



Community Education & Outreach

10 Points Bronze Priority Silver Priority School

Updated January 2018

PRIORITY ACTION

This action awards points to schools that take action to educate the community about sustainability issues and about specific programs that encourage sustainable practices. Educational programs and activities may be hosted at the school or held at another location, so long as the events are open to the public. This action presents the opportunity for schools to collaborate with municipalities, and both may earn points towards their respective certification – Sustainable Jersey for Schools or Sustainable Jersey (for municipalities). To get 10 points for community education and outreach, schools will need to present at least two sustainability-focused education activities to the public, no more than one year prior to the initial submission deadline, and students must have been an integral part of at least one of the activities.

Why is it important?

Achieving sustainability requires contributions from all sectors at local, state, and international levels; schools are key players for engaging students and their families, staff, and educators. Community education and outreach by schools can make significant contributions to creating a shared understanding of the importance of sustainability and how each member of the community can help achieve it. In many instances, schools are an under-utilized resource for educating and engaging the community at large about sustainability issues. Schools are brimming with knowledge, experience, energy and enthusiasm of both staff and students. A school's teaching, administrative, and facilities, personnel are experienced in engaging diverse audiences and in running a great variety of educational, athletic and other programs; they have subject-matter expertise and technical skills. Schools also occupy and manage substantial building and grounds space: in fact, school grounds are a gathering point for many communities. Furthermore, through partnering with community organizations, businesses and municipalities, schools can leverage their resources to bring effective education and outreach programs to their communities. While contributing to local and global sustainability, such programs also greatly benefit the school community. Students involved with planning and implementing the program gain real-world experience and knowledge, and the school as a whole is invigorated by the enhanced links and relationships with its external community.

Who should lead and be involved with this action?

Leadership and resources can come from many areas. School Green Team leaders or advisers could lead community sustainability education and outreach efforts with support from key administrative leaders, such as the school principal and district superintendent, student leaders, local municipal green team members and environmental commission, and nonprofits or other groups involved with the school's sustainability efforts.

Timeframe

The time needed to implement community education and outreach activities depends on the outreach format selected. Sample activities include the following: school-sponsored events and activities require three to six months; film series require one to four months; lecture series require one to four months; large events, like a sustainability fair or tournament, that require media/outreach campaigns to the community may require four to twelve months; a newsletter article series requires one to three months; updating the school's website with educational sustainability resources such as webinars

and forums requires one to three months; formation of study or reading circles requires two to six months; organizing workshops and tours requires three to six months.

Project costs and resource needs

The amount of staff and student time needed to implement programs will depend on the activities pursued. Many activities have low direct costs for materials and services but may require higher levels of student or educational staff support time to implement. Those activities that may carry higher direct costs include the following:

- **Films and speakers:** Costs can vary depending on whether film directors will give rights to publicly display their films for a fee, or whether speakers provide their time for little to no cost. Many films may also be borrowed at no cost from public libraries.
- **Tours, field trips and evening or weekend workshops:** costs vary, but can be inexpensive if speakers provide their time for little or no cost, and tour and trip costs can be minimized if transportation logistics/costs are minimized.

What to do, and how to do it ("How to")

This section provides guidance and recommendations for implementing the action.

The school or district should keep the following requirements in mind as it undertakes this action:

1. The school's community education and outreach program must have been implemented no more than one year prior to the application's initial submission deadline.
2. At least two sustainability-focused community education and outreach events or activities must have been completed as part of the program, and all events and activities must have been accessible to school families as well as to the general public.
3. Students must have been integrally involved in at least one of the events or activities.

A school does not need to follow the following guidance exactly as long as it meets the requirements for earning points for this action.

Because the topic of sustainability is so broad, the school's Green Team or a subcommittee of the team should be responsible for developing a program and prioritizing specific education and outreach efforts related to community sustainability. Reach out to local municipalities to assess the possibility of collaborating with them on their sustainability education initiatives. Recruit student and staff committee volunteers, PTA/O members, classes, or other clubs to organize the selected education or outreach activities. To earn points for community education and outreach, the school will need to host at least two events; at least one of the events should involve students. Welcoming all community members, from residents to local businesses, as well as catering to diverse language and cultural needs of the community, should be considered when planning events and the delivery mode for educational content.

