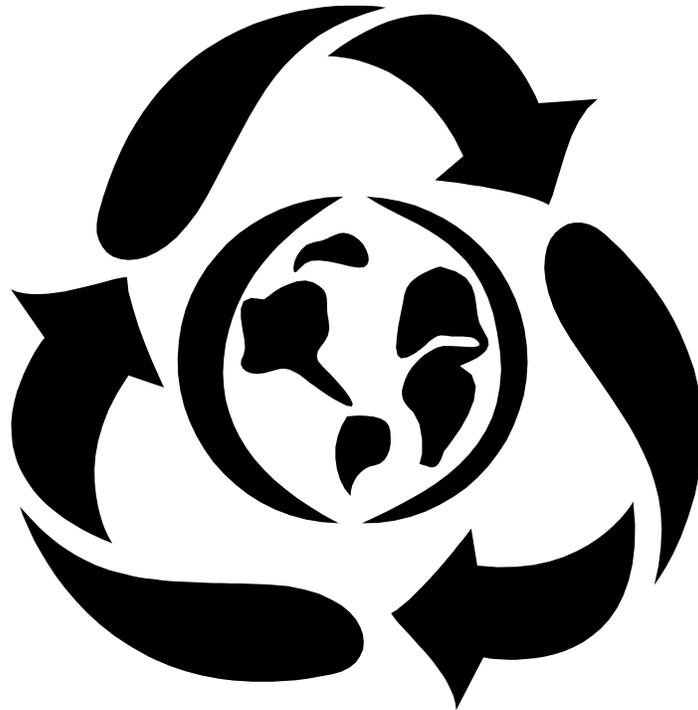




*Junior Civitan
International*

Environmental Awareness Campaign



Idea Generator Booklet

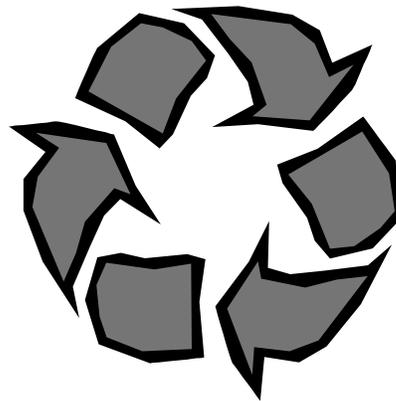
Reduce, Reuse, and Recycle EVERYTHING

Statistics:

- The average America's ecological footprint (the area of land required to sustain consumption and waste) is more than 25 acres - five times more than what is sustainable globally.
- Figures suggest 60% of all household waste could be recycled or composted, but the largest nation in the UK, England, appears to be reusing only 17.7% (BBC)
- The United States is the world's most wasteful society, per capita, sending 236 million tons of solid waste to landfills each year. (Average of 4.5 pounds of trash, per person, per day)
- Recycling an aluminum can uses only 5 percent of the energy required to make a new one, recycling glass uses 50 percent of the energy, and every ton of paper recycled saves 60 percent of the energy, 17 trees, 7000 gallons of water and 60 pounds of air pollution.

Websites:

www.earth911.org
www.nsf.org/consumer/recycling
www.epa.gov/msw/states
www.pitch-in.ca
www.eiae.org
www.charitablerecycling.ca
www.era.ca
www.worldcomputerexchange.org
www.wearewhatwedo.ca
www.davidsuzuki.org
www.greenlearning.ca



Project Ideas:

- When organizing club events, buy necessary supplies from secondhand stores, or that are made in part from recycled material.
- After club events, take stock of all of your remain materials and decide what can be reused. Make sure you tell your club members that the materials are going to be recycled! Don't forget to constantly spread the word.
- Support businesses that sell items made in part from recycled material by asking them to donate goods for a district event or hosting an event at their store where part of the proceeds go to your club or district.
- Encourage your school and community building to participate in local recycling programs. If there is no recycling program in your community, find out where the closest one is, and see if it is sensible to participate with them.
- Ultimately, education is the most powerful tool. Educate your community about the power of recycling, but more importantly, the power of an individual who recycles. By simply posting posters across your school's campus or community that read "Reduce, Reuse, Recycle," you are spreading the word one person at a time.

