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## GREEN TEAM GUIDE

*for students*

WWW.CLYNK.COM

# START A GREEN TEAM

## SO, YOU WANT TO SAVE THE PLANET.

At CLYNK, we've made it our mission to do the same—so let's team up on this. Real change takes a village (like, a really big one) but it starts with the individual (that's you). Just by reading this Green Team guide, you've shown you're ready to make an impact. All you'll need now is a little help from your friends...

## TEAMWORK MAKES THE DREAM WORK

Having a group of friends, teachers, and students who are both reliable and “down with the cause” are crucial to making real change. Look for those who:

*Can regularly meet up before or after school*

*Are passionate about “going green”*

*Are excited about learning more about our environment, and how they can help*

\*BONUS



*Have a parent who will supply all meetings with tasty baked goods!*

# 1. BUILD YOUR TEAM

## GREEN TEAM: ASSEMBLE!

Once your Green Team is in place, it's time to get things moving with a kickoff meeting. And this isn't just any old meeting, this is where you as a group get to decide how you'll go about changing the world. That's no small task, so make sure you cover the following:

***Your group's purpose, and the role each student hopes to play in its success***

***Craft your mission statement. This will depend on the age of your team, but essentially it will serve as your "true north" through every decision and action you take.***

Speaking of action, this is the time to flesh out what that looks like. What specific things do you hope to accomplish? How will you decide what's most important?

**Need advice, or have questions?** Your local sustainability office is a great resource.

### EXAMPLE

#### ***Mission Statement & Objectives:***

*This Green Team promotes a cleaner environment by reducing waste in the form of recyclable containers. Students do this by distributing information, holding regular gatherings, and organizing projects and events.*

## MAINE

Website:

<https://www.portlandmaine.gov/1890/Sustainability-Office>

Phone: (207) 756.8462

## NEW YORK

Website:

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

Phone: (508) 465.6066

## 2. SET SOME GOALS

### “IF YOU FAIL TO PLAN, YOU PLAN TO FAIL” – BENJAMIN FRANKLIN

Before you dive into the action, make sure you and your team write up your own simple plan: one that incorporates things like areas of focus, baseline information, goals and priorities. Areas of focus will include things like recycling, waste prevention, water or energy savings. Baseline information tells you what your school is currently doing about sustainability. You can't know how big an impact you've made, if you don't know where you started from.

Having goals for your Green Team will keep you motivated and on track. A good goal is one that is:

