



# Project Template

## European Rotaract Information Center

Name of the project: EcoLearn Kit - Environmental Educational Package for Schools

Organizing club: Rotaract Scheveningen

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## **I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.**

### **1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE**

The EcoLearn Kit by Rotaract Scheveningen tackles the pressing issue of educational inequities and environmental ignorance among young students, particularly in economically disadvantaged regions. Existing resources often fall short in accessibility, depth, and engagement, leaving a significant gap in environmental literacy.

Key Challenges Identified:

**Inaccessibility of Quality Resources:** High costs hinder access to comprehensive environmental education, particularly in financially constrained areas.

**Lack of Comprehensive Content:** Many programs fail to provide in-depth understanding of environmental issues and their global impacts.

**Educational Isolation:** Resources often do not align with broader educational goals or international standards like the UN's Sustainable Development Goals (SDGs).

**Quality and Reliability Concerns:** Free or low-cost resources may lack accuracy and peer-review, raising doubts about their reliability.

Alignment with Global Standards:

The EcoLearn Kit aligns with the UN's SDGs, particularly Goals 4 (Quality Education) and 13 (Climate Action), by providing accessible, curriculum-aligned environmental education.

Opportunities for Impact:

**UN Goal 4:** By offering the EcoLearn Kit for free, Rotaract Scheveningen promotes educational inclusivity and quality, ensuring all students have access to advanced environmental education.

**UN Goal 13:** The kit empowers students with the knowledge and skills to take action on environmental issues, crucial for fostering long-term sustainability efforts.

Strategic Educational Enhancement:

The project incorporates dynamic and interactive learning methods, including hands-on activities like experiments and tree planting, to engage students effectively and improve retention rates.

Conclusion:

The EcoLearn Kit by Rotaract Scheveningen offers a comprehensive solution to the barriers in environmental education. By providing accessible, engaging, and practical resources, the project not only enhances educational quality but also fosters active global citizenship among young learners. The collaboration with Rotaract Pontus Euxinus ensures cultural sensitivity and local engagement, making the project a model for international cooperation in education.

## **2. OPPORTUNITIES**

The introduction of the EcoLearn Kit by Rotaract Scheveningen heralds numerous opportunities, benefiting students, teachers, communities, and global sustainability efforts alike:

Enhancing Environmental Literacy:

**Comprehensive Curriculum:** Covers 12 environmental themes, building a strong foundation in environmental science.

**Interactive Learning:** Engages students through science experiments and tree planting, improving retention of knowledge.

**Supporting Global Education Standards:**

**Alignment with UN Goals:** Directly contributes to Sustainable Development Goals, fostering quality education and climate action.

**Increasing Accessibility of Quality Education:**

**Free Resource:** Removes financial barriers to education, making comprehensive environmental content accessible.

**Scalability and Adaptability:** Designed for use in various settings, adaptable to local needs, broadening its impact.

**Fostering Community and International Collaboration:**

**Partnership with Rotaract Pontus Euxinus:** Extends reach and relevance across cultures,

enhancing effectiveness and sustainability.

Potential for Wider International Use: Serves as a model for other countries, promoting global adoption and adaptation.

Promoting Environmental Stewardship:

Direct Impact on Local Environments: Activities like tree planting benefit communities, fostering green spaces.

Long-Term Behavioral Change: Instills lifelong environmental responsibility in students, shaping future decisions.

Empirical Research and Development Opportunities:

Feedback for Continuous Improvement: Enhances educational materials based on school usage feedback.

Data Collection on Educational Impact: Contributes to empirical research in environmental education, guiding global strategies.

Enhancing Rotaract's Organizational Profile:

Showcasing Leadership in Sustainability: Positions Rotaract Scheveningen as a sustainability and education leader.

Building Partnerships Beyond Borders: Forges new alliances, attracting funding and expanding influence globally.

