A stylized orange globe graphic is positioned on the left side of the slide. It features a thick orange outline and solid orange landmasses, with the oceans represented by white space. The globe is partially cut off by the right edge of the frame.

# IPRO 332 : Our Energy Future

Designing **energy education modules** for high school students in Chicago

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Andrew Mey•Minh Nguyen  
Maile Rennard•Samantha Staley  
Sarah Stone•Matthew Walczuk

# THE PAST

Past success brought forth high expectations...



HowManyEarths PRO<sup>332</sup>  
OUR ENERGY  
FUTURE<sup>2</sup>

# 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

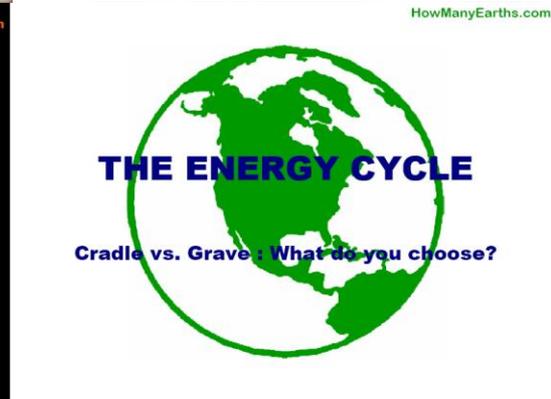
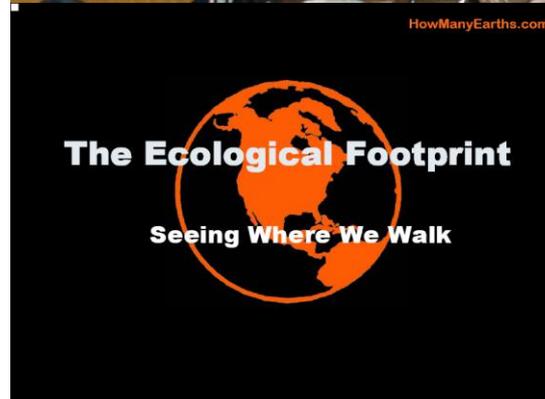
Presentation of modules

Creation of starter kit

Expand audience



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# TEAM ORGANIZATION

## WEBSITE

Development of HowManyEarths.com  
Create online resources  
Publicity



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**HOW MANY** ...there's only one.

Home About Us Resources Teaching Tools Multimedia

HowManyEarths.com at the 2008 Green Apple Music Festival

Quiz  
Movies

Check out ecological footprint results from recent events

Green Apple Music Festival

Earthday at the Illinois Institute of Technology

Where do you fall into the mix? Find out if you are as resource conscious as you think you are.

Download a copy of the Footprint Calculator

Event Calendar

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

sponsors copyright 2008

# TEAM ORGANIZATION

## MARKETING

- Create marketing plan
- Create promotional materials
- Seek sponsorship



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Earth Day 2008

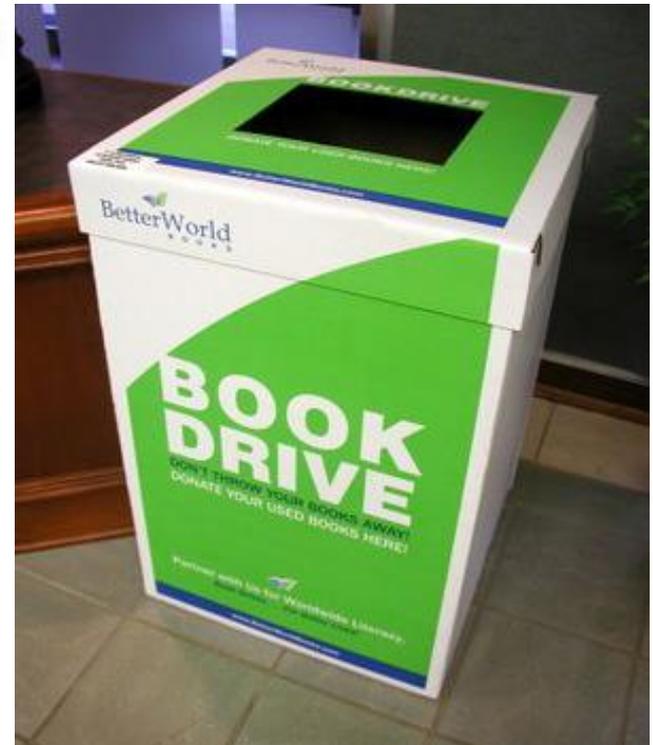
April 20  
MTCC Ballroom  
[www.howmanyearthths.com](http://www.howmanyearthths.com)

Half of the forests that originally covered 48% of the Earth's land surface are gone. Only 20% of the Earth's original forests remain pristine and undisturbed.  
Source: Nantural Resources Defense Council

Manufacturing just 17 new cars uses enough water to fill an Olympic-sized swimming pool.  
Source: Energy Information Administration

Making a ton of paper from recycled stock saves up to 17 trees and uses 50% less water than making paper from virgin fiber.  
Source: Energy Information Administration

CARLSON  ENVIRONMENTAL



# 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

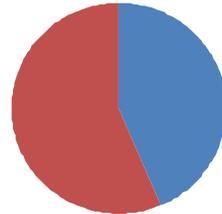
- + **Increased Public Impact**
- + **Created a Mailing List**
- + **Held a Book Drive**
- + **Received Sponsorship**

# RESULTS

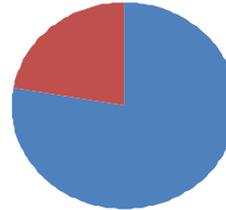


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Pre test



Post Test



pass  
fail



# EXPENDITURES

# FUTURE PLANS

Fall 2008

Reaching out to different organizations

Teaching Cradle to Cradle

Environmental media outlet on website

# ACKNOWLEDGMENTS

## Special Thanks to:

Bob Chrupka

Paul Teruel

Betty Holcomb

Fabio Buffa

Ms. Flaherty

Prof. Braband

Rachel Lowen

The students of all the classes, without whom none of this would have been possible.





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Thank you for your attention.