

THE DIRT

Winter 2008

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ROOTS & SHOOTS ACTIVITIES

Project Blue

Want to get wet? Then get involved in Project Blue, our upcoming national water campaign! Roots & Shoots Canada will launch Project Blue in January 2009. The website will provide fact-sheets, tip-sheets, project and fundraising ideas, events and contests for your group to take action on water-related issues.



EVENTS

Roots & Shoots Conference in Sudbury, ON

The annual conference at Science North in Sudbury is the longest standing Roots & Shoots gathering in Canada! Since 2000, Science North and Roots & Shoots have collaborated to provide students with the opportunity to come together to learn about a variety of topical issues, listen to inspiring speakers, and put their knowledge into practice.

Sustainability Conference in Saskatoon, SK

From November 20-21, the Global Citizenship Roots & Shoots group at Bedford Road Collegiate in Saskatoon organized a Sustainability Conference that attracted 200 youth from across the city! The goal of the conference was to share knowledge surrounding the three pillars of sustainability: social, economic, and environmental.

Jane Goodall to visit Ottawa

Dr. Jane will be visiting Ottawa in the spring! Don't miss the two events that are planned for April 15, 2009. The exhibit "Discovering Chimpanzees: the remarkable world of Jane Goodall" will also be on display in Ottawa in the spring for three months, at the Canadian Museum of Nature.



resources

Celebrate an environmentally-friendly holiday

The holiday season is a time for food, family, fun and festivities. For some, it's also time for mass consumption. Between buying gifts for friends and family, decorating your home, and entertaining, it's difficult not to consume during the holidays. Although Canadians create 60,000 tons of packaging waste on Christmas, this is not inevitable!

Roots & Shoots Useful Links

Have you visited the Canadian Roots & Shoots website lately? We are continually updating our site, adding new stories and features. We are also collaborating with new organizations, forging partnerships to improve the program for our members. That's why we decided to add a "Useful Links" page.



EDITORIAL

Contemplating Buy Nothing Day

Buy Nothing Day challenges consumer culture by asking us to stop shopping for a day. As consumers, we should question the products we buy and the companies who produce them. The idea is to make people stop and think about how what and how much they buy affects the environment and developing countries. Read more about Buy Nothing Day at <http://www.janegoodall.ca/UpcomingEvents.php#BuyNothingDay>

Introducing the Youth Leadership Council

We are excited to report that the first ever Roots & Shoots Canada Youth Leadership Council (YLC) is up and running! Read more details at <http://www.janegoodall.ca/roots-shoots-youth.php>.

The YLC is comprised of 12 dynamic youth from around Southern Ontario whose purpose is to assist in advancing the vision and mission of the Roots & Shoots program and to ensure a youth perspective is brought to the development of all Roots & Shoots initiatives. The YLC has been meeting since September 2008 and has already taken a leadership role in determining the direction of the upcoming Roots & Shoots branding campaign.

From November 28-30, 8 of the 12 YLC members participated in the inaugural *Messengers of Hope* program. The weekend-long training workshop took place at Youth Leadership Camps Canada in Orillia. Throughout the weekend, YLC members honed their leadership and communication skills through a variety of exercises while getting to know one another and having fun. Visit Youth Leadership Camps online at <http://www.ylcc.com>.

YLC members showcased their creativity and developed their public speaking skills through individual and group presentations. Members also had the opportunity to sharpen their problem-solving skills through indoor and outdoor team-building activities.

The camp staff were incredible hosts, cooking amazing food and facilitating several awesome activities. YLC members were also treated to a public-speaking workshop by the camp's Founder and Director, Stu Saunders, one of the top 20 Leadership Gurus in the world! Feedback from the weekend was overwhelmingly positive. Participants gave the weekend an average rating of 11/10!

Now that the *Messengers of Hope* training weekend is over, the "messengers" will take on the role of Roots &

Shoots ambassadors, spreading the Roots & Shoots message throughout their communities and supporting groups in their area.

In 2010, both the *Messengers of Hope* program and the Canadian Youth Leadership Council will be broadened to include youth from across the country, so make sure to stay up to date on all our leadership activities and events.

