

Project

# GREENLIGHT

HOMESTEAD HIGH SCHOOL

Partnership with Business Project 2008-2009 | Cupertino, CA



# Executive Summary



*"The most pleasurable part of the Partnership with Business project was interacting with an audience [at the project culmination] and seeing people genuinely interested in changing the way they drive."*

- Evanny Huang,  
Freshman member



*"Programs such as the Greenlight Fair are important to us at the Library as we seek to strengthen our community by becoming a leader in environmental sustainability."*

- Mr. Garrett  
Kuramoto,  
Sunnyvale Public  
Library Librarian

As pollution and global warming raise concerns in the 21<sup>st</sup> century, it is imperative for business leaders around the world to take the initiative in becoming environmentally conscious. For the 2008-2009 school year, the Homestead High School Future Business Leaders of America (FBLA) Partnership with Business team partnered with the American Automobile Association (AAA), a nationwide company renowned for its car insurance. AAA has taken a large step in the direction of environmental awareness with its *Greenlight Initiative*, a program that promotes the usage of alternative fuels and hybrid vehicles. The Partnership with Business project worked with AAA to market the *Greenlight Initiative* to the teenage demographic. The partnership was named "Project Greenlight" after the *Greenlight Initiative*.

Project Greenlight was comprised of 3 key phases: research, promotion, and culmination. In the research phase, project members gained knowledge on alternative fuels and the *Greenlight Initiative*. This information was then used in the promotion phase by Homestead High School FBLA students to create video commercials advertising the *Greenlight Initiative*. In the final phase of the project, a large scale, member-organized Greenlight Fair was created as a culmination event to raise environmental awareness throughout the community. The Greenlight Fair took place at the Sunnyvale Public Library on February 21, 2009 and attracted over 120 attendees.

Throughout the duration of the school year, project members strived to develop public speaking, management, marketing, and leadership skills while learning about environmental concerns. AAA was able to provide numerous resources such as guest speakers from which project members learned and developed as business leaders. Members challenged themselves to become experts in alternative fuels, create advertisements for the *Greenlight Initiative*, and present what they learned to the public. Project members also learned to set goals, increased business management skills, and gained experience in the area of sales. Throughout the year, project members developed confidence as leaders and discovered a genuine interest for business and environmental awareness. The Project Greenlight team has immensely enjoyed its partnership with AAA.

The following is a *Greenlight Initiative* template that project members have created to aid AAA in replicating the efforts of Project Greenlight in other high schools throughout the state of California. This document highlights the key steps of each phase of the project as well as a sample timeline you can follow in organizing your very own 'go green' event. Spreading social responsibility and environmental awareness is a challenge that must be taken one step at a time – one school at a time. We challenge you to the *Greenlight Initiative*!

# Implementation

## Phase I: Research (October 2008 - November 2008)

The goal of the research phase was to educate project members about the *Greenlight Initiative*. The Project Greenlight team was divided into ten groups that each researched a different topic of alternative fuels including hydrogen fuel cells, biofuels, and hybrids. After a month of extensive learning and research, project members shared the knowledge they gained through group presentations to the rest of the team. In this fashion, every project member became an expert in each category of alternative fuels. In addition to the research and presentations, the project leadership organized two guest speaker presentations. Ms. Deborah Wong, a AAA Transportation Specialist, led project members in a training session on the vision and goals of the *Greenlight Initiative*, enabling project members to understand its impact on the company. Mr. Rob Bertolina, AAA eBusiness director, gave project members a presentation on website design to aid them in the creation of their very own Project Greenlight website. To conclude the research phase, project chairs toured the AAA *Greenlight Initiative* booth at the 2008 San Francisco International Auto Show. This display was used by project members as a model for a member-organized 'go green' event in the culmination phase. By the end of the research phase, all project members were experts in alternative fuels, understood the goals of the *Greenlight Initiative*, and created a vision for their own 'go green' event.

## Phase II: Promotion (December 2008 - January 2009)

The objective of the promotion phase was to spread awareness of the *Greenlight Initiative* in the community. In this phase, project members utilized the knowledge gained in the research phase to create attention-grabbing advertisements for the *Greenlight Initiative*. The project members were divided into five-member video groups to produce these commercials. Many members were inexperienced with creating commercials but quickly learned to use video editing programs throughout the course of this phase. The Homestead High School video production class was also approached for assistance. Within a month, a total of eight commercials were created to promote the *Greenlight Initiative*. Each group had been given the freedom to decide the length and method of creating their video. As a result, each commercial promoted the *Greenlight Initiative* in a unique way. One group used



Project Greenlight members Allyson Hartley and Winnie Tsai worked on their AAA commercial at video workdays.