Education and outreach events can encompass many topics, such as energy efficiency, sustainable landscaping, composting, and environmental justice to be appropriate for inclusion in a sustainability outreach program. The Resources section provides links to materials covering a variety of education and outreach subject areas.

The following are examples of education campaigns that could be included as part of an ongoing outreach program:

- An Earth Talk or School-to-Home Greening series could be run by the PTO to provide the community with Green tips. The school's sustainability initiatives could be written up in the school newsletter and future initiatives could be discussed at these public meetings; possible topics could include implementing waste reduction, how to start a home garden, energy efficiency, water conservation, and sustainability-related careers (refer to the Resources section for more discussion ideas). Topic experts could be invited to attend meetings to facilitate discussion. A lecture series could spur out of these group talks that could be hosted at the school or online through webinars and forums.
- A Green film series or a book talk group could be hosted by Green Team members to invite students, staff, school families, and area residents to learn about and discuss sustainability topics. Green films or books can be presented each month or two on a different topic, ranging from sustainable agriculture to green design. Films and books should be voted upon by the school community and Green Team members in the beginning of the school year, or at the end of the school year for the next year's series; see the Resources section for suggested films and books. For example,

a Green Film Night could invite the community to school to watch a film like "Dirt! The Movie," a documentary that shows how fundamental soil is to our existence. The evening would begin with previews for their next Green Film Series feature and a brief introduction to the topics addressed that night. Following the film, a discussion would be facilitated by the Green Team—and local experts, if possible—on the environmental impacts of human activity and development on our soils. Coffee and tea could be served; participants could be asked to bring their own mugs, adding to the sustainability of the event itself.

- Promote existing programs related to improving energy efficiencies for homes and commercial buildings such as incentive and rebate programs offered by the New Jersey Clean Energy Program as well as incentives offered by utilities serving the area. The school or district could include a link on its website to the New Jersey Clean Energy website (<http://www.njcleanenergy.com/>) along with a brief write-up about the program and its benefits. Links to utility incentive programs available in the service area can also be included (see Resources section below for utility links). Students could then do outreach (e.g., via presentations, articles, posters) in the school and wider community to raise awareness about the program and to encourage participation.
 - A presentation/tour on healthy buildings (related to asthma and other respiratory conditions) or green cleaning could be made to school families, local residents, and business leaders, showcasing green features of the school building and operations. School nurses and facilities staff with responsibility for green procedures and systems could be invited to share their knowledge and even lead a tour or give a demonstration.
1. Communities can deliver educational programming through a variety of formats; determine which is best for your individual school. Programs eligible for points under this action may incorporate the following activities:
 - A series of school sponsored events and activities open to the public
 - Film series
 - Lecture series
 - Media/outreach campaigns, including direct mailings to the school community, a newsletter series, a well-publicized sustainability education section on the school website, or outreach via social media
 - Study circles/reading circles
 - Workshops/trainings/tours/field trips

Resources appropriate for each type of activity are listed in the "Resources" section.

2. Establish a budget, timetable, logistics (i.e., identify venues, speakers, resources, advertising) for the project. Establish an event registration process if necessary.
3. Advertise the activities with articles in local news outlets and the school newsletter, flyers, posters, press releases in school and local newspapers, or by partnering with the school district and community organizations to email or distribute information about these events. Target some publicity to the broader community (beyond school families) to encourage greater participation. Outreach events must be open to parents and to the broader community.
4. Once the community education and outreach projects have been completed, evaluate the programs' impacts on the target audience. Determine what worked well with the projects and what could be improved if these types of activities are tried again in the school or community.

What to submit to earn points for this action

In order to earn points for this action, the following documentation must be submitted as part of the online certification application in order to verify that the action requirements have been met.

1. **Description of Implementation.** In the text box provided on the submission page for this action provide a short narrative (about 300 words or less) describing the two activities presented by the school to educate the community about sustainability topics, including a description of student involvement in presenting at least one of the topics to the community, and the impact of your outreach on the school community.
2. **Upload documentation** for at least two sustainability-focused education events or activities open to the public.

Include the program outreach or educational materials, flyers, press releases, newspaper articles, screen shots of event web pages, and/or photographs. The events must have taken place no more than one year prior or to the initial application deadline.

3. **Upload documentation** that describes student involvement in at least one of the programs. Copies of articles or reports that reference student participation and photographs are acceptable.

Action approval will expire on August 31 of the application year.

