



*A PROPOSAL THAT DESCRIBES A NEW, PIVOTAL INTERACTIVE
COMMUNITY-FOCUSED EDUCATIONAL INITIATIVE*



THAT ADDRESSES GLOBAL WARMING & CLIMATE CHANGE

Submitted by Greg Daigle, Leslie Kratz, Gary Leatherman of Digital Watershed

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**"Never doubt that a small group of committed citizens can change the world.
Indeed, it is the only thing that ever has."**

Margaret Mead

***THE WORLD CLASS INITIATIVE* is a Community-based Educational Initiative developed for *Young People & their Families* to create, nurture and support engaging *Hands-On Activities* and *Interactive, Online Experiences*. These *experiences* will empower *People, Families & Communities* with useful tools that allow them to create simple, innovative and affordable solutions to effectively address the **CHALLENGES WE ALL FACE** as the result of *Global Warming & Climate Change*.**

***THE WORLD CLASS INITIATIVE* will inspire, provide and produce opportunities that enable *People of All Ages & Cultures* to realize that they need to look no farther than their own backyard and their daily life activities to discover effective ways to proactively address *Global Warming & Climate Change* and secure sustainable lives.**





ENVISION YOUNG PEOPLE...

Planning, Creating and Producing:

- Community Gardens that provide nutritious, fresh produce*
- Community Projects that reduce the carbon released into the atmosphere*
- An Online Interactive BLOG that supports insightful Citizen Journalism*





THE WORLD CLASS INITIATIVE will create the opportunity and provide resources that allow *Young People* to get involved with... participate in... and help to develop:

- *Real World, Community-based Active Learning Projects & Collaborations*
- *Powerful Web-based Knowledge Tools*
- *Wireless, Place-based Learning*

... about Global Warming & Climate Change.





"Our generation has inherited an incredibly beautiful world from our parents and they from their parents. It is in our hands whether our children and their children inherit the same world ."

Richard Branson

THE WORLD CLASS INITIATIVE creates Hands-On Activities that accompany Interactive, Online Experiences designed to cultivate knowledge and understanding:

- To inform Young People & Families about Global Warming & Climate Change***
- To encourage Young People to collaborate & share their ideas, knowledge & skills***
- To empower Communities to build GREEN COMMUNITIES***





THE WORLD CLASS INITIATIVE will enable *Young World Citizens* to actively get involved in proactive community-based solutions that address issues *We All Face* as a result of *Global Warming & Climate Change*.

THE WORLD CLASS INITIATIVE will unite the *Real World* with the *Online World* to create a space where *People of All Ages & Cultures... Individuals, Friends, Families, Schools and Communities* all over the United States... can actively participate in:

- *Engaging Real World Active Learning Opportunities*
- *Empowering Community Projects & Activities*
- *Thought-provoking Conversations with People & Communities... A World Class!*

THE WORLD CLASS INITIATIVE will help *Young People* to participate in and create community-based solutions through the following learning opportunities and tools:

- *“Hands-On” Active Learning Projects & Interactive Web-based Learning Tools*
- *Informative Online & Offline Educational Explorations*
- *Conversations & Connections with Knowledgeable People & Organizations*



"Granted our task is to inform. But information must be transformed into knowledge, knowledge into empowerment, and empowerment into commitment. Then people ACT. "

Elie Wiesel, Nobel Prize Winner, 1986

THE BIG IDEA... The Purpose of THE WORLD CLASS INITIATIVE

THE WORLD CLASS INITIATIVE mission is to empower Young People to contribute to the viable solutions families and communities need to effectively address Global Warming & Climate Change.

THE WORLD CLASS INITIATIVE will encourage Young People to ACT!





SOME PROPOSED ACTIVITIES -- A SNEAK PREVIEW

Teams will plan and create Gardens that work to reduce and/or shrink their Carbon Footprint.

They will share their ideas, planning, experience and progress with other *WORLD CLASS INITIATIVE (WCI) Members* in an *Online Blog*. For every step each team successfully takes to reduce and/or shrink their *Carbon Footprint* will be tracked and calculated.

Teams will be encouraged to post reports on the *WCI Web site "Reduce Your Carbon Footprint Blog"* online. The reports can include essays, reports, photo essays, video stories, digital illustrations and animations. Teams will be recognized for ingenuity, creativity and original ideas.

