

An aerial photograph of a dense, lush green forest. The trees are tall and coniferous, creating a textured canopy. In the center, a semi-transparent dark green rectangular box contains the text "ECO TEENS TODAY" in large, white, bold, sans-serif capital letters. The text is arranged in three lines: "ECO" on the top line, "TEENS" on the middle line, and "TODAY" on the bottom line. The box has a thin white border.

**ECO
TEENS
TODAY**



Table Of Contents

1 I. Executive Summary

3 II. Initiating

3 Statement of the Problem

4 Project Scope

5 III. Planning and Organizing

5 Project Goals

6 Human Resource Management Plan

7 Schedule

7 Milestones

8 Timeline to Reach Milestones

9 Quality Management Plan

10 Risk Management Plan

10 Proposed Project Budget

11 IV. Execution

17 V. Monitoring and Controlling

17 Monitoring

18 Controlling

18 VI. Closing the Project

18 Evaluation of Key Metrics

19 Lessons Learned

20 Future Recommendations

20 VII. Bibliography

20 VIII. Appendix

I. Executive Summary

Problem

A rising tide of youth voices demanding action on climate change is hindered by pervasive misrepresentation within the movement. Despite 25% of the global population being under 18, with 70% expressing concern about climate change, their potential remains largely untapped. Only 2% of national climate plans mention youth participation, and a mere 14% feel that the youth have enough influence on environmental decision-making. This exclusion weakens the movement, missing out on the passion and innovation of the generation most affected by the crisis. Silencing youth means losing a potential goldmine of climate solutions, perpetuating inequity, and hindering true progress in the face of an urgent global crisis.

Goal

Our high school organization is committed to empowering and integrating youth voices into the global climate change movement. Through initiatives like a **dynamic editorial website for our primary market of students aged 14-18 who are interested in environmental authorship**, we aim to dismantle barriers to youth participation in environmental decision-making. Additionally, by fostering **campaigns involving civic consciousness, informational projects, climate literacy programs, and engagement with our secondary market aged 10-13 via educational programs**, we extend our commitment to address the broader youth from both markets. Our goal is to raise youth representation in environmentalism and inspire activism among this generation, thus recognizing their untapped potential in creating our sustainable future.

Timeline



Milestones



Execution

Inception and Market Focus: Based on detailed research on youth environmental misrepresentation, EcoTeensToday created a dynamic website as a public forum. Its primary and secondary market segmentation targeted high school-aged individuals (14-18) as primary and an even younger demographic (10-13) as secondary; this delineation was instituted to have a lasting impact on California's youth.

Strategic Initiatives and Mentorship: Driven by a commitment to empower youth voices, strategic development initiatives are aligned under the mentorship of Ms. Betty, CEO of Révolutionnaire. The procured website became invaluable, setting the foundation for growth.

Social Media and Outreach Strategies: Utilizing Instagram as a primary outlet, EcoTeensToday focused on advertising to attract authors and consistently posting eye-catching flyers to build awareness, thus creating three articles a week as of November. The outreach extended to local summer organizations (STEPCON), which forged a partnership with our sponsor, the Riverside County Office of Education. The subsequent expansion of divisions and collaboration with other clubs statewide, demonstrated via weekly and monthly meetings with our EcoTeens all across California, was a strategic interdivisional outreach/marketing plan, thus amplifying our impact.

Campaigns: EcoTeensToday's informational campaigns included the development of an AI web app that tells users whether to buy or boycott a company based on its environmentalism and a statistical study of dietary choices and carbon footprint. Civic consciousness campaigns via street cleanups and recycling drives were initiated to actively engage with the local community. A literacy campaign involving collaboration with MLKHS English staff resulted in over 400 student-written essays, contributing to primary market representation on environmental issues. Lastly, our youth assemblies at the Riverside STEM Academy successfully fostered environmental education in our secondary market.

Editorial Success: The growth in statewide authorship, which now receives seven articles per week, a 133% increase in three months, showcased the effectiveness of marketing/outreach strategies. The collaborative synergy between divisions, the vibrant online community, and robust social media engagement conjointly bolstered our mission to amplify youth voices and drive collective action for a sustainable future.

Monitoring and Controlling

We proactively **monitored** our schedule, budget, and quality (defined by our engagement, social media impressions, and campaign engagement), which all led to **controlling author engagement, outreach, resource allocation, and technical challenges** in and across all divisions by implementing **marketing strategies, feedback surveys, more organizational tools, efficient communication channels, and more**, which maintained project momentum, enhanced engagement, optimized resource allocation, overcame technical obstacles, and ensured the overall success of EcoteensToday.

Key Metrics

Media Marketing

- Received **900+** followers with **10,000+** accounts reached
- Monthly statewide meetings averaging **55** attendants
- Engaged over **3,000+** students at our high school with multiple school news channel spots

Editorial

- Received **4,400+** site views with **100+** members and **50+** articles
- Peak authorship at **7** articles weekly from **10** statewide chapters
- Volunteer hours given: **315**

Informational Campaigns

- Received **243** clicks on the dietary choices survey report
- Received **348** uses of the AI web app

Civic Consciousness Campaigns

- **30+** participating members in **7** street cleanups
 - **197** pounds of trash collected of the streets
- **20+** participants in our inter-chapter civic consciousness event
- **14** participating members in our school-wide recycling initiative
 - **126** pounds of recycled materials collected
- Volunteer hours given: **375**

Literacy Campaigns

- **400+** primary market students impacted with essay curriculum

Youth Campaigns

- **100+** students impacted over STEPCON summer learning labs
- **110+** students impacted over middle school youth assemblies

Total Educational Impact via Survey

- We observed a **89%** uptick in climate consciousness and a **68%** uptick in activist empowerment among our primary market
- We observed a **93%** uptick in overall knowledge regarding environmental preservation among our secondary market

Recommendations for Future Projects

Global Reach and Partnerships

Expand the project globally by establishing international chapters via collaborations with schools and organizations worldwide. This cultivates an extensive global network of youth advocates for climate action by fostering partnerships internationally.

Interactive Learning and Engagement

Enhance the educational component through live webinars with experts, scientists, and youth activists while also introducing unique gamification on the website using quizzes and challenges to make learning about climate issues interactive and engaging.

Cyclical Assimilation

Recently, some of our middle school EcoTeens, inspired by our assemblies, contacted us to do an environmental awareness reading activity at the library for elementary outreach, which is currently set in motion; this market expansion exemplifies the cyclical nature of our organization and, therefore, its longevity.

II. Initiating

A. Statement of problem

Introduction

A tide is rising across the globe, not of water, but of young voices demanding action on climate change. These are not children playing on the shore but passionate advocates, innovators, and leaders – yet their voices remain muffled by a pervasive misrepresentation within the very movement they fuel.

Statistical Reality



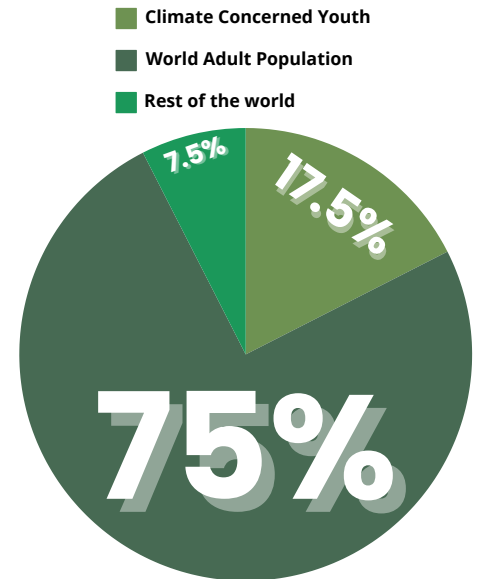
25% of the world's population, over 1.8 billion individuals, are under 18



Among this demographic, 70% express concern about climate change, emphasizing a significant level of engagement



A 2020 UN survey revealed a discouraging reality, with only 14% feeling that young people had enough influence on environmental decision-making.



Why this **persistent misrepresentation**? Is it **ageism**, a **refusal** to acknowledge the **gravity of young people's concerns**? Or is it **fear** towards the **disruptive innovation** and **bold solutions** our youth brings?