IMPORTANT NOTES:

There is a limit of six uploaded documents per action and individual files must not exceed 20 MB. Excerpts of relevant information from large documents are recommended.

All action documentation is available for public viewing after an action is approved. Action submissions should not include any information or documents that are not intended for public viewing.

Spotlight: What New Jersey schools are doing

Black River Middle School, Chester School District

The Chester School District hosts one of the largest science fairs in New Jersey. The science fair is open to students in grades 1-8 in the Chester school district and allows them to create a project that encourages them to dig deeper into a specific area of science; including sustainability, energy, life science, and more. To view a description and advertisement of the the Chester School District Science Fair click [here](#).

Ethel M. Burke Elementary School, Bellmawr Public School District

The Ethel M. Burke Elementary School implemented an innovative approach to civic engagement by having the 2016 Third Annual Multicultural Fair. One of the main goals for this event was to encourage cross-cultural connections amongst the Bellmawr community. To view a description and advertisement for the Multicultural Fair, click [here](#).

North Brunswick Township Public Schools

North Brunswick school district shares information about the GreenQuest energy savings program with the school community and general public via a letter mailed to all residents, and on its website. The district website hosts a page with information about the school's energy savings and encourages residents to click on the provided link to the GreenQuest website to pursue participation in the program.

http://nbtschools.org/for_parents/energy_savings

Verona School District

The Verona Board of Education collaborated with the Verona Environmental Commission on a campaign to increase awareness of and reduce idling in their community. This community education and outreach program posted "no idling" signs at the schools and in other areas of the town, and did comprehensive education and outreach with newspaper coverage, posters, flyers, speaking engagements, and an elementary school poster contest. Students and parents were engaged in the production of a two-minute video, "Go Idle Free Verona."

<http://www.veronaec.org/cleanair#TOC-Go-Idle-Free-Verona>

Veterans Memorial Middle School, Brick Township School District

At Veterans Memorial Middle School, students and teachers have been working hard in offering education to the community on sustainability issues and ways of practicing sustainable actions. Back in January, they hosted their second "Parent University", a night of information and exploration sessions for parents to learn about education programs, technology tutorials, and skills beyond the classroom. To view informational pamphlets from VMMS Parent University night click [here](#).

Resources

The following actions provide information on additional activities and resources that support community education and outreach: Green Challenges; Green Fairs; Civic & Stewardship Volunteer Initiatives.

The following resources may be helpful in completing this action.

UTILITY INCENTIVES AND REBATE PROGRAMS FOR RESIDENTS AND BUSINESSES

Utility incentive programs vary and may include low interest loans for the remaining percent of the cost of the efficiency upgrades paid for via NJ CEP incentives. Check each utility website for the most up to date information on current incentive programs, which may have changed.

Atlantic City Electric (ACE)

- **ACE Energy Know How Solutions:** interactive tool that analyzes your electric bill and offers ways to save energy and money. <https://www.atlanticcityelectric.com/MyAccount/MyService/Pages/energy-efficiency-programs.aspx>
- **ACE Energy Profiler Online** (large energy customers): online access to real time meter data to analyze usage for multiple sites or facilities; review usage data for energy choice decisions; measure the effectiveness of energy-efficiency efforts; generate management reports. [https://www.atlanticcityelectric.com/WaysToSave/ForYourBusiness/Pages/OnlineEnergyManagement\(EPO\).aspx](https://www.atlanticcityelectric.com/WaysToSave/ForYourBusiness/Pages/OnlineEnergyManagement(EPO).aspx)
- **ACE Energy Wise Rewards Program:** Peak demand reduction \$50 incentive for sign up - residential and business - install web programmable thermostat or outdoor switch <https://energywiserewards.atlanticcityelectric.com/>

Elizabethtown Gas Elizabethtown Gas provides supplemental financing for the NJ CEP SmartStart or Pay for Performance programs; the incentive is currently 25% of the NJ CEP incentive. <https://elizabethtowngas.com/-/media/Files/ETG/2013%20%202015%20ETG%20eS%20Commercial%20Rebate%20TsCs.pdf>

- **Elizabethtown Gas online energy audit** for residential <https://www.elizabethtowngas.com/residential/energy-savings>

Jersey Central Power and Light (JCPL)