Exercises / Steps to Reduce Your "Carbon Footprint":

1. Exercise: Make a Rain barrel & Collect Rainwater for irrigation. Neighborhood families want to collect rainwater from roofs of their homes to ward off effects of the drought. But how much rain will they need to fill the barrels? They search for instructions on how to make rain barrels and a handy calculator for determining how much rainfall is needed on each roof to fill each barrel.
2. Exercise: Learn how and why Mulch will help your garden, conserve water and contribute to the health of your soil. An aspiring urban environmentalist wants to learn to create mulch from local ingredients that are readily accessible but often wasted, such as: straw, wood chips, composted manures, coffee grounds, pine needles. She saves the energy of having to drive to local garden stores for these materials & shares her harvest recipes advice online from her experiences.
3. Exercise: Learn how to make and maintain a Compost Bin. Learn why compost is important and how it reduces your *Carbon Footprint*.



THE WORLD CLASS INITIATIVE will challenge and empower Young People to get involved with their Families & Communities to play an active role in creating innovative solutions.

THE WORLD CLASS INITIATIVE will produce and provide “hands-on” activities and easy-to-use, wireless exploratory tools that enable Young People... to discover ideas, cultivate understanding and participate in meaningful, productive community initiatives. The accompanying WORLD CLASS INITIATIVE Web site will allow Individuals, Families and Communities to share ideas about the social, environmental, and scientific challenges caused by Global Warming & Climate Change.

THE WORLD CLASS INITIATIVE will promote and enhance the critical thinking skills Young People need to meaningfully participate in a complex and rapidly evolving Global Community & World. Young People need useful educational tools that will allow them to generate important insights about the impacts of Global Warming & Climate Change.

THE WORLD CLASS INITIATIVE Creative Development Team will design, develop and produce Activities & Web site to provide an educational foundation that inspires Young People to consciously embrace and to focus their imagination on developing sustainable solutions to the evolving problems occurring due to Global Warming & Climate Change.



The Challenge of THE WORLD CLASS INITIATIVE

Young People are intensely interested in participating in and contributing to the thinking and actions that will have a positive impact on *PLANET EARTH*. Many of the current and looming challenges *WE ALL* may encounter as the result of *Global Warming & Climate Change* are complex and conflicting. The dilemma is that... depending on which research reference you cite... 61 - 81% of the people who believe that *Global Warming & Climate Change* is *REAL* also feel that the predicted outcomes are unavoidable.

THE WORLD CLASS INITIATIVE recognizes that *Young People* need to believe that they can have a positive impact on this urgent, *GLOBAL* challenge. They need to develop a deeper understanding of the scientific, economic and social issues connected to *Global Warming & Climate Change*. They need access to information that is accurate, accessible & easy-to-understand. But that's not enough! They need opportunities to *collaborate* as part of a *WORLD Community* that takes action!



THE WORLD CLASS INITIATIVE will promote and enhance the critical thinking skills *Young People* need to meaningfully participate in a complex and rapidly evolving *Global Community & World*. *Young People* need useful educational tools that will allow them to *generate* important insights about the impacts of *Global Warming & Climate Change*.

The *Digital Watershed Creative Development Team* will *design, develop* and *produce* *THE WORLD CLASS INITIATIVE* Activities & Web site to provide an educational foundation that inspires *Young People* to consciously embrace and to focus their imagination on developing sustainable solutions to the evolving problems occurring due to *Global Warming & Climate Change*.





THE WORLD CLASS INITIATIVE recognizes that *Young People* need to believe that they can have a positive impact on this urgent, *GLOBAL* challenge. *Our Challenge* is to provide *Young People* with new perspectives, compelling information and pivotal action steps. *The Discovery?* Working independently and collaboratively in groups as contributors to an emerging *WORLD CLASS*, as *Young People* commit *TO ACT* and to proactively address this challenge... they will gain invaluable life experience as they positively impact their lives and the lives of others.





The Goals of THE WORLD CLASS INITIATIVE

Many *Global Warming & Climate Change* experts strongly maintain that it will be *local actions*, in aggregate, that produce significant and meaningful solutions to the problems *WE ALL FACE*.

THE WORLD CLASS INITIATIVE goals are to *provide* and *share*:

- Clear, illuminating information that is *easy-to-understand* and *use*
- Compelling “*blueprints*” for useful, interactive tools that *inspire ACTION*
- Inspiring & motivating real-life stories of *DISCOVERY, INSIGHT & SUCCESS*

THE WORLD CLASS INITIATIVE will provide *Young People...* with a *forum* to *share* their thinking & ideas with their *Families*, their *Communities* and *each other*.