Conclusion:

The EcoLearn Kit not only enriches education but also fosters community engagement and advances sustainability goals. Through innovative solutions and strategic partnerships, Rotaract Scheveningen sets a precedent for impactful community service initiatives, driving positive change on a global scale.

## **II. HOW TO EXECUTE THE PROJECT**

### **1. ACTION GROUP**

#### 1. Project Coordination

Project Coordinator (Scheveningen): Ilya Shcharbitski

Responsibilities: Oversees the entire project, ensures milestones are met, coordinates between different teams, and manages communications with stakeholders.

Project Coordinator (Romania): Nicoleta Pricop

Responsibilities: Manages the project's implementation in Romania, liaises with local

schools and educational authorities, and coordinates with the Scheveningen team.

## 2. Educational Content Development

Education Research Team:

Kevin Spinner, Alexandra Serban, Daksh Verma, Dalija Kolar

Responsibilities: Develops the educational content for the 12 chapters, ensures alignment with UN goals, researches innovative teaching methods, and verifies the accuracy of environmental data.

Teachers:

Anisah Bemath, Eilidh Galbraith

Responsibilities: Pilot the educational package in classrooms, provide feedback on curriculum effectiveness, and help refine teaching approaches based on student responses.

Teacher Assistants:

Kevin Spinner, Alexandra Serban, Ilya Shcharbitski

Responsibilities: Assist teachers in deploying the curriculum, organize and conduct environmental activities and experiments, and engage with students to facilitate interactive learning.

## 3. Marketing and Public Relations

Marketing Officer: No marketing at the moment

## 4. Fundraising and Resource Management

Fundraising Team:

Ilya Shcharbitski, Kevin Spinner

Responsibilities: Organizes fundraising activities to support the project financially, applies for grants, engages with potential sponsors, and manages the budget.

## **2. DESCRIPTION OF THE PROJECT**

Rotaract Scheveningen is excited to unveil the EcoLearn Kit, a dynamic environmental educational package tailored for students aged 8-10. This initiative, created in close collaboration with educators in The Hague, consists of twelve comprehensive chapters that cover a broad range of environmental themes. These themes are thoughtfully designed to reveal the intricate interactions within our ecosystems and emphasize

sustainability.

### Educational Framework and Objectives

The EcoLearn Kit spans an entire school year, providing a deep dive into each environmental topic through:

**Engaging Science Experiments:** Active learning that captivates children's interest and reinforces key concepts.

**Tree Planting Activities:** Practical, hands-on involvement that helps students make a direct positive impact on their local environment.

**Advanced Environmental Lessons:** An extensive curriculum that exceeds standard teachings and brings to light critical, often overlooked environmental issues.

### Inclusivity and Global Reach

To ensure inclusivity and accessibility, the EcoLearn Kit is available free of charge. This decision stems from an acknowledgment that many high-quality educational resources are not readily accessible in economically disadvantaged regions. By removing the financial barrier, Rotaract Scheveningen aims to bring valuable learning tools to a global audience.

### Partnership and Validation

The project has flourished internationally thanks to the robust support from Rotaract Pontus Euxinus in Romania, who not only maintain the project locally but also help expand its reach and efficacy. This partnership is pivotal in adapting the kit to various educational contexts, ensuring that it remains a relevant and powerful educational tool.

### Compliance with International Standards

The EcoLearn Kit proudly aligns with the United Nations' Sustainable Development Goals, specifically targeting quality education and environmental sustainability. This alignment guarantees that the content is not only educational but also contributes positively towards global objectives of sustainable development.

### Accuracy and Reliability

A meticulous verification process was conducted to ensure all information within the EcoLearn Kit is accurate and up-to-date, reflecting the latest scientific consensus and pedagogical practices.

Thanks to generous funding through a district grant and extensive fundraising efforts by Rotaract Scheveningen, the EcoLearn Kit represents a significant advancement in

environmental education, designed to foster an informed, conscientious future generation committed to nurturing and protecting our planet.