Consequences of Misrepresentation

Whatever the reason, the consequences are clear

Weakened Movement

Excluding youth severs the movement from its most passionate advocates, robbing it of its driving force and enthusiasm. Where will the momentum come from if not from the generation bearing the brunt of the crisis?

Missed Opportunities

Young people are brimming with creativity, unbridled zeal, and technological prowess. Silencing them means silencing a potential goldmine of solutions, a risk we cannot take in this day and age.

Perpetuating Inequity

Climate change disproportionately impacts marginalized communities, and young people within them often possess unique insights and solutions. Ignoring their voices reinforces existing inequalities.

Voices of Frustration



Vanessa Nakate

"We often have the freshest ideas, the newest perspectives, and the most energy to drive change. Yet, we are still treated as children who need to be told what to do, not partners in finding solutions."



Greta Thunberg

"The future belongs to us, but the decisions affecting it are being made by people who will not bear the full consequences."

This misrepresentation is a strategic misstep that weakens the environmental movement and slows progress. To exclude the vast potential of youth is to deprive the movement of true enthusiasm, zeal, innovation, and diverse perspectives. In the face of a crisis demanding solutions, clinging to obsolescence while ignoring our youth is a recipe for paralysis.

B. Project Scope

Purpose

EcoTeensToday is dedicated to addressing the glaring misrepresentation of youth voices within the global climate change movement. Recognizing the urgent need for solutions and the untapped potential of the younger generation, our organization seeks to empower, amplify, and integrate the voices of young advocates, innovators, and leaders. The primary purpose is to dismantle the barriers that hinder youth participation in environmental decision-making and cultivate a platform where their ideas, perspectives, and enthusiasm are not only acknowledged but also instrumental in crafting practical solutions to the climate crisis, whether that be through journalism, climate literacy, community service, outreach, etc.

Expected Benefits

Securing Youth Engagement:

S

Involve young advocates, innovators, and leaders to boost climate engagement.

Educational Impact:

E

Outreach and community service events provide hands-on education for our youth.

Enacting Representation:

E

Amplify youth voices through journalism and outreach for increased visibility.

Driving Californian Action:

D

Establish statewide chapters for localized awareness action on a statewide scale.

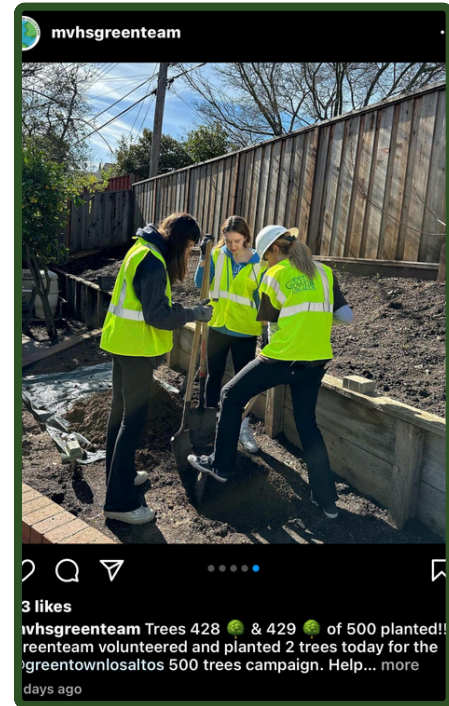
Supporting a Community:

S

Fostering a network of our passionate young individuals results in a multiplier effect of spreading awareness.

Rationale

EcoTeensToday observed a **profound gap in the global representation of youth voices** within the greater climate change movement. As a response, our foremost initiative is to construct an **editorial website as a dynamic public forum where our primary market, (aged 14-18) can read and author articles** on their very new & unique perspectives regarding the climate. The driving force behind this initiative is the conviction that the perspectives, ideas, and enthusiasm of young advocates, innovators, and leaders are instrumental in crafting effective solutions to such a critical time in the modern climate crisis. By creating a dedicated space for youth expression, we aim to unravel those very barriers that prevent our youth from shaping global environmental discourse.



Our NorCal EcoTeens from Mountain Valley High School participating in a 500 tree planting initiative

Building on this foundational initiative, our **campaigns unfold as strategic extensions of our commitment to amplifying youth voices**. Specifically, for our primary market, we address civic consciousness, curate large informational projects, and induce environmental literacy; we also engage directly with our secondary market (aged 10-13) via educational youth programs. With this, we seek to raise awareness and engage with the next generation of environmental stewards.

All in all, these campaigns are threaded together amongst our editorial website for the common goal of fostering **continued activism and environmental consciousness among the youth markets we serve**.

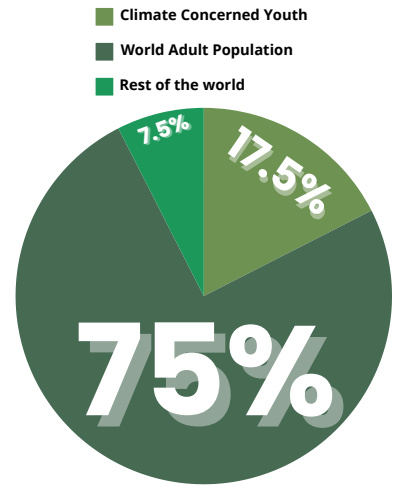
III. Planning and Organizing

A. Project Goals

POWER

01

Our first goal is to combat the pervasive misrepresentation and empower youth voices within the global climate change movement while raising awareness about the insightful perspectives of the younger generation. Drawing from external studies, which reveal that 70% of individuals under 18 express concern about climate change, we aim to educate the broader community about the stark reality highlighted by UNICEF and the UN survey. We recognize that only 2% of national climate plans mention youth participation, a statistic that underscores the urgent need for powering the voices of this passionate and concerned demographic.



PLATFORM

02

Following the informative phase, our second goal is to inspire action and empathy, especially among young advocates. We plan to execute an editorial mission via a public forum editorial website to platform youth voices, drawing inspiration from successes such as Greta Thunberg's activism. By showcasing the untapped potential of the younger generation, we aspire to shine a light on not only their involvement but also the broader community's recognition of the innovative solutions and fresh perspectives young people bring to the table, as seen on the right with one of our SoCal EcoTeens, Emma, from La Jolla Environmental Action leading a protest.



PARTICIPATE

03

The final goal is to involve the community actively in our mission. Leveraging young individuals' creativity and technological prowess, we will initiate campaigns, projects, and community-driven initiatives that encourage active participation. As silencing youth voices means missing out on potential solutions, involving the community in the dialogue and action surrounding climate change is essential for building a more inclusive, innovative, and equitable movement. Through partnerships, outreach, and interactive events, we aim to create a ripple effect, fostering a habit of environmental stewardship and collective action to make tomorrow's world better than today's.



This three-step initiative, **Power, Platform, Participate**, encapsulates our strategic approach to addressing the misrepresentation of youth voices in the global climate change movement. By raising awareness, inspiring action, and actively involving the community, our organization seeks to break the barriers hindering youth participation and cultivate a movement where the enthusiasm, innovation, and diverse perspectives of the younger generation play a central role in shaping effective solutions to the climate crisis.



B. Human Resource Management Plan

Senior Administration

Oversee EcoteensToday by establishing and communicating project objectives while procuring necessary needs for projected initiatives.

Ishan Gonehal - Chief Executive Officer (CEO)

- **Roles:** Specialization in the internal aspects of the organization, such as:
 - Website administration
 - Author/editor communication and training
 - Management of the editorial division and community service division
- **Skills:** Wix Web design, Imagica App programming, Informative writing, Divisional training, and PowerPoint
- **Strengths:** Leadership, Communication, and Interpersonal Skills



Jaslyn Gill - Chief Operating Officer (COO)

- **Roles:** Specialization in the external aspects of the organization, such as:
 - Social media administration
 - Researching collaborations via contacting schools/organizations statewide
 - Management of the marketing division and outreach division
- **Skills:** Canva design, performance metrics tracking, event planning/coordination
- **Strengths:** Leadership, Networking, Cross-functional collaboration



Advisors

Mentor and counsel management while assisting in providing means for the initiatives procured by Senior Administration.



