



# ESRAG Strategy and Tree Planting Challenge

**Post RI Convention Workshop  
Aloft Atlanta Downtown  
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# Workshop Agenda

**Part 1: Rotary and Environmental Sustainability**

**Part 2: Tree Planting Projects, Resources & Strategies**

**Part 3: Tree Planting & Growing Planning**

**Part 4: Closing Observations**



# Participative Workshop!

- Respect and kindness
- Ask Questions
- Listen
- Confidentiality
- The Rotary Object: Service Above Self



Arounding to research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter are in the right place. The rest can be a total mess and you can still read it without problem. This is because the human mind does not read every letter by itself, but the word as a whole.





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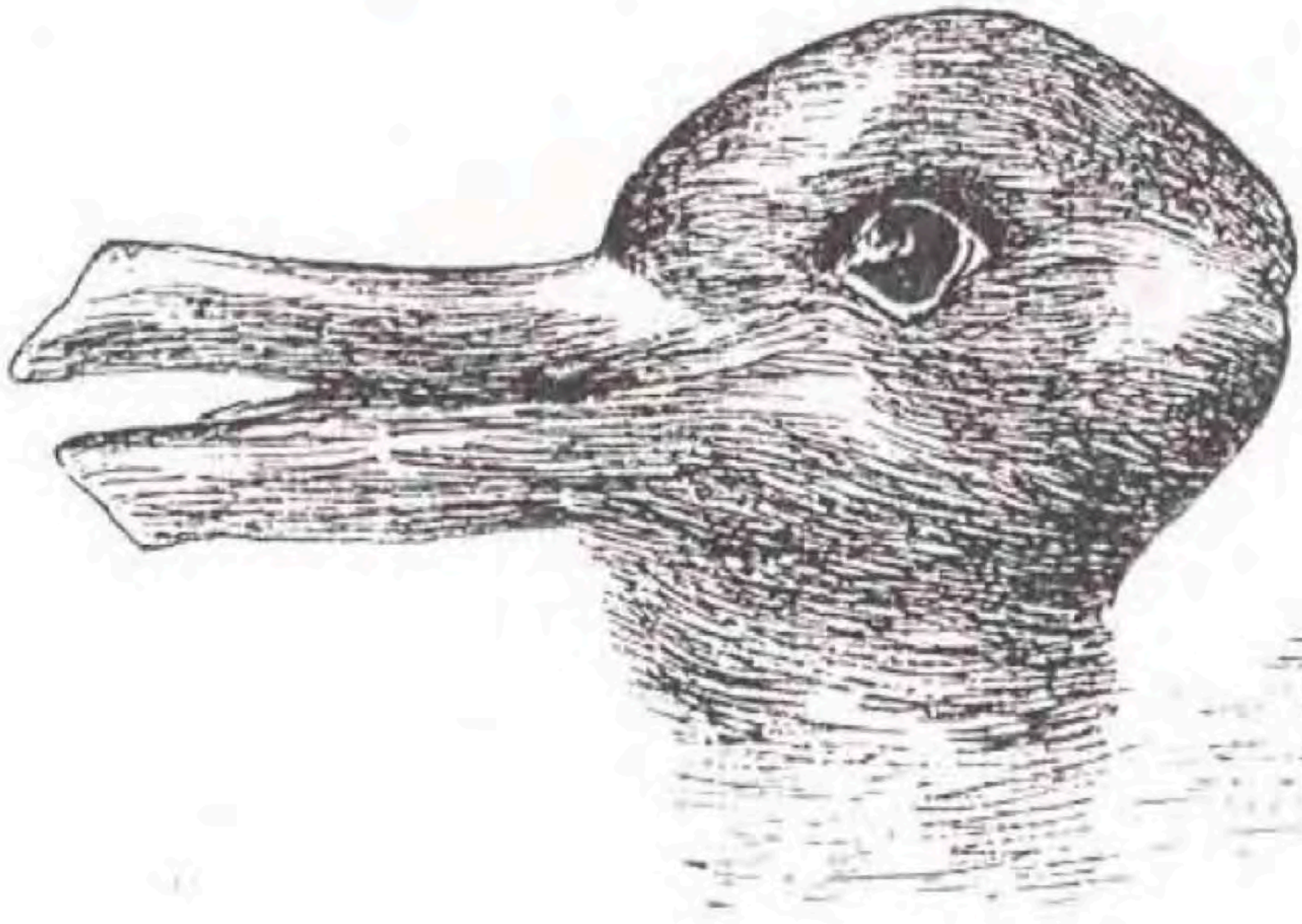