To find out more about the YLC and to read each Council member's biography, visit our website at <http://www.janegoodall.ca/roots-shoots-youth.php>.



ROOTS & SHOOTS ACTIVITIES

Project Blue



The purpose of Project Blue is to encourage Roots & Shoots groups to focus their projects on water-related issues and take part in coordinated activities and events. In doing so, Roots & Shoots groups' projects will be united around a common theme to increase their impact.

Project Blue aims to:

- Educate youth on contemporary water issues
- Support youth in taking action on water issues
- Mobilize youth to increase the impact of their activities
- Empower youth to increase awareness and understanding of water issues in their communities

Throughout the campaign, Roots & Shoots will remain a flexible program, so groups can still implement projects of their own design.

Water projects will follow the Roots & Shoots model:

- | | | |
|------------|--|---|
| Knowledge | | Get the facts to stay informed on water issues |
| Compassion | | Learn how you can make a difference |
| Action | | Make your local and global community a better place for people, animals and the environment |



Roots & Shoots groups are already taking action on water issues. For example, throughout the 2007-2008 school year, the Roots & Shoots group at South Park Family School in Victoria, British Columbia undertook several water-related projects, including participation in Destination Conservation. Visit <http://www.doplanet.ca/>. The project's main goals were to conserve water and teach the community how to conserve water at school, at home, and in workplaces. Students taught their peers by writing and presenting inventive and amusing skits, making posters during lunch hours, and creating stickers for every tap area in the school. The stickers displayed the slogan: *Don't be a drip — Turn me off quick!* Additionally, the group raised \$1,000 to keep a well operating in Kapasseni, Mozambique. South Park Family School received an award in May for its efforts in saving energy!

We encourage groups across Canada to get involved in Project Blue and share their stories with groups around the world in the online Project Database at <http://www.janegoodall.ca/members-project-registry.php>. Remember, the power of youth is global!

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EVENTS

Roots & Shoots Conference in Sudbury, Ontario

The 9th Annual Roots & Shoots Conference took place November 18th and 19th at Science North. At this two-day bilingual conference, elementary and secondary school students and teachers from Sudbury and surrounding areas gathered to learn, care, act and connect.

Participants took part in interactive workshops and created action plans. They also had the opportunity to listen to two brilliant keynote speakers: Marc Kielburger (English) and Jerry Clout (French).

Some of the workshops included:

- The Forgotten R's: Reduce and Reuse
- Animal Rehabilitation
- Veggie Cooking
- "Patrick4Life"
- Light Up Costa Rica
- Animal Rehabilitation

Nine new Roots & Shoots groups formed in Northern Ontario as a direct result of this conference!

The purpose of the Roots & Shoots Conference at Science North is to instill in each participant the belief that they can make a positive difference in the world. Students who attend are chosen as ambassadors for their school due to their motivational and leadership qualities. Upon returning to their schools, they are asked to work with their classmates to implement their action plans.



A big thank you goes out to Franco Mariotti, Bruce Doran, Dan Chaput, Christine Bigras and the rest of the Science North staff for organizing such a wonderful event. We look forward to collaborating again next year for the conference's 10th anniversary, which is promising to be an event you won't want to miss!

For photos from the 2008 conference, visit our album on Facebook at <http://www.facebook.com/album.php?aid=72409&id=628668427>.

Sustainability Conference in Saskatoon, Saskatchewan



The first day of the Sustainability Conference consisted of an educational trade show and a meet & greet, where students interacted with representatives from various organizations, including JGI Canada, Oxfam, and World Vision. The second day was full of workshops, presented by speakers from around the country. The purpose of these sessions was to raise awareness and challenge students and teachers to promote action both locally and globally.

As a follow-up to the conference, participants are invited to Bedford Road Collegiate on Earth Day (April 22, 2009) to showcase their sustainable projects.