Ms. Betty
CEO of Révolutionnaire
 Mentored and trained administration on horizontal/vertical management structures and editorial aspects such as author procuring and journalistic literary techniques



Mr. Montoya
MLKHS DECA Advisor
 Assists with necessary paperwork, needs, and groundwork supervision needed for our school and statewide campaign work.

Junior Administration

Assists the senior administration with organizational management and administration, specifically throughout the four divisions.



Anurag Potla



Ryan Ngo



Aaron Jacobs



Ivan Tan

Editorial Division

Helps manage article publication as editors of the website categories, learning skills such as journalism and literary critiquing as taught by mentors and senior administration while requiring strengths in critiquing and adaptability.

- Shreyash Goli: Nonprofits
- Ibrahim Badawjya: Business
- Jasir Baig: Public Engagement
- Ian Zhang: Sustainability Research
- Eashaan Reddy: Government
- Neelasha Sudarshan: Opinion Piece

Marketing Division

Helps manage social media via our Instagram account, learning skills such as Canva and social media marketing while requiring strengths in creativity and brand awareness.

- Robert Flores
- Harman Sandhu
- Rayyan Darugar

Outreach Division

Helps manage our outreach initiatives with schools/organizations, learning skills such as research and sales/persuasion while requiring strengths in negotiation and patience.

- Mytra Karre
- Kyra Zhang
- Graiysn Vargas

Community Service Division

An amalgamation of our **100+ members and 30+ volunteers** who actively give their time to our community service initiatives.

C. Schedule

Milestones

To maintain organizational alignment and facilitate the achievement of our goals, we utilized these milestones as benchmarks throughout the execution process. Additionally, we identified these milestones as essential tasks that must be completed early this year to ensure a successful campaign cycle.



Editorial Launch

The launch of our public forum marks the first significant milestone, providing a **platform** for youth to express their thoughts on **environmentalism**, specifically focusing on local situations and broader perspectives. Through **articles** written by young individuals, the editorial launch aims to foster brand recognition, and establish the forum as a space for diverse voices in the environmental discourse.



Social Media Launch

In order to **promote** and **foster** said brand recognition, create a brand name, market our site, curate authors, and showcase our purpose, social media platforming is our second milestone.



Youth Summer Programming

For our third milestone, regarding our **secondary market of ages 10-13**, it is crucial we raise climate awareness among students as our main concern of misrepresentation can be combatted with **education**.



Campaigns

As an extension of our editorial sect, to truly raise **awareness** about the climate and **platform** youth perspectives, four aspects must be addressed as the fourth milestone

- **Civic Consciousness - Primary market:** By fostering an understanding of the broader societal impact of environmental choices, community members **actively participate** in initiatives supporting sustainability and climate action via **street cleanups, recycling drives, etc.**
- **Informational - Primary market:** By conducting secondary research on environmental topics, we establish EcoTeensToday as a credible source in order to **inform** decision-making and drive youth advocacy.
- **Literacy - Primary market:** By integrating high school-aged youth perspectives into the broader discourse, we seek to **empower** the younger generation with AP language curriculum development in areas such as environmental and activist essay writing.
- **Youth - Secondary market:** Furthering our previous summer programming by directly connecting with our secondary market at our local middle school, we aim to ensure that the future generation is **well-informed and actively involved** in addressing climate challenges



Editorial Success

As the fifth and last milestone, our editorial success signifies the active **engagement** and **empowerment** of youth in shaping discussions on environmental issues. This achievement demonstrates the platform's effectiveness in **amplifying** diverse perspectives, fostering community awareness, and becoming a credible source of information. Ultimately, the editorial success represents a lasting impact on climate advocacy by **inspiring** continued activism and environmental consciousness among the younger generation.

Timeline to reach each milestone

APR. 24TH

INITIAL IDEA/WEBSITE DEVELOPMENT SENIOR ADMINISTRATION

- We conducted secondary research on the youth's environmental misrepresentation. To raise awareness and combat these issues, we formed our public forum website.

MAY 16TH

SOCIAL MEDIA LAUNCHING - SENIOR ADMINISTRATION

- We created an Instagram account to promote our mission.

JUNE 10TH - 21ST

OUTREACH TO SUMMER ORGANIZATIONS - SENIOR ADMINISTRATION

- We researched potential partnerships with local organizations involved with kids in our local region and reached out via email.

JULY 11TH - 28TH

YOUTH SUMMER PROGRAMING - SENIOR ADMINISTRATION

- Our organization co-led programs with the county, teaching the youth about how to support and promote environmentalism.

AUG. 8TH

COUNTY SPONSORSHIP - SENIOR ADMINISTRATION

- Our County sponsored our organization monetarily for further educational initiatives and organizational maintenance.

AUG. 11TH - 28TH

CREATION OF DIVISIONS - SENIOR ADMINISTRATION

- To expand our organization, we conducted management research and created an efficient team structure consisting of dedicated students.

SEPT. 1ST

CAMPAIGN ORGANIZATION/CREATION - SENIOR ADMINISTRATION

- Launched specific campaigns to highlight and combat youth misrepresentation in environmentalism.

SEPT. 5TH - TODAY

STATEWIDE EXPANSION - OUTREACH/MARKETING DIVISIONS

- We researched and contacted local and statewide environmental clubs for campaign and editorial/authorship opportunities, amassing statewide EcoTeensToday chapters.

SEPT. 6TH - 29TH

INFORMATIONAL CAMPAIGNS - SENIOR ADMINISTRATION

- Informational Campaigns - Senior Administration piloted studies and projects on dietary choices and corporate environmental stewardship.

SEPT. 9TH - APR. 7TH

CIVIC CONSCIOUSNESS CAMPAIGNS - COMMUNITY SERVICE DIVISION

- With our own chapter and interchapter events, we led service initiatives to improve our neighborhoods.

FEB. 14TH

YOUTH CAMPAIGNS - OUTREACH DIVISION

- Held interactive environmental assemblies/workshops at the Riverside STEM Academy middle school.

DEC. 4TH - MAR. 23RD

LITERACY CAMPAIGNS - EDITORIAL DIVISION

- We developed curriculum with our school's AP Language staff to assign activistic essay prompts to platform our primary market and improve climate literacy.

APR. 6TH - TODAY

CYCLICAL ASSIMILATION - OUTREACH DIVISION

- We are currently working with some of our middle school EcoTeens who contacted us to join our organization with ideas to expand our market to an elementary level (ages 6-9).

APR. 10TH

EDITORIAL AND MARKETING SUCCESS - ALL DIVISIONS

- Due to interdivisional synergy and organizational reach among multiple chapters across California, we achieved continued growth in membership and authorship.

D. Quality Management Plan

Administration



Cross-Divisional Collaboration via monthly meetings:

- Promotes collaboration and synergy among different divisions.
- Fosters a holistic approach to problem-solving by leveraging diverse perspectives and expertise.

Feedback Mechanism via Slack:

- Creates a feedback loop for administrators to receive input from divisions.
- Enables timely identification of issues and areas for improvement.

Editorial Division



Training:

- Conduct regular editorial meetings to discuss feedback and improvements.
- Organize workshops on journalism techniques and literary critique.

Editorial Content Calendar:

- Develop an editorial schedule using Google Calendars for planned publications.
- Ensure a diverse range of topics and perspectives are covered.

Marketing Division



Content Calendar for Social Media:

- Create a marketing schedule via Google Calendars to maintain consistent posting.
- Utilize scheduling tools to plan posts in advance.

Analytics and Insights:

- Regularly analyze social media analytics to understand engagement.
- Use insights to tailor content and strategies for maximum impact.

Outreach Division



Training:

- Provide training sessions on effective sales and persuasion techniques.
- Simulate scenarios to enhance negotiation skills.

Database Management:

- Implement a Google Sheets document for potential school/organization partnerships
- Regularly update the database with new leads and contacts.

Feedback Mechanism for Outreach Events:

- Establish a feedback survey for events conducted in schools/organizations.
- Use feedback to improve future outreach initiatives.

