

A stylized graphic of a globe, split vertically. The left half is orange with white outlines of continents, and the right half is white with orange outlines of continents. The globe is positioned on the left side of the slide, partially behind the title text.

IPRO 332 : Our Energy Future

Designing energy education modules for high school students in Chicago

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THE PAST

Past success brought forth high expectations...



FALL 2007 SEMESTER

A creative effective method of teaching
“The Ecological Footprint” was implemented,
WHAT IS THE NEXT STEP?



PROBLEM

In Society there is a **lack of awareness** about energy consumption, and very little information to show the **effects their decisions have on the world.**





OBJECTIVES

- Continue to visit Chicagoland high school students.
- Refine and present Cradle-to-Cradle module.
- Collect and analyze feedback from students and teachers
- Develop a kit for teachers to learn to present the education modules.
- Develop a website to enhance the learning experience
- Promote “HowManyEarths” and raise awareness concerning energy consumption

TEAM ORGANIZATION

OUTREACH

Presentation of modules

Creation of starter kit

Expand audience



HowManyEarths.com

HowManyEarths.com

The Ecological Footprint

Seeing Where We Walk

THE ENERGY CYCLE

Cradle vs. Grave: What do you choose?



TEAM ORGANIZATION

WEBSITE

Development of HowManyEarths.com

Create online resources

Publicity



Date	Event
02.26.2008	Learning Objective Post Test
03.07.2008	Code of Ethics Due
03.13.2008	Hyde Park Presentation
04.20.2008	Green Apple Festival

sponsors

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TEAM ORGANIZATION

MARKETING

Create marketing plan
Create promotional materials
Seek sponsorship





ENGINEER'S WEEK – February 23, 2008

A new opportunity for reaching a broader audience



HYDE PARK VISIT –March 13-14

A great first high school visit but,
How Can We Can Make a Bigger Impact?



EARTH DAY AT THE ZOO-April 20, 2008



Great attendance, interested and eager audience, good exposure



IIT GREEN FAIR – April 22, 2008



On-campus publicity, book drive kick-off, college oriented audience



TEENS MEDIA FAIR – April 26, 2008



Curious teens, contact with youth organizations, youth media oriented audience



ADJUSTMENTS

“We had planned goals but we made choices that allowed us to be opportunistic, creative, and flexible”

-Dariusz, Team Leader

VISIT CHICAGOLAND HIGH SCHOOLS

SHIFTED FOCUS TO PUBLIC EVENTS AND A MORE DIVERSE AUDIENCE

MARKET “HOW MANY EARTHS” BY SELLING TOTE BAGS

ACQUIRED A CORPORATE SPONSOR



COMPLETED OBJECTIVES

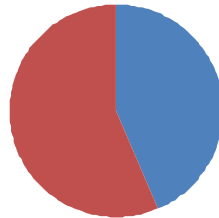
- ✓ **Starter Kit**
- ✓ **Website**
- ✓ **Marketing**
- ✓ **H.S. Visitations**
- ✓ **Implemented 2nd module**
- ✓ **Collected Feedback & Analyzed Results**

STRETCH OBJECTIVES

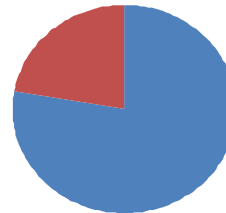
- + **Increased Public Impact**
- + **Created a Mailing List**
- + **Held a Book Drive**
- + **Received Sponsorship**

RESULTS

Pre test



Post Test



■ pass
■ fail





EXPENDITURES

FUTURE PLANS

Fall 2008

Reaching out to different organizations

Teaching Cradle to Cradle

Environmental media outlet on website





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Thank you for your attention.