- **JCPL Home Energy Analyzer:** online assessment tool https://www.firstenergycorp.com/save_energy/home_energy_analyzer.html
- **JCPL Easy Green:** Peak demand reduction for residential customers in selected areas with central air conditioning systems; \$50 gift card plus savings of up to \$60 per year. <http://www.easygreen-jcpl.com/>
- **JCPL 100% Green Energy option:** no fee to switch; \$75 incentive bonus <https://www.communityenergyinc.com/products/jersey-central-power-light-co/>

Lavallette Electric Utility

- **Lavallette Voluntary Peak Demand notification:** When it is anticipated that one of those peak days is occurring, you will receive a voice message through the Borough's newly acquired automated notification system. <http://www.lavallette.org/electricpeak.html>

Madison Electric Company

- **Madison Electric Curtailment Volunteer (MECV):** residential and business; voluntary peak demand notification. <https://www.rosenet.org/188/Peak-Curtailment>

New Jersey Natural Gas (NJNG)

- **NJNG provides supplemental financing for the NJ CEP Direct Install (DI) program.** DI provides up to 70% of the cost, NJNG offers a loan (at 0% over a three year repayment period) for the remaining 30% of the costs. <http://www.savegreenproject.com/featured-pages/o-apr-on-bill-repayment-program#commercial>
<http://www.savegreenproject.com/wp-content/uploads/2011/03/GovtMunOBRP-AppFY2016.pdf>
- **NJNG incentive programs for residential Home Performance with EnergyStar**
- **NJNG SAVEGREEN** Enhanced rebates supplement WARMadvantage for furnace (500), boiler (500) or water heater (100) up to \$600 following a required home energy analysis. OR, NJNG Enhanced Rebates: customer can apply for up to \$6500 at 0% financing for 5 yrs OBR. <http://www.savegreenproject.com/>
<http://www.savegreenproject.com/wp-content/uploads/2011/03/6500-OBRP2015Terms-5-year.pdf>
<http://www.savegreenproject.com/wp-content/uploads/2011/03/6500-OBRP2015App-5-year.pdf>
- **NJNG Whole House Approach (HPwES):** Up to \$5K rebate through HPwES; plus up to 10K at 0% for 10 yrs OBR <http://www.savegreenproject.com/wp-content/uploads/2011/03/10-Year-HPwES-2015Terms.pdf>

<http://www.savegreenproject.com/wp-content/uploads/2011/03/10-Year-HPwES-2015App.pdf>

- **NJNG Conserve to Preserve Dashboard:** online home energy assessment. <http://www.njng.com/save-energy-money/ctp/index.asp> <http://www.njng.com/save-energy-money/ctp/dashboard.asp>
- **NJNG Speakers' Bureau program** helps NJNG reach out to our communities and offer information on a variety of issues, from natural gas safety to energy conservation. Presentations are designed to help NJNG interact with neighbors, from young students to senior citizens. <http://www.njresources.com/community/community-resources/speakers-bureau.asp>
- **NJNG Schools' Programs** Kids & Conservation offers ways to get students thinking about protecting the environment with valuable information and resources that can open up your child's mind to the idea of energy efficiency. <http://www.njresources.com/community/education/kids.asp>
- **NJNG's Conserve to Preserve (CTP) Kids and Conservation Poster and Video Contests** The CTP Kids and Conservation Poster Contest is open to all fifth grade students in NJNG's service territory and gets students thinking about saving energy. Students are encouraged to use their imagination to illustrate their energy-saving ideas for a chance to win. The CTP Kids and Conservation Video Contest is open to all high school students, including those who are home-schooled, in NJNG's service territory and gets them excited about saving energy. <http://www.njresources.com/community/education/poster-and-video-contests-2015.asp>

PSE&G

- **PSE&G Direct Install for Government and Nonprofit**
PSE&G offers its own Direct Install program for government and nonprofits with peak demand of less than 200kW. The program provides free on-site energy audit of electrical equipment. PSE&G will pay 100% of the costs of the upgrades upfront; the customer will repay 20% of the cost interest-free over a two year repayment period. https://www.pseg.com/business/small_large_business/save_energy/gov_efficiency.jsp
- **PSE&G Direct Install Small Businesses in Urban Enterprise Zones**
<https://www.pseg.com/family/pseandg/energyefficiency/index.jsp>
- **PSE&G Multifamily Housing program** <https://www.pseg.com/family/pseandg/energyefficiency/index.jsp>
- **PSE&G Online energy efficiency calculator** <http://c01.apogee.net/clients/default.aspx?utilityid=pseg>

