

Rally your friends to reduce waste.

WE go 
green

AN INITIATIVE OF



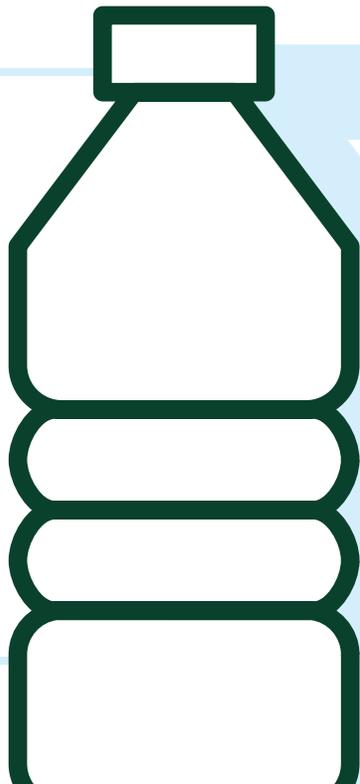
 REFLECTION  ARGUMENT FORMATION  LEADERSHIP

 SUSTAINABLE DEVELOPMENT GOAL 13: CLIMATE HEALTH

PURPOSE + SUSTAINABILITY = CHANGE

When we go green together, anything is possible! Whether it's taking a sustainability pledge to reduce plastic waste or starting a garden at your school or community, you have the power to create a greener world for everyone to enjoy.

Watch your actions today grow into incredible transformations tomorrow with WE Go Green. Make an even bigger, greener impact by getting everyone you know involved!



FACT:
*It takes 450 years for one
single-use plastic bottle to
decompose.*

Pledge to Reduce Plastic Waste

Did you know that more than **8 million tonnes** of plastic are dumped in our oceans every year? Much of this plastic has only been used for a few moments but lasts on the Earth for at least several hundred years. You have the power to take action and help keep our planet green for generations!

Take a pledge to reduce your usage of single-use plastics like plastic water bottles.

Click [here](#) to learn more and take the pledge to reduce plastic waste.



Ways to Take Action

According to a statistics shared by National Geographic 91% of plastic isn't recycled* – With a classmate or with your school group, find out alternatives to everyday plastic usages.

*[Click here to learn more.](#)

Take part in a zero-waste challenge with other kids for a day, a week or more. Share ideas on how you can change your everyday habits to more sustainable ones.

Rally your school together to ban the use of single-use plastic water bottles and host an assembly to encourage others to pledge to reduce their plastic waste.

Brita Young Innovator Plastic Free Fund

Brita is committed to helping youth as they rally and work together toward a plastic-free planet, which is why they are giving 26 schools \$20,000 worth of grants to bring their do-good actions to life! Twenty-four schools will receive a \$750 grant, with two more schools being chosen to receive \$1,000 each. This grant will support students as they think outside the box to innovate solutions to today's plastic problem, paving the way for a greener future.

Brita is all about reducing waste. Using Brita filters can replace 1,800 500ml single-use plastic water bottles a year! Find out more about how your school can apply for this grant by visiting WE.org/wegogreen.

**BRITA YOUNG
INNOVATOR**
.....
**PLASTIC
FREE
FUND** 

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A special thank you to Brita for empowering youth to make a difference.

As the top brand in water filtration, Brita believes that everyone deserves clean water but we shouldn't have to destroy the planet to get it. As a proud partner of WE Schools, they are dedicated to supporting young innovators to challenge the wasteful habit of bottled water. Thanks to their support, they are inspiring students across Canada to make a meaningful impact in the world.

In the Classroom

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download Act Today for a Bright Future at WE.org/wegogreen for lesson plans and ideas to explore the issue of sustainability and learn about the importance of living sustainably.