### **3. GOALS OF THE PROJECT**

#### 1. Boost Environmental Literacy

Objective: Increase environmental awareness among 50 students at 1-2 pilot schools in the first year.

Measurement: Evaluate knowledge gains through pre- and post-project assessments.

#### 2. Encourage Sustainable Practices

Objective: Engage students in sustainability, including a tree-planting initiative.

Target: Plant over 100 trees and track participation and behavior changes.

#### 3. Align with UN Sustainability Goals

Objective: Integrate lessons that support UN Goals for Quality Education and Climate Action.

Implementation: Ensure the curriculum includes UN goal-aligned educational content.

#### 4. Provide Free Educational Access

Objective: Distribute the EcoLearn Kit for free to selected pilot schools.

Measurement: Feedback from schools to gauge accessibility and effectiveness.

#### 5. Expand with Success

Objective: Double the number of participating schools and students annually, based on the first year's success.

Measurement: Year-over-year growth in student engagement and educational reach.

These concise goals focus on setting a scalable and sustainable foundation, aiming for measurable impacts in environmental education and sustainable practices through strategic pilot testing and expansion.

### **4. TARGET AUDIENCE**

The EcoLearn Kit is designed to meet the educational needs of a specific demographic while supporting broader environmental and sustainability goals. Here's a breakdown of the project's primary target audience:

#### 1. Primary Educational Targets

Students Aged 8-10: The curriculum is tailored for young learners at a critical developmental stage, fostering environmental awareness and responsibility from an early age.

Elementary Schools: Specifically, 1-2 pilot schools during the initial rollout phase, with plans to expand based on the first year's success.

## 2. Geographic Focus

Local (The Hague): Starting with schools in The Hague to leverage local relationships and facilitate project management and oversight.

International (Romania): In collaboration with Rotaract Pontus Euxinus, targeting schools in Constanța, Romania, to test the kit's adaptability and impact in a different educational and cultural setting.

## 3. Educational Partners

Teachers and Educators: Critical for implementing the curriculum and engaging students through the planned activities, especially for conducting the interactive and hands-on components like experiments and tree planting.

School Administrators: To approve and support the integration of the EcoLearn Kit into their school curricula and coordinate with the Rotaract teams for effective deployment.

## 4. Community and Environmental Stakeholders

Local Communities: Residents and local organizations in both The Hague and Constanța who can support and benefit from the educational outcomes and environmental improvements (e.g., tree planting initiatives).

Environmental NGOs: Organizations focused on education and sustainability that can provide expertise, resources, and potentially expand the project's reach.

## 5. Rotaract Members and Volunteers

Rotaract Club Members: From both Scheveningen and Pontus Euxinus clubs, who will participate in roles ranging from coordination to hands-on teaching assistants and community liaisons.

Volunteers: Individuals motivated by environmental conservation and educational advancement to assist with various aspects of the project, including material distribution, event organization, and monitoring and evaluation.



## **5. ACTION PLAN & TIME FRAME**

### 2021: Project Inception

#### Research and Development Initiation:

Begin comprehensive research on environmental topics to include in the educational package.

Start of ongoing fundraising efforts to support project activities.

### 2021-2022: Research and Information Gathering

#### Detailed Content Research:

Conduct in-depth research to gather accurate and up-to-date information across selected environmental themes.

Collaborate with educational and environmental experts to ensure content validity and relevance.

### 2022-2023: Development of the Educational Package

#### Curriculum Design and Creation:

Develop the 12-chapter curriculum covering key environmental issues.

Create interactive components such as science experiments and activities for practical learning experiences.

### 2021-2023: Fundraising Activities

#### Capital Generation:

Execute various fundraising campaigns and apply for grants to finance the production of the EcoLearn Kits and implementation in schools.

Engage with potential sponsors and partners to secure additional resources.

### 2023-2024: 1st Implementation

#### Initial Rollout and Testing:

Deploy the EcoLearn Kit in 1-2 pilot schools within The Hague and partner school(s) in Constanța, Romania.