South Jersey Gas

- **South Jersey Gas provides supplemental financing for the NJ CEP Direct Install (DI) program.** DI provides up to 70% of the cost; South Jersey Gas offers a loan (at 0% over a two year repayment period) for the remaining 30%. South Jersey Gas also provides supplemental financing for the NJ CEP SmartStart program: loans up to \$100K, at 0% interest over a five year repayment period. <http://www.southjerseygas.com/energy-efficiency/energy-overview-south-jersey-gas-online.html>
- **South Jersey Gas Home Performance with Energy Star (HPwES)** Participate in HPwES assessment: up to 10K at 0% for 7 yrs OR 15K at 4.99% for 10 yrs PLUS up to 4K NJCEP rebates.
 - **Participate in HPwES assessment -(current SJG customers):** and install high efficiency heating AND high efficiency water heating: up to \$6,500 at 0% for 5 yrs PLUS up to \$900 rebates from NJCEP.
 - **Participate in HPwES assessment and install high efficiency heating and high efficiency water heating:** \$500 rebate from SJG PLUS up to \$900 rebates from NJCEP.
 - **South Jersey Gas Equipment upgrade:** Switch to gas heating (new customers) and HPwES assessment, and install high efficiency heating AND high efficiency water heating: up to 8K at 0% for 5 yrs PLUS up to \$900 rebates from NJCEP. <http://www.southjerseygas.com/energy-efficiency/energy-overview-south-jersey-gas-online.html>

South River Electric South River Electric utility customers can see their energy use online, http://www.southrivernj.org/utility_collections_main.html

Sussex Rural Electric Cooperative

- **Beat the Peak:** Peak demand reduction for residential customers; electric water heater, \$100 bill credit, along with a \$2 bill credit per month; central air conditioner will earn you \$50 bill credit, along with a \$5 bill credit per month <http://www.sussexrec.com/content/beat-peak>

Vineland Electric Electric heat pump rebate (per ton rate)

http://www.vinelandmunicipalutilities.org/vmeusite/index_files/Page2435.htm

Education and Training Materials on Sustainability

Education for Sustainable Development Toolkit—University of Tennessee: The Education for Sustainable Development Toolkit available through this website is a Powerpoint presentation that can be used to introduce the topic of sustainability. The toolkit itself offers excellent activities, resources, and materials for the community and for educators. <http://www.esdtoolkit.org>

Empowerment Institute: "The Low Carbon Diet: How to Lose 5000 Pounds in 30 Days" is a fun, accessible, easy-to-use guide that will show users, step-by-step, how to dramatically reduce an individual's CO2 output in just a month's time.

Grounded in over two decades of environmental behavior change research, this illustrated workbook offers a list of eco-friendly actions and walks users through every step of the process, from calculating a personal current CO2 "footprint" to tracking the user's progress. Communities can also host a "Global Warming Café" workshops as part a larger "Cool Community Campaign Action Plan." <http://www.empowermentinstitute.net/index.php/community/low-carbon-diet/cool-community-campaign>

<http://www.empowermentinstitute.net/>

The Natural Step: The Natural Step is a not-for-profit organization dedicated to education, advisory work, and research in sustainable development. The Natural Step Framework is a proven, scientifically robust model that helps organizations make pragmatic decisions to move toward sustainability. The Natural Step program provides online training and information about establishing study circles and includes a Powerpoint presentation for introducing the concept of sustainability.

<http://www.thenaturalstep.org/>

The New Jersey Council for the Humanities: NJCH is a state partner of the National Endowment for the Humanities. NJCH sponsored a series of film screenings/discussions and reading discussions on the theme of Environmental Justice at New Jersey public libraries from January to October 2011. This year's films are "Crude: The Real Price of Oil" and "The Last Ghost of War," two highly acclaimed documentaries. Participating libraries will host a public screening of either film, accompanied by a scholar-led discussion. Within a few weeks, the library will also host one or two scholar-guided reading sessions.

