

CPAWS Environmental Action Planning Form

Group Members: _____

Date: _____

1. What environmental issue/species (plant or animal) will your project focus on? _____

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). _____

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: _____



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 composter or rain barrel for your school. Organize bottle drives, bake 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?

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

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

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

8. Describe how you will measure your success. _____

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

Item Needed	Approximate Cost