

An underwater scene featuring several blue tangs swimming over a coral reef. A paper octopus is floating on the left, and paper coral is at the bottom. A red banner with the title 'Ocean Challenge' is in the center.

# Ocean Challenge

## Leader Guide



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# Welcome from the Students Rebuild Team

Dear Leader,

Did you know that we're all sea creatures? Yes, that's right. We might not have the dexterity of an octopus, the sonar abilities of a dolphin, or be able to breathe underwater, but we rely on the ocean for our health and well-being. In fact, without our ocean—which covers over 70% of the earth's surface—human life would cease to exist.

As legendary oceanographer Dr. Sylvia Earle shares, “Even if you never have the chance to see or touch the ocean, the ocean touches you with every breath you take, every drop of water you drink, every bite you consume.”

So, this year, we are diving deep into an environmental issue that impacts us all and are inviting students worldwide to help address the urgent problems facing our ocean. With everyday plastics threatening marine life, rising temperatures destroying the world's most beautiful coral reefs, and over-fishing and toxic waste killing vital sea creatures, it's clear that the ocean is at risk and needs our help.

As with so many of our world's most pressing problems, young people are already on the front-lines working towards sustainable solutions. That's why we're excited to invite even more students to learn and take action right from their own community.

Through this Challenge, your efforts will not only help protect our ocean and the creatures who inhabit it, but also help the people living on the coastline who depend on a healthy ocean for food, economic livelihood, and more. And since we're all sea creatures—it will benefit you as well!

We hope you use this Leader Guide to create a tidal wave of change. We're excited to take this voyage with you and our amazing partners: The Nature Conservancy, Ocean Collectiv, and Global Nomads Group.

Let's dive in!



Leonetta Elaiho  
Manager, Students Rebuild



# What is Students Rebuild?

Students Rebuild, a program of the [Bezos Family Foundation](#), is a free, ready-made adventure in global learning that asks students to put their creativity and compassion to work in support of other young people in need.

The way it works is simple: We issue an annual challenge that invites students to respond to a specific problem affecting young people somewhere in the world. Teachers and students explore the issue in class and, in the process, connect with students around the globe. Then students create art based on what they learn and send it to us. For every piece of artwork they submit, we make a financial donation to a respected community-based organization serving youth. Since 2010, more than one million participants in 83 countries have created nearly five million works of art and raised more than \$4 million to benefit tens of thousands of young people around the world.





# About the Ocean Challenge

This year, we're challenging teachers and students worldwide to help save marine life and support coastal communities.

## A problem as big as the seas

All living things depend on the ocean—for oxygen, food, a stable climate, and more. But warming temperatures, overfishing, and pollution are negatively affecting ocean waters and marine life, and those effects will touch all of us worldwide.

For the 40 percent of the population that lives on coastlines, the stakes are even higher.

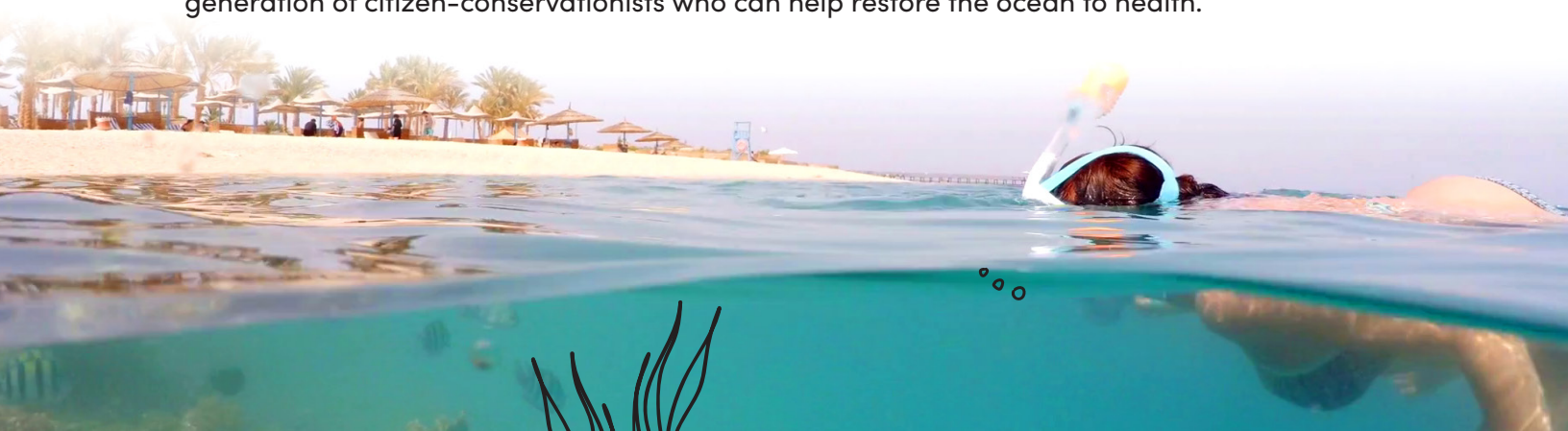
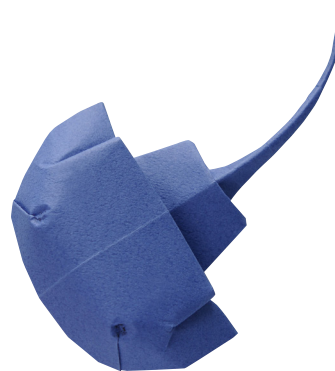
Minority coastal residents and those with low incomes are disproportionately affected. These communities contribute the least to damaging the ocean, yet they experience the brunt of the problems that result.