Service Division



Community Impact Reports:

- Create regular reports on the impact of our community service initiatives.
- Share these reports with the broader community on our website.

Training on Community Engagement:

- Provide training on effective volunteer collaboration and behavior.
- Foster enthusiasm in community service efforts to ensure excitement and efficiency.

E. Risk Management Plan

Lack of Author Engagement

This could result in reduced content production and diversity, leading to a decline in audience engagement as the variety and frequency of content diminish, potentially resulting in a loss of followers and readership.

40%
Impact

We can mitigate this by implementing author outreach strategies on social media, more volunteer hour incentives for authors, and possibilities of upward mobility from division to administration to enhance the creation of these engagement strategies.

Lack of Campaign Volunteering

This could result in limited impact on the community, reduced visibility, and potential negative perception, resulting in a weakened connection with the target audience and those already involved in the organization.

40%
Impact

We can mitigate this by studying our social media analytics and using them to improve our marketing strategies while diversifying outreach strategies to reach our target demographics efficiently and address varied community needs.

Decline in County Budget

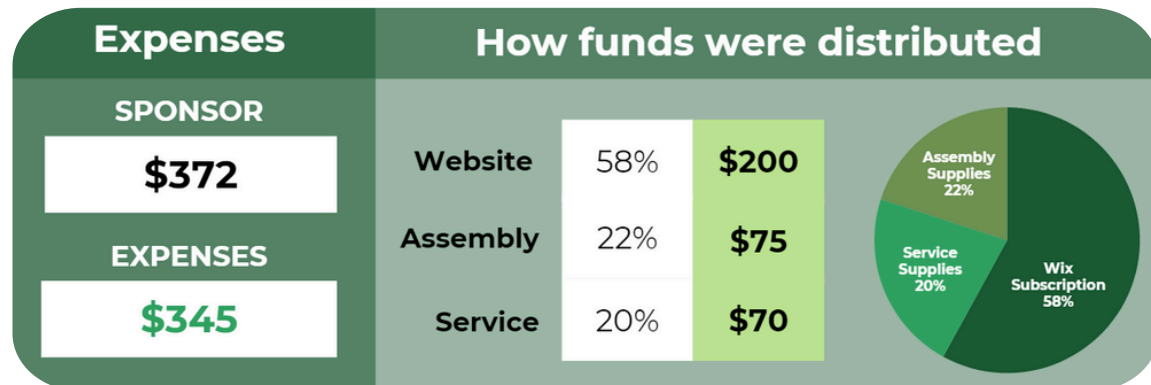
This could result in financial constraints affecting initiatives, potentially leading to scaled-back projects, delayed timelines, or the discontinuation of vital programs, diminishing the organization's overall effectiveness.

20%
Impact

We can mitigate this by developing alternative funding sources, maintaining strong relationships with the county, and exploring grant opportunities elsewhere; all in all, there would be little effect due to the abundance of available sponsors.

F. Proposed Project Budget

We have a strict monthly expense of \$25 for our Wix website paid subscription, amounting to \$200 over the last 8 months. This subscription is crucial for utilizing design features, advanced site analytics, and our custom SEO.



In addition, we have a \$75 expense for Youth Assembly supplies, which includes paper, pens, ink, bowls, candy, etc. Another expense is \$70 for Community Service supplies, covering trash bags, gloves, trash pickers, pots, paint, etc. Fortunately, we have received sponsorship from the Riverside County Office of Education, providing a total of \$372 to support our organizational maintenance regarding these budgetary aspects.

IV. Execution

Organization Genesis and Market Segmentation

The initial spark for EcoTeensToday emerged from a meticulous exploration of secondary research that illuminated the stark reality of the underrepresentation of youth in environmental decision-making. This critical analysis of the existing landscape of youth involvement in climate action served as the catalyst for our organization's initial idea development. As we sifted through statistics, testimonials, and global trends, we realized that the younger generation, particularly those **aged 14-18, constituted our primary market**. The statistics revealed that 70% of individuals under 18 expressed concern about climate change, showcasing a passionate demographic deeply invested in environmental issues. These young advocates, innovators, and leaders emerged as the driving force behind our initiative. The primary market, comprising high school-aged individuals, became the focal point of our efforts to empower and amplify their voices within the discourse.

Simultaneously, our research sheds light on the importance of engaging with an even younger demographic, those **aged 10-13, as our secondary market**. Recognizing the need to foster environmental literacy and awareness from an early age, we identified this group as pivotal for long-term impact. By reaching out to middle school-aged individuals, we aimed to lay the foundation for a future generation that is well-informed, engaged, and actively involved in addressing climate challenges.

This segmentation of our markets was not just a strategic decision; it was a response to the insights gained from our research. The statistics and trends pointed us toward the demographic most passionate about climate issues (our primary market) and highlighted the importance of education and awareness-building from an even younger age (our secondary market). This nuanced understanding of our audience allowed us to tailor our initiatives, campaigns, and outreach efforts to address each market segment's unique needs and perspectives effectively. In essence, our research not only fueled the creation of EcoTeensToday but also guided the delineation of our primary and secondary markets, ensuring that our organization's initiatives would resonate with and cater to the specific concerns and potential of the youth involved in the global climate change movement.

Mentorship

In the formulation of our initial idea, the guidance and mentorship of our advisor, Ms. Betty, CEO of Révolutionnaire, played a pivotal role. As the CEO of Revolutionary, she advocated the importance of activist stewardship, specifically that of the youth, with her organization, earning her a spot on the 2023 Forbes 30 under 30 list. All of these are aspects we aspire to curate as an organization. After contacting her about the EcoTeensToday initiative, she was willing to aid us through any trials and tribulations we might face as an organization. Her extensive journalistic experience and commitment to positive change provided invaluable guidance as we addressed the misrepresentation of youth voices in the climate change movement. Her mentorship ensured our initiatives aligned strategically and effectively leveraged the potential of youth voices. She inspired our team and contributed insights crucial to refining our vision, resulting in the incredibly effective creation of our editorial public forum website.




Website Development

Our commitment to crafting a user-friendly and impactful website drove discussions and iterations to find the right balance between aesthetics and functionality. The process presented challenges, particularly in determining the site's design, as individual perspectives varied. Despite the initial challenges in aligning diverse perspectives on design, constructive discussions and cross divisional meetings ultimately led to a design reflecting the energy and innovation of the youth we aimed to empower.

For the realization of our vision, we opted for the Wix platform, utilizing its premium features through a subscription costing around 25 dollars monthly. This decision aimed to leverage advanced site analytics, custom domain utilization, and other features to enhance the overall user experience. The premium subscription from Wix became a valuable investment, offering customization options that allowed us to tailor the website to our specific needs. This step laid the foundation for a visually appealing and functional platform, even in the absence of a larger team at this early stage.

Website Structure


The EcoteensToday website features five essential tabs that all together encapsulate our mission and provide a user-friendly experience for visitors.

 **Home**


This tab serves as the digital front door, offering a glimpse into our mission and introducing visitors to our platform. The home page prominently displays our mission statement while also offering clear directions on how individuals can become authors, enticing them with incentives such as becoming a published author and earning 5 hours of volunteer credit for each article written.

 **Articles**


The articles tab is a dynamic space showcasing the diverse perspectives and ideas of young advocates. It is divided into several categories, including all posts, public engagement, local business, government, nonprofits, sustainability research, and opinion pieces. This structure allows visitors to easily navigate through the various topics and explore the rich tapestry of content generated by our contributors.

 **Action**

This tab provides a centralized location for our campaigns. It serves as a dynamic hub, presenting ongoing and past initiatives that engage with our primary and secondary markets. The Action tab is a call to mobilize, encouraging visitors to actively participate in the environmental movement through civic consciousness, informational projects, and community outreach.

 **Volunteer Hours**

This tab provides essential information on how members can contribute to the community service initiatives. It guides them on how to submit volunteer hour forms for any action plans they participate in, ensuring a streamlined process for tracking and recognizing their contributions.

 **Members**

The Members tab is a directory showcasing the growing community of individuals involved in EcoteensToday. It presents a list of members, fostering a sense of transparency and community within our organization.