Our goals center on developing an *INITIATIVE* that helps *Young People*, their *Families* & their *Communities* to cultivate an inspired, growing *WORLD CLASS THAT CREATES INNOVATIVE, NEW SOLUTIONS THAT EFFECTIVELY ADDRESS THE CHALLENGES People of All Ages & Cultures* will face as the result of *Global Warming & Climate Change!*

Our goals focus on creating and producing *Active Learning* experiences and useful, inspiring tools that allow *Young People* to enthusiastically support and serve the *Greater GLOBAL Community*.

THE WORLD CLASS INITIATIVE goals focus on creating an empowered collaboration of *Young People*, who as *Global Citizens*, take responsibility, *ACT* and positively *impact* and *improve* their lives and the lives of a wide spectrum of living creatures who *share* the *EARTH* with us.



The Opportunity of THE WORLD CLASS INITIATIVE

THE WORLD CLASS INITIATIVE will provide interactive, discovery-based learning tools that *engage* the minds & the hearts of *Young People*... but that's just the beginning. *WE believe* that advancing *Young People's* ability to share ideas, to initiate plans & to take *ACTION* will lead to a wide range of empowered solutions to the challenges *WE ALL FACE*.

Today, people are inundated with disparate and confusing facts & statistics related to *Global Warming & Climate Change*. *THE WORLD CLASS INITIATIVE* envisions developing & distributing innovative interactive tools that allow *Young People, their Families & Communities*:

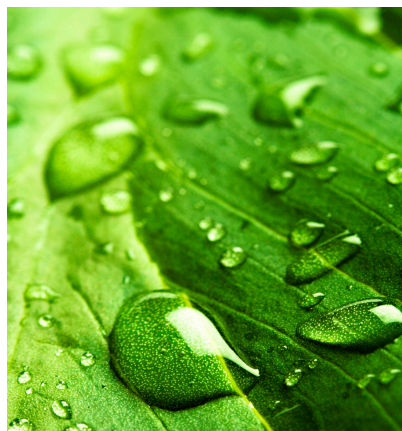
- To *explore, review & analyze* information
- To *develop & implement* new ideas and meaningful community projects
- To *organize & prepare* discussions and presentations
- To *share & assess* insights, new ideas and solutions with others



THE WORLD CLASS INITIATIVE will do more than *provide Young People* with useful, interactive tools that *open doorways* to a deeper understanding about what researchers "*Do & Do Not Know*" about *Global Warming & Climate Change*.

THE WORLD CLASS INITIATIVE will enable *Young People* to participate in a *MOBILE BLOG* that allows them to *use* their voices and their insights to actively *engage* in Citizen Journalism.

Young People need to be inspired and encouraged to use their voices and eyes to become *Informed Advocates* and *Active Participants* who are working to *IMPROVE THEIR LIVES... BE OF SERVICE TO THEIR COMMUNITIES... AND IMPROVE THE HEALTH OF THE PLANET.*





WHO IS THE CREATIVE TEAM DEVELOPING THIS INITIATIVE?





THE WORLD CLASS INITIATIVE Creative Team is passionate, motivated and committed to our goals to inspire, motivate and guide... *Young People...* to join with their Friends, Families, Neighbors, Classes and Communities and *transform PEOPLE EVERYWHERE* in an empowering movement... a *WORLD CLASS INITIATIVE!*

Our Creative Team, collectively, has over sixty years of award-winning experience creating visualizations & explanations of complex scientific processes in clear, engaging and easy-to-understand terms.

Our Previous Successes include:

In June 2008, the current season of the national , PBS series “*DRAGONFLY TV*” was awarded two *National Emmys*.

“*NEWTON’S APPLE*” the national, PBS science series received a *National Emmy* and was awarded over 150 prestigious educational awards throughout the 14 years it was produced. In addition, the *Teaching Guides* we created to complement the series won many awards.

“*WHAT’S THE SECRET?*” the interactive software inspired by “*NEWTON’S APPLE*” won over 40 national and international awards and distinctions including: *Cine International Film Festival Golden Eagle Awards, US International Film and Video Festival Silver Screen Awards, National Education Media Network Silver Awards & International Cinema in Industry Gold & Silver Awards.*



THE WORLD CLASS INITIATIVE Creative Team has decades of experience at creating social networking tools and *Active Learning* experiences that will nurture opportunities for *Young People* to share real-life stories & candid , conversational chats with many of the world's eminent Scientists, Environmentalists, Economists, Medical Doctors and Educators. The members of our *Creative Team* know how to facilitate story telling. A few highlights of our experience include:

Gary Leatherman, a founding member of the *WORLD CLASS INITIATIVE* Creative Team , developed the national PBS "*Dragonfly TV & Web Series*" which is committed to empowering teenagers to actively *participate* as "*Citizen Journalists*".

