

CALIFORNIA
CLIMATE
CHAMPIONS

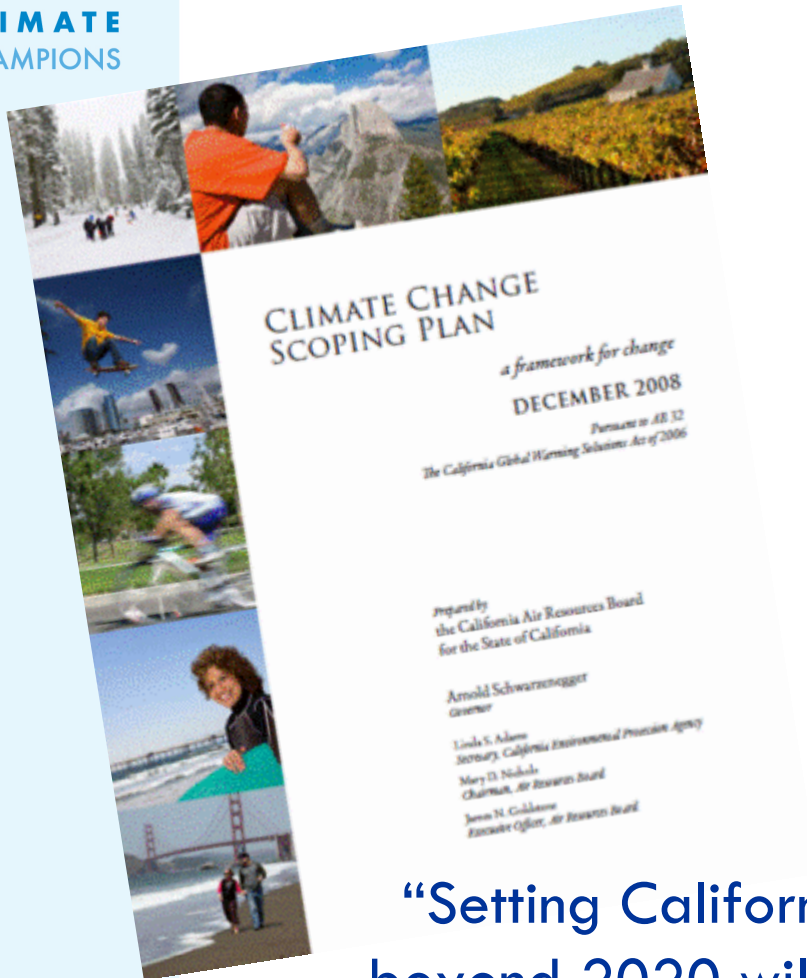
California Climate Champions

Report to the Board
January 28, 2010



CALIFORNIA
CLIMATE
CHAMPIONS

Scoping Plan Measures



- Regulations
- Market mechanisms
- Voluntary actions
 - Local Governments
 - Small Businesses
 - Households
 - Schools and Youth

“Setting California on track to a low-carbon future beyond 2020 will be a multigenerational challenge.”

- ARB Scoping Plan 2008



CALIFORNIA
CLIMATE
CHAMPIONS

The Behavior “Resource”

In California, estimates of energy efficiency potential for 2020 suggest:

- ~20% reduction from projected energy demand in 2020
- ~26 MMTCO₂e reduction in GHG emissions
- > \$400-500 annual savings/California household by 2020



CALIFORNIA
CLIMATE
CHAMPIONS

Role of Youth

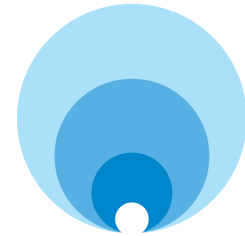
- Simple low-C actions now are likely to lead to bigger low-C choices later
- “IT Generation” is constantly plugged in
- Youth influence their family and peers
- Young people are strongly influenced by teachers and school programs



CALIFORNIA
CLIMATE
CHAMPIONS

California's Youth Efforts

California Climate Champions



CALIFORNIA
CLIMATE
CHAMPIONS

Education and the
Environment Initiative



Education and the Environment Initiative

CoolCalifornia.org Schools Toolkit



Green Jobs: education and training



CALIFORNIA
CLIMATE
CHAMPIONS

History of Climate Champions





CALIFORNIA
CLIMATE
CHAMPIONS

Program Goal



Promote voluntary climate change action by inspiring students, engaging classrooms and schools, and helping young people see the connections among personal action, curriculum, and the school itself.