The design format of the website serves as a flexible template, allowing for future expansion and adaptation. This scalability is particularly crucial as more campaigns and initiatives are introduced. The website's structure provides a solid foundation, facilitating seamless updates and additions as EcoTeensToday continues to grow and evolve in its mission to empower youth voices in the global climate change movement.

Media Marketing Strategy

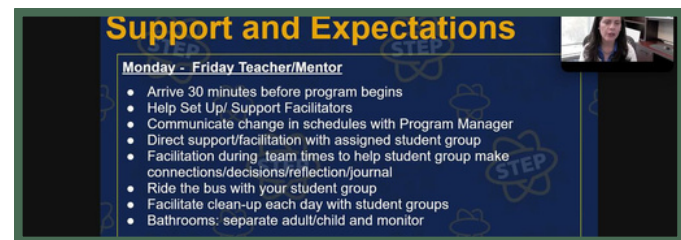
In our pursuit to grow and amplify our mission, we strategically employed Instagram as a primary outlet, recognizing its visual appeal and broad audience reach. Our focus on Instagram aimed to not only expand our organization but to also enhance our media visibility, showcasing the vibrant voices of young advocates in the global climate change movement. Secondly, we utilized our schools news channel as another marketing touchpoint.

To bolster our growth, a pivotal strategy involved advertising specifically to attract authors willing to contribute articles to our platform. Consistent posting of eye-catching flyers and previous articles became a cornerstone of our strategy to build awareness and engagement. Each post aimed to convey the essence of our organization, inviting individuals to explore the opportunity of becoming authors on our platform. The content strategically highlighted the incentives of being an author, emphasizing the chance to 5 volunteer hours per article.

kkkkkkk

In addition to flyer postings, we adopted other general social media strategies to enhance our online presence. These strategies included interactive elements such as polls, quizzes, and engaging captions to encourage participation and interaction from our audience. By leveraging these features, we sought to create a dynamic and inclusive space that resonated with potential contributors. Our overarching goal during this phase was to generate interest, attract like-minded individuals, and establish a foundation for future growth. The focus on advertising and clear communication of incentives laid the groundwork for the next phase of our journey when we would transition to growing our community of passionate young voices, all while still running this promotion to maintain steady growth and engagement.

Local Community Engagement



Meeting with STEPCon to discuss the Summer Learning Labs

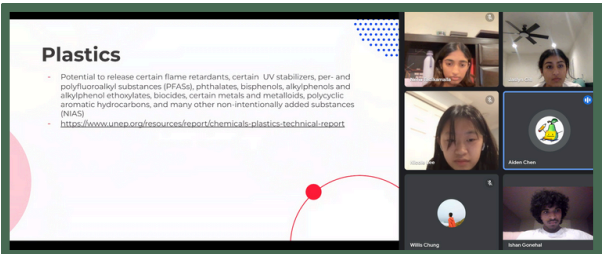
EcoteensToday successfully forged a meaningful partnership with StepCon, an organization under Riverside County dedicated to inspiring kids to pursue careers in STEM, often those regarding environmental aspects. This collaboration aligned seamlessly with our mission to empower youth voices in the climate change movement. StepCon's middle school programs, designed for our secondary market aged 10-13, incorporated crucial environmental aspects such as educating the youth on how Riverside Public Utility environmental rebates function and wildflower preservation initiatives in our communities. During two impactful weeks in July, totaling over 50 hours of education across five days each week, our team actively participated as STEM mentors. Engaging with approximately 100 kids, we imparted knowledge about these environmental issues, fostering awareness and understanding among the younger generation about how change can be fostered at a local level, portraying to them how they could be the next leaders of our community to pioneer these initiatives to further extents.

EcoteensToday successfully forged a meaningful partnership with StepCon, an organization under Riverside County dedicated to inspiring kids to pursue careers in STEM, often those regarding environmental aspects. This collaboration aligned seamlessly with our mission to empower youth voices in the climate change movement. StepCon's middle school programs, designed for our secondary market aged 10-13, incorporated crucial environmental aspects such as educating the youth on how Riverside Public Utility environmental rebates function and wildflower preservation initiatives in our communities. During two impactful weeks in July, totaling over 50 hours of education across five days each week, our team actively participated as STEM mentors. Engaging with approximately 100 kids, we imparted knowledge about these environmental issues, fostering awareness and understanding among the younger generation about how change can be fostered at a local level, portraying to them how they could be the next leaders of our community to pioneer these initiatives to further extents.

StepCon, recognizing the value of our collaboration and shared commitment to youth empowerment in STEM and environmental education, generously sponsored EcoteensToday with a grant totaling \$372. The funds received were instrumental in furthering our mission, enabling us to expand our initiatives and continue empowering youth voices in the global climate change movement.



Statewide Expansion and Divisional Teams



One of our monthly statewide interchapter meetings where Saratoga High School presented a campaign idea and administration taught all 62 participants literary skills

With the budding school year, we strategically initiated the creation of divisions among our classmates. This timely decision, aligned with the beginning of the school year, allowed us to seamlessly expand our organization among our peers, allowing word of mouth to become a far stronger faucet of promotion in addition to social media. This expansion called for the creation of divisional teams to handle outreach, community service, editorials, and marketing. The success of EcoTeensToday's online platform following this expansion became increasingly evident, marked by a significant uptick in engagement. Specifically, as of October, we consistently received three articles per week from multiple authors within our school community.

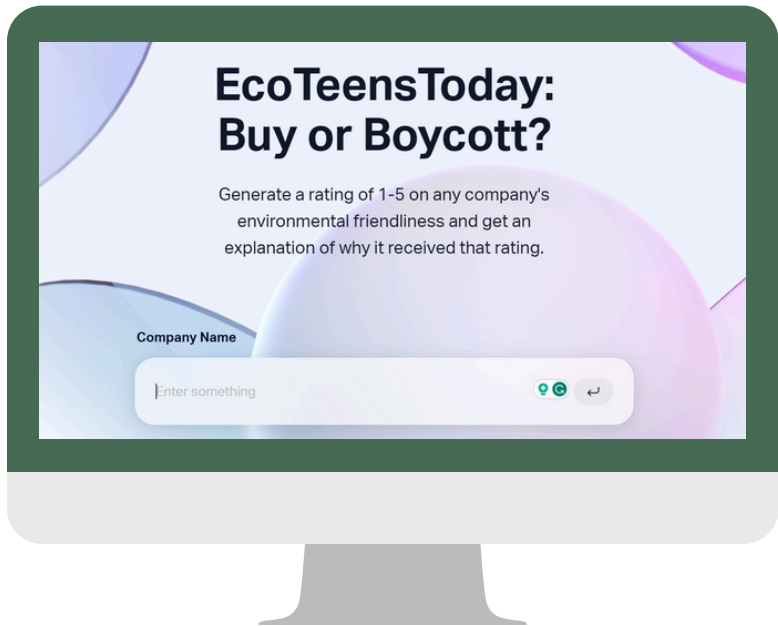
Recognizing the impact of our initiatives and the potential for broader collaboration, Senior Administration, with the collaborative efforts of the Marketing and Outreach Divisions, made a strategic decision to expand our ideas beyond our immediate school community by actively reaching out to other clubs statewide, presenting our mission and success stories to inspire similar efforts. This joint outreach resulted in the formation of ten school chapters spanning through California, all of which actively post articles, advertise our social media, and are incorporated in our campaigns for the foreseeable future as a result of monthly inter-chapter meetings, averaging 55 statewide participants per meeting as of now due to consistent marketing and outreach prowess.

By extending our reach to different regions, we aim to create a network of like-minded individuals, each contributing to our shared mission of environmental advocacy. As a result, we instated another set of weekly debriefing meetings between chapter leaders with a horizontal and vertical communication mechanism made with Slack to maintain organizational harmony and interconnectedness with channels for both leaders and general members. This growth enhances our organization's impact and facilitates the exchange of ideas/initiatives, perfecting the dissemination of youth engagement in addressing climate challenges.