Dr. Ryan Walker represented JGI Canada and Roots & Shoots at the conference. Ryan is the Chair of the Regional & Urban Planning Program in the Department of Geography & Planning at the University of Saskatchewan. This is what he had to say about the conference:

"I had the pleasure of speaking with a lively group of about 30 Saskatoon high school students about the Roots & Shoots Program and the Jane Goodall Institute. After sharing a greeting from Dr. Jane, we watched a video clip that gave an overview of Dr. Jane's work and where Roots & Shoots fits into her life. Following a brief discussion of the goals of Roots & Shoots I provided examples of projects that have been carried out by groups across Canada and the USA. We spoke about the benefits of linking into a global network of groups with similar goals to transform the world for humans, animals and the environment. We discussed Project Blue, the 2009 Roots & Shoots water campaign and articulated ideas for local projects. All in all, it was a big success and the participants and organizers of the conference deserve our congratulations."



Accordingly, a big congratulation goes out to Sheelah Mclean and Tracey Laverty for supporting youth in working towards a sustainable future!

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EVENTS

Jane Goodall to visit Ottawa

April 15 will be a busy day for Dr. Jane. In the morning she will make an appearance at the Roots & Shoots Youth for Action Workshop, and in the evening she will be giving a public lecture. Stay tuned for details about the lecture, where you will be able to listen to Jane's reasons for hope, meet her, have a book signed, and have your picture taken together.

Planning for the Youth for Action workshop (YFA) in Ottawa is already underway. YFAs go beyond motivating youth to learn about issues facing their local and global communities by helping them design, lead, and implement their own projects that address personal areas of concern. Targeted to youth aged 13-18, workshop sessions explore a variety of topical issues, provide training on how to develop action plans to turn knowledge into practice, and focus on how to convey messages using media and publicity.

If you're interested in getting involved in the YFA in Ottawa, either as a participant or a facilitator, please send us an email at roots_shoots@janegoodall.ca. To read more about previous YFAs, visit our News & Events page at <http://www.janegoodall.ca/roots-shoots-news.php#VancouverYFAWorkshop> to learn more about the one that was held in Vancouver in April 2008.

If you're in the Ottawa area, be sure to check out the awesome 6,000 square foot exhibit, "Discovering Chimpanzees: the remarkable world of Jane Goodall" at the Canadian Museum of Nature. The exhibit will run from January 28 to May 3, 2009.



Dr. Jane with Livingstone MA CC
Roots & Shoots in Vancouver

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resources

Celebrate an environmentally-friendly holiday

There are a variety of ways to reduce your environmental footprint this holiday season. We've compiled the Roots & Shoots holiday guide to provide you with creative ideas that will not only help save the planet, but will also help you save money and allow you to spend more time with the people you love! Check out the document at http://www.janegoodall.ca/documents/HolidayGuide_002.doc

For example, electronics are a popular holiday gift: MP3 players, cell phones, televisions, laptops, etc. Advertisers are always enticing us to buy the latest, fastest, smallest, electronic device. But what happens to the perfectly good old products that these new ones replace? Most end up in landfills, even though their parts are recyclable. According to Environment Canada, Canadians toss more than 140,000 tonnes of computer equipment, phones, televisions, stereos, and small home appliances each year. That's equal to the weight of 28,000 adult African elephants, or enough uncrushed electronic waste to fill up the Toronto Rogers Centre every 15 years! Read more at <http://www.cbc.ca/news/background/tech/electronics/electronic-waste.html>

The gadgets Canadians dispose of each year contribute approximately 4,750 tonnes of lead, 4.5 tonnes of cadmium and 1.1 tonnes of mercury to landfills, all of which can leach into our ground water. These toxic substances are linked to things such as kidney damage and neurological impairment.

Additionally, there are many dangers associated with the mining of metals (such as coltan, tin, cobalt and platinum) needed to produce consumer electronics and the batteries used to power them. The mining of these metals often occurs in developing countries and has negative consequences for local communities, including labour abuses, environmental degradation, forced relocation, and armed conflict. Read more reports at <http://makeitfair.org/the-facts/reports>

If someone already has a portable music player, rather than buying him/her the latest iPod, why not share the gift of music in a different way? Some ideas: buy tickets to a concert or musical to attend together; write and perform a song; provide a free music lesson if you play an instrument; buy a book about a favourite musician; get a subscription to a cable or satellite radio station; buy iTunes credits to download music online. If you do buy the gift of electronics, don't forget to recycle your old items.