## Building a wave of action

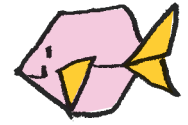
The Students Rebuild Ocean Challenge allows students to turn the tide by taking a few simple-but-powerful steps:

1. Learning about ocean threats and the people they affect most.
2. Creating sea creatures out of paper or other recycled materials based on what they learn.
3. Sending their art our way.

For every piece of artwork submitted, the Bezos Family Foundation will donate \$2—up to \$500,000 total—towards youth-focused, science-based programs aimed at developing a new generation of citizen-conservationists who can help restore the ocean to health.



# When is the Ocean Challenge?



The Ocean Challenge launches on September 25, 2018, and ends June 8, 2019; World Oceans Day! You can join the Challenge and submit art throughout this period.

## Who benefits from the Ocean Challenge?

The funding that students generate through the Ocean Challenge will be used to support youth-focused, science-based programs aimed at developing a new generation of citizen-conservationists who can help restore the ocean to health.

Our partners at The Nature Conservancy and Ocean Collectiv will provide and support conservation-related education, job training, and other programming to strengthen coastal communities in The Bahamas, the Dominican Republic, and additional maritime nations. The programs are expected to reach over 3,500 youth.

Here is more about this year's projects and partners:

### The Nature Conservancy

The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, they create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. They are tackling climate change, conserving lands, waters, and the ocean at an unprecedented scale, providing food and water sustainably and helping make cities more sustainable. Working in 72 countries, they use a collaborative approach that engages local communities, governments, the private sector, and other partners.



### ***Projects to be Funded: Education and conservation programs in The Bahamas and the Dominican Republic***

Students' efforts will help fund education and training for youth and adults interested in coral and marine conservation. Through centralized "Innovation Hubs," communities will have opportunities to learn about threats to the reefs and ways to combat them, as well as explore youth-centered advocacy opportunities. These Hubs will also develop, disseminate, and implement novel technologies for reef restoration, including techniques to regenerate diverse corals at exciting scales. Learn more about these projects on our interactive map.

## Ocean Collectiv

Ocean Collectiv creates and amplifies solutions for a healthy ocean. In collaboration with experts, Ocean Collectiv advances ocean sustainability conservation solutions grounded in social justice. They provide fresh ideas on policy, science, and commerce. Collectively, their work builds public, corporate, and political will for using the ocean without using it up.



### ***Projects to be Funded: Community-led conservation solutions in coastal communities***

Through a small grants program, Ocean Collectiv will allocate funding to small coastal communities and organizations on the front-lines of ocean conservation issues. They will also provide expertise and capacity-building services to support the success of these programs. Check our interactive map for more details on the specific local projects that will be funded as they're identified.

## Global Nomads Group (GNG)

Global Nomads Group fosters dialogue and understanding among the world's youth. By leveraging technology, GNG enables connections between middle and high school students to build a generation of global citizens who are empathetic, aware, and inspired to take action.



Our long-term partner, Global Nomads Group (GNG), will help enrich the learning by connecting students throughout the Challenge. GNG will leverage innovative technology and storytelling to create videos, lesson plans, and webcasts during the school year.



# How do I get started?

Everything you need to participate in the Challenge can be found online at [studentsrebuild.org/ocean](https://studentsrebuild.org/ocean). This includes up-to-date information on the Challenge, an interactive map featuring this year's teams, videos, additional tools to support student learning, and instructions for making this year's art. We recommend you bookmark the Challenge webpage on your computer and come back to it often.

Here's how to maximize your experience and get started:

## 1. Register your team

Registration is simple, free, and takes less than two minutes. Once registered, your team will be displayed on our interactive map. (Teams can be any size—from one person to thousands!)

Registration also allows you to submit artwork and unlocks your Team Dashboard—a website feature that lets you save materials, submit and track your artwork, and share the Challenge with your students and their families. Register your team now!

