



WELCOME TO THE "IMPROVE YOUR FOOTPRINT" PROGRAM

We're glad you have decided to try this program with your group. The "Improve Your FootPrint" effort will help young adults learn how they can make a difference in the world. This Leader's Guide will help you prepare and conduct the "Improve Your FootPrint" program with your group or organization.

The "Improve Your FootPrint" program is a two-part series. The first part introduces the "Improve Your FootPrint" concept that allows the program participants to discover how even small steps can make a huge difference. The second part of the program is for your future activity calendar.

How to Use This Leader's Guide:

- ∞ **Planning Your Meeting:** Program goals, objectives and instructions follow below. Read these notes as you begin planning your meeting.
- ∞ **The Meeting Agenda:** An outline of the meeting agenda serves as a guide for you to use in conducting your group's meeting.
- ∞ **Special Instructions:** These instructions will help you complete the program after your first meeting.

PLANNING YOUR MEETING

Program Goals:

The purpose of this program is to have young adults teach themselves, through guided discovery, about the things they can do to help ensure there is a future of life on earth. The vehicle is a program entitled "Improve Your FootPrint."

Learning Objectives:

- ∞ Learn how "Improve Your FootPrint" can empower each person to positively impact the world.
- ∞ Discover how to "Improve Your FootPrint" through four simple concepts: ReConsider, ReUse, ReCycle, and ReGift.
- ∞ Construct a plan to "Improve Your FootPrint" and motivate your community to embrace it, now and always.

Materials for the Meeting:

- Video/DVD Module
- Idea Submission Form
- TV with a DVD or VHS player or a computer with an Internet connection or DVD drive
- An easel, blackboard or note pad
- A pencil, pen or marker

THE MEETING AGENDA

Open the Meeting

- Introduce the meeting's purpose. This is a fun, educational program designed to discover how together we can help ensure the future of life on earth for all species. The tone of the discussion should be upbeat, light, and optimistic. Encourage creative thinking and big ideas, as well as the simple steps that will make a difference.

Objective: Discover how even small steps you and your group take can result in a big impact on the future of life on earth.

Theme: "Small changes across many people can make a huge difference."

Play the Video/DVD

- The video is about five minutes long. Take the time to view the presentation. The key ideas and the instructions for the exercises are all included in the video.

Playing the Video Module:

The Video can be viewed as a DVD, VHS tape or over the Internet with a computer that has speakers, a high-speed internet connection and Windows Media player.

Background Notes:

Water

Since about 80% of the world's water is used for irrigation, even small changes in the way crops are planted, watered and harvested can make a big difference.

Land

At Toronto's Royal Agricultural Winter Fair in 1992, a display presented two contrasting statistics: It takes four football fields of land (about 1.6 hectares) to feed each Canadian and one apple tree produces enough fruit to make 320 pies. If you think about it, a couple of apple trees and a few rows of wheat could produce enough food for one person on a mere fraction of a hectare! No more than .2 hectares (half an acre) is needed to support somebody on a plant-based diet that includes very little, if any, meat.

Discuss the DVD/Video

- Below are **three discussion questions/topics** for your group:

- 1. What is a FootPrint?** A FootPrint is a mark on the earth that results from our actions as individuals, families, communities, and as a population. A FootPrint is the mark YOU – each one of us – leave on the earth:
 - The land on which you live.
 - The water you use.
 - The foot you eat.
 - The clothes you wear.
- Pick one action or item and imagine how many ways this action or item impacts your FootPrint. Try for ten ways if you can.

Leader's Note: Have your group pick a familiar item and consider all the ways that item could contribute to a FootPrint. The participants should learn from each other as they build on their ideas. Make this fun, but keep your group focused.

- How can the four R's impact our FootPrint?

Leader's Note: Remind the participants of the four R's:

a. ReConsider:

Webster's Dictionary: to **reconsider** is to consider again; give new consideration to, usually with a view to changing; "Won't you reconsider your decision?"

Ask yourself: "Do I really need to do that? Will it make me happier? Why am I doing it?"

b. ReUse:

Webster's Dictionary: to **reuse** is to use again. If someone else can use it, give it to that person. If you can use it again, use it.

Ask yourself: "Does it still work? Can I use it again?" If it can be used again, use it and don't get another one.

The Hamburger Example:

It takes three years to make a burger. Consider that the farmer feeds and raises a healthy mother cow. The rancher feeds the calf in the winter. The calf grasses in a field in the summer. As the calf grows, the calf is fed corn, ground grains, protein supplements, and vitamins and minerals with a little salt. As the calf is prepared for market, the farmer prepares corn, milo, alfalfa hay, and other forages.

c. ReCycle:

Webster's Dictionary: to **recycle** is to use again after processing; "We must recycle the cardboard boxes."

For example: Recycle the cardboard boxes into other cardboard boxes; don't just cast off the materials needed to originally create them.

d. ReGift:

Definition: to **regift** is to give again, especially as it relates to biological matter that can be given back to the earth for future use.

Complete Exercise: Developing Ways to "Improve Your FootPrint"

Step 1 – When necessary, break into groups: Depending on the size of your group or organization, you may want to form smaller groups, each led by an adult participant.

Step 2 – Generate a list of ideas that could improve a FootPrint:

Encourage group participants to come up with any/all ideas. Many ways exist to improve a FootPrint; thus, you want to ensure the participants think freely. One interesting approach is to ask individually for an idea (if working with a small group) as each participant is called upon (the first thing that pops into his or her head).

Step 3 – Discuss why each idea is good: Once you have compiled a list, review it and ask each participant to explain why he/she thinks it is a good idea. Then, have the group determine which of the ideas is best.

Step 4 – Consider how to implement the ideas: Now go over all the ideas again and see how the group could implement each one. You may discover that an idea originally perceived not to be a good one may offer a more successful implementation than another does. Therefore, after you have discussed implementation, ask again which idea is the best.

Step 5 – Submit your idea: When your group arrives at that one great idea that offers a clear path to implementation, send an email to ERTHNXT and tell us about it. Photos are welcome!

The Paper Bag Idea:

This paper bag concept was originally suggested by a Girl Scout Troop in Maryland last year during this program. The concept was recognized for its simplicity and the tangible impact on the land. Independently, a researcher at the Energy Quest, calculated that one 15-year-old tree could produce only 700 bags. This concept is being shared with CEO's, business leaders and others in the community.

How to submit your ideas:

- Send an email to: info@erthnxt.org
- Mail to:
ERTHNXT
2001 Market St., 10th Fl.
Philadelphia, PA 19103
www.erthnxt.org



Closing: Going Beyond the Meeting

On behalf of the entire EARTHNEXT organization, please thank your group participants for their involvement in the "Improve Your FootPrint" program.

ABOUT EARTHNEXT

ERTHNXT a 501(c) (3) non-profit charitable organization's mission is to help ensure there is a future of life on earth for all species. To achieve this mission, we bring together a broad range of disparate, global interests, including governments, businesses, scientists, educators, spiritual/religious groups, media, young people, and celebrities.

A series of summits and a number of focus groups in North America prompted us to deliver our "Improve Your Footprint" message to youth first, by challenging our future leaders to think of ways to improve their own FootPrint. Our initiative began with self-created youth educational programs for Girl Scouts and Boy Scouts in the U.S. and then throughout the world. The programs will be followed by implementation events where participants can truly see the impact of an idea. As this initiative grows, we will extend its reach to aquariums, botanic gardens, natural history museums, and zoos throughout the world.