Raise Animal Awareness

Statistics:

- Every year, thousands of dolphins, and some small whales, are slaughtered and hunted for their meat off the coast of Taiji, Japan.
- 100 million sharks are killed each year for their fins, and continue to suffer for hours or even days after the attack, and eventually die.
- Every 20 minutes, one species is pushed to extinction because of 1,200 acres of forest destroyed. Approximately 2,000 species will go extinct each month, if nothing changes.
- The emissions emitted from destroying forests, accounts for 25% of the world's carbon emissions. This number is twice as much as the emissions from cars and trucks.
- The extinction rate that animals are disappearing at in 100-1,000 times faster, possibly even more, than normal. Approximately 10-25 species are disappearing per year, and some scientists even claim that the rate at which species are disappearing now is faster than when the dinosaurs got wiped out. 99.9% Of all animals that have lived on earth at one point, are now extinct.
- Species are not just disappearing from a certain part of the world. Across the globe, species are in danger until we step in and help.

Websites:

Seashepherd.org

Cocosisland.org

Sharktrust.org

Tortugamarina.org

Seachoice

Oceana

<http://www.savejapandolphins.org/>

www.greenlearning.ca

Wildaid.org

Biteback

Marviva

Sharkwater.com

Sharks.org

Coare.org

www.davidsuzuki.org

www.wearewhatwedo.ca

Project Ideas:

- Raise awareness within your community about an animal species that is at risk
- Hold a Documentary Movie Night to raise awareness about an environmental issue
- Hold a book drive to raise money and collect books, use the money collected to buy environmental awareness books to distribute to nearby schools
- Bring a speaker into your club or school that tells people the importance of saving these animals and maintaining biodiversity in our ecosystem.
- With preexisting or raised funds, donate money to an endangered animals fund, or hire a speaker to come to your school/community to discuss endangered animals
- Sell small stuffed animals or key chains that will help profit organizations that provide help to endangered species.

Say No To Plastic Bags

Statistics:

- Americans go through about 380 billion plastic bags each year.
- Almost all plastic bags end up in landfills because only 0.6% are recycled.
- Even the production of plastic bags is toxic to the environment because of the pollutants released into the air from the production of the bags.
- Many of the plastic bags are not properly disposed of and they end up clogging sewers, gutters and waterways, entangling birds, and swallowed by thousands of whales, turtles, and other marine life.
- There was a tax in Ireland charging people for using plastic bags, and thereby strongly encouraging the use of reusable bags. The tax was extremely effective and the pollution was greatly diminished.

Websites:

www.bringyourownbag.ca
www.reusablebags.com
www.wearewhatwedo.ca
www.davidsuzuki.org
www.greenlearning.ca
www.responsibleshopper.org

Project Ideas:

- Collect any plastic bags and put them back into use by donating them to a homeless shelter, reusing them yourself, or recycling them.
- Encourage your local grocery store to begin charging for plastic bags. It will increase their profits, discourage using plastic bags, and help save the environment. If you do succeed in getting a business to begin this initiative, try to get them to donate their proceeds to Junior Civitan or another charitable organization. In Ontario, Canada, plastic bags cost 5¢ each.
- Set aside some of your budget to purchasing enough reusable bags for each club member. They usually are not too pricy, and this way, you are providing the tools for others to spread the word about reusing bags and ditching the plastic.
- Some businesses give out a poker chip to put in a charity jar of the customers choice, if the customer brings use their own reusable bag. Encourage these initiatives to more local businesses and to your club members, emphasizing the change Civitan International stands for.