*Specific (containers recycled, money raised/saved, etc.)*

*Contains actions*

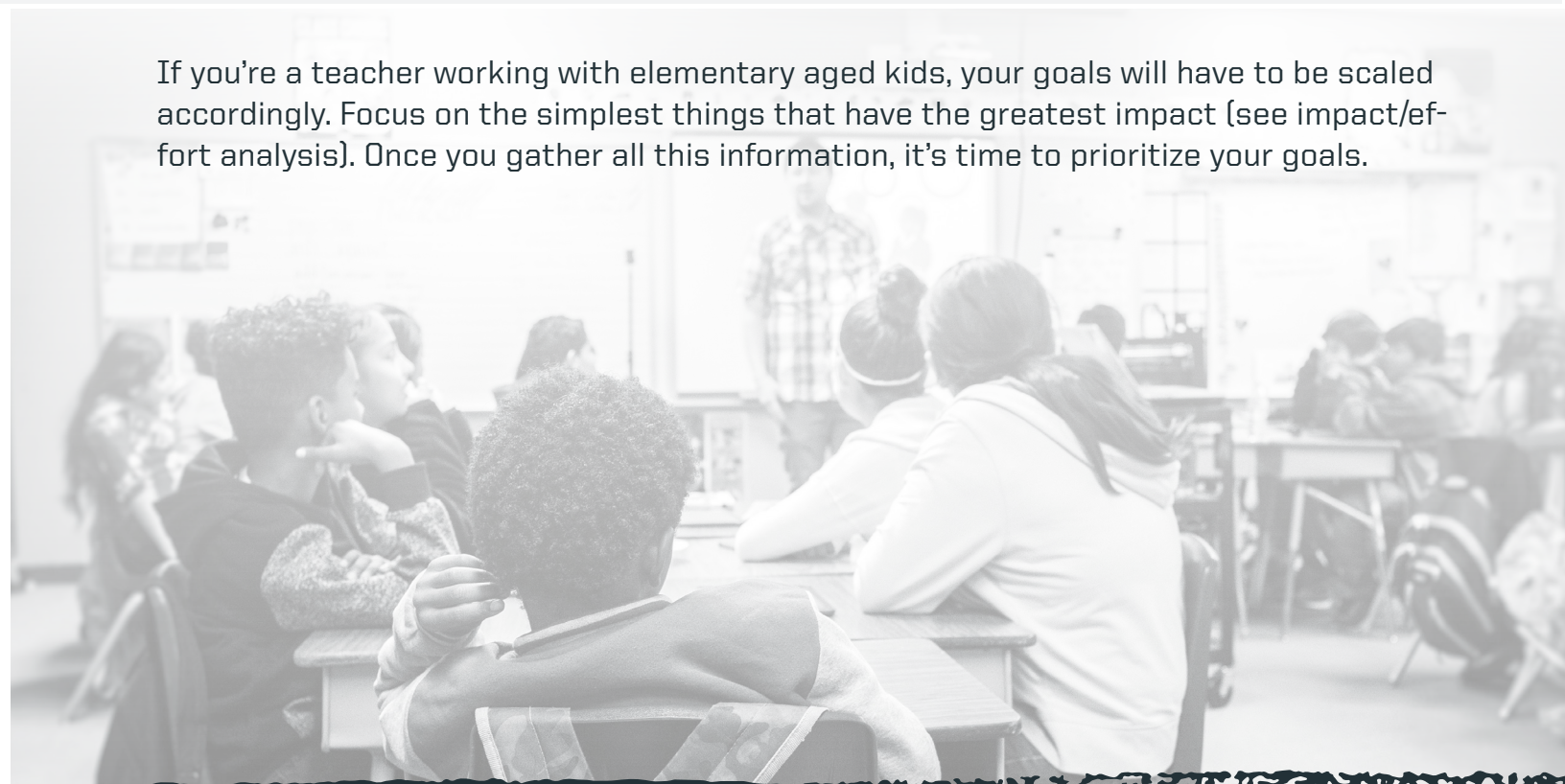
*Can be measured*

*Can be accomplished in a reasonable timeframe*

*Excites and motivates the entirety of your Green Team*

*\*Brainstorm a good list of possible activities to help achieve your goals.*

If you're a teacher working with elementary aged kids, your goals will have to be scaled accordingly. Focus on the simplest things that have the greatest impact (see impact/effort analysis). Once you gather all this information, it's time to prioritize your goals.



## IMPACT/EFFORT ANALYSIS

If you're a student (or really anyone these days) you're probably looking to cram the maximum number of things into as little time as possible. Doing what's called an "impact/effort analysis" of goals will help you do the most good in the least amount of time. Here's how it works.

As shown to the right, draw a four-part matrix with high/low and effort/impact labels.

**Effort:** Costs, time and hurdles

**Impact:** On the environment, your community and your school

As a group, fill in each of the four boxes with the focus areas and activities that were included in your plan. Talk it out, and decide where each plan should be placed.

Start with the focus areas and activities with high impact/low effort (box 1), then follow to the items in the low impact/low effort and high impact/high effort (box 2). Save the areas and activities in the low impact/high effort (box 3) for last or eliminate.

|             | HIGH IMPACT | LOW IMPACT                    |
|-------------|-------------|-------------------------------|
| LOW EFFORT  | FIRST       | SECOND                        |
| HIGH EFFORT | SECOND      | THIRD<br><i>or not at all</i> |

## VOTE!

Many of the greatest issues of our time (and long before it) were solved with some good old fashion democracy, so it's bound to work here. Once you have all your potential goals out there for everyone to see, grab the ballots. Allow every member of your team at least three votes to put towards their favorite goals. Once everyone has made their picks (using stickers and markers) tally up the numbers and discuss the results.

