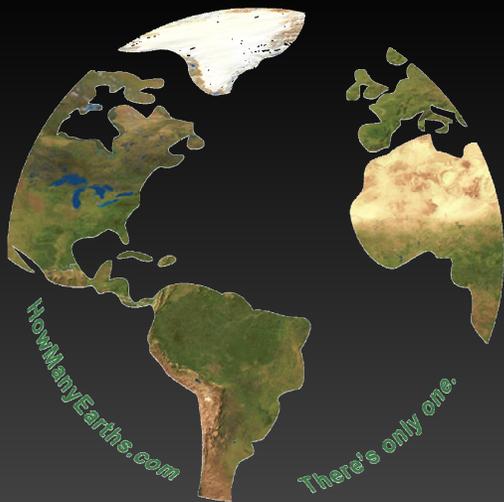


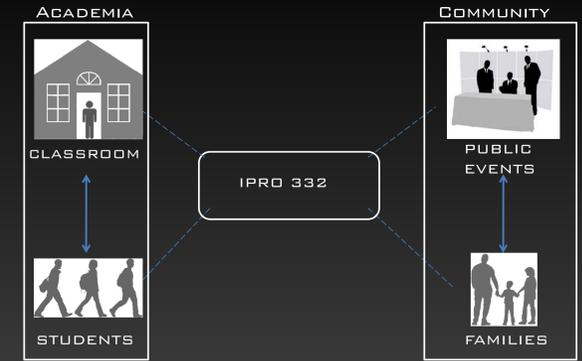
IPRO 332: HOW MANY EARTHS



PROBLEM: THE GENERAL POPULATION LACKS KNOWLEDGE ON SUSTAINABILITY AND ENERGY ISSUES

MISSION: TO EDUCATE STUDENTS ON THE ISSUES OF SUSTAINABILITY AND ENERGY NEEDS, CONCERNS, AND SOURCES

SOLUTION: TO CREATE CONTENT TO ACCOMMODATE K-12 STUDENTS BY REDUCING COMPLEX SUBJECTS INTO SIMPLE UNDERSTANDABLE MODULES



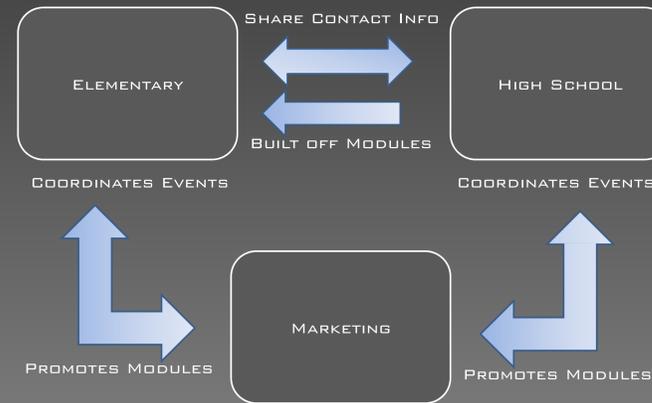
METHODOLOGY



- Spring 2007**
 - Topic: Energy Consumption
 - Audience: CPS High School Students
 - Tools: PowerPoint Presentation, Discussion, Feedback Form
- Fall 2007**
 - Modules: Ecological Footprint, Your Energy Choices
 - Audience: All Chicago High School Students
 - Tools: Energy Game, Video, Feedback Form
- Spring 2008**
 - Modules: Ecological Footprint, Cradle to Cradle
 - Audience: All Chicago High School Students, Non-students
 - Brand: How Many Earths
 - Tools: Website, Teaching Kit
- Spring 2009**



	ELEMENTARY	HIGH SCHOOL	MARKETING
PHASE 1	<ul style="list-style-type: none"> Research Module Topics 	<ul style="list-style-type: none"> Modified Previous Modules Researched Module Topics 	<ul style="list-style-type: none"> Found Community Events
PHASE 2	<ul style="list-style-type: none"> Develop Three Life Cycle Modules Contact Schools 	<ul style="list-style-type: none"> Created Policy Module Planned E-Weekend 	<ul style="list-style-type: none"> Set up Irish Earth Day Loyola Earth Day IIT Book Drive
PHASE 3	<ul style="list-style-type: none"> Present Paper Making Module New Topic Ideas 	<ul style="list-style-type: none"> Present Policy Module 	<ul style="list-style-type: none"> Promote Events for Next Semester



MARKETING TEAM OUTREACH EVENTS

- ENGINEERS WEEK
- IRISH EARTH DAY
- LOYOLA EARTH DAY
- BOOK DRIVE



The First Annual National Environmental Science Fair
 NATIONAL GREEN MUSEUM
 National Environmental Hall of Fame
 1640 N. Wells Street
 Saturday, May 2, 2009
 10 AM - 3 PM Exhibition
 3 PM - 4 PM Awards Ceremony
 Free to Public - Donations Appreciated
 30 Students Will Exhibit Their Environmental Science Fair Projects
 These Top Students Were Selected to Represent Their School at the 59th Annual Chicago Public Schools Student Science Fair
 Students Will Also Contribute to a Book Hope for Planet Earth with Their Suggestions to Reduce Energy Costs and Global Warming
 For Questions or Book Orders Please Call 641-451-5199

ELEMENTARY GROUP

- ESTABLISH MODULE FOR K-6 CLASSROOMS
- CREATE TEACHING KITS AND TEST IN CLASSROOMS

HIGH SCHOOL GROUP

- REVISE CRADLE TO CRADLE MODULE
- DEVELOP A POLICY MODULE AND TEST IN CLASSROOMS

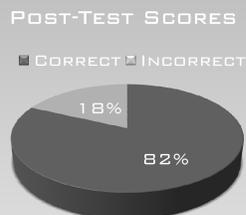
MARKETING GROUP

- ORGANIZE COMMUNITY ACTIVITIES
- UPDATE THE WEBSITE TO INCLUDE THE CLASSROOM MODULES AND TEACHING KITS

TEST RESULTS



PARTICIPATING SCHOOLS



PAPER MAKING
 Life Cycles: lesson 2
 Making Paper Usage

CONTINUOUS LIFE CYCLES
 Life Cycles: lesson 3
 Continue Use or End Life Disposal

TREE FARMING
 Life Cycles: lesson 1
 Tree Farms Creation

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CRADLE TO CRADLE

ECOLOGICAL FOOTPRINT

POLICY
 Energy and Policy in America
 How the government is promoting a more sustainable way of living