Informational Campaigns

The senior administration at EcoTeensToday initiated impactful informational campaigns, including the development of an AI web app that rates a company's environmentalism on a scale of 1 to 5 and offers greener alternatives. This innovative tool offers a practical and accessible way for people to evaluate whether to buy or boycott a certain company. Additionally, a school-wide statistical study was conducted, surveying the carbon footprint of households with a focus on dietary choices. Both the app and the survey were presented in classrooms at our school, fostering awareness and initiating conversations about the environmental impact of dietary decisions.

These informational campaigns played a pivotal role in increasing authorship on our site. By presenting relevant and thought-provoking data during monthly chapter meetings as well while also curating our other chapters to do the same in their schools/youth groups, we not only educate our primary market on pressing environmental issues but also inspire them to contribute their perspectives/insights to our platform.



Civic Consciousness Campaigns

EcoTeensToday's civic consciousness campaigns have made a tangible impact, marked by the initiation of 7 street cleanups in neighborhoods around our school. These cleanups not only contribute to the immediate improvement of local environments but also serve as powerful symbols of our commitment to community engagement and environmental stewardship.

In addition to the street cleanups, our organization launched a recycling initiative within our school, placing recycling bins in over 70 classrooms. Members actively participated in sorting through the contents of these bins, ensuring that all recyclable materials were processed correctly. This hands-on approach not only promotes sustainability within our school community but also sets an example for responsible waste management practices.

Taking our civic consciousness initiatives beyond our immediate vicinity, we organized two interchapter events. The first one was a street cleanup, a door-to-door recycling drive, and a "paint-the-pot" event with our Cathedral City High School chapter. Recently, we engaged in another with La Jolla High School, where we did a large beach cleanup with over 30 participants; these events exemplify our commitment to extending our reach and actively engaging with diverse communities. The interchapter collaboration not only strengthens our network but also fosters a sense of collective responsibility and environmental consciousness among participants.

Literacy Campaigns

EcoTeensToday's literacy campaign is aimed at platforming our primary market (ages 14-18) student voices on critical environmental topics. Collaborating closely with our high school AP Lang staff, we engaged in extensive curriculum planning sessions. During these collaborative efforts, we assigned students essay prompts focused on themes of environmentalism, activism, and charity. The partnership with the AP Lang staff ensures that students are provided with a structured platform to express their genuine opinions.

The essence of this campaign lies in providing a space for the unique perspectives of our youth to be heard. Through days of curriculum planning, we facilitated an environment where kids could take advantage of their advanced skills as AP students and delve into the complexities and argumentation of environmental issues, activism, and charity, fostering critical thinking and expressive discourse.

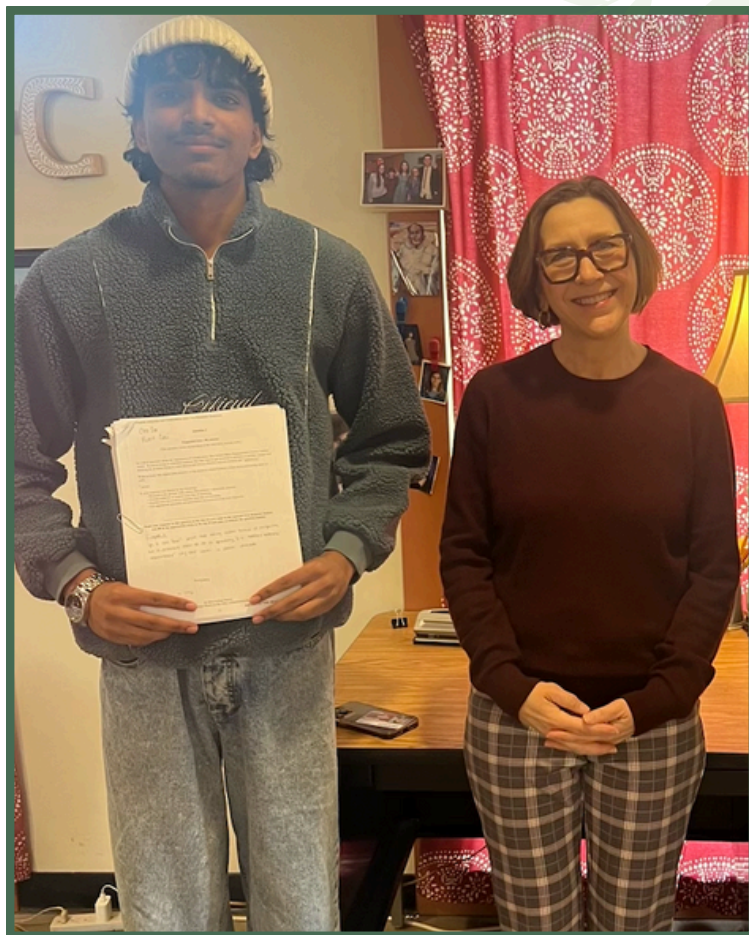
The culmination of this campaign is a compilation of over 400 student-written essays, each offering a distinct viewpoint on the assigned prompts, with 100 of our favorites displayed on our site. These essays provide a rich tapestry of thoughts, opinions, and insights from the younger generation, contributing to a diverse and comprehensive discussion on environmental issues and activism as a whole, all in all, truly amplifying youth voices.

Youth Campaigns

EcoteensToday embarked on a comprehensive youth campaign, building on the foundation laid during the previous summer program for the 10-13 age group. The initiative unfolded through interactive assemblies tailored for 7th-8th and 5th-6th grade classrooms, integrating real-life props and engaging demonstrations to convey crucial environmental concepts. In the 7th-8th grade assembly, a demonstration on the tragedy of the commons was conducted, utilizing cow headbands and a simulated grazing field to illustrate the consequences of unchecked competition and greed. This interactive activity served as a tangible representation of the challenges faced by farming businesses and emphasized the necessity of regulations for sustainability. The presentation further extended to highlight a local example of the tragedy of the commons, emphasizing the importance of community-focused initiatives in combating environmental issues. The assembly concluded by encouraging students to explore our site, read articles, and engage in action awareness campaigns.



Our advisor, Mr. Montoya, directing our joint chapter civic consciousness initiative



Senior Administration with AP essays assigned based on EcoTeensToday and AP Language curriculum planning

The assembly concluded by encouraging students to explore our site, read articles, and engage in action awareness campaigns. For the 5th-6th grade assembly, the focus shifted to the impact of industries on litter and the role of recycling in sustainability. An engaging recycling demonstration challenged students to separate simulated trash into categories quickly and accurately, reinforcing the importance of recycling practices in daily life. The presentation delved into the history of littering and its corporatization, emphasizing the need for responsible manufacturing and sustainable materials. The assembly showcased an activity where students learned to make their own recycled paper, enhancing their understanding of recycling processes. The initiative also highlighted a local example of sustainability research at UCR, illustrating the practical applications of environmental efforts. Both assemblies concluded by emphasizing the mission of EcoTeensToday, stressing the significance of local grassroots movements in addressing environmental challenges and inspiring the youth to actively participate in shaping a sustainable future.



Senior and Junior administration presenting ideas for a youth campaign assembly at the Riverside STEM Academy

Cyclical Assimilation and Longevity

Recently, some of our middle school EcoTeens contacted us to join our organization as they felt inspired by our youth campaign assemblies at the Riverside STEM Academy. Specifically, they idealized a campaign centered around an environmental awareness reading activity at the local library for elementary-level outreach, for which they asked us to assist in the execution over the following months into summer as a new EcoTeensToday campaign. In the last few weeks, our administration and the outreach division discussed with these budding EcoTeens and purchased certain read-aloud-friendly books on environmental topics, such as "A Planet Full of Plastic" and "Old Enough to Save the Planet." These books both focus on raising awareness for climate change among such a young market who have not yet been exposed to the zeitgeist of modern climate change. As a result, we can portray these issues and then teach this new market of kids (ages 6-9) how they are going to be the future of climate solutions. To fund this, we contacted our local Gurdwara, who gave us a letter of intent to donate \$625 for next year's managerial cycle of EcoTeensToday. All in all, the willingness of outside organizations to fund EcoTeensToday, combined with the fact that our younger EcoTeens elevated themselves from being taught to teaching others, only goes to show the potential longevity of EcoTeensToday. Even as middle schoolers, these dedicated EcoTeens created an entire initiative for market expansion into even younger kids, exemplifying the cyclical nature of assimilation into our organization. Students such as these are our future and can take over our divisions and administration once the time comes, thus continuing our mission.