Look at the chart and say the COLOUR not the word

<b>YELLOW</b>	<b>BLUE</b>	<b>ORANGE</b>
<b>BLACK</b>	<b>RED</b>	<b>GREEN</b>
<b>PURPLE</b>	<b>YELLOW</b>	<b>RED</b>
<b>ORANGE</b>	<b>GREEN</b>	<b>BLACK</b>
<b>BLUE</b>	<b>RED</b>	<b>PURPLE</b>
<b>GREEN</b>	<b>BLUE</b>	<b>ORANGE</b>

### **Left – Right Conflict**

**Your right brain tries to say the colour but your left brain insists on reading the word.**







# Where in Your Context?

**Avid/Rabid  
Environmentalists**

**Calm and Consistent**

**Polite and Priority-  
skeptical**

**Irritated at the Idea**



# The Big Story - Sustainability

## Six Areas of Focus

- Peace and conflict prevention/resolution.
- Disease prevention and treatment.
- Water and sanitation.
- Maternal and child health.
- Basic education and literacy.
- Economic and community development.





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# Starting with the End in Mind

## Rotary Values





# NOAA Marine Debris Project

## Poster Child of Rotary Values







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# Challenges & Opportunities to Share

- A personal story of how you became engaged in environmental sustainability.
- Define what environmental sustainability is, as related to your involvement in Rotary
- Define what environmental sustainability is not, as related to your involvement in Rotary.



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# Leadership Through Listening

Assignment:

- Make up a skit (2 minutes)
- Assign at least one person to each of the four approaches
- We will watch the skits of volunteers



Break





# Tree Planting Partners & Resources

- Web resources for “Getting Started” & Rotary model
- Local & Global resources
- Ideas & On-going projects
- Strategies for engagement



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2017-18 RI President Ian H.S. Riseley announces his presidential theme, *Rotary: Making a Difference*



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## 1.2 Million Trees Planting Challenge





# What's the Strategy?

## The Rotary Model:

- Connect with partners.
- Build on the interest and relationships in your club.
- Share your expertise, and your success.
- Involve the community.
- Have fun.

# Options

- Local or global?
- District or Club?
- Economic, Education, Aesthetic, Health, Environmental, Engagement?
- Activity, Youth, Community, Resources?



# Ideas

- Urban canopy
- Fun literacy programs
- Economic benefits
- Native preservation
- Reforestation
- Drought prevention
- River bank restoration
- Nutrition

<b>Project Name:</b>	<b>Individual</b>	<b>Club</b>	<b>District</b>	<b>Local Partner</b>	<b>National Partner</b>	<b>Global Partner</b>
Water & Sanitation						
Mother & Child						
Local Economies						
Peace						
Education & Literacy						
Global Health						



# Global Rotary Partner Opportunities

- Rotary Clubs working in Brazilian rainforest and river restoration.
- Rotary Clubs and school children planting edible trees in Kilimanjaro region.
- Rotary Clubs in Indonesia restoring mangroves.





# Sustainable Global Gardens

- Mt. Kilimanjaro Region tree planting project.
- Addresses desertification, nutrition, economic benefit, education, community development.
- 3 Rotary Clubs in Tanzania, 25 schools, 12 farmers.
- Global partners, including Rotarians monitoring progress.
- More than 30,000 trees planted since 2014.
- Generating 30,000 English pounds / year.
- Providing food (edible trees) and remediating drought.



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Break



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# Tree Planting & Growing Planning

- Goals / Areas of Focus
- Project Title
- Potential Partners
- Funding
- Steps, Strategies & Timeline
- Social Media & Publicity



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# Quote for Thought

Society grows great  
when wise people plant trees  
in whose shade  
they know they never shall sit.



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Whatever Rotary may mean  
to us,  
to the world  
it will be known  
by the results it achieves.

--- Paul Harris