animation to illustrate “green” lifestyle habits that could reduce global warming while another group filmed a comedy act to teach viewers about the importance of the *Greenlight Initiative*. The groups incorporated their own creativity and knowledge of ‘going green’ to promote AAA and inspire others to learn more about the *Greenlight Initiative*. These commercials were evaluated by the AAA Greenlight Initiative team and Homestead High School students to gain insight on their effectiveness on the teenage demographic, their target market. After the commercials were completed, a webmaster team of four project members created a website to post these videos to publicize to the public. The website was designed with the

# Implementation

knowledge gained from Mr. Bertolina's presentation on website design. To conclude the promotion phase, project members set up a kiosk at Homestead High School during a lunch time 'Go Green' Fair on January 30, 2009, to publicize the upcoming culminating event. By the end of the promotion phase, the AAA *Greenlight Initiative* was effectively publicized to the Homestead High School community.

## Phase III: Culmination (February 2009)

In the culmination phase, project members organized and planned a large-scale 'go green' event in the local community. Project Greenlight members secured a room for the Greenlight Fair at the Sunnyvale Public Library through librarian and HHS FBLA alumni Garrett Kuramoto. Project members were divided into the following presentation groups: biofuels, electric cars, hybrids/plug-ins, hydrogen fuel cells, general 'go green,' and the *Greenlight Initiative*. Each group created a poster and planned interactive activities for their booth at the event. A culmination rehearsal was held one week prior to the Greenlight Fair to review the presentation for each group and discuss final logistics. Project members were able to see each other's presentations and provide constructive feedback. The criteria for this evaluation included public speaking, professionalism, and proficient knowledge of the topic. Through this process of peer evaluation based on the set criteria, the presentation for each booth was considerably improved and well prepared for the Greenlight Fair. Meanwhile, project members passed out over 200 flyers promoting the culminating event and a sales committee approached forty local businesses to solicit raffle donations for the Greenlight Fair.

The day of the event, project members and AAA liaisons arrived two hours before the beginning of the event to set up. Group leaders let the organization of each individual booth while a hybrid car showcase was created in the parking lot of the Sunnyvale Public Library. The Greenlight Fair began with presentations by AAA guest speakers Mr. Bright and Ms. Shafi on the *Greenlight Initiative*. Greenlight passports were passed out to all attendees, which had a designated signature area for each alternative fuel booth. After all six booths were visited and the signature for each booth was obtained, the attendee could enter the completed passport for the opportunity to win prizes in the concluding raffle. The attendees were engrossed by the member booths and enjoyed learning about the *Greenlight Initiative*. Project members gained leadership skills in organization, management, and public speaking through the planning and execution of the culmination event. Both project members and event attendees gained new insight into environmental concerns and learned about alternative fuel options. Overall, the Greenlight Fair was an effective, educational, and fun way to culminate Project Greenlight.



Project Greenlight members felt a sense of unity at the Greenlight Fair, which attracted over 120 attendees.

# Timeline

The following is a sample timeline of the progression of the three key phases of Project Greenlight: research, promotion, and culmination. Best of luck in organizing your own 'go green' event!

## **Research Phase (4 months prior to culminating event)**

- Research topics on 'going green'
  - Alternative fuels
  - Hybrids
  - Energy Efficiency
  - Mass Transit
- Share research through group presentations
- Plan presentations to project members by professional guest speakers to learn more about the *Greenlight Initiative* (if applicable) and environmental awareness
- Attend local 'go green' events to gain insight on how to organize a successful event

## **Promotion Phase (2 months prior to culminating event)**

- Create video commercials to promote the *Greenlight Initiative*
- Create a promotional website to post video commercials, publicize the project, and communicate with members
- Brainstorm ideas for a culminating event
- Publicize the *Greenlight Initiative* within the community
  - Flyers
  - Display video commercials
  - Presentations to
  - Brochures
  - Email blasts
  - School announcements

## **Culmination Phase (culminating event)**

- Determine an appropriate date, time, and location to acquire maximum attendees (key community location such as school campuses and libraries)
- Contact local officials, libraries, and businesses and ask for sponsorship/support for culmination
- Plan environmental awareness booths that each cover a different topic of 'going green'
  - Create a visual for each booth (Posters, PowerPoint presentations, etc.)
  - Plan interactive booth activities to engage event attendees
  - Rehearse presentations (Practice makes perfect!)
- Contact professional guest speakers to present at the event
- Spread the word about the culmination by advertising via emails, flyers, etc.
- Explore ideas such as a vehicle showcase to increase interest and attendance to the culminating event
- Solicit raffle donations from local businesses (and prepare a cover letter explaining your event)