Conclusion and Reflection



Due to school staff not allowing pictures of children on campus, we asked our younger EcoTeens via feedback survey to show off their recycled paper!

EcoTeensToday stands as a testament to the power of unified efforts in amplifying youth voices and fostering impactful environmental discourse. The platform has reached a significant milestone in achieving editorial success, consistently receiving an impressive seven articles per week from contributors statewide. This accomplishment reflects the dedication and enthusiasm of our diverse group of authors, showcasing their commitment to sharing unique perspectives on various environmental issues.

The collaborative synergy among all divisions has played a pivotal role in shaping EcoTeensToday into a dynamic space for young advocates, innovators, and leaders. From the conceptualization of the organization to the implementation of various campaigns, the active involvement of the youth has driven positive change and propelled the platform's growth. Beyond the written contributions, the platform's robust social media engagement further highlights the success of our marketing and outreach strategies. This engagement amplifies the articles' impact and cultivates a vibrant online community actively engaging in meaningful environmental discussions.

In essence, EcoTeensToday's editorial success is a reflection of its mission to empower the younger generation, providing a platform for their voices to be heard and driving collective action towards a more sustainable future, thus concluding this year's campaign cycle for EcoTeensToday, an organization that strives to continue for years to come.

V. Monitoring and Controlling

A. Monitoring

Schedule and Budget Monitoring

The project schedule and budget were closely monitored via our quality and risk management plans through regular check-ins during monthly divisional and senior administration meetings. The timelines set in the planning phase were regularly reviewed, allowing for adjustments and adaptations as needed. Additionally, financial allocations were consistently tracked to ensure alignment with the proposed budget. To do this, we utilized project management tools such as Trello and Asana to create detailed schedules, assign tasks, and monitor progress. We regularly updated these platforms to ensure alignment with the project timeline. For budget tracking, Google Sheets was employed to maintain a transparent and accessible record of financial transactions and projections.

Quality Monitoring

Engagement

Engagement and impact were critical aspects of quality management for EcoteensToday. Monitoring engagement in the EcoteensToday project involved tracking attendance, campaign participation, and social media interactions. Event attendance, including outreach programs and workshops, provided real-time insights into participant interest. Active involvement in campaigns, such as street cleanups and recycling drives, gauged enthusiasm and commitment. For our website, we integrated Google Analytics to gain comprehensive insights into user behavior. Such examples include monitoring key metrics such as page views, unique visitors, and session durations. We also utilized data on user demographics and geography to tailor our marketing to our audience while tracking the performance of specific pages, including articles and campaigns, to identify popular topics and optimize our editorial and outreach strategies.

Social Media Impressions

Monitoring social media interactions, including likes, comments, and shares, offered a measure of audience responsiveness. Social media impressions were further monitored using Instagram's built-in analytics tools to gauge the reach and effectiveness of our online campaigns in order to reach a larger audience more efficiently. Regular analysis of engagement metrics allowed us to tailor our content strategies, ensuring that our message resonated with our target audience and generated meaningful interactions. This multifaceted approach to engagement assessment allowed us to ensure ongoing interest and commitment from participants throughout the project.

Impact Measurement

Editorial Impact

- **Quantity and Diversity of Articles:** We tracked the number of articles published on our platform, ensuring a consistent flow of content. Diversity in topics and authors was monitored to guarantee a broad range of perspectives.
- **Readership Metrics:** Utilizing analytics tools, we measured the readership of articles, assessing the popularity and reach of each piece. This allowed us to understand which topics resonated most with our audience.

Campaign Impact

- **Participation Levels:** For campaigns, we closely monitored the number of participants involved in activities like street cleanups, recycling drives, and educational programs. Increased participation indicated success in the impact of our initiatives.
- **Community Feedback:** We gathered feedback from communities affected by our campaigns, measuring the perceived positive changes resulting from our efforts. This qualitative data provided insights into the impact of our initiatives.

Educational impact

- **Surveys** were distributed to authors, campaign participants, and divisions at the outset and conclusion of the project. These surveys included questions focused on environmental knowledge, empowerment, and the perceived impact of their involvement with EcoteensToday. The responses provided tangible evidence of the project's impact on individuals' understanding of environmental issues and their sense of empowerment to effect change.

B. Controlling

Author Engagement Challenges

Issue: Initially, there was a struggle to maintain consistent engagement from authors, leading to a potential decrease in content production.

Solution: Implemented an enhanced author outreach strategy on social media using scheduling tools like Buffer and Hootsuite. Additionally, utilized Google Forms to collect author preferences and feedback, streamlining communication and improving engagement.

Outreach Effectiveness

Issue: Concerns arose about the effectiveness of our outreach initiatives in schools and communities, impacting our visibility and potential collaboration opportunities.

Solution: Conducted regular feedback surveys after outreach events using Google Forms, enabling us to gather insights and refine our approach based on community responses as a result of this iterative feedback system.

Resource Allocation Challenges

Issue: Challenges arose in effectively allocating resources, hindering the seamless execution of planned initiatives.

Solution: Implemented a streamlined resource management system using Google Sheets, optimizing the allocation of funds and materials for different campaigns. This systematic approach, combined with collaborative tools like Slack, improved overall efficiency and resource utilization.

Technical Challenges in Site Development

Issue: Technical difficulties and design disagreements emerged during the initial stages of website development.

Solution: Facilitated open communication using collaboration tools like Slack. Sought expertise through online forums and utilized resources such as YouTube tutorials for specific technical challenges; this approach allowed for incremental improvements over time, maximizing efficiency.

By proactively identifying/addressing these challenges, we maintained project momentum, enhanced engagement, optimized resource allocation, overcame technical obstacles, and ensured the overall success of EcoteensToday.

VI. Closing the Project

A. Evaluation of Key Metrics

Media Marketing

- Received **900+** followers with **10,000+** accounts reached
- Monthly statewide meetings averaging **55** attendants
- Engaged over **3,000+** students at our high school with multiple school news channel spots

Editorial

- Received **4,400+** site views with **100+** members and **50+** articles with peak authorship at **7** articles a week
- Volunteer hours given: **315**

Informational Campaigns

- Received **243** clicks on the dietary choices survey report
- Received **348** uses of the AI web app

Civic Consciousness Campaigns

- **30+** participating members in **7** street cleanups
 - **197** pounds of trash collected off the streets
- **20+** participants in our inter-chapter event
- **14** participants in our school-wide recycling initiative
 - **126** pounds of recycled materials collected
- Volunteer hours given: **375**

Literacy Campaigns

- **400+** primary market kids impacted with essay curriculum

Youth Campaigns

- **100+** students impacted by summer learning labs
- **110+** students impacted by middle school assemblies

Total Educational Impact via Survey

- We observed an **89%** uptick in climate consciousness and a **68%** uptick in activist empowerment in our primary market.
- We observed a **93%** uptick in overall knowledge regarding environmental preservation in our secondary market.

690 Total Volunteer Hours given this years project cycle

B. Lessons Learned

1 Initiating

What Worked Well: Conducting thorough secondary research to identify the youth's misrepresentation in environmental discourse was a strong starting point. The collaboration with Betty, CEO of Révolutionnaire, significantly contributed to shaping the initial idea of an editorial public forum. Leveraging existing knowledge and insights from experienced advisors proved beneficial in grounding our mission.

What Didn't Work Well: The initiation phase faced challenges in clearly defining the scope and approach. The initial lack of a structured plan led to some ambiguity in goals and strategies. Streamlining the initiation process through more detailed planning could have provided a more solid foundation.

2 Planning and Organizing

What Worked Well: The creation of well-defined divisions and roles within the organization was a successful aspect of planning. Developing a detailed schedule and milestone-based timeline ensured alignment with organizational goals. Establishing the three-step initiative – Power, Platform, Participate – provided a clear roadmap for the organization.

