CPAWS Environmental Action Planning Form

Group Members: ______________________________________________________________

Date: _______________________________________________________________________

1. What environmental issue/species (plant or animal) will your project focus on? __________
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2. Describe the goal of your project: what exactly is it that you want to achieve? Make your
goal SMART (Specific, Measurable, Achievable, Relevant and Timely). ________________
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3. Choose a strategy that will get you to your goal. Circle one (or more) of the action types
below and then describe what you would like to do: ________________________________
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- **Educate** - This can involve educating community members, peers or younger
  students through: community education programs, newspaper articles, plays,
  advertisements, workshops, etc.

- **Fundraise** - for a cause or for your project. Raise money to buy a compostor
  or rain barrel for your school. Organize bottle drives, bakes sales or sell eco-
  friendly products like water bottles and Rafiki bracelets.

- **Advocate** - persuade people in government (Mayor, Ministers, MLAs, MPs,
  Premier, Prime Minister) to take action on an issue. Write letters, create/sign
  petitions, meet with them, call them or publish a media release.

- **Lifestyle Change** - Personal decisions like using reusable bags, riding your
  bike or walking instead of asking for a lift, conserving water or energy, buying
  local products, or choosing to have Meatless Mondays.

- **Eco-manage** - grow a garden at your school, plant native trees, build a
  natural area in your schoolyard, host a community clean-up or plant native
  wildflowers to help native pollinators like bees.
4. What are the specific steps that will help you reach your goal?

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5. What are your available resources (people, things, funds)?

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6. Map out actions on a calendar – make sure you give yourself enough time to plan each step well.

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7. Getting the word out: How will you create greater awareness of the issue?

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8. Describe how you will measure your success.

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9. Is funding required? Make a budget and list some fund-raising and publicity ideas.

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<th>Item Needed</th>
<th>Approximate Cost</th>
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