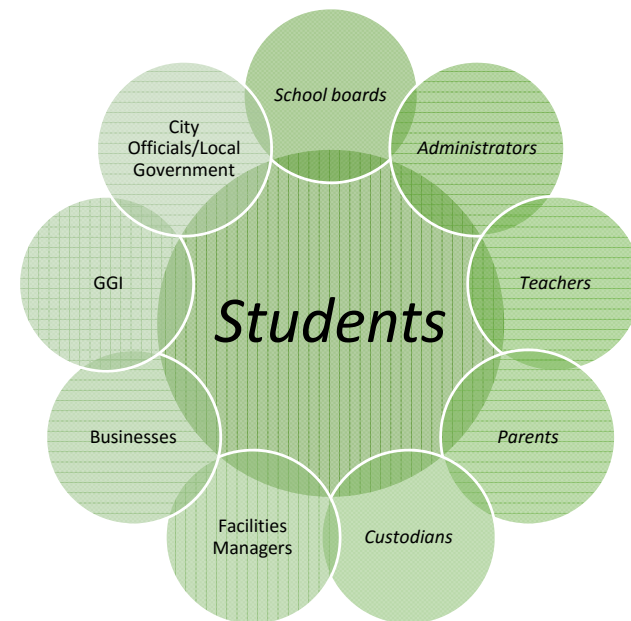
- Linking local schools to global movement – GGI works in 73 countries
- Opportunity to tie local stories to larger environmental issues

Creating a Recycling Program that Attracts Partnerships (Part 1)

WHAT DO WE NEED TO TEACH STUDENTS?



CREATE HABITUAL/TAILOR-MADE CONTENT FOR THESE GROUPS:



Creating a Recycling Program that Attracts Partnerships (Part 2)

HOW CAN OUR COMMUNITY PROVIDE A GREAT LEARNING EXPERIENCE?

Field Trips

- Take them to see the infrastructure and let them create videos to demonstrate what they have learned

Access to Subject Matter Experts

- Schedule times for public policy makers to meet with students and answer their questions

Let Them Speak

- Let the students demonstrate what they have learned to a wide variety of civic and business groups in town

HOW CAN COMMUNITY PARTNERS HELP?

Provide Funding for:

Prizes/Incentives

Contests

Field Trips

Identify Subject Matter Experts

Staff

Elected

Industry

Speaking Engagements

Public Meetings

Service Organizations

Civic Organizations

Urban Example – Camden, NJ

Camden City School District is:

- The lowest performing district in the state of New Jersey, and three of their schools are in the absolute lowest performing schools in the state.
- Despite these academic challenges, the superintendent and the entire school district have made recycling a priority.

The City of Camden has:

- 77,000 residents, 40% of whom live below the poverty line. The median household income is \$26,000.
- Camden has one of the nation's highest murder rates, and is routinely found on lists of the country's most dangerous cities.

Suburban Example – Pleasanton, CA

Pleasanton Unified School District is:

- One of the highest performing school districts in the country.
- Nearly all of its schools are California Distinguished Schools and/or National Blue Ribbon Schools.

The City of Pleasanton has:

- 70,000 residents, 5% of whom live below the poverty line. The median household income is \$118,000.
- Pleasanton ranks #4 on 24/7 Wall Street's list of America's 50 best cities in which to live.

New Recycling Program in Camden, NJ

Partners: CCSD, Covanta, ReCommunity, Carton Council, Campbell's Soup Foundation, Go Green Initiative, Co. Div. of Env. Affairs

<p>Roles & Responsibilities:</p>	<p>CCSD</p> <ul style="list-style-type: none"> • Superintendent – Top-down mandate • Facilities – infrastructure and hauling arrangements; custodian training • Custodians @ each campus – SME for campus waste system • Principals & teachers – train students; act as role models 	<p>GGI</p> <ul style="list-style-type: none"> • Provides webinar training for principals, teachers, and each school's Green Team • Brokers community partnerships, grants, etc. 	<p>County Div. of Environmental Affairs</p> <ul style="list-style-type: none"> • Inspections and tips for improvement 	<p>Community Partners and Sponsors</p> <ul style="list-style-type: none"> • Funding for incentives • Field trips • Guest Speakers and Video chats with SME's in Sustainability
---	--	--	---	--

New Recycling Program in Pleasanton, CA

“Local Leaders of the 21st Century” for high school students

Program components:



Students will learn about how the following systems in their city work: waste, energy, water and food (we are starting with waste). Students will learn:

Where our resources come from and where they go?

What is the state of our current infrastructure?

What future infrastructure will we need?

How does public policy impact our resources?

What is the proper way to engage with- or become - a public policy maker?



Students will have the opportunity to:

Go on Field Trips

- Take them to see the infrastructure and let them create videos to demonstrate what they have learned

Have Access to Subject Matter Experts

- Schedule times for public policy makers to meet with students and answer their questions

Speak Their Minds

- Let the students demonstrate what they have learned to a wide variety of civic and business groups in town



Questions?