Leslie Kratz, a founding member of the *WORLD CLASS INITIATIVE* Creative Team, worked with an international group of archeologists to tell the story of *HOW* they have uncovered the mysteries surrounding the ancient civilization of *Catalhoyuk*. She was a key member of the Creative Team that developed a national science museum exhibit and interactive Web site documenting this project.

In 2006, *Greg Daigle*, a founding member of the *WORLD CLASS INITIATIVE* Creative Team spoke at *OhmyNews'* Citizen Reporter conference in Seoul, South Korea along with conference reporters from Israel, Palestine, Denmark, Brazil, Nepal and West Germany because of the **large public response** to his articles for the online newspaper... over 85,000 views of a single article.



THE WORLD CLASS INITIATIVE is the brainchild of three Geeks, three Media Geeks who *LOVE* content! All three of us are passionate about learning & the importance *DISCOVERY & EMPOWERMENT* contribute to meaningful & engaged lifelong learning. The three of us have had the the fortune of working together in many different capacities over the last fifteen years. Always, as collaborators, we have learned a lot together. We have spent a lot of late nights (and some early mornings) learning, thinking, creating, producing, writing, interviewing, editing, tweaking...

We have worked together creating: *National PBS Television Series – Interactive, Software Products for Kids – Websites for Corporate Clients & Universities – Interactive Training Products for Multi-National Corporations*. Well... that's just a few of things we've done. The point is that even though there have been a lot of hard work, we've had FUN! We've learned *A LOT!* (And we still like working together!)





Greg Daigle – Bio

Greg Daigle is currently the *Executive Director* of *Digital Watershed*. My real passion is understanding & communicating the connections between research, technology & design for improving & personalizing our designed future. I *love* design! I've written about design for the Korean online journal *OhmyNews* on the topics of [wireless social spaces](#), [programmable tattoos](#), [inkjet printable robots](#), [nanotechnology](#) and [carbon free communities](#).

In 2005, I conceived the first [“Wireless Cities... Community Context”](#) conference held at the *University of Minnesota*. In April 2007, we held the second offering of the conference, entitled [“Wireless Cities... Communities of Interests”](#). Presenters have included faculty from MIT, officers of Creative Commons, the Wikipedia Foundation and many others.

In 1989, I co-founded & was head of software development for the new media firm *ICONOS*. There I worked with *Leslie & Gary* during our pioneering work on “*WHAT’S THE SECRET?*”, the CD-ROM adventure science series based upon *NEWTON’S APPLE*. Working on content to help kids better understand science has been a career highlight.

Since *ICONOS*, I’ve played roles as a *Technology Strategist*, as an agency *Head of Creative*, & as the *Director of Production* for an AdAge 100 agency. I’ve also been an *Instructional Strategist & e-learning Consultant* to *Dr. Michael Allen*, co-founder of *Macromedia*. We produced strategic, e-learning assessments for clients including: *Delta Airlines*, *US Bank & Wells Fargo Bank*. Prior to *ICONOS* I was *Research Manager & Senior Designer* for a small studio headed by the late design guru, [Bill Stumpf](#) just after *Stumpf* introduced the *Equa* chair & before the *Aeron* chair for *Herman Miller*.

I was also an *Associate Professor of Industrial Design* at the *Minneapolis College of Art and Design*. Over the past two years I’ve returned to teaching at the *University of Minnesota* where my senior & graduate graphic design students learn to create cutting-edge design practices within [Second Life](#) and design [Dashboard Widget](#) interfaces for the iPhone.