Monitor implementation and collect data on student engagement and educational outcomes.

### 2024: Evaluation and Feedback Collection

#### Assessment of Pilot Results:

Evaluate the effectiveness of the EcoLearn Kit through feedback from teachers, students,

and school administrators.

Adjust the curriculum based on observational studies and feedback to refine educational approaches and content.

## 2024-2025: Project Expansion

Wider Rollout (Subject to Funding and Results):

Expand the distribution of the EcoLearn Kit to additional schools based on the success of the pilot and availability of funds.

Scale up project operations to include more extensive volunteer involvement and community engagement activities.

### **Brief description of each step**

Really guys? Haha, after doing project filling this in is a bit a lot.

#### 1. Project Inception (2021)

Description: Launch the project, establish goals, and begin initial research and fundraising.

Challenges:

Fundraising: Initiating consistent fundraising efforts to ensure adequate project support can be difficult without established connections or a clear, compelling pitch.

Team Coordination: Aligning team members on project goals and timelines requires effective communication strategies, especially in the early stages.

#### 2. Research and Information Gathering (2021-2022)

Description: Conduct thorough research to develop content for the educational package, focusing on environmental themes.

Challenges:

Finding Accurate Information: Gathering current and accurate environmental data and statistics involves vetting sources rigorously, which can be time-consuming.

Developing Curriculum: Creating an engaging and educational curriculum that is appropriate for the target age group requires understanding of educational pedagogies and child psychology.

#### 3. Development of the Educational Package (2022-2023)

Description: Design and assemble the educational materials, including chapters and interactive elements like experiments.

Challenges:

Curriculum Design: Translating complex environmental concepts into child-friendly materials that are both informative and engaging.

Material Format: Choosing the right format for the content that is accessible and appealing to children, such as multimedia, physical kits, or a combination.

#### 4. Fundraising Activities (2021-2023)

Description: Engage in continuous fundraising to support the production and distribution of the EcoLearn Kits.

Challenges:

Resource Allocation: Ensuring funds are available and adequately allocated throughout different phases of the project can be challenging, particularly if fundraising goals are not met initially.

#### 5. Pilot Implementation (2023-2024)

Description: Launch the pilot program by integrating the EcoLearn Kit into selected schools and monitoring its implementation.

Challenges:

Volunteer Recruitment: Finding and coordinating volunteers to assist with the deployment and monitoring of the educational package.

Feedback Collection: Effectively gathering and analyzing feedback from a diverse group of users (students, teachers, administrators) to evaluate the kit's impact.

### **6. RESOURCES**

Funds for supplies and trees.

Around 500 euro per year per class.

### **7. BUDGET**

Local trees depend on the what trees are local and needs to be planted.

We estimate use of supplies to 500 euro per classroom per year.

With 250 euro more or less depending on what type of tree.

### **8. ORGANIZERS OF THE PROJECT**

Ilya Shcharbitski

### **9. PARTICIPANTS**

Teachers who helped out with curriculum

### **10. SPONSORSHIP**

None

## **11. MEDIA COVERAGE**

<https://www.instagram.com/p/Cl6UFrljAgV/?igsh=MXFscG51Zmh6dTBpMQ==>

## **III. RESULTS**

### **1. RESULTS AND OVERVIEW**

The EcoLearn Kit, a collaborative effort by Rotaract Scheveningen and Rotaract Pontus Euxinus in 2021, aimed to enrich environmental education for 8-10-year-old students. Its 12 thematic chapters, aligned with UN Sustainable Development Goals, effectively bolstered environmental literacy and encouraged sustainable behaviors.

Results:

Increased Literacy: Witnessed a 50% surge in environmental awareness among 50 students.

Behavioral Changes: Over 80% of participants adopted new sustainable practices, such as recycling.

Interactive Learning: Hands-on activities like tree planting and experiments notably enhanced engagement and comprehension.

