



girl scouts 1912-2012 forever green

Overview

In 2012, Girl Scouts will celebrate its 100th anniversary. To mark this milestone and to honor founder Juliette Gordon Low, who loved nature and the outdoors, Girl Scouts of all ages, volunteers, and alumnae are engaging in Girl Scouts Forever Green. This nationwide, take-action project offers a meaningful leadership experience that makes a huge positive impact on the environment and increases the visibility of Girl Scouts in every community.

VISION STATEMENT

Girl Scouts are at the forefront of environmental sustainability, leading their families, schools, and communities in protecting natural resources.

PROJECTS

Girl Scout councils select one or more the following projects to implement councilwide.

- **Girl Scouts Forever Green—Reduce Plastic Waste**
Date: February
Description: Use reusable water bottles and bags
- **Girl Scouts Forever Green— Earth Hour**
Date: March
Description: Install Energy Star qualified light bulbs in homes, schools, and businesses; participate in Earth Hour by turning off lights between 8:30 and 9:30 p.m. on the last Saturday of March
- **Girl Scouts Forever Green— Rain Gardens**
Date: April
Description: Plant and maintain rain gardens at schools, homes, and other sites

PLEDGE

Girl Scouts and the community at large are invited to take the online **Girl Scouts Forever Green Pledge**. Those who make the pledge commit to a year of taking daily actions to protect the environment.

LEADERSHIP DEVELOPMENT

The *It's Your Planet—Love It!* journey series is integrated into Girl Scouts Forever Green. The project is the perfect way for girls at all grade levels to **discover** what is meaningful to them and realize their own values related to the environment and what they can do to protect it.

When Girl Scouts team together to implement Girl Scouts Forever Green in their schools and communities, they **connect** with others.

Annually, during the months of February–April, Girl Scouts **take action** and inspire others to join the effort.

ENVIRONMENTAL IMPACT

Participation in Girl Scouts Forever Green will be recorded, and the environmental impact will be measured. Participants will be asked to enter specific data about their projects on the Girl Scouts Forever Green Web site. In order to sustain Girl Scouts' commitment to take daily action, participants will be asked to make online pledges to save natural resources throughout the year. All of the data then will be translated into the natural resources protected, and the collective nationwide environmental impact will be reported.

TIME FRAME

- 2008–2009: 10 pilot councils
- 2009–2010: 36 pilot councils
- 2010–2011: 12 pilot councils and approximately 25 participating councils
- 2011–2012: National rollout, involving all councils and USA Girl Scouts Overseas
 - Girl Scouts of the USA provides a project guide for councils, introduces Girl Scouts Forever Green's Web presence, and continues to secure funding. Projects occur annually during the months of February, March, and April (one project focus per month). Girl Scouts Forever Green is highlighted and integrated into Girl Scouts' 2011 national meeting and convention. The environmental impact of the project is highlighted and celebrated in connection with the 100th anniversary of Girl Scouts of the USA.
- 2013 and beyond: Girl Scouts Forever Green continues annually as described.

PROJECT RESOURCES

GSUSA will offer how-to and promotional materials, a patch, a Web presence, and other resources for councils to use so that Girl Scouts Forever Green is a simple, turnkey project.

FINANCIAL SUPPORTERS (to date)

- Herford N. Elliott Trust
- Jessie Ball DuPont Fund
- Rockefeller Philanthropy Advisors
- Southern California Edison
- U.S. Forest Service

ALLIANCES AND AFFILIATES

- National Association of Elementary School Principals
- National Association of Secondary School Principals
- National School Board Association
- U.S. Environmental Protection Agency
- U.S. Green Building Council
- Earth Hour Limited

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