

Making Earth a Cleaner Place with Educational Videos

University of North Florida's Environmental Center Leadership Program Spring 2021

Mission

Refuse → Reduce → Reuse → Recycle

- Beaches Go Green's mission is to create awareness and education around waste that humans produce and how it impacts Earth's environment.
- The first step is to refuse products that contribute to waste. If it's not possible to refuse, reducing those products that you use can help eliminate waste.
- Reusing those items will further the help of trash accumulation around the globe, and finally recycling should be the last thing humans should do in waste elimination. Items that can be recycled may not always go to the proper place, so the previous steps should always be attempted first.

Project Summary

- The project with Beaches Go Green was to bring fun and engaging videos to help get children and students involved making Earth a cleaner place.
- It was important that they be fun but educational so kids can understand and learn different ways to help refuse, reduce, reuse and recycle.
- Many videos included fast fashion, milk alternatives, Earth Day awareness, and how reducing meat consumption can help with greenhouse gases.

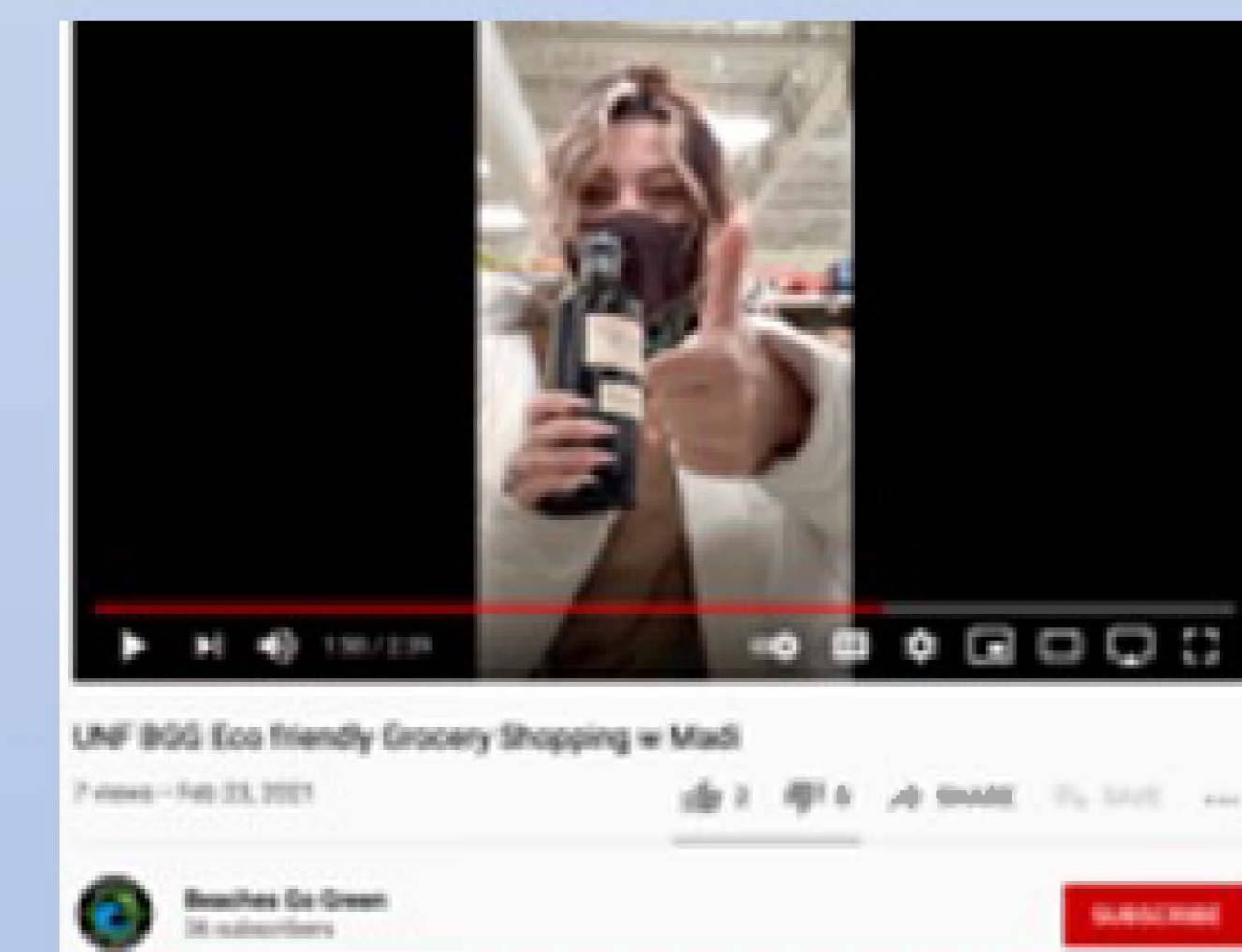


Project Videos

- These project videos like the "How to thrift like a Pro" video help kids learn about how to reduce the business of fast fashion and create cute outfits from second hand clothing.
 - When creating this video, it was important to reach out to the younger crowd. For example, a Tic Tok was made to advertise more modern ways to have fun with diverse second hand clothing.
- Another video that was published was how to shop at the grocery store by reducing the amount of plastic, packaging and bags used.
 - This video took place in an actual grocery store. It highlighted actual tips and tricks to use in order to "refuse, reduce, reuse and recycle."

Impact

- Volunteer Number: Three People
- Volunteer Hours: 67 Presently
- This project will reach many schools, children, and people around Jacksonville and even other parts of the world. These videos are posted on the Beaches Go Green YouTube channel as well as Instagram. Social media is an upcoming platform that reaches many individuals and helps create a voice for the community.



Acknowledgments

- Thank you to Anne Marie, community partner, and leader of Beaches Go Green for this opportunity to help education the younger generation on how to refuse, reduce, reuse and recycle.

Project Leader

Madison Woodson
n01366672@unf.edu
www.unf.edu/ecenter

Community Partner

Beaches Go Green
annemarie@beachesgogreen.org
Community Partner website

Key Volunteers

Angelica DaSilva
Emma Sheridan