



CLIMATEGENERATION
A WILL STEGER LEGACY

Take Action! Guide

Part One: Brainstorming

1

What are you most passionate about in regards to sustainability and the environment? Why?

2

What do you want to see change at your school and/or what does your school or community need in order for it to become more sustainable?

3

What connections do you see between your passions and the needs of your school/ community?

4

Use the space below to jot down ideas for potential projects based on the previous questions:

Part Two: Action Plan

Now that you've done some brainstorming, it's time to get more specific. Here's a step-by-step process that can help you identify a project and develop S.M.A.R.T. goals!

S.M.A.R.T.

Specific :: Can be well defined and clearly understood by anyone who has basic knowledge of the project

Measurable :: Can know if a goal is obtainable, when it has been achieved and how far away and expected completion date

Achievable :: Can be achieved within the current environment of your school

Realistic :: Can be accomplished within the availability of resources, knowledge and time

Timetable :: Limited by a timeline

Use the Project Planning Worksheet to create a strategic and successful action project while referring to the steps below to guide your work.

1) Choose a Project Focus

Some potential areas to work on are listed below, but don't limit yourself to these ideas! Get creative, and address the greatest needs on your campus!

Project ideas include:

Bike/walk	Clean water
Composting/recycling	Air quality
Re-usable water bottles	Reduce paper waste
Phantom load/light use	Co2 footprint reduction
Organic gardening	Climate change awareness/education

The area I will focus on for this action plan is:

2. Setting S.M.A.R.T. Goals

Something to keep in mind when you're creating your goals and objectives is S.M.A.R.T. decision making. S.M.A.R.T. stands for "Specific, Measureable, Achievable, Realistic and Timetable" You can begin with some pretty lofty goals (such as the desire to make your community 100% carbon neutral), but they have to be broken down into manageable activity chunks that have specific measures of success. For example, rather than have a goal of "get everyone at school to start recycling," the S.M.A.R.T. way of stating that goal would be to say, "Get 2 recycling bins placed in each classroom and create a student-led pick-up program for 2013".

There are two major benefits of having realistic goals with definite measurements if success.

- You'll feel a sense of accomplishment when you've met your goal.
- The people who give you money for your project with prefer those kinds of specific goals. If you have to ask for a grant or donation, the organization will ask for specifics to make sure their money goes toward some tangible achievement.

3. Building Your Team

As much as you'd love to do this solo, you're going to have to partner with a team, group, and/or organization in order to achieve your goals. You may already have a team you're working with, or you may be starting from scratch- either way, it's helpful to know who you'll be working with. Brainstorm a list of the people that you want to have on your team. This could include students passionate about your issue, students working in related groups, teachers/ advisors/administrators, facility management, community members and parents.

4. Identifying Potential Roadblocks

Brainstorm a list of potential obstacles you may need to overcome in order to reach your goals. For instance you may encounter lack of funding, disinterested students, no administrative support, intimidating facilities manager, etc.

5. Identifying Your Project Resources

What space money, materials and other resources do you have that will help to achieve your goals? Consider your assets:

- Human assets- individual skills and knowledge of members of your community.
- Association assets- groups that have come together for a common purpose
- Institutions- (public or private) schools, local government, businesses, nonprofits
- Built assets- buildings, public spaces, other infrastructure
- Financial assets- funding potential, grants, investments etc.

6. Building Support

Who needs to know about this project? How will you share your story and build the support you need?

- Social media like Twitter and Facebook are a great resource that you can use to make your project visible and easily update people on progress.
- Showing off your MN Energy Challenge team progress through social media and e-mails is easy and a great visual addition when sharing your story.

7. Making a Project Timeline

Create a realistic concrete timeline that includes preparation for your project, implementation and wrap-up that needs to happen.

8. Implement Your Success. Get out there and DO something great!

9. Share Your Success. Report on your accomplishments to your school and community via newspapers, blog posts, and other social media.

Part Three: Action Plan Summary

Use this form as a quick reference sheet to revisit your goals and timeline.

Full name of lead student contact
Email
Phone Number
School/Grade
Project focus?

Please list your top three S.M.A.R.T. goals

a)
b)
c)

Please list your top three S.M.A.R.T. goals

a)
b)
c)

Include a brief summary of your timeline....

Fall
Winter
Spring
Summer
Beyond?