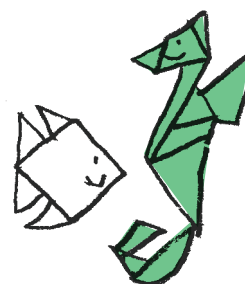


## 2. Choose your learning and support resources

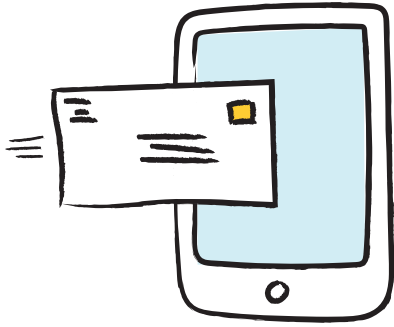
Whether you have one hour or a whole school year, you can customize your participation to meet your team's needs and time constraints. To make your journey easy, we've built a few recommended teaching guides you can follow based on the time you have. We also have materials like overview sheets, participation certificates, customizable posters, and more to make your Challenge experience personal. Find all these free resources at [studentsrebuild.org/resources](https://studentsrebuild.org/resources).

## 3. Connect, learn, and make art

Support your team to learn, connect, and take action! After sharing information about the Challenge and using the learning resources that best fit your needs, have your students make sea creatures out of paper or other recycled materials as they reflect on what they've learned and what they can do to help our ocean health. An instructional video and other art resources can be found at [studentsrebuild.org/resources](https://studentsrebuild.org/resources).







#### 4. Submit artwork to Students Rebuild

There are two ways to submit your art to Students Rebuild: mail us your art pieces or digitally submit them online. Whichever you choose, the first step is to go to [studentsrebuild.org/submit](https://studentsrebuild.org/submit). Once there, you'll be able to enter your team's final art numbers to calculate the donation amount associated with your art contribution. Your team's total art submission and associated donation total will automatically display on the team map and

in your Team Dashboard so you can share and celebrate your accomplishments with your students and their families.

## During the Challenge

Throughout the Ocean Challenge, there are a number of tools and engagement opportunities available for you to enhance your team's experience. While you'll find more information and everything you need online at [studentsrebuild.org/ocean](https://studentsrebuild.org/ocean), below is a brief description of the resources and experiences offered. Use these as they make sense for your team, and as always—feel free to adapt or create your own resources to fit the learning goals of your classroom or program.

### Overview Materials and Teaching Guides

In addition to this Leader Guide, here are the other quick reference tools designed to help you structure your Challenge experience. These include:

- **Challenge Introductory Video:** A short, two-minute video that provides inspiration and information on the Ocean Challenge.
- **Art Guide:** Detailed information and instructions on how to make this year's creative call-to-action; sea creatures made from paper or other recycled materials. Each piece of ocean art will generate a \$2 donation from the Bezos Family Foundation to support global conservation programs.
- **Teaching Guides:** If you're new to Students Rebuild or just looking for some direction about how to approach the Challenge with your team, we've created guides to help you navigate the tools and engagement opportunities we offer based on the time you have to participate. These can be found at [studentsrebuild.org/resources](https://studentsrebuild.org/resources).

## Video Resources and Lesson Plans

Each year we curate and create resources to boost student learning and reflection. You can find all materials in the Lesson Plan and Video section.

- **Story-telling videos:** Specially created for the Ocean Challenge, our partner Global Nomads Group has created a few short videos that tell the story of young people who are connected to the ocean. Each video has accompanying discussion guides designed to transport your classroom to another place to learn about young people passionate about ocean health—whether they live on a Caribbean island or in the middle of the country.
- **Other Recommended Curricula:** Each year our team identifies lesson plans and curricula that can be used to deepen learning throughout the Challenge. This year there are recommended lessons from TED-Ed, National Geographic, NOAA, and more.





## Connecting with our Global Community

To foster connections and learning across our teams—which last year spanned 39 countries across the globe—we’re hosting three virtual webcast discussions, a virtual “field trip” hosted by The Nature Conservancy, and Facebook Live conversations. You can also read stories on our website from partners, thought-leaders, teams, and young people which explore our relationship and reliance on the ocean.

- **Webcasts:** Three virtual webcast discussions (dates to be announced) will feature live conversations between youth involved in ocean-related programs and other Students Rebuild teams to explore the changing state of our ocean. You can tune in live to submit questions or watch later.
- **Virtual Field Trip:** In April 2019, The Nature Conservancy will take classrooms on a virtual field trip to explore the Dominican Republic and learn about the science behind how nature works and ways the current state of the ocean is affecting the people and coast there. This experience is aligned to standards and offers interactive lesson plans for each classroom.
- **Monthly Facebook/Instagram Live:** Every first Tuesday of the month beginning October 2nd, 2018, we will host Facebook/Instagram live segments featuring things like sea creature crafting and special interviews.
- **Newsletters:** Each month during the Challenge we send out a newsletter sharing the latest updates and highlights from the Students Rebuild community. We also feature a “team of the month” to celebrate a team participating in the Challenge. Sharing about your team’s work with us on social media, or letting us know directly, is a great way to get your team featured! You’re able to sign up for our newsletter online or through registering for the Challenge.



