



Jane Goodall's
Roots & Shoots

TOOLKIT

EVERYONE CAN MAKE A DIFFERENCE

WWW.JANEGOODALL.ORG.NZ



the Jane Goodall Institute New Zealand
FOR WILDLIFE RESEARCH, EDUCATION AND CONSERVATION



“

I travelled around the world and meet young people who seemed to have very little hope and Roots & Shoots is all about hope. It's encouraging young people of all ages from kindergarten to university to think about the problems in the world around them. To think about which they'd like to do something about, to work out what to do and then roll up the sleeves and get out and do something.

*Dr Jane Goodall, PhD, DBE,
Founder the Jane Goodall Institute and UN Messenger of Peace*




CONGRATULATIONS!

You're well on your way to becoming a **changemaker** - and we're here to help guide you every step of the way! This Toolkit is designed to guide you on your Roots & Shoots journey. Everything **YOU** need to become part of the next generation of Janes is right here!

SHARE YOUR JOURNEY



WHAT'S INSIDE?

- What is Jane Goodall's Roots & Shoots?
 - 4-Step Change Projects
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WHAT IS ROOTS & SHOOTS?

Jane created Roots & Shoots in 1991 with 12 Tanzanian high school students who wanted to tackle urgent problems in their community. Today, Roots & Shoots groups follow our model of Knowledge - Compassion - Action to make a positive difference for people, animals and our environment in 100 countries around the world.

WANT TO CONNECT?!

Search #RootsandShoots on Instagram and check out what people and groups all around the world are up to!



IDEA!

Want to connect/exchange with
a Roots & Shoots group in
1 of our 100 countries?
Let us know!

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ROOTS & SHOOTS CHANGE PROJECTS ...

Are youth-led

Tackle local sustainability
issues

Make a positive difference
for people, animals and
the environment

THE 4 STEP JOURNEY

1

Engage

Motivate yourself and others

2

Understand

Learn about local sustainability issues

4

Celebrate

Celebrate the difference you have made

3

Take Action

Plan and undertake an action project



1. ENGAGE!



Watch and read about Dr. Jane's Incredible story



Check out some awesome projects



Visit our YouTube channel



Discover other chapters on Instagram with the hashtag #RootsandShoots



SHARE YOUR JOURNEY





The Evolution of Jane Goodall

Let's celebrate her journey of discovery by following her evolution
from a girl with a dream to a woman with a global mission

The Dreamer

Growing up in England, Jane dreamed of working with wildlife in Africa. Her mother told her, "If you really want something, and if you work hard... and never give up, you will somehow find a way."



The Adventurer

Fulfilling her dream in Tanzania in the '60s, Jane Goodall discovered that wild chimpanzees are much more like us than anyone had imagined. Her observations about chimp tool use caused Dr. Louis Leakey to exclaim, "Now we must redefine tool, redefine Man, or accept chimpanzees as humans."



The Scientist

At first, Jane was criticized by the scientific community for naming wild chimpanzees and forming bonds with them. In 1966 "Dr. Jane" proved her scientific chops by earning a Ph.D. in animal behaviour.



The Activist

In 1986, Dr. Jane reluctantly decided she must leave her beloved chimps in the forest to travel the world and raise awareness about the threats facing chimpanzees, including habitat loss and the bushmeat trade.



The Inspiration

Dr. Jane Goodall — now a United Nations Messenger of Peace — is inspiring new generations of "Janes" through Roots & Shoots, a global movement of youth who create and lead sustainable change for their communities.



You can join Jane's journey by helping the Jane Goodall Institute protect great apes, and inspire young people to help animals, other people and to protect the world we all share.

VISIT WWW.JANEGOODALL.ORG.NZ TO LEARN MORE

Photo by Hugo van Lawick

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2. UNDERSTAND

This is a biggie

You're ready to take on important sustainability issues – but first, you have to understand them. There are a number of ways you can do this, and we recommend incorporating all of them.



**Community
Map**



Ask Questions



**Host
Guest Speakers**



**Watch and Screen
Documentaries**



**Do Some
Online Research**



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