

# Unit: Make it Green to Save Lives



Suggested Age/Grade Levels: Grades 6– 12

Recommended Time Allotment:

- Younger Grades: 2 - 3 class periods, depending on item being created
- Older Grades: 3 - 5 class periods plus time outside the classroom to devise the marketing strategy

<b>Action Area</b>	➔ <b>Sustaining Projects &amp; Communities:</b> Providing funds for organizations that ensure resources are used wisely with long-term sustainability.
<b>Focus</b>	➔ <b>Sustainability – Resources, Vocational Training, Income-generation:</b> Sustainable living ensures quality of life for today’s generation and the next. From using resources efficiently to learning a skill or trade, youth are improving their lives and their communities.
<b>Overview</b>	➔ <b>Appreciation of Resources; “Green” Product Creation; Marketing</b> Promoting innovation, collaboration and business skills, students will examine the value of using resources wisely and in new ways to create a marketable eco-friendly product.

Learning Objectives	Aligns with the following Curriculum Standard of the National Council for Teachers
<p><b>Students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Identify 3 reasons why it is important to use resources wisely and sparingly</li> <li>• Discuss the benefits of a community organization running an eco-friendly business</li> <li>• Understand the issues facing orphans and vulnerable children globally and identify sustainable solutions to meet those challenges</li> <li>• Empower themselves and others to take action to help others</li> </ul>	<p><b>Social Science</b></p> <ul style="list-style-type: none"> <li>• Governance, Production, Distribution, and Consumption</li> <li>• Students employ a wide range of strategies as they write, using different writing process elements appropriately to communicate with diverse audiences for a variety of purposes</li> </ul>

Materials Needed	Classroom Extension
<p><b>Informational Materials</b></p> <ul style="list-style-type: none"> <li>• Project <a href="#">write-up and video</a> for Kenya’s Kawangware Street Children and Youth Project (KSCYP)</li> <li>• Kenya PowerPoint presentation available in the <a href="#">Get Up &amp; GO Kit</a> of the GO Community section of website</li> </ul>	<p><b>Activity Considerations:</b></p> <ul style="list-style-type: none"> <li>• As appropriate, encourage students to make more of their “green” items and implement their marketing strategy.</li> <li>• As a class, consider organizing an “Entrepreneurship Day Fair” at school, donating proceeds of items sold to KSCYP.</li> </ul> <p><b>Additional Resources:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Get Up and GO Kit</a> – loaded with educational presentations, tips, event materials, and more to boost awareness and organize activities.</li> <li>• <a href="#">Personal Fundraising Pages</a> –an easy and excellent way for a student or group to raise money...choose a project, set a fundraising goal, send the link to friends and family and watch the funds come in!</li> <li>• <a href="#">eNewsletter</a> – keep updated on GO news and events, and don’t be surprised if we ask to feature you and your class in one of our issues!</li> </ul>

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**STEP 1:** Introduce GO Campaign. If you need guidance, refer to the [GO Introduction Guide](#). With your students, explore the sections of the GO website and focus on GO project partner [Kawangware Street Children and Youth Project](#) (KSCYP) in Kenya.

**STEP 2:** Discuss the importance of using resources wisely. If people and businesses are more conscientious about using resources, then resources will sustain and be available for future generations. Ask your students how they use resources wisely. Can they name eco-friendly businesses that produce “green” products?

Discuss how KSCYP is reusing paper to make eco-friendly paper bags for hotels and tourist companies. Speak with your students about what KSCYP is doing with the income earned from the recycled paper bag business (feeding children living in the slum, paying for school fees and sustaining the business.) Also discuss who is working in the business and what benefits they receive. Kids from the slum, like Amos and Eva’s mother, are employed by the business. They are generating income, acquiring skills and learning good business practices that will help them gain further employment or help them start their own business.

Also discuss some marketing ideas for KSCYP.

**STEP 3:** Divide the students into groups whereby each group will be responsible for making one marketable item using recycled goods. Encourage creativity of resources...items from the classroom trashcan, the school playground, or students can bring pre-used materials from home. Example items: wrapping paper made from used paper bags, a toy made from a plastic bottle, an empty bottle turned bird feeder.

With older students, each group will also have to develop a marketing strategy for their item.

**STEP 4:** Allow time for students to make the item and to create a marketing strategy.

**STEP 5:** Each group will present their item to the class and explain how they made the item. Older students will also share their marketing strategy. Encourage students to discuss what they learned through the process, the challenges they faced and how those challenges were resolved.

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### Tips and Ideas:

We encourage educators to foster student’s creativity and empower them to exercise their voice. *No idea is too small or too great!*

Students can organize an awareness campaign and/or a fundraising event. For example students can:

- Organize an assembly or talk to another classroom about GO
- Organize a dance, bake sale, talent show, car wash....be creative and have fun!
- Create a group GO Fundraising pledge-page...or create two and have a friendly competition!
- Write an article for a local newspaper (the subject might be “Why is it important to help other youth you don’t personally know?”)
- Create a flyer that educates community members about a developing country and what they and GO are doing to help the countries’ orphans and vulnerable children population. Put the flyer in the lunch room, ask merchants to put the flyer in their shop window, parents can take the flyer to work to share it with colleagues...etc.
- Organize a GO Club

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GO connects youth and adults from all parts of the world in one common cause: *giving opportunity to children*. By teaching with GO Learning Tools, you and your students become part of the global GO Community—a network of students, educators, parents, concerned adults and GO project partners and the children they care for.

We value your input! Please contact Sharon Feder at [sharon@gocampaign.org](mailto:sharon@gocampaign.org) or (310) 396-6343 with any feedback on how this Lesson Plan or Unit went for you, any modifications you might have made, your students' thoughts or any questions.

GO empowers youth to participate in our mission of providing basic human needs to orphans and vulnerable children throughout the developing world by raising awareness and funds for small grassroots organizations that enable them to survive and thrive.

*Lesson Plan prepared by:  
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