Check out the Roots & Shoots holiday guide for more creative ideas at http://www.janegoodall.ca/documents/HolidayGuide_002.doc



Roots & Shoots Useful Links

The "Useful Links" page on our website is full of information about relevant organizations, competitions, partnerships and youth-led initiatives. The page is growing every week, so visit often to stay up to date. Visit <http://www.janegoodall.ca/usefullinks.php>



editorial

Anna Bishop contemplates Buy Nothing Day

I stood in line at a popular Canadian coffee-doughnuts chain with change in my hand. It had been a long day, and I couldn't wait to sit down with a warm relaxing coffee and try my hand at this Buy Nothing Day article.

As I stood in line, humming and jingling my change to the beat of the music pumping through my iPod, a thought started flying around my head. I swatted at it, tried to push it off to one side, but it wouldn't leave me alone. It told me, look. Look at the hypocrisy staring you in the face. And suddenly it hit me like a brick wall.

There I was, standing in line to buy something that I didn't need just so I could get into the groove to write a Buy Nothing Day article. I knew the coffee wasn't fair trade and was brought to me by exploiting farmers in developing countries, but I wanted it. Come on! It was just one time, and such a small price to pay for alertness and good writing.

And then I realized what I was doing was exactly the type of consumer mindset Buy Nothing Day fights against.

What is Buy Nothing Day, anyway? In the United States, Buy Nothing Day always falls on the day after Thanksgiving. This day is also infamously called "Black Friday", due to the mad frenzy of consumer spending as people rush to stores to get their start on Christmas Shopping. Black Friday often earns retailers more profits than any other day of the year. For all you Canadians, think Boxing Day – times ten. This year, an employee was trampled to death as people waiting in line outside a Wal-Mart in New York pushed the doors open before the official store opening.

Wait, let that sink in. An employee was *trampled* to death. Not by an angry mob, not by a herd of wild horses, but by consumers. You. Me. The average person just wanting to find that "perfect" gift. Is this what we have become? Mindless consumers, driven to such frenzy over buying things that we could unknowingly kill another human being?

This is what Buy Nothing Day protests against. It protests the unbridled consumerism of our society. It protests the mindset of always wanting more and more, and the belief that we need to *buy* to become happy. Who needs family and friends and community when you can just step into the nearest shopping mall? Buy Nothing Day protests the fact that we are here in North America, with access to anything and everything we desire, often at the expense of people in developing nations. Who cares where it comes from or who it was made by? It's the best deal in the store!

The action to take on Buy Nothing Day is simple: buy nothing, leave your wallet at home, and do not spend any money. Obviously Buy Nothing Day has already come and gone (it was November 28), but that doesn't mean it's no longer important to consume less. Unlimited consumption is an illusion. We live on one planet, with a limited supply of resources. Once the trees are gone, once the rivers are polluted, we won't have another Earth conveniently ready for us so we can keep producing our cars and clothes and fast food. So why does it seem okay to buy more and more while the Earth has less and less?

Try having your own Buy Nothing Day, any day of the year. For 24 hours, step out of our consumerist society and see how it feels.

When I stared at the change in my hand waiting in line to get my coffee, I realized that I couldn't justify my desire, knowing that it came with the exploitation of other people. I couldn't buy something just for the sake of buying it, and then sit down and tell people to buy smart, buy less, or buy nothing at all.

So when it's your turn to stand in line for the latest product, be it clothes or coffee, ask yourself: How did this item get to me? Who was impacted in its production? And most important of all, do I really *need* it? Then, be honest to yourself. I found out that it takes hardly any effort to put your money back into your pocket, and walk away.

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Staff & VOLUNTEER SHOUT OUT

JGI Canada welcomes new Roots & Shoots co-op student

Alison Shouldice is a co-op student at JGI Canada for the 2008-2009 school year. She is currently attending Ursula Franklin Academy (UFA) in Toronto's west end, where she is a grade 12 student. The environment is a very important issue to her, as she is part of UFA's Environmental Alliance and helps to run the school's recycling program. Her other interests include photography, travelling and politics. Alison is thrilled to be spending time at JGI and is looking forward to the year ahead! You can contact Alison at alison@janegoodall.ca.

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