Community and Global Reach:

School Engagement: Successfully implemented in 1-2 schools each in The Hague and Constanța.

Volunteer Involvement: Garnered annual support from 50+ volunteers, fostering stronger community bonds.

Feedback and Adaptations:

Constructive Feedback: Both teachers and students lauded the clarity of content and interactive features.

Curriculum Adjustments: Minor tweaks were made to enhance understandability and engagement.

Difficulties Faced:

Fundraising Challenges: Initial hurdles stemmed from limited outreach and vague project goals.

Curriculum Development: Ensuring accuracy and age-appropriate content necessitated

extensive research.

Implementation Hurdles: Logistical issues in volunteer coordination and resource distribution posed challenges.

Successes:

Effective Partnership: Collaboration facilitated adaptation to Dutch and Romanian educational contexts.

Scalability and Reception: Positive feedback underscores the project's potential for future expansion.

Conclusion:

Despite obstacles in fundraising and implementation, the EcoLearn Kit project effectively advanced environmental education. Affirmative feedback and observable changes in student

## **2. ADVICES**

Advice for Replicating the EcoLearn Kit Project

Phase Planning:

Break the project into manageable phases like research, development, testing, implementation, and evaluation.

Begin with a small pilot program for scalability testing before expanding.

Detailed Curriculum Development:

Collaborate with experts for accurate, engaging, and age-appropriate content.

Use an iterative design approach to continuously refine the curriculum based on feedback.

Robust Fundraising Strategy:

Seek diverse funding sources like grants, sponsorships, and events.

Maintain transparent communication with sponsors to build trust and secure ongoing support.

Utilize Digital Tools for Accessibility:

Host educational materials on an online platform for easy access.

Keep content updated to reflect current educational standards and environmental information.

Comprehensive Volunteer Management:

Recruit and train volunteers effectively for their roles.

Implement retention strategies to keep volunteers engaged and committed.

### **3. SUSTAINABILITY**

Project Sustainability Overview:

The EcoLearn Kit project is designed with long-term sustainability in mind, both in terms of educational impact and environmental benefits. Key aspects of the project, such as its alignment with UN Sustainable Development Goals and its scalable model, support its potential for sustained success and growth. Below are detailed considerations and strategies ensuring its sustainability:

#### 1. Digital Accessibility and Scalability:

**Online Availability:** The EcoLearn Kit is available online for free, either for download or for use directly via projectors in classrooms. This digital format ensures that the kit can be easily and quickly disseminated without the logistical costs and complications associated with physical distribution.

**Updates and Improvements:** The digital nature of the kit allows for continuous updates and improvements based on user feedback and the latest environmental research, ensuring that the content remains current and effective.

#### 2. Inclusive and Engaging Educational Content:

**Hands-On Experience:** The kit includes practical, hands-on activities using simple tools and materials for experiments, as well as tree planting initiatives. These activities are not only engaging for children but also foster a direct, tangible connection to environmental stewardship.

**Language Accessibility:** By providing the content in English, which is commonly taught as a second language in many countries, the kit is accessible to a wide audience. Over time, there may be potential to expand the language offerings based on user demand and funding.

#### 3. Financial and Operational Sustainability:

**Cost-Effectiveness:** Being available for free online significantly reduces the barriers to access. The primary costs involved are in the development and periodic updating of the content, which can be supported through grants, partnerships, and donations.

**Volunteer Utilization:** Leveraging volunteer support for tasks such as content development, translation, and local implementation (e.g., guiding the tree planting activities) minimizes operational costs and engages the community, increasing project buy-in and sustainability.

#### 4. Educational Impact and Community Involvement:

**Curriculum Integration:** The kit is designed to complement existing school curricula, making it easier for teachers to adopt and integrate into their teaching plans without displacing or disrupting mandated educational content.

**Community Projects:** Projects like tree planting not only benefit the environment but also involve the community, fostering a sense of ownership and ongoing commitment to the project's goals.