Leslie Kratz – Bio

Leslie Kratz is a key partner developing the *THE WORLD CLASS INITIATIVE* for *Digital Watershed*. I have been developing & producing television, interactive media & Web-based media for over 25 years. As a television producer, I was an integral member of the creative producing teams that created and produced two national, *Emmy* award-winning television series: “*NEWTON’S APPLE*” & “*ALIVE FROM OFF CENTER*”. I was a pivotal member of the interactive producing team that developed “*WHAT’S THE SECRET?*”

I am passionate about lifelong learning. As a producer, I was part of the core producing team that won over 150 national awards for television programming & award-winning Teacher’s Guides & hands-on teaching workshops for educators throughout the U.S. During the eight national seasons I was producing for “*NEWTON’S APPLE*” I wrote, directed & produced several national specials including a half-hour special on *Will Steger’s* Arctic Explorations. I produced the national documentary, “*THINKING OUT LOUD*” which explored cutting-edge initiatives taking place within many U.S. public schools to help young minds successfully develop critical thinking skills. I have been part of creative teams that developed eight different national science museum exhibits.

I led creative teams at three different interactive media firms: *ICONOS*, *Juntunen Media Group* & *SixtyFootSpider*, an interactive agency that was part of *IPG*. At these firms I directed teams that developed strategic corporate branding & marketing materials, interactive educational training & national Web sites including *Boston Scientific*, *Target* & *Aveda*. At *SixtyFootSpider*, I directed the creative team that designed and produced all of the interactive curriculum for the *Aveda Institutes*.



Gary Leatherman – Bio

Gary Leatherman has been developing broadcast television, interactive media & Web-based media for over 18 years. I began my media career as a television producer with the national, Emmy award-winning PBS science series, *"NEWTON'S APPLE"*. It was pure joy to work on this classic science show. I enjoyed the daily process of distilling the essence of difficult science concepts into an entertaining & educational story for our viewers to enjoy.

I segued into developing interactive science stories with the educational CD-ROM Science Series, *"WHAT'S THE SECRET?"* based on *"NEWTON'S APPLE"*. This was the first collaboration between Greg, Leslie, & myself and it foretold good things & even better projects. *"WHAT'S THE SECRET?"* was honored with many national & international awards in design & presentation. I've been fortunate that many of my projects have been recognized for their excellence, including the *"WHAT'S THE SECRET?"* series & others like the University of St. Thomas's *"Putting Thought Into Action"* Web site. During the past decade, I have worked as an independent producer and project lead on numerous video, multimedia & Web productions, producing projects for: *United Airlines, The Learning Company, Science Museum of Minnesota, Target, Honeywell & the Mayo Clinic.*

I returned to broadcast television as the Supervising Producer for the first season, and again as Supervising Producer for the fifth and sixth seasons, of *"DRAGONFLY TV"* – PBS's groundbreaking middle-school science television series. The first season was a formidable challenge to create a science show demonstrating the scientific method - particularly a show middle-school kids would actually want to watch. I returned for the fifth and sixth seasons to change the series' direction - this time to incorporate a science center in each story. We changed the title to *"DRAGONFLY TV - GPS"*, souped it up with a new traveling host, and successfully promoted both science centers around the country and the value of using the scientific method to answer kids' basic questions about the world. Apparently it worked, as the show recently won two National Emmy Awards for the sixth season - recognizing the program's outstanding Editing and Cinematography. I couldn't be more proud of the show and my team that made this honor possible!



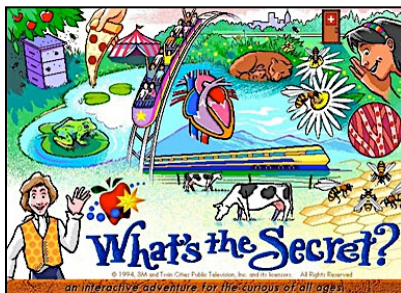
QUOTATIONS IN THE PRESS for "WHAT'S THE SECRET?"

Minneapolis Star Tribune – *"Every once in a while, an educational program comes along that you'd like to give not only to your own kids but to all the children in school."*

Washington Post – *"... this CD-ROM instantly rises to the front ranks of science edutainment. This is all awfully well done."*

Boston Museum Computer Guide to Best Software for Kids – *"It's the best science discovery program we've seen. "WHAT'S THE SECRET?" gives kids a real feel for doing ... and understanding ... and enjoying ... science. [It] is part adventure, part live-action lab & 100% terrific."*

Lexington Herald-Leader – *"This is one great field trip!"*





SELECT AWARDS for “WHAT’S THE SECRET?”