# 3. MEASURE YOUR SUCCESS

How you measure success will vary. But, since you're reading CLYNK's Green Team Guide, we can assume bottle redemption is in your future. That's great news, because recycling your containers is awesome for our environment, and CLYNK makes it simple (and fun!) to track your progress.

## CLYNK MAKES IT EASY

*Simple bag and return process*

*You can easily manage all your school's containers from one account. Plus, encourage your families to open personal accounts for added environmental love outside the school walls.*

*Track your progress and environmental impact online*

*Use your money to benefit your school, your community, or a charity of your choice*

*Watch for our annual CLYNK for Schools Recycling Challenge and get an added \$.50 for every \$1.00 redeemed during the Challenge period. Speak to your principal to be sure that you have an active school account.*



To learn even more about us , visit our website at [www.clynk.com](http://www.clynk.com).

# 4. STAY ENERGIZED

Staying motivated and focused over a long-period of time is hard. With so many things demanding your attention, it's important to build in ways to stay energized.

**LET STUDENTS LEAD** This one is for the teachers: Listen, we know it can be tempting to “nudge” students in the right direction to save time. But allowing them the space to figure things out on their own creates a valuable sense of ownership—and that, more than anything, will keep kids engaged.

**KNOWLEDGE IS POWER** There are a bunch of other green teams operating in and around your neighboring schools. Take time to connect with them, trade tips, work through challenges, and succeed together.

**MAKE CONNECTIONS** People are motivated most by their individual values. Associating your Green Team's success with the things that matter to them will create an emotional connection. When that happens, real change happens.

**APPOINT A DEDICATED COORDINATOR** Whether it's a teacher or a dedicated student, this person leads the Green Team by encouraging a sense of shared responsibility, overseeing initiatives, and keeping team members informed with the latest information.

**HAVE FUN WITH IT** This should be a given, right? A couple of ways to keep your team engaged:

***Hand out end-of-year or monthly awards based on time, effort and results.***

***Make a Game of it.*** Hold a “Green Olympics” to stoke a little friendly competition.

***Movie Nights.*** There's no shortage of eye-opening documentaries about sustainability. o For middle and high school students, start with something like A Plastic Ocean (2016). Other great documentaries include Waste Land (2010), Racing to Zero (2014), and Garbage Dreams (2009). **For younger kids:** Disney and Pixar deal with these issue in a ton of their movies, believe it or not. Wall-E, for example, takes place in a dystopian future in which we never solved our waste problem. Yeah, Pixar doesn't play around!

If your Green Team has a fun event, challenge or game you want to share, we want to hear about it! Contact us at [info@clynk.com](mailto:info@clynk.com).



# 5. MARKET YOUR ACCOMPLISHMENTS

## BLOG (OR VLOG) ABOUT IT

Have your school recognize your green team as an official club. Being able to put this on a college application (one day), will make a significant impact on their perception of you as a dedicated, organized driver of a worthy cause.

## RECOGNITION PROGRAMS

Do some research around your community for any awards programs that target green teams (there should be a few, specifically for schools or otherwise). In fact, we have it on good authority that the CLYNK for Schools Recycling Challenge is an awesome way to do good for your environment, and win money for your school. Be sure to ask your principal to activate your school account. They can reach out to our Customer Service team with questions 1.866.883.4113. All schools within a 20-mile radius of Hannaford drop locations have a pre-set account.

For more info: [www.clynk.com/clynk-for-schools](http://www.clynk.com/clynk-for-schools)

## GET TO IT!

When it comes to recycling, the work you put in now will affect the world that's one day left to you, and the next generation of students. With that in mind, don't pass the buck. Pass the baton.

A stylized graphic with the word "CLYNK!" in large, bold, outlined letters. Below it, the words "GO (GREEN) TEAM" are written in a similar style, with "(GREEN)" in green. The background is a blurred image of various plastic bottles and containers, suggesting recycling.

CLYNK!  
GO (GREEN) TEAM