

# LEXUS ECO CHALLENGE: FINAL PLAN

## Final Challenge Goals

- To challenge winning teams/teacher advisors to create an influential Action Plan that shows potential environmental reach beyond the local community to the greater world.
- To project potential results and quantify those results.
- To implement the Action Plan and document your efforts.
- To educate other students, teachers, community members, and others about the environmental topic.
- To inspire action.
- To generate excitement and buzz for your ideas by communicating with as many people as possible in schools, communities, local government organizations, news publications, and the online media world.

## Challenge Topic

Through the first two challenges, you've shown true passion in wanting to address an environmental issue that influenced your school and community. Now we'd like to see you use your passion and original ideas to help change the world. Remember, big changes start in small ways!

Here's your charge:

1. Select any environmental topic that is important to your team (can be in relation to Land/Water or Air/Climate). You may select the same topic as your original Action Plan.
2. Using PowerPoint (**15 slides maximum**), create an Action Plan that clearly addresses the following:
  - **Topic:** Describe the environmental topic and explain why it is important. **If you choose the same topic as in the previous qualifying challenge, you must demonstrate how you have taken it to the next level or created something different.**
  - **Objective:** Identify specific, measurable goals.
  - **Plan:** What is your team's plan to tackle the issue?
  - **Implementation:** What are the steps you will take? Outline the responsibilities of each team member. How will the steps you take on a local level work to make a larger impact on the world?
  - **Communication:** How do you plan to educate the greater community about your plan? Who in your community can help you execute your Action Plan successfully? (e.g., environmental organizations, local government, local businesses, etc.) Show specific examples of press releases, newspaper articles, letters of commendation, videos of local news coverage—any PR that supports your Action Plan.
  - **Success:** Provide a brief three-sentence summary of what you did and the overall impact you had. Show us how many people you reached with your message and educated on your environmental topic. Did you inspire others to take action? If so, describe how. Provide quantifiable evidence of your success.
3. Complete the PowerPoint by explaining how your team, your teacher, and your school will use the prize money if you are selected as winners.
4. Send five (5) hi-res (300dpi) digital photos, including one of only your team and teacher advisor, that document your team's journey (**required**).

## Tips: How to Spread Your Message Nationwide

- Post a video on an online social networking site (e.g., YouTube, Facebook, MySpace, etc.). Track the number of viewers who watch/comment on it.
- Create a blog or Web site and ask for comments. Track visitors.
- Send press releases to your local media outlets. Track circulation, viewership, and coverage.
- Enlist the assistance of environmental groups. Track communication.

- Contact local and national politicians and legislators. Track communication.
- Ask your school and community to help spread the word. Track communication.

*NOTE:* Enclosed is the Lexus Eco Challenge logo, a brief synopsis of the program, and a press release template. Feel free to use these materials to help communicate your plan.

## How to Enter

- E-mail your PowerPoint presentation (15 slides maximum) and digital photos to the attention of Jessica Quinones at the following e-mail address: **ecochallenge@scholastic.com**.
- Include the following contact information: Team Name, Teacher Advisor Name(s), Student Names (5-10 students), School Name/Address/Phone, Grade (middle school or high school).

## Judging Criteria

Entries will be judged based on the following criteria:

- Innovative Action Plan ideas (20 points)
- Effectiveness in spreading the word (10 points)
- Overall team effort (20 points)
- Quality of writing (15 points)
- PowerPoint presentation (30 points)
- Explanation of how funds will be used (5 points)

## Timeline

**2/27/12:** Final Challenge PowerPoint presentations and digital photos due. Send to Jessica Quinones's attention at **ecochallenge@scholastic.com**.

**2/28–3/2:** Scholastic to judge entries.

**3/5:** Scholastic to e-mail affidavits to winners.

**3/12:** All notarized affidavits due from winners via e-mail or fax only.

**Week of 3/12:** Lexus to formally announce winners via press release.

## Prizes

**FIRST PLACE PRIZE:** Eight (8) First Place winning teams, consisting of four (4) middle school teams and four (4) high school teams, will each receive \$15,000. The \$15,000 prize is to be distributed as follows: \$3,000 to the winning team's school, \$2,000 grant to the Teacher Advisor to be used toward purchasing school-related supplies and/or supporting educational programs/school clubs or initiatives, and \$10,000 in scholarships to be evenly distributed among all the students who were members of the winning teams.

**GRAND PRIZE:** Two (2) Grand Prize winning teams, consisting of one (1) middle school team and one (1) high school team, will each receive \$30,000. The \$30,000 prize is to be distributed as follows: \$7,000 to the winning team's school, \$3,000 grant to the Teacher Advisor to be used toward purchasing school-related supplies and/or supporting educational programs/school clubs or initiatives, and \$20,000 in scholarships to be evenly distributed among all the students who were members of the winning teams.

## Official Rules

See attached.

*NOTE:* Per the official rules, Lexus reserves the right to award the prizes to the winning teams who most clearly demonstrate success according to the judging criteria. This may mean that the number of winners in each category may shift if the quality of entries do not meet the standards in the judging criteria as outlined in the official rules.