NJCH will provide participating libraries with:

- a scholar, with expertise in both the chosen film's subject matter and the environmental justice theme, to lead the discussion and reading session(s);
- rights to screen the chosen film publicly;
- a packet of environmental readings selected by a scholar;
- up to \$400 reimbursement for publicity expenses and the cost of copying reading packets;
- a copy of the selected film for the library's circulating collection;
- copies of American Earth: Environmental Writing Since Thoreau and So Glorious a Landscape: Nature and the Environment in American History and Culture for the library's collection;
- sample publicity materials;
- a program listing on the NJCH website;
- a unique opportunity for local community engagement on an important theme.

Participating libraries should have the necessary A/V facilities to host a public film screening and a meeting space that holds a minimum of thirty people. Libraries will be responsible for publicizing the event according to NJCH guidelines, guaranteeing a minimum of thirty attendees for the film screening. Reading discussions should be capped at twenty-five participants. Libraries are also responsible for ordering the film; they will be reimbursed by NJCH for this cost.

At least 30 days before the intended event date, interested libraries should contact Mary Rizzo, Associate Director(Mrizzo@njch.org, 609-695-4838, 1-888-FYI-NJCH)

Northwest Earth Institute: The Northwest Earth Institute offers discussion courses and guides to topics, including "Choices for Sustainable Living," "Menu for the Future," "Discovering a Sense of Place," "Global Warming, Changing Course," and more. Discussion courses consist of an average of eight to twelve people who meet weekly or bi-weekly for

an hour to an hour and a half to discuss readings from one of NWEI's course books. These study guides, each about 100 pages, contain a diverse collection of short essays, articles, and book excerpts organized around weekly themes to create lively discussion. Discussion questions and a suggested meeting format are included in each study guide.

<https://www.nwei.org/discussion-course-books/>

Sustainable Communities Network: The SCN website includes resources for creating community, smart growth, growing a sustainable economy, protecting natural resources, governing sustainably, and living sustainably.

<http://www.sustainable.org/>

Green buildings and renovations

Environments for Living: This comprehensive green checklist developed by a large national contractor services company focuses on energy efficiency, comfort, health, and environmental stewardship. A virtual home tour allows homeowners or businesses to learn about energy efficiency, durability, indoor environmental air quality, and water efficiency.

http://www.environmentsforliving.com/pdfs/PL_CG.pdf

U.S. Green Building Council (USGBC): USGBC is a 501(c)(3) non-profit community of leaders working to make green buildings available to everyone within a generation. Its NJ chapter can be found at <http://www.usgbcnj.org/>. USGBC-NJ offers a speakers bureau that can provide talks on sustainable sites, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality, and overall Leadership in Energy and Environmental Design (LEED) certification.

<http://www.usgbc.org/>

Energy efficiency and conservation

American Solar Energy Society, National Solar Tour: The National Solar Tour is the largest grassroots solar event in history, due to the efforts of local communities who organize events throughout the country. This annual event offers participants the opportunity to tour homes and buildings to see how neighbors are using solar energy, energy efficiency, and other sustainable technologies to reduce their monthly utility bills and help tackle climate change. Last year, close to 140,000 attendees visited some 5,000 buildings in 3,000 participating communities. This event is held on the first Saturday in October, in conjunction with National Energy Awareness Month. The project's website offers tips, best practices, and media resources for organizing a solar tour.

<http://www.ases.org/>

Energy Star Home Program: Making homes more energy efficient with ENERGY STAR can help to reduce high-energy bills and improve comfort. Energy Star provides steps to improve existing homes; Energy Star Home Energy Yardstick helps calculate an individual's energy use against others in the region and offers guidance on purchasing or installing new energy star appliances and heating and cooling systems.

http://www.energystar.gov/index.cfm?c=home_improvement.hm_improvement_index

Environmental Film Festivals

Princeton Environmental Film Festival: The Princeton Environmental Film Festival is an annual event sponsored by the Princeton Public Library. The festival's goal is to use film as a medium to encourage discussion about the environment, raise awareness about environmental concerns, and stimulate community action to develop and make more environmentally sustainable choices and create more livable communities. The festival program consists of documentary films, along with talks given by filmmakers, community activists, business leaders, scientists, and others working on a broad range of environmental issues. A committee comprised of many community partners, including Sustainable Princeton, works throughout the year to organize the festival and associated programming, which is publicized on the municipal website. The Festival's Coordinator is Susan Conlon, Princeton Public Library (phone: 609-924-9529 x. 247; sconlon@princetonlibrary.org <https://www.princetonlibrary.org/peff/>

