

Dear Teacher:

EcoVoyageurs Junior is back on-line. Kindergarten to grade 5 classes can learn about their ecological footprint through an easy to use curriculum-based environmental literacy program. Each unit is made up of teacher's lesson plans, student activities and worksheets and beautifully illustrated slide presentations. Visit www.ecovoyageurs.ca and download this wonderful, free program. You will learn about the hundreds of actions your students can take to reduce their ecological footprint.

Starting in September 2010, Unilever Canada will again be presenting the EcoVoyageurs Junior Environmental Awards program. To be eligible, download the free K-5 lesson plans at www.ecovoyageurs.ca Complete an EcoVoyageurs Junior lesson plan with your class and tell us about the environmental actions your class is taking to benefit their classroom, their school, their community or maybe even the planet! You will be eligible for one of 10 prize packages valued at \$2,000. Full details and applications are available at www.ecovoyageurs.ca.

You can also sign up on-line as an EcoVoyageurs classroom and learn about the hundreds of actions your students can take to reduce their impact on the environment. This will entitle you to receive a monthly Ecological footprint newsletter containing book reviews, environmental events, great environmental websites and articles about the innovative environmental projects happening in schools across Canada.

We look forward to hearing from you and finding out what your class will do to contribute to a healthier environment.

Catherine McVitty, Unilever Canada



About the EcoVoyageurs Junior Environmental Awards Program

Rules and Regulations

The EcoVoyageurs Junior Environmental Awards Program ("Program") is open to all Kindergarten to Grade 5 teachers in Canadian schools. The school must be a provincially recognized educational institution.

Award consists of a \$500.00 prize for the submitting teacher and \$1,500 for the teacher's school to be used for environmental improvement projects at the school.

Submissions can be tendered online or by mail. Original materials will not be returned and may be featured on the EcoVoyageurs website and in the EcoVoyageurs newsletter.

The Program will begin on September 7, 2010 at 12:00:01 am Eastern Time. The application deadline is March 7, 2011 at 11:59.59 pm Eastern Time. Winners will be announced on April 22nd, 2011.

The selection of winners will be determined by a committee of educators, environmental experts and a representative of Unilever Canada.

There will be at least one winner for each grade from K to 5. In the instance of a split class, the younger grade will be deemed to be the winning grade (e.g., for a grade 2/3 split winner, the award will count as if it was won by a grade 2 class).

Selected applicants will be contacted and must then authorize the release of any information relating to their application to the Program. You must include parental written permission for any photographs of students and photographer release if applicable. If names of children in photos are provided please provide first names only. Release forms are available for download at www.ecovoyageurs.ca. The information resulting from such a request may be used for the award program publicity or promotion purposes.

By entering the Contest, you grant to Unilever Canada Inc. and Co-Ed Communications Inc. in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the materials you submit as part of your entry, in whole or in part, in any manner whatsoever, including print, broadcast or the internet.

No purchase required. Open to Kindergarten to grade 5 classrooms in provincially recognized schools. Contest closes at 11:59:59 Eastern Standard Time March 7, 2011. See full details at www.ecovoyageurs.ca.

Eligibility

- Teachers must demonstrate that they have utilized EcoVoyageurs Junior materials in their classroom to teach the concept of the ecological footprint;
- Teachers must demonstrate that with their students, they have undertaken an action, a series of actions or a project that will result in a reduction of the ecological footprint of the classroom, the school or the community;
- Teachers must work directly with children in a school setting in one of grades Kindergarten to grade 5; and
- Multiple classrooms from any given school may submit separately, but each submission must be unique.

What to send?

We want to know what you are doing to enhance student's understanding of their ecological footprint and how they can reduce their impact on the earth through a class, a school or a community project.

Please send the following materials:

- A completed application cover form (provided below)
- A maximum 500 word statement that describes the project or actions taken by students that qualify the class for the award;
- An outline or lesson plan of how the ecological footprint was taught in your classroom using Ecovoyageurs Junior materials;

The following supplementary materials can be submitted to support your application:

- A letter of recommendation (eg. parent, community member)
- Samples of student work (not for publication)
- Pictures, short DVDs or CD-ROMs of the project
- Any associated media coverage (not for publication)
- Website address if your project can be viewed on-line
(Submitted materials will not be returned)

Criteria for Selection

Submissions will be judged on the following criteria weighted equally;

- o Demonstration that students have learned the basic concept of the ecological footprint;
- o Demonstration that as a class you have taught and undertaken the EcoVoyageur lesson plans and activities so that your students have a good understanding of the five aspects of the ecological footprint;
- o Your project addresses at least one area of the ecological footprint: water, transportation, energy, waste or food
- o Your project has an element of measurement (for example a tracking of the number of children participating in walking or taking the school bus or number of batteries collected in a battery recycling program)
- o That the project will result in some type of action or outcomes that are clearly identified
- o That the project promotes individual responsibility
- o Your project might have an impact on the broader community
- o That the project has resulted in a change of attitude or behaviour in the students and/ or this change in attitude is being shared beyond the classroom or beyond the school.

In the event of a tie, the submission that shows potential for the greatest environmental impact will be selected as the winner.

Application Form

EcoVoyageurs Junior Environmental Awards Program:

TOTAL VALUE: \$2,000

DEADLINE FOR APPLICATION: March 7, 2011 at 11:59:59 pm EST

Apply on-line at www.ecovoyageurs.ca or submit award application package to:

EcoVoyageurs Junior Environmental Awards Program:

260 Adelaide Street East

P.O. Box 59

Toronto, Ontario M5A 1N1

For more information e-mail: info@coedcomm.com or Telephone: 1-800-668-1023

Please Print Clearly

Name of Teacher _____

School _____ Grade _____

Principal _____

School Address _____

City _____ Province _____ Postal Code _____

Telephone _____ E-mail _____ Fax _____

Please list all documents or photographs included with this Application Cover Page

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

I wish to receive the Ecovoyageurs monthly newsletter

Name _____ E-mail _____

ACKNOWLEDGEMENT / AUTHORIZATION

I certify that all the information provided on this application form and in all the accompanying documents is true, accurate and complete. I authorize Unilever Canada Inc. and Co-Ed Communications Inc. to collect information about me, from me, my school or community sources and from references I have provided to you. The information you collect may include photographs and videos.

You may use the information for any purpose related to the provision of the EcoVoyageurs Junior Environmental Awards Program including publicity and promotions.

Name _____

Signature _____ Date _____