<i>1999 Silver Screen Award Gold Award</i>	<i>32nd Annual US International Film and Video Festival Regional Cinema in Industry Awards (CINDY)</i>
<i>1998 Gold Award Silver Award (2) Gold Award Silver Award Bronze Award Links2Go Resource</i>	<i>13th Annual Admissions Advertising Awards National Education Media Network International CINDY Awards International CINDY Awards International CINDY Awards Links2Go Awards</i>
<i>1997 Gold Award Silver Award (2) Silver Screen Award Top 1% Rating</i>	<i>Regional CINDY Awards Regional CINDY Awards 30th Annual US International Film and Video Festival Eisenhower National Clearinghouse for Mathematics and Science Education</i>





More SELECT AWARDS for “WHAT’S THE SECRET?”

1996	<i>Golden Eagle Award Family Tested & Recommended Product Silver Award Finalist (2 categories) Highest Rating of Excellence Boss Animation of the Day 4-Star Rating of Wonderful Finalist Hot Site of the Week</i>	<i>Cine International Film Festival Family PC Magazine International CINDY Awards Codie Awards (Software Publishers Association) Educational Software Report Card Web Review Surfing the Net with Kids People’s Choice Awards (Macromedia) Education First Initiative (Packard Bell)</i>
1995	<i>Finalist and Nominee Golden Eagle Award Top Ten Products Gold Award 4-Star Rating 4-Star Rating Best for Your 10-12 Year Old 4-Star Rating Family Tested & Recommended Product</i>	<i>Academy of Interactive Arts and Sciences Cine International Film Festival San Jose Mercury News International CINDY Awards MacHome Journal That’s Edutainment! Osborne McGraw Hill Publishers Boston Computer Museum Guide to Best Software for Kids Boston Computer Museum Guide to Best Software for Kids Family PC Magazine</i>
1994	<i>Community Citation</i>	<i>Codie Awards (Software Publishers Association)</i>
1993	<i>Finalist</i>	<i>Invision Multimedia Awards</i>
1992	<i>Silver Award</i>	<i>International CINDY Awards</i>
1991	<i>Silver Award (3)</i>	<i>AMI International Production Award (AMI International)</i>



WHY IS IT IMPORTANT TO DEVELOP THIS INITIATIVE?





THE WORLD CLASS INITIATIVE will help *ALL OF US* better understand how the fossil fuel consumption, deforestation & human population growth have dramatically impacted the *Global Warming* occurring in *Our Atmosphere*.

Young People everywhere need to be challenged and motivated to become consciously aware of *HOW* the personal choices they make and the daily activities they participate in... impact *OUR ENVIRONMENT & OUR WORLD*.

But more importantly, it will help *Young People* realize and understand that the choices *WE ALL* make every day powerfully influence the amount of *Greenhouse Gases* that are present in the *Earth's Atmosphere*. It's not just large scale manufacturing & industrial production that are causing the *Greenhouse Gases* in our *atmosphere* to dramatically increase.

It's also the things we *DO* every day:

- *Watching TV & Using Computers*
- *Driving & Riding in A Car*
- *Cooking Food in an Oven & Washing and Drying Clothes*
- *Mowing the Lawn*



THE WORLD CLASS INITIATIVE will enable *Young People* to examine, discuss, evaluate & *ACT ON* many different and thought-provoking issues related to *Global Warming & Climate Change*. It will allow them to share their ideas, observations and experiences with *Young People* from all four corners of the *EARTH*.

Envision *Young People* meeting in homes, classrooms, cafes, city parks & community gardens... sharing ideas, brainstorming and *TAKING ACTION* as they participate in a wide spectrum of projects that creatively & effectively tackle the problems *WE ALL FACE* due to *Global Warming & Climate Change*.

Imagine *Young People All Over the World*... connecting & communicating with one another using computers, laptops, cellphones, iPods, iPhones, even mobile game players with browsers... to join and to participate in a *PLANET-WIDE* effort to better understand and to proactively deal with the challenges *WE ALL* need to address.





THE WORLD CLASS INITIATIVE will also impart understanding about the important role *Young People's Lifestyle Choices & Daily Activities* play in maintaining the ***EARTH'S ECOSYSTEMS & HEALTHY SUSTAINABILITY***.

"Every generation faces a challenge.

In the 1930's, it was the creation of Social Security.

In the 1960's, it was Civil Rights & putting a man on the moon.

In the 1980's, it was ending the Cold War.

*Our generation's challenge will be addressing
GLOBAL CLIMATE CHANGE–*

While sustaining a growing, global economy."

Eileen Clausen

Pew Center on Global Climate Change

SUSTAINABILITY means *"Living Within the Earth's Limits"*. Scientists & researchers believe that our personal lifestyle choices & living habits are greatly increasing the ***Greenhouse Gases*** being released into the ***EARTH'S*** atmosphere.