Mobility and transportation program materials

Community Bicycle Programs: This site offers suggestions on how to encourage bicycling in your community and how

to organize Bike to Work Days and other promotional events. <http://www.ibike.org/encouragement/bike-day.htm>

NJ Safe Routes to School: Implementing a Safe Routes to School (SRTS) Travel Plan requires the proactive interest of several community members to form a team with diverse backgrounds and interests. The team collaborates to reach one common goal: increasing the number of students walking and biking to school. The team initiates and oversees activities that improve bicycle and pedestrian conditions and educates parents on the benefits of walking and biking to school. The SRTS Team will consist of champions (coordinators) and stakeholders (the Task Force). Further information about instituting a Safe Routes to School program can be found at www.state.nj.us/transportation/community/srts/pdf/building.pdf.

There is also a Safe Routes to School newsletter, which can be accessed at <http://policy.rutgers.edu/vtc/newsletters/saferoutes.php>.

The Alan M. Voorhees Transportation Center at the Bloustein School at Rutgers University has a NJ Bike/Ped website which can be accessed at <http://www.njbikeped.org/>.

Toxicity reduction program materials

Health Care Without Harm: A national coalition for environmentally responsible health care. Click on "Mercury." <http://www.noharm.org/>

NJDEP – The Clean Water Book: Choices for Watershed Protection, Chapter 9 http://www.nj.gov/dep/watershedrestoration/waterbook_tble.html

State of Minnesota "Reduce Waste: If Not You, Who?" Campaign: Click on "Toxics at Home" <https://www.pca.state.mn.us/sites/default/files/w-hhw1-10.pdf>

Waste reduction education program materials

Association of New Jersey Recyclers
<http://www.anjr.com>

Bergen County, NJ: Comprehensive Guide to Waste Reduction http://www.bcua.org/vertical/Sites/%7BF76805AC-71CD-427F-AD9B-9E08876F224A%7D/uploads/comprehensive_guide.pdf

California Integrated Waste Management Board: Waste Prevention World
<http://www.ciwmb.ca.gov/WPW/>

Ecocycle <http://www.ecocycle.org/>

National Recycling Coalition
<http://www.nrc-recycle.org>

Northeast Recycling Council
<http://www.nerc.org>

NJDEP Source Reduction Page
http://www.state.nj.us/dep/dshw/recycling/source_red.htm

State of Minnesota "Reduce Waste: If Not You, Who?" Campaign
<http://www.reduce.org/>

United States Environmental Protection Agency (EPA) <http://www.epa.gov/epawaste/index.htm>

USEPA Climate Change – Waste Web Page <http://www.epa.gov/wastes/index.htm>

USEPA Reduce and Reuse
<http://www.epa.gov/recycle/reduce.html>

Organizations and Institutions providing educational materials, workshops, or training programs

Association of NJ Environmental Commissions (ANJEC): ANJEC is a non-profit organization that helps New Jersey environmental commissions, individuals, and local and state agencies preserve natural resources and promote sustainable communities. They offer training and educational programs and also offer a wide range of resources such as a Going Green handout (<http://www.anjec.org/pdfs/GoingGreen.pdf>). ANJEC also has a brochure that details displays, activities, and resources for your community's events. This brochure describes three displays available for loan to use at your local event: Stormwater, Go Green, and Green This House each consist of a three-panel tabletop display with laminated graphics and text. Each comes with one or more handouts available for photocopying. <http://www.anjec.org/>

Association of New Jersey Environmental Educators (ANJEE): ANJEE is a privately supported, non-profit association whose members include teachers from New Jersey's school districts, professors and administrators in universities and colleges, environmentalists in museums, zoos, and nature centers, to professionals in governmental agencies and corporate settings. To strengthen the Alliance's leadership, and promote professional growth among its members, the Alliance offers professional development opportunities through annual conferences, annual retreats, and regional workshops. A newsletter published quarterly maintains connections between members. ANJEE also has a website which connects the Alliance to its members and the world.

<http://www.anjee.net/>

The Cloud Institute for Sustainability Education: The Cloud Institute equips K-12 school systems and their communities with the core content, competencies, and habits of mind that characterize education for a sustainable future by inspiring teachers and engaging students through meaningful content and student-centered instruction.