CALIFORNIA
CLIMATE
CHAMPIONS

Program Objectives

- Develop the leaders of the “Climate Generation” to legitimize the youth voice on climate change
- Instill in youth the need for climate change initiatives
- Support Local, National, International Climate Change Initiatives and Policies



CALIFORNIA
CLIMATE
CHAMPIONS

What is the Champions program?

- Projects
- Training
- Speaking Opportunities/
Media Appearances
- International Collaboration





CALIFORNIA
CLIMATE
CHAMPIONS

Projects



- Energy/fuels research
- Art: clothing design, play-writing
- Columns or segments in local news media
- School and community education and events



CALIFORNIA
CLIMATE
CHAMPIONS



Soraya Okuda
Freshman, San Francisco State University
2009 Climate Champion

Projects

- Working with SF Environment and local schools to support the city's composting program.
- Educates mall-goers how to properly sort their trash at the Stonestown Galleria
- Developing a program to educate middle school students on gardening and composting.



sfenvironment.org
our home. our city. our planet



GARDENING WITH KIDS

Providing a healthy activity, while teaching basic environmental concepts



CLIMATE CHAMPIONS PROGRAM:

CLIMATE CHAMPIONS

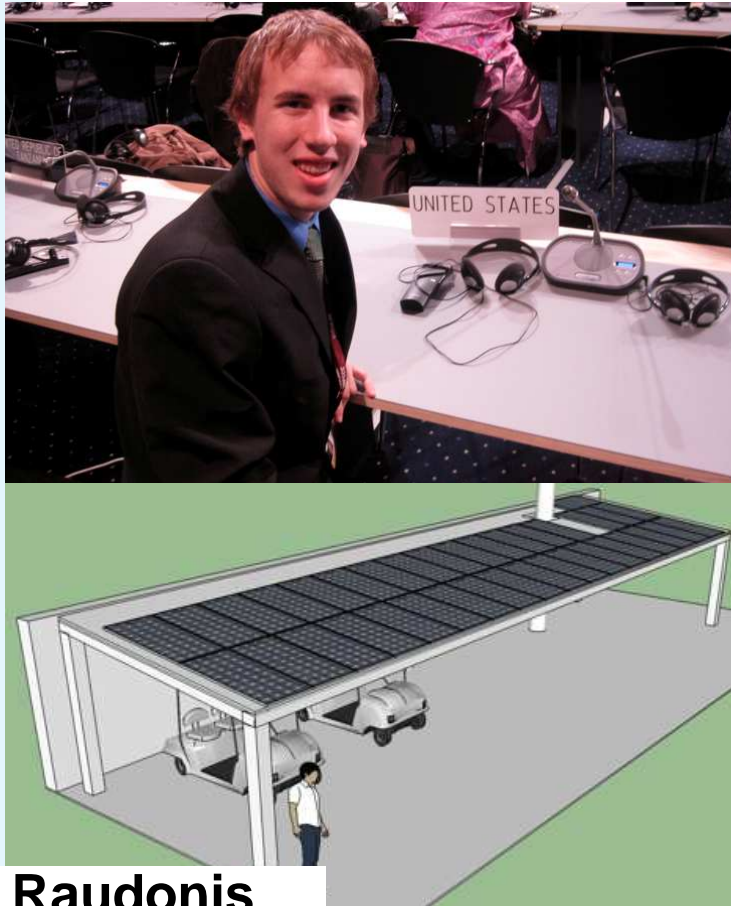
Not only providing support and resources for student projects



...But nurturing innovation and inspiration among youth, as well as helping to further global awareness.



CALIFORNIA
CLIMATE
CHAMPIONS



Adam Raudonis

Senior, Westlake High

2008 Climate Champion

Projects

- Signed contract for a 6.3kW DC 36 panel array at WHS
- Expanded to 13 schools across the globe
- Created studentsforsolarschools.org as an online resource for student solar campaigns
- Raised \$5,900, excluding donated labor and materials worth over \$50,000 total



Students for Solar Schools
.org



CALIFORNIA
CLIMATE
CHAMPIONS

Program Direction

- Launch classroom-based program component in Fall 2010
- Engage a growing number of schools and young people in projects linked to EEI curriculum
- Create a program that could be easily replicated



CALIFORNIA
CLIMATE
CHAMPIONS

Empowering Our Youth Today to have an Impact Tomorrow

