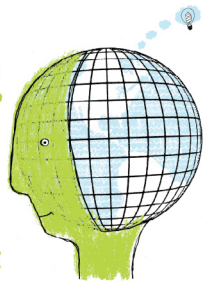


the **greendream** It starts with one

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The GREEN DREAM – *What is it?*

The Green Dream is an entrepreneurial enterprise that was born in the Marketing Education class at Beachwood High School. Twenty seniors embarked on a socially and environmentally responsible project that is changing the way people think and business is being done. Serving as the platform for the their Junior Achievement Company Program, The Green Dream is showing off what businesses and organizations are doing to make Northern Ohio "Green".

The Green Dream Eco-Friendly Showcase is bringing 60 area businesses and organizations together to show consumers how easy it is to be green. Our nation is reaching the tipping point on sustainability and environmentalism. It is becoming a way of life for many; for too many still, it is uncharted territory. What does one do? Where does one start? Beachwood High School Junior Achievement has the answer...on April 25, 2008, come to The Green Dream Eco-Friendly Showcase. It is free and open to the public.

In order to begin the planning and implementation of the students' business enterprise, they developed a corporate structure that included human resources, production, sales, marketing, finance, and communications. A president and department vice-presidents were selected. The remaining students were then employed in the departments. It became evident early that this business was going to take enormous time to be successful. By mid-September the Marketing Course of Study was coming to life with a focus on green marketing and business. The environmental awareness of the students was heightening through tools such as "An Inconvenient Truth", "Power Shift", current events, and environmental business experts.



Mission Statements Meet!

Beachwood City Schools has lead the way in being forward thinking. Its mission statement is **"To Develop Intellectual Entrepreneurs with a Social Conscience"**. With this as our basis for approaching education, as teachers we have been charged with thinking outside of the box and to creatively approach teaching. At the onset of our project we needed to clearly identify our overall goals. As a team, the students honed in on their primary objective.

THE GREEN DREAM MISSION STATEMENT BEACHWOOD HIGH SCHOOL JUNIOR ACHIEVEMENT

THE GREEN DREAM'S mission is to begin creating a "greener" tomorrow... TODAY.

One decision, one person, one day at a time – a plan so simple, it starts with ONE.

What a great union of mission statements – merging education, environment, and enterprise.

THE GREEN DREAM... powered by sy (N)ergy

The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects.

Cooperative interaction among groups, especially among the acquired subsidiaries or merged parts of a corporation, that creates an enhanced combined effect.

When the students began planning their entrepreneurial enterprise, they had limited sights on what they could achieve – after all, what did they know about business and marketing in the first month of their Career-Tech Marketing Program. The advantages of hands-on, project based learning immediately became apparent. They were to learn all of the exciting marketing concepts by being immersed in them.

We drew on community and business partners to assist the class in planning. Our Junior Achievement Consultant, Karen Carmen – Beachwood City's Community Services Director, came on board with expertise, passion, and talent. Several key strategic partners joined our

efforts, Aleris International and Chairman Steve Demetriou stepped up as lead sponsors to underwrite the event. As a company built on sustainability, it gave Aleris a chance to give back to their hometown.

Creative talent was key to branding the event. Partnering with Chris Hixson of Incite Creative and Sean Higgins of The Bubble Process was just what the students needed to start thinking like marketers. No textbook could ever make branding come alive like working with two of the leading creative designers in Ohio. The Green Dream was taking on personality and beginning to explode. Each new person that joined our team brought their own network to the table. Synergy was happening. A small idea was being taken to levels never dreamt of at the start.

Key players joined us daily – the Mayor’s Office, The House of Blues Foundation, TCP, Millcraft Paper, Cleveland Jewish News, Entrepreneurs 4 Sustainability, We Add Up, Chipotle, Jakprints.com, Walk & Roll Cleveland, Green Energy TV, Doty and Miller Architects and on and on. Each day the students are finding new people that share the same passion for the earth.