Act Today for a Bright Future

Grade	Subject Connection	Learning Goals	Skills Developed
6 to 8	<ul style="list-style-type: none"> • The Arts • Language • Social Studies • Science and Technology 	<ul style="list-style-type: none"> • Explore the impact humans have on the environment. • Learn what it means to live sustainably. 	<ul style="list-style-type: none"> • Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills
9 to 12	<ul style="list-style-type: none"> • The Arts • English • Social Sciences and the Humanities • Canadian and World Studies 		



Campaign in Action

Leadership students at Waskada School have been taking charge of the planet and future with a new school-wide composting project for WE Go Green. The group dove right into their project by organising a sustainability walk around their school. They looked for things that they could change to make their school more sustainable such as the food waste at break and lunchtimes. The students began to investigate the possibility of running their own composting program, from calculating costs to applying for grants to writing proposals. After a tense period of waiting, their project has now been approved and they can't wait to get started!

Get Doing

STEP 1

Investigate and Learn

Planting the seeds for change begins with learning more about what's going on in your own backyard! Start with the Environment Issue Card to understand local issues, then dive into the issue further by doing your own research.



CHECKLIST

- Check out the Environment Issue Card
- Visit [WE.org/wegogreen](https://www.wego.org/wegogreen) for more resources
- Create an Action Plan
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the Creative Resource
- Share on social media with [#WEgoGreen](https://twitter.com/WEgoGreen)
- Complete your Campaign Impact Survey
- Plan your WE DayX

Community Mapping

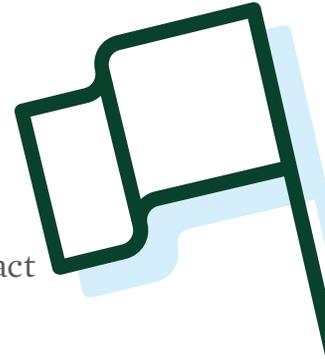
Download the Community Mapping activity at [WE.org/weschoolskit](https://www.wego.org/weschoolskit) to use as a guide to take a walk. Look for signs of issues that have negative or positive impacts (i.e., lack of recycling bins or overuse of electricity). Do you notice any obvious improvements you can make to your school?

Issues	Solutions

What sustainability initiatives already exist in your school or community? Which ones work best? _____

STEP 2**Action Plan**

What pledges can you take to help promote sustainability in your school? Have each person in your group set their own goal for making a positive impact on the environment, then decide on a pledge to take action on as a group!

**Set Your Goal**

What do you pledge to do? _____

What is your goal for this action? (For example, how many seeds will you plant in the garden? How many plastic water bottles will you switch to reusable bottles?) _____

When will you hold your campaign? _____

Assign Roles

Ready to plan the actions you will take for your sustainability pledge? Use this chart to decide who will be responsible for each task involved.

Task	Group Member(s) Responsible
Make school announcements	
Put up posters	
Gather supplies	

STEP 3

Take Action

Whether it's recycling just one plastic bottle or planting 100 seeds, every action contributes to a better, more sustainable world.

Tip: Come up with a fun challenge to get more people involved. Think of a catchy name (e.g. #IceBucketChallenge) and spread the word!



Don't forget to share your pictures, progress and success on social media with [#WEgoGreen](#).

Reflect

What does sustainability mean to you? _____

Why is it important that your school and community get involved in a campaign focused on sustainability? _____

What worked and what didn't with your sustainability pledges? _____

How can you continue to raise awareness about sustainability? _____

STEP 4

Report and Celebrate

Report

How many people participated in the campaign? _____

How many people did you reach through the campaign? _____

How many pledges of sustainability did your group take? _____

How many people took a pledge? _____

How long did you run your WE Go Green campaign for? _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX

Thank everyone who supported your campaign!

Use this space to brainstorm ideas to thank your supporters! (e.g. host a garden party)





1 million

single use plastic bottles go around the world every minute

8 million

metric tonnes of plastic enter the earth's oceans annually

8.3 billion

metric tonnes of plastic have been generated across the world since the 1950s, mostly in the last 10 years, and only 23% has been recycled

450 years

The time it takes for one single-use plastic bottle to decompose

40%

of plastic is generated for packaging

WE go 
green

Take a pledge to reduce your usage of single-use plastics like plastic water bottles.

Learn more at [WE.org/wegogreen](https://www.wegogreen.org)

Did you know that **if plastic production isn't curbed, plastic pollution will outweigh fish pound for pound by 2050.** But you have the power to take action and help keep our planet green for generations!

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