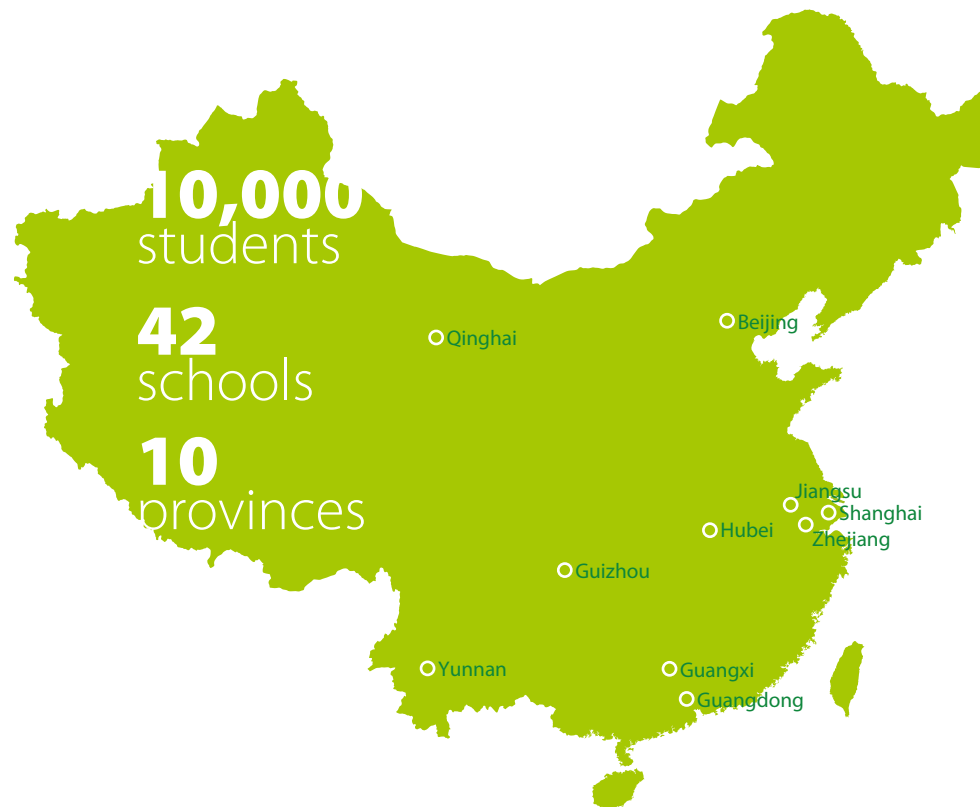


GECKO Program Overview

Greennovate Environmental Challenge for Kids Outreach was developed in 2008 as a non-profit initiative of the sustainability consultancy **Greennovate**. Based upon our own experiences in China, we decided to take a **proactive**, bottom-up approach to raise environmental **awareness** among **youth**. After two years of running the program, we continue to support GECKO with management and organization, fundraising, and new content development.



Our Mission

The mission of GECKO is to provide **innovative** educational programs to high schools around China, **inspiring** students to become **green ambassadors** to their communities. GECKO includes localized, bilingual content and goes beyond traditional educational models. Using presentations, videos, and hands-on activities, it challenges youth to carry on the message of environmental **responsibility** not only to friends and other generations at home, but also to future employers.



GECKO Curriculum

The Story of Easter Island

In this introductory section, we count the story of Easter Island – **an alarming** example of what will happen if we ignore our growing environmental footprint. Drawing parallels with our modern linear system of resource usage, we explain how the islanders' mistake of exhausting their limited resources led to the collapse of the ecosystem and their society as a whole. This is often the most **exciting** and **engaging** part of our program and is used to introduce the next section – our environmental footprint.

1



2



What Causes our Environmental Footprint?

In this section, we explain the concept of our environmental footprint to show how our habits, both personal and societal, can have a harmful effect on our environment. We explain our **linear system** of “take-use-throw away” and identify the many ways each of us can reduce our personal footprint. Students learn that the causes and solutions to environmental challenges belong not just to government and industry: each individual can make a significant **difference**.

Expanding GECKO

We train Chinese university student volunteers and partner with local and international organizations, including AIESEC -- the world's largest student organization. With the help of our **growing number** of volunteers, who are not only trained to teach our materials but also taken through an **advanced sustainability** course, we've set our sights high this year: to empower **50,000** students around China!

3

Waste Challenge

Based on the awareness level of the students to whom we reach out, we may use this short section of our program to discuss the problems created by waste and how we can **improve** the situation by reducing, reusing, and recycling. Explaining the system of waste separation in China, we provide students with the **opportunity** to **create** and decorate their own recycling bins to be placed throughout the school's classrooms.

4

Clean Energy and Green Careers

This final part of our program introduces a world without energy to illustrate how heavily our society relies on **energy**. Using powerful images and videos, we explain the harmful effects of burning coal for energy and highlight the **importance** of **clean energy** methods. Introducing a host of career opportunities that lie ahead in the environmental and clean energy fields, this last section is both **striking** and **inspiring**, challenging each student to encourage their family, friends, and future employers to develop a more sustainable lifestyle.

Hands-on Activities

In addition to these presentations, our program includes a variety of games and activities -- ranging from environmental trivia and making personal commitments to potting plants and creating school gardens – activities meant to **empower** students and **encourage** their personal **involvement** in working towards positive, sustainable **change**.



To learn more about **GECKO** and how to **get involved**, visit www.greennovate.org!