What Didn't Work Well: Some challenges arose in determining the design and features of the website during the planning phase. The initial lack of a standardized template caused delays and uncertainties. A more detailed design plan and early research on the intricacies of web development could have mitigated these challenges.

3 Execution

What Worked Well: The execution phase showcased a successful implementation of our campaigns and the editorial public forum. The collaboration with local and statewide organizations/schools expanded the reach and impact of our initiatives. The creation of multiple chapters statewide demonstrated effective execution.

What Didn't Work Well: Early challenges in author engagement and the absence of a structured author recruitment strategy posed hurdles. Streamlining author outreach earlier in the process could have accelerated the generation of content on the platform.

4 Monitoring and Controlling

What Worked Well: Implementing Google Analytics for website analytics proved to be effective in monitoring engagement. Regular feedback loops, monthly meetings, and divisional collaboration facilitated continuous improvement. The use of surveys at the beginning and end provided insights into impact.

What Didn't Work Well: Initial challenges in financial constraints and budgeting required ongoing adjustments. Creating a more robust financial plan and diversifying funding sources could have mitigated these issues.

In reflection we have gained valuable insights that will inform future projects/initiatives. Adjustments in planning, recruitment, and financial management will cause a more seamless execution and sustained success.

Soft Skills Gained

Communication: Enhanced clear and concise team and external communication.

Leadership: Developed and inspired a shared vision, fostering effective team dynamics.

Adaptability: Navigated uncertainties resulting in adapting strategies to meet emerging challenges.

Team Collaboration: Strengthened collaborative skills through inter-divisional interactions.

Problem-Solving: Enhanced proactive problem-solving abilities in real-time situations.

Hard Skills Gained

Website Development: Proficient in Wix for dynamic website creation and management.

Social Media Marketing: Mastered Canva and Instagram for effective online promotion.

Data Analytics: Applied Google Analytics for insights into user behavior and engagement.

Project Management: Utilized Google Sheets for efficient budgeting and organization.

Outreach and Networking: Developed skills in crafting emails and establishing collaborations.

C. Recommendations for Future Projects

- 1. Global Expansion:** Extend the project's reach by collaborating with international organizations and schools. Create partnerships to establish chapters in different countries, fostering a global network of youth advocates for climate action.
- 2. Interactive Webinars:** Introduce live webinars featuring prominent environmentalists, scientists, and youth activists. This would provide an interactive platform for discussions, Q&A sessions, and expert insights, enhancing the educational aspect of the project.
- 3. Incorporate Gamification:** Develop a gamified element on the website to make learning about environmental issues more engaging. Incorporate quizzes, challenges, and competitions to encourage participation and knowledge retention.
- 4. Youth Leadership Conferences:** Organize annual youth leadership conferences focused on environmental issues. Invite influential speakers, host workshops, and provide a space for young leaders to collaborate, share ideas, and develop actionable plans.
- 5. Partnerships with Corporations:** Collaborate with environmentally conscious corporations to sponsor initiatives and campaigns. Create mutually beneficial partnerships that support the project's goals while allowing companies to showcase their commitment to sustainability.
- 6. Mobile Application Development:** Extend the project's accessibility by developing a mobile application. This app could provide bite-sized educational content, interactive features, and push notifications for upcoming campaigns or events.
- 7. Expanded Educational Programs:** Work closely with schools to integrate environmental education into their curricula. Develop comprehensive lesson plans, educational materials, and workshops that align with academic standards.
- 8. Annual Impact Reports:** Create detailed annual reports showcasing the project's impact, including the number of students reached, environmental initiatives undertaken, and contributions to community awareness. Share these reports with stakeholders, sponsors, and the public to demonstrate transparency and accountability.
- 9. Youth Ambassadors Program:** Establish a Youth Ambassadors Program to empower exceptional young advocates as representatives of the project. These ambassadors could lead initiatives in their respective regions, amplifying the project's impact and influence.
- 10. Collaborative Research Projects:** Engage students in collaborative research projects addressing specific environmental challenges. Partner with academic institutions to provide mentorship and resources, fostering a culture of scientific inquiry and problem-solving.

VII. Bibliography

Statistics and Reports:

1. UNICEF. (2022). Children's Climate Risk Index 2023: Executive Summary. Retrieved from https://www.unicef.org/publications/files/Childrens_Climate_Risk_Index_2023_Executive_Summary.pdf
2. United Nations Environment Programme (UNEP). (2020). Global Survey on Sustainability Education. Retrieved from <https://www.unep.org/resources/global-environment-outlook-4>

Scholarly Articles and Books:

1. Hayward, C. (2020). Children and Young People's Ecological Citizenship: Engaging with Nature, Justice and the Future. Routledge.
2. McCright, A. M., & Dunlap, R. E. (2011). The social bases of climate change denial. Wiley-Blackwell.
3. Milstein, T. (2023). Youth and Climate Activism: From Greta Thunberg to the Global Climate Strikes. Polity.
4. Stevenson, M. (2015). Youth and sustainability: Pathways to responsible citizenship. Palgrave Macmillan.

News Articles and Interviews:

1. The Elders. (2023, June 22). My Name Is Not Greta Thunberg: Why Diverse Voices Matter in the Climate Movement. Retrieved from <https://theelders.org/news/my-name-not-greta-thunberg-why-diverse-voices-matter-climate-movement>
2. Thunberg, G. (2019, September 23). Speech at the U.N. Climate Action Summit [Transcript]. NPR. Retrieved from <https://www.npr.org/2019/09/23/763452863/transcript-greta-thunbergs-speech-at-the-u-n-climate-action-summit>

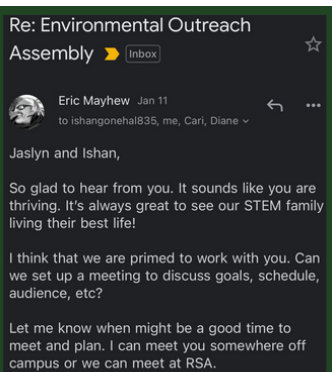
Dietary Choices and Carbon Footprints:

1. Clark, M., & Nicholas, K. A. (2017). Individual's food choices and greenhouse gas emissions, food policy.
2. Hallstrom, E., Carlsson-Kanyama, A., & Börjesson, P. (2015). Environmental impact of Swedish consumption of livestock products. Journal of Cleaner Production, 92, 1-11.

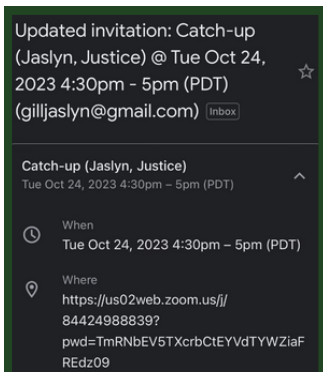
Additional Resources:

1. YOUNGO (Youth NGO) for the Rio Conventions: <https://youngoclimate.org/>
2. Fridays for Future: <https://fridaysforfuture.org/>

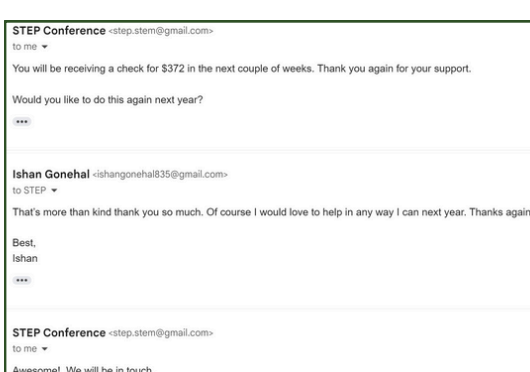
VIII. Appendix



An email coordinating our middle school youth campaign



Setting up a meeting with our advisor to discuss author training



An email discussing our County sponsorship and maintenance of our relationship with STEP CON

View our website to read brilliant student articles and for a more detailed view of our campaigns <https://www.ecoteentoday.org>

Thank you to our chapters at La Jolla High School, Cathedral City High School, Saratoga High School, Palo Alto High School, Mountain View High School, Sato High School, Venice High School, Westmont High School, La Sierra High School, Poly High School, and Martin Luther King High School