## Materials to Raise Awareness & Celebrate

Spread the word about the Challenge with your students, their families, and the community. Here are some tools to boost awareness and engagement!

- **Flyers and Customizable Posters:** Choose from our print-ready flyers and customizable posters to help raise awareness in your school or community and increase participation.
- **Digital Promotional Kit:** This resource offers sample social language for Facebook and Twitter and shares some photos that can be used in posting to share about your participation and get others engaged.
- **Participation Certificate:** Celebrate your team's contributions by sharing our customizable participation certificate.

### A new feature for you!

After you register, you can also use your Team Dashboard to share the Challenge with your students and their families digitally. (And you can save materials, submit your artwork, and track the amount of funding you've helped raise!)

## Consider Hosting an Event, Exhibiting your Artwork, and/or Contacting Local Media

A great way to raise awareness about the Challenge and your team's efforts is by hosting an event or exhibiting your artwork before sending it in. Special events and interactive activities will help draw more people to the cause and can even result in media attention. Please let us know about any special events you host so we can highlight them as well!

Here are two examples from recent years:

- Educator Sophia and students from Kos Island in Greece wove Students Rebuild into an activity day which drew media attention and inspired two other schools to join in.
- Hannah from Randolph High School in New Jersey celebrated her birthday by giving back. More than 50 joined her in making artwork to fund a global cause through Students Rebuild.





## Share Your Challenge Experience

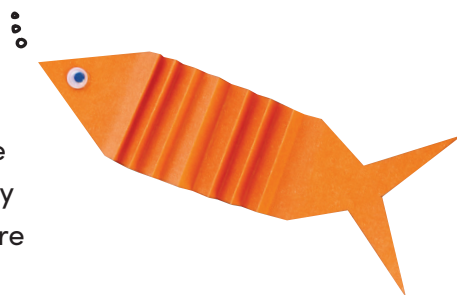
We love featuring photos and stories from our teams. Upload your photos at [www.studentsrebuild.org](http://www.studentsrebuild.org) and check out our homepage gallery. Or share your team's photos, videos, or highlights on social media. Use the hashtag #SROcean and tag @studentsrebuild so we can see what you share.

## Completing the Challenge

As your team completes its participation in the Ocean Challenge, please remember to:

### Submit Your Art to Students Rebuild

Submitting your art is required and ensures your contribution results in a financial donation. It's easy and you can do this online at [www.studentsrebuild.org/submit](http://www.studentsrebuild.org/submit) (Don't forget—you can display the art to raise awareness locally and celebrate your efforts before sending it in).



### Celebrate Your Team's Efforts

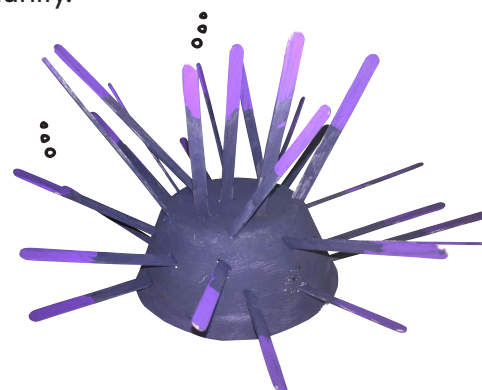
It's time to celebrate! Your team's hard work helped generate funding to protect the ocean and fund programs delivering conservation-related education and job skills to over 3,500 coastal youth.

Don't forget to download our participation certificate from [studentsrebuild.org/resources](http://studentsrebuild.org/resources) to share with all your team members.



### Give Us Feedback

After the Challenge ends on June 8, 2019, we'll send an online survey. Your prompt and honest feedback will help us improve our program and better serve you and our community.



# Beyond the Challenge

## Featuring Your Art

When the Challenge ends, Students Rebuild will commission an artist to design an exhibit featuring your art. The exhibit will appear at a major public venue, further promoting the urgent need for ocean conservation. Check the Ocean Challenge homepage in spring 2019 for updated information on the culmination exhibition.

## Continue Making Waves

While our Ocean Challenge will end on June 8, 2019, we hope you continue the journey by:

- Using our learning resources to explore more about our ocean and how we can make a difference and help protect it.
- Thinking about everyday actions, big and small, that you can take to support a healthy ocean. Need ideas? Check out our social media pages for ideas.
- Sharing your team's experience and photos with your local community and with us! Featuring stories of how our Challenges impact students is one of the things we love most.

## Contact Us

**On the Web:** [studentsrebuild.org](http://studentsrebuild.org)



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