

One Ton Challenge Youth Campaign

Advisor: Sara Wysocki, O.S.E.

Youth Commission: Selam Ainalem

Lydia Lippold-Gelb

Adrienne Johnson

Adrian Alejandro

Catherine Quinn

Alex Curtis

One Ton Challenge

- Reduce Seattle's CO₂ by 638,000 metric tons by 2012
- Carbon pledge cards are directed at adults, and do not apply to youth
- A youth component is needed





Survey

- Out of 310 students surveyed:
 - 90% want to reduce their CO₂ emissions
 - 87% would try to reduce their emissions if they knew how
 - 90% want to participate in the One Ton Challenge



Proposal Overview

- First Component:
 - Green Ambassadors
 - Distribute posters
 - Set up advertisements in school newspapers
 - Receive training from Carbon Coaches
 - Attend meetings and events



Proposal Overview

- Second Component:
 - Carbon Pledge Cards and other marketing materials
 - Provides youth with ways to reduce their carbon footprint
 - Will be distributed throughout schools

Budget

Product	Cost
Program coordinator <ul style="list-style-type: none">• Salary• Transportation (monthly bus pass for 10 ½ months)	<ul style="list-style-type: none">• \$5,000(32hr/week, 10 ½ months)• \$756.00
Marketing <ul style="list-style-type: none">• Carbon Pledge Cards(1,000)• Posters (100)• Adds in School Newspapers (5 ads in 8 schools)• Shirts for Green Ambassadors and coordinator (17)	<ul style="list-style-type: none">• \$400.00• \$63.00• \$440.00• \$290.00
3 events/meetings <ul style="list-style-type: none">• Food and Supplies• Venue rental (meetings/trainings)	<ul style="list-style-type: none">• \$450.00• \$750.00
•Office supplies •Misc	<ul style="list-style-type: none">• \$100.00• \$250.00
Total budget	\$8,500



Timeline

Date	Event
April 2011	Submit Request for Application for Earth Service Corps
September 2011	Hire Earth Service Corps member
October 2011	Green Ambassadors chosen
November 2011	Kick-off event
2011-2012 School Year	Meetings held throughout the school year
May 2012	Final celebration with all youth participants



Conclusion

- Introduced as a pilot program
 - Can be sustained by:
 - Non-profit
 - O.S.E. Staff
 - A partnership with the Seattle School District