



How Many Earths

Inspiring our energy future, one student at a time...

HowManyEarths.com

3424 S. State St.

Suite 4A7-2

Chicago, IL 60616

P: 312.567.5002

ourenergyfuture@gmail.com

IPRO 332: Our Energy Future

OUR MISSION

IPRO 332 was created under the name “Our Energy Future” and has transformed into “How Many Earths”. The team has worked since its inception to provide balanced information on sustainability and energy choices to Chicago metropolitan area students. As the project progressed from semester to semester, the teams sought a more marketable brand identity to disseminate educational materials to an increasingly broader audience. Through this pursuit, the “How Many Earths” identity has come to light. The How Many Earths theme is presented to students in our modules and to the public on our website.

OUR GOALS

We relied on the following goals and values to guide our group as we ambitiously progressed through the semester.

- 1) Finalize and present the Ecological Footprint and Cradle-to-Cradle educational modules to high schools and, new to this semester, junior high schools!
- 2) Establish outlines and ideas for a third educational module to be developed in future semesters.
- 3) Finalize and distribute Teaching Kits containing materials for presenting the Ecological Footprint and Cradle-to-Cradle modules. This includes curriculum plans, instructional worksheets, and other student activities. The Teaching Kits are the means to spread our modules beyond the initial audience of high school students to elementary students as well as more community- and volunteer-based groups. The Teaching Kits greatly expand our ability to aid teachers and teach other audiences.
- 4) Promote the “How Many Earths” brand to build awareness of resource consumption by developing and distributing a press kit, publishing stories in local media outlets, and participating in three public events in the Chicago metropolitan area.
- 5) Establish a partnership with a national organization sharing a similar mission, acquire a grant for the upcoming year, and secure \$1000.00 in sponsorship and funding
- 6) Improve interactivity of HowManyEarths.com website by including new links, a frequently updated calendar, a feedback forum, and new graphics.
- 7) Create two short films showing the impact of energy consumption choices on a local, daily level and on a long-term, global scale.

Throughout the semester, we have kept in mind the group values of unity and coherence, respect, accuracy, responsibility, and honesty when working to achieve our goals and create a legacy from within this organization.



How Many Earths

Inspiring our energy future, one student at a time...

HowManyEarths.com

3424 S. State St.

Suite 4A7-2

Chicago, IL 60616

P: 312.567.5002

ourenergyfuture@gmail.com

OUR TEAM

After establishing our group objectives, we decided on a natural grouping of the tasks and divided into three subteams for increased efficiency and effectiveness. Each team member chose their subteams based on experience with the project, special skill sets, and/or personal interest.

Education Team

The Education team has focused on accomplishing the first three objectives. The team has finalized and presented both the Ecological Footprint and Cradle-to-Cradle modules to high schools and junior high schools in the Chicago metropolitan area. Going beyond the original objectives, Teaching Kits for both the Ecological Footprint and Cradle-to-Cradle modules have been finalized and marketed by the Education team and the group.

- **The Ecological Footprint**

The Ecological Footprint module is based around the concept that every energy choice we make has an effect on the Earth's ability to sustain life. The more energy and natural resources we consume, the fewer people the Earth can sustain. In this module, the concepts of sustainability and carrying capacity are explained. Sustainability refers to the balance that is achieved when humans consume only as much as the Earth can naturally replenish. Carrying capacity is the concept that the Earth can only support a certain amount of life and consumption. An important part of this module is the student's calculation of his Ecological Footprint. This measure of his energy consumption due to water, food, shelter, clothing and electronics usage is used to determine "How Many Earths" would be required to sustain the entire world population if everyone consumed as much as the student.

- **Cradle to Cradle**

The Cradle-to-Cradle module was finished this semester with a new focus. This module teaches the 3 Rs: reduce, reuse, and recycle. The module also emphasizes the life cycle of objects and how responsible methods of disposal can refuel the life cycle, creating new objects. This concept is presented in contrast to the cradle-to-grave concept, in which the life cycle of an object ends at its disposal. The concepts of renewable and non-renewable energies are explained in this module. By encouraging youths to make energy-conscious decisions, we can help protect and conserve the Earth for future generations. This is one of the main goals that our IPRO strives to meet in community outreach.



How Many Earths

Inspiring our energy future, one student at a time...

HowManyEarths.com

3424 S. State St.

Suite 4A7-2

Chicago, IL 60616

P: 312.567.5002

ourenergyfuture@gmail.com

Marketing Team

The Marketing team has focused on accomplishing the fourth and fifth objectives. In order to promote “How Many Earths” brand, the team has worked in a number of events. Along with many other team members, the team attended the Harvest Festival in October. The team has also developed a marketing and press kit to help the group gain sponsorship and create more teaching materials. Members have worked with both other subteams to promote the group’s classroom achievements through local media outlets and holding on campus events. The team initiated a campus-wide book drive to raise funds for the group as a whole and for the nonprofit “Room to Read” organization. The team participated in the schools IIT Sustainability Vision. IIT’s goal is to be the most sustainable urban campus in the US by 2011, in unveiling the plan people and groups that contribute to sustainability on campus were invited to talk to students and faculty. The event was significant in showing the steps that IIT is taking towards sustainability and in highlighting the group’s efforts in the area. The Marketing team launched an individual contributor campaign to fund the creation and distribution of free teaching kits to Chicago-area school teachers. Individual donors were listed on the website and given a small thank you magnet.

Web/Media Team

The Web/Media team has focused on accomplishing the last two group objectives: The team has focused its energies on rebuilding the HowManyEarths.com website and creating educational films. The website now has increased interactivity, including updated links and graphics, and a feedback forum. The team has also created two short films that are viewable on the website. These films summarize the ideas of sustainability and energy choices in a manner appropriate for the web by showing the impact of consumption on a local, daily level and on a long-term, global scale.