The “Perfect Storm” is brewing!

Consider the initiatives, goals, and aspirations of Governor Strickland, First Lady Strickland, and Dr. Susan T. Zelman. At the heart of all these initiatives are three common themes – doing what is right for the 21st century students, doing what is right for the environment, and doing what is right for Ohio’s economy.

The Green Dream has brought these three goals together in “The Perfect Storm”. In this case, the storm has positive outcomes – shaking up the old way of doing business and education. Creativity and innovation are guiding the students and their entrepreneurial enterprise while inspiring others to approach their daily lives and business with more concern for the earth.

A project that was developed to be an entrepreneurial enterprise with a green focus has transformed to address **STEM**. The students have learned about the **science** of paper and printing, geothermal and wind technologies, carbon emissions, sustainable forestry to name a few.



Technology is being applied in our creative development, in understanding new energies, and in designing an eco-classroom. Engineering has guided the businesses that we learning from and creating new ones on the horizon. Students are learning the value of collaboration as engineering meets the marketplace. **Math** skills are being addressed in utilizing carbon calculators, working with budgets and pricing, applying business math, and establishing measurements.

The Green Dream Project is reaching out to all students in the Beachwood City Schools. Activities include TCP's Bright Town assemblies in the elementary schools, green art and music projects at all grade levels, and interdisciplinary activities among Career-Tech Programs.

I've watched the Marketing students transform. They've become business leaders; they've worked cohesively as a team; they've embraced entrepreneurialism; they've observed the world differently; they've learned that with synergy anything is possible. This team of twenty high school students is leading the way in project innovation, creativity, problem solving, global awareness, critical thinking, communication, entrepreneurialism, and social responsibility.

We've also learned that we are all in this together. No one can do everything, but everyone can do something. This way of thinking is trickling up from the youth to the adults, from Ohio across the nation, from the USA across the globe. We are helping to transform lives and the planet – let's make it a positive change.

“THE ULTIMATE GREEN CLASSROOM”

Currently we are projecting proceeds from The Green Dream Showcase, donations, and ad revenue from our insert in the Cleveland Jewish News will yield profits of \$75,000. Keeping our mission statement in mind, the students are designing “Ultimate Green Classroom”. They are working with Doty and Miller Architects, a leading Green architectural firm, to design a national model for an eco-classroom.

This give back to the community and future business and marketing students will be a complete sensory and educational experience. Everything will be addressed

including: lighting, flooring, wall coverings, HVAC, technology, teaching practices, furniture, art, sound, and alternative energy sources. On January 11, 2008, the stakeholders of the class are being brought together for "Charrette" – a roundtable to discuss what the Ultimate Green Classroom entails and means. Everyone from the students, to custodians, to Board of Education members, to technology directors will be involved. Designs will be drawn, bids will be taken, and construction will begin. Product donations and commitments are already arriving. The synergy again is making dreams into reality.

Outreach with the proceeds will create interdisciplinary relationships with several other Career-Technical programs in Mayfield Excel TECC. Horticulture will receive rain collection barrels for their new greenhouse and classroom, a worm composting facility will also be built by the Construction Trades Program at the Gates Mills Horticulture Center. The Culinary Arts program will be able to dispose of their organic waste at the worm composting facility. The Horticulture Program will use the new composting site as a learning tool and will also be able to sell the fertilizer through their retail greenhouse operation.

The Ecology Club at Beachwood High School is also getting involved. Their first step is a Green Audit of the high school and making recommendations. Proceeds will help to implement eco-changes in our high school.

Green is the new Black... This is not a FAD!

Where does Beachwood Junior Achievement go from here? Once the showcase ends and the classroom is completed, what's next? The answer lies with the next group of marketing students. Do they continue the legacy that is still about to happen? Or do they find the new tipping point. Only one thing is for certain; whatever Beachwood Junior Achievement does, it will be done with creativity and innovation while keeping the environment first.

THE GREEN DREAM

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