

CLYNKE

Green Team



Guide for Students

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Let's hear it
for change

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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 and me). Just by reading the Green Team guide, you've shown you're ready to make an impact. All you need now is a little help from your friends. Start your own Green Team.

Teamwork Makes the Dream Work.

Build your Green Team with a group of friends, teachers, and students who are both reliable and excited to make real change.

Look for those who:

- Are passionate about “going green”
- Are excited about learning more about our environment, and how they can make a difference at school, at home, in your community and around the world.
- Can regularly meet up after school



Stop and Think...why “Go Green”? Make a list to begin.



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.

EXAMPLE:

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 at school and at home.

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?



Ask each member about a past experience with environmental projects?



"If you fail to plan,
you plan to fail"

– Benjamin Franklin

2. Set Some Goals

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 (bottle drive, water saving ideas)
- Can be measured
- Can be accomplished in a reasonable time frame
- Excites and motivates the entirety of your Green Team

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.



Set priorities at school, at home and community for
1st meeting, 1st month, 6 mos. and long term.



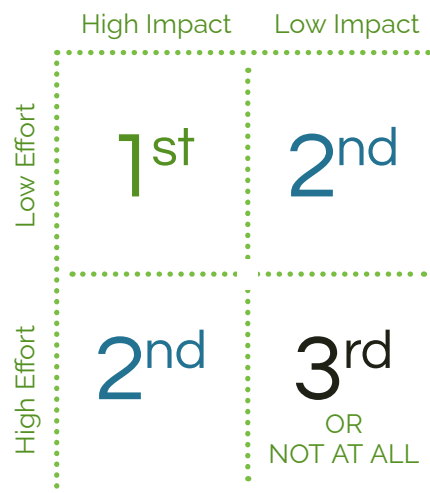
3. Make Plans

Impact/Effort Analysis

Let's make plans to make a difference (and yes, everyone is already busy). 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.

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.



Contact your districts' facilities manager or recycling coordinator for ideas and support



4. 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.



Fund raise with a bottle and can redemption program with Clynk. Earn funds for Green Team projects year-round (and extra funds during the Clynk for Schools Challenge\$ each February and March"



5. 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 challenging 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. Help student leaders outline goals and stay on track.

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! 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.



6. Market Achievements

Track, Report & Celebrate Success

- 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.
- School website, bulletin boards, posters.
- Measure and illustrate success.

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 at 1.866.883.4113.



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.