<https://cloudinstitute.org/>

Cool the Earth: Cool the Earth, Inc. (CTE) offers a community-based social marketing program that harnesses the power of social networks—in this case, a school community—to inspire energy behavior-change. The Cool the Earth School Program educates K-8 students about climate change and inspires them to become climate change stewards. The students, in turn, teach their families and lead them in taking simple, measurable actions to conserve energy. The program brings hands-on learning to students and uses a child-driven model to effect environmental behavior change. Founded in 2006, Cool the Earth's mission is to engage individuals in climate change by motivating them to take simple, measurable actions to conserve energy, leading to increased civic engagement and a significant impact on global warming. The program is run by a parent or teacher volunteer at each school with CTE providing the support, materials, and development at no cost to the school. Schools can compete against others in their community to see who can take the most actions, or each can simply set an action goal for its own school, as the program suggests. School actions are tracked on the Cool the Earth website as well as on a 3'x6' banner displayed on campus. To date, the award-winning program has run in over 200 schools in twenty states and four countries, and inspired over 212,000 energy-saving actions, reducing carbon emissions by an estimated 74,000 tons.

www.cooltheearth.org

Evergreen: Evergreen is non-profit organization that explores the relationship between nature, culture, and community in urban spaces. The website provides toolkits, planning and design guidance, policy, case studies, research, and curriculum for landscaping school grounds, public lands, and home green spaces.

<http://www.evergreen.ca/en/resources/overview.sn#>

Green Faith – Green Flag Schools Program: Green Faith is New Jersey's interfaith coalition for the environment. Founded in 1992, Green Faith inspires, educates, and mobilizes people of diverse spiritual backgrounds to rediscover their relationship with the sacred in nature and to restore the earth for future generations. One component of the Green Faith program is the Green Flag Schools Program, which is coordinated by Stacey Kenneally (skenneally@greenfaith.org).

<http://chej.org/campaigns/cehp/projects/green-flags/green-flag-resources/>

Green Flag Schools Program

Green Flag promotes four key areas:

- Indoor air quality: looking at mold, irritants, etc.

- Reduce, Reuse, Recycle
- Non-toxic products: cleaning products and others
- Integrated pest management: for grounds and indoors

"Schools across the nation are using the Green Flag School Program to make their schools healthier places to work and learn. Achieve recognition for what your school already does, and improve your program with the support of teachers and field experts across the country."

<http://www.greenflagschools.org>

Institute for Sustainable Enterprise (ISE), Fairleigh Dickinson University: ISE focuses on bringing people together to learn how to make their organizations and the world more environmentally, socially, and economically sustainable. ISE hosts a Sustainable Business Incubator program that is unique in focusing on sustainable businesses and nonprofits – companies and organizations developing green technologies; modeling sustainable business practices; or advancing new business practices, such as carbon trading. Publications, webcasts, presentations, and research can be found at <http://view.fdu.edu/default.aspx?id=2354#>.

Meadowlands Environment Center: The Meadowlands Environment Center was formed to increase awareness and enjoyment of New Jersey's vital ecosystem. The New Jersey Meadowlands Commission and Ramapo College of NJ entered into a partnership in 2003 to develop a comprehensive environmental education program for schools and the general public. <http://www.njsea.com/njmc/about/meadowlands-environment-center.html>

NJ Department of Environmental Protection: The State Environmental Education Directory (SEEDS) of the New Jersey Department of Environmental Protection offers a vast amount of information related to environmental education. It provides links to organizations, resources, and other materials in the state of New Jersey and around the country. Information about field trips and in-class presentations, as well as lessons for teachers to implement in the classroom, is available through the directory. Additionally, NJDEP has developed its own environmental education programs designed for both formal and informal educators, which include Project Learning Tree, Project WET, Project WILD, and Aquatic Wild among others. <http://www.state.nj.us/dep/seeds/links.htm>

NJ Department of Environmental Protection, Office of Planning and Sustainable Communities: This division was formed to facilitate the department's move toward a proactive planning approach based on principles of sustainability and environmental capacity-based planning. Their program offers resources, guides, and speakers on sustainable communities. <http://www.nj.gov/dep/opsc/>

NJ Pinelands Commission: This website acts as a clearing house for Pinelands-related educational materials and resources, including the Pinelands Commission's [on-line curriculum guides](#), and [NJ Pinelands videos](#).