The ***universal mission*** of ***THE WORLD CLASS INITIATIVE*** is to motivate *Young People... Everywhere* to actively participate in a ***Global Movement*** that empowers ***EVERYONE*** to become committed to *Lifestyle Choices & Daily Activities* that play a part in and enhance the ***SUSTAINABILITY OF OUR WORLD***.



THE WORLD CLASS INITIATIVE will empower *Young People* to *cultivate*:

– *THE ABILITY AND OPPORTUNITY TO COMMUNICATE EFFECTIVELY*

Young People... need access to easy-to-use online tools that allow them to *convey* and to openly share their thoughts & ideas through collaborative environments including Web sites, blogs, citizen journalism & streaming media tools.

– *THE CAPABILITY TO ANALYZE & INTERPRET DATA*

Young People... need to have the ability to critically assess & evaluate the often confusing & contradictory glut of data & content focused on *Global Warming & Climate Change* that is now available online & offline.

– *THE OPPORTUNITY TO ENGAGE IN CREATIVE PROBLEM SOLVING*

Young People... need to have the capacity to apply *WHAT THEY KNOW* and to *seek out WHAT THEY NEED TO KNOW* as they *explore ALL* of the challenges & questions related to *Global Warming & Climate Change*. It is essential for *Young People* to be able to identify & to understand many different perspectives.



THE WORLD CLASS INITIATIVE will provide learning experiences that allow *Young People* to develop the following three essential communication skills:

– *THE OPPORTUNITY TO ENHANCE & PROMOTE COLLABORATIVE LEARNING*

Young People... need easy-to-use interpersonal guides & online tools that allow them to effectively **work** together toward common goals. Interactive learning experiences will facilitate the open sharing of knowledge, observations & goals that foster productive, collaborative learning.

– *THE ABILITY TO UNITE ACTIVE LEARNING WITH COMMUNITY SERVICE*

Young People... need encouragement, support & easy-to-use online tools that promote opportunities for them to openly share new knowledge & content with others & “*Learn By Teaching.*” Interactive learning experiences will creatively promote *Role-playing, Discussions, Debate & Active Participation* in the development of thought-provoking *Case Studies* that lead to empowering community service projects.

– *THE POWER TO CULTIVATE A POSITIVE VISION OF THE WORLD*

Young People... need access to easy-to-use online tools that provide inspiration & serve as guides that help & support them as they effectively carry out the continuous flow of community and/or individual projects from conceptualization to completion.



THE WORLD CLASS INITIATIVE will provide discovery-based learning experiences that allow *Young People* to uncover answers to *commonly asked questions* related to scientific, economic, social & health issues surrounding environmental changes associated with *Global Warming & Climate Change* such as:

- *How real is Global Warming? What evidence exists to support this theory?*
- *Has Global Warming already started? How do we know this?*
- *What are greenhouse gases? Are they all the same? Are they always harmful?*
- *How do greenhouse gases contribute to Global Warming?*
- *How much greenhouse gas is being produced by region on Earth? And Why?*
- *What is being done to control Global Warming?*
- *What are carbon footprints? What do they measure?*
- *What do scientists mean when they talk about carbon sequestration?*
- *How do trees, plants and gardens help to prevent Global Warming?*
- *How does Global Warming & Climate Change affect human health & well-being?*
- *How much do cars, buses or airplanes add to the carbon in the atmosphere?*
- *As our climate changes, how are animal habitats and weather patterns **changing**?*
- *Are sea levels rising? How is this affecting life on earth... as we know it?*
- *Have the CO² Levels in our environment already risen too high? Is it too late?*
- *Global Warming & Climate Change seems so BIG... What can I do?*
- *How much CO₂ do I release just by breathing?*
- *Do electric cars help reduce greenhouse gases?*



THE WORLD CLASS INITIATIVE will provide *Young People* with compelling learning opportunities that encourage engaged involvement & participation in *ACTIVE CHOICES* that promote enlightened stewardship for the well-being of *PLANET EARTH*.

Digital Watershed envisions *THE WORLD CLASS INITIATIVE* inspiring a network of *Young Citizen Scientists* who gain the awareness & insights needed to effectively address the many major challenges *WE ALL FACE*. These serious & growing problems are the outcome of *human choices & human actions*.

