



# UNPLASTIFY CHALLENGE FOR SCHOOLS

## Program Brief

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2021 - 2022



- I. ABOUT UNPLASTIFY**
- II. UNPLASTIFY CHALLENGE FOR SCHOOLS (UCS)**
- III. UCS IMPACT & GOALS**



# ABOUT UNPLASTIFY

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UNPLASTIFY

**SOCIAL**

**ENTERPRISE**



**MISSION: CHANGE THE HUMAN  
RELATIONSHIP WITH PLASTIC**

**ACTION: ACCELERATE SYSTEMIC SOLUTIONS TO  
REDUCE THE USE OF SINGLE-USE-PLASTIC**

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OUR BELIEFS

**THE HUMAN RELATIONSHIP WITH PLASTIC**  
**IS OUT OF CONTROL**

**THE PROBLEM IS NOT THE MATERIAL, IS**  
**ITS USE AND ABUSE**

**RECYCLING IS NOT THE MAGIC SOLUTION:**  
**PREVENTION IS THE KEY**



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OUR STRATEGY

**WE NEED SYSTEMIC  
CHANGE  
TO AVOID SINGLE USE  
PLASTIC**





# UNPLASTIFY CHALLENGE FOR SCHOOLS (UCS)



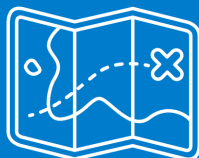
# THE CHALLENGE IN A FEW WORDS

This program invites young people between the ages of 15 and 16 to **choose a disposable plastic item** and **develop a strategy** to reduce or eradicate its consumption in a specific community.

## METHODOLOGY



IDEATE AND DEFINE



TAKE ACTION



MEASURE IMPACT



SHARE RESULTS



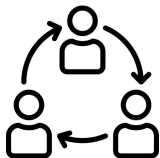
# PEDAGOGICAL FRAMEWORK

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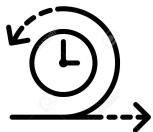
## PROJECT BASED LEARNING

We rely on **project-based learning**, because we believe it is the key to develop a deep knowledge of the content - **learning by doing**. In this way, we seek to make young people the **protagonists of their learning**.



## CHANGEMAKERS SKILLS

In turn, by working on a real, global problem, we seek to **empower changemakers**, who are part of the real-world solution. Our focus on **leadership, communication, impact and cooperation** provides participants with the tools for today's sustainable leaders.

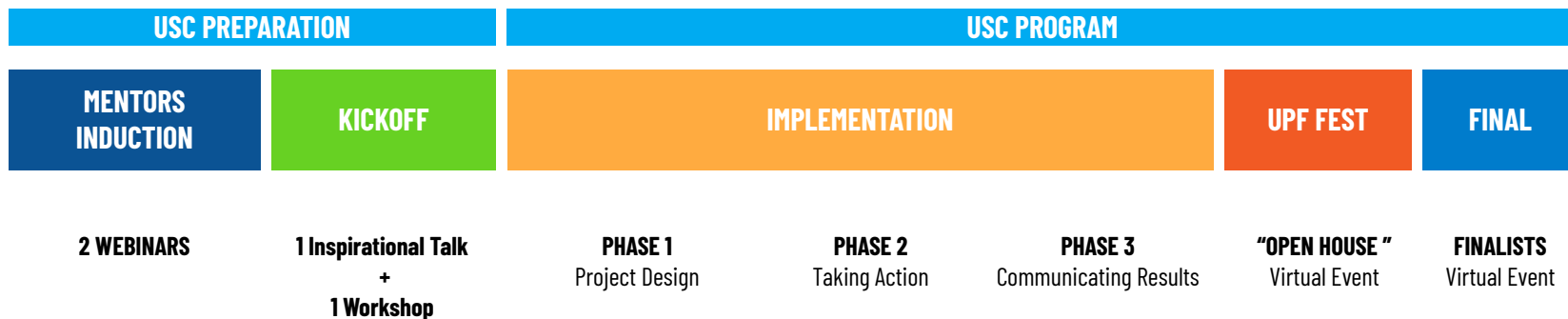


## AGILE AND DESIGN THINKING

The program is inspired by the **agile method** and **design thinking**, where teams converge and diverge in order to sharpen their strategy. Creativity and teamwork are key!



# PROGRAM COMPONENTS



Unplastify APP





# UCS IMPACT & GOALS





# TRAJECTORY 2019-21



**5** EDITIONS



**+60** SCHOOLS  
PUBLIC AND PRIVATE



**+816** YOUNG  
PARTICIPANTS  
+10.000 ATTENDED TALKS

**8**

**COUNTRIES**



CHILE



ECUADOR



ARGENTINA



COLOMBIA



MEXICO



COSTA RICA



BRAZIL



GUATEMALA



# PARTNERSHIPS

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- FOES Eco House
- Observa Ciudadanía
- Bilingual Education
- Escuelas Verdes
- Itinere Red Educativa
- Red MOVE
- National Geographic Learning
- Varkey Foundation
- Zero Footprint Project





## GOALS 2022

**+100 INSTITUTIONS**

**+10 COUNTRIES**

**2 EDITIONS (SPA + ENG)**

**In 2022 we aim to expand our reach in more institutions latin american countries during the 2 UCS editions that will take place next year.**

**The last 5 UCS editions have been 100% free to institutions** thanks to the contribution of grants, mainly from National Geographic Society. This possibility made us grow and impact a greater community to streamline the program to scale it up in the years to come.

We have seen how the learnings of this program nurture the students environmental awareness skills but also bring action and their project management skills. **We believe no schools should be left out of this opportunity and way of learning and for this we need your help!**

To empower more students, to lead change and unplasty their communities and learn how to do so sustainably!

# HOW YOU CAN HELP

**Unplastify has partnered with ZERO FOOTPRINT to bring change** to more schools in Latin America and Unplastify their communities. We have seen how the program engages young students and brings their passion to this great problem of plastic pollution we are tackling together. **We invite you to collaborate and join our cause by making a donation for next year's program.**

*We need to raise 70.000 USD to cover the costs for 100 schools to be part of this unplastifying journey.*



**\$3500**

SPONSOR 100  
STUDENTS

**\$7000**

SPONSOR 200  
STUDENTS



GO AN EXTRA MILE AND  
REACH MORE STUDENTS

**EVERY CONTRIBUTION COUNTS!**

# THANK YOU!

Contact information:

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