Save our Trees AND Plant New Ones

Statistics:

- The typical U.S. worker uses a whopping 10,000 sheets of paper.
- Much of this paper comes from native pine forests and is chlorine-bleached, a process that produces toxic dioxins.
- Recycled paper uses up to 90 percent less water and half the energy required to make paper from virgin lumber and produces 36% less greenhouse gas emissions.
- Planting trees or other types of plants, produces oxygen and reduces carbon dioxide, and other harmful air pollutants which makes our air cleaner and better to live in.
- Paper fuels the deforestation industry, which is responsible for killing rare, valuable trees in the rainforest, in addition to destroying thousands of animals' homes.

Websites:

www.treeplanting.com
www.gardenline.usask.ca
www.wearewhatwedo.ca
www.davidsuzuki.org
www.greenlearning.ca
www.treesaregood.com
www.treepeople.org
www.treesftf.org

Project Ideas:

- Join a community tree planting event or simply, start your own tree planting event and plant trees at your local school or park
- Encourage your school/club to purchase recycled paper products; show them what making a difference looks like by printing all your flyers on recycled sheets of paper.
- Encourage your school/club to print their documents on both sides of the paper
- Start a paper recycling bin in your club, so that students can drop their used paper directly into the bin. Then, your club officers/district officers can take turns in bringing the recycled paper to the local community center or other places that take recycling. Also, while at the recycling center, offer your club's help in volunteering in whatever way you can.

Mass Transportation

Statistics:

- The U.S. transportation system is the largest in the world, and it accounts for one-third of America's greenhouse gas emissions - more than 515 million tons of CO₂ each year.
- The transportation industry uses nearly 70% of the oil consumed in the U.S, which is more than the oil production in the United States itself.
- The average family car travels about 15,000 miles a year, which generate 5.8 tons of greenhouse gas pollution.
- Every gallon of gas you avoid saves 1.3 pounds in greenhouse gas pollution.
- Vehicle exhaust also contributes to smog, which kills about 30,000 Americans each year, more than the number killed in traffic accidents.
- Just by cutting down half the distance you drive, an average consumer could save over \$1,000 annually. Talk about money well saved!
- Bikes not only allow you to enjoy the great outdoors, but they also contribute to a healthy lifestyle. Bikes are wonderful for your knees, heart, and overall health.

Websites:

www.climate.gov
www.fueleconomy.gov
www.evaa.org
www.greenercars.com
www.bicycleuniverse.info
www.wearewhatwedo.ca
www.davidsuzuki.org
www.greenlearning.ca

Project Ideas:

- Hold a bike marathon to act as an awareness raiser, as well as fundraise for Junior Civitan or an environmental organization.
- Encourage your club and school to carpool; most likely many people live close to each other, so what's the point in consuming twice the amount of gas? Promote the idea that any individual can start a global change.
- Inform your school and community about the benefits about, walking and biking instead of driving, more fuel efficient cars, alternative modes of transportation (public transit, hybrid/electric car systems).

15 Ways to Improve Daily Life

1. Conserve energy by using energy efficient appliances. Conserve water by fixing leaking faucets and using water-efficient appliances.
2. Use less energy by being playing outside or reading a book instead of watching television
3. Turn off lights when you leave the room.
4. Use fans instead of the air conditioner during the springtime and enjoy the breeze. Fans use far less energy.
5. Use energy efficient light bulbs instead of ordinary incandescent light bulb
6. Run dishwasher with a full load instead of a small load of dishes
7. Take showers in a shorter amount of time.
8. Switch washing machine's temperature from "hot" to "warm" to save energy.
9. Shut down and unplug idle electronics
10. Use a filter instead of bottled water in your home.
11. Think before you print things out and when you do print, print on both sides of the paper
12. Unplug your charger when it is not in use because it still uses power.
13. Make the best use of your clothing by adding in an accessory to give it a different look.
14. Use one less paper towel during the day.
15. When using the oven, reduce door opening.