*"We do not need to invent sustainable human communities.
We can learn from societies that have lived sustainably for centuries.
We can also model communities after nature's ecosystems, which are
sustainable communities of plants, animals and microorganisms.
Since the outstanding characteristic of the biosphere is its inherent ability
to sustain life, sustainable communities must be designed in such a manner
that its technologies and social institutions honor, support and cooperate with
nature's inherent ability to sustain life."*

Fritjof Capra

Founding Director, The Center for Ecoliteracy



THE WORLD CLASS INITIATIVE advocates that *WE ALL* must come together and work toward a common vision.

The following examples illustrate how *Young People...* will benefit from the “*discovery-based*” experiences offered by *THE WORLD CLASS INITIATIVE*.





EXAMPLE 1: Restoring Shoreline Habitats promotes Community Service!

Picture community groups *ALL OVER THE WORLD* discovering how to become good stewards of nearby shoreline habitats through active involvement in community shoreline restoration projects. *Greenhouse Gases* absorb into bodies of fresh water & seawater, changing their acidity & ability to support life. The *Community Shoreline Restoration Projects* designed by our *Creative Team* will coach *Young People* on how to respect and enjoy their natural environment.

This learning experience will allow groups of *Young People* to participate in “backyard” projects to explore *how* important trees & native plants are to the overall health of water ecosystems & shoreline habitats. Groups will be assisted by *World Class Initiative Environmental Mentors* who advise & support each group as the team plans & carries out their project. *Young People* will become more aware of the importance the ecological diversity, the habitat management & the water quality in their “backyard” has on the *sustainability* of their own health & well-being, their local environment & the global environment.

Throughout all phases of their projects, each team will utilize *World Class Initiative Project Templates* as they plan their projects, collect data & track their progress. Teams will use *Web Cameras* and a series of innovative *World Class Initiative Podcast & Slideshow Templates* to document & share their experiences with their local community & the greater world. Their *Community Service* will spawn *Communities of Active Learners all over the Planet!*



EXAMPLE 2: Sharing Experiences Empowers Positive Change!

Far too many of people feel that *Global Warming & Climate Change* foreshadow the end of life on *Earth* as we know it. Although this crisis is *REAL* and the implications could be devastating, as we learn more about the realities of this *Global Challenge*... *WE ALL* need to be empowered with hope & personal conviction.

Together we can make a difference! Real-life stories remind *People of All Ages & Cultures* that the *choices* we make & the *actions* we take are important & can result in positive change. Although it's imperative that *Young People* clearly understand the effects of *Global Warming & Climate Change*... It's equally important that *ALL OF US* are informed about the positive strides other *World Citizens*: scientists, researchers, engineers, educators, farmers & inspired civilians are undertaking to improve the *global health* of our *PLANET*. Real-life stories remind *People of All Ages & Cultures* that the *choices* we make & the *actions* we take are important & can result in positive change.

Our *Creative Team* will produce collaborative stories with *Young Citizen Reporters* that document the successful advances that are taking place *TODAY*... to confront this important issue. Utilizing our well-honed skills as award-winning, national television producers and interactive, educational Web & media producers and our experience as team members producing national museum exhibits... the *Creative Team* will develop an on-going series of video stories & online interactions highlighting *Young People's* efforts to address *Global Warming & Climate Change*.



EXAMPLE 3: Community Gardens promote Collaborative Learning

Imagine Young People ALL OVER planting organic community gardens. Organic produce is not only chemical-free but it is higher in vitamins & minerals because the land produce is grown on almost always is healthier than the soil used for mass produced crops. Because organic gardens don't require pesticides & fertilizers made from petroleum & natural gas, they reduce the release of Greenhouse Gases into the Earth's atmosphere. Producing & choosing to eat vegetables & fruits that are locally produced & "in season" helps reduce a community's overall energy consumption. Community gardens are a valuable resource but they need active, engaged communities to support them.

Envision each Community Team studying & charting the fertility of the soil in their Community Garden. Taking samples of the dirt from their plots... each team analyzes the soil for pH & other nutrients. The teams record their findings in a Web-enabled PDA using a World Class Initiative Plotting Template. Throughout the growing season, each team refers to online World Class Initiative Knowledge Database Tools that allow the teams to review & share information about how to maximize their growing potential from online experts. The teams chart the amount of water & organic fertilizer they use in an online, interactive World Class Initiative Journal/Log Template. Each team uploads photo images & journal entries to inspire & share information with other interested teams using the online, interactive Social Networking Tools available on the World Class Initiative Web site.



For more information, we invite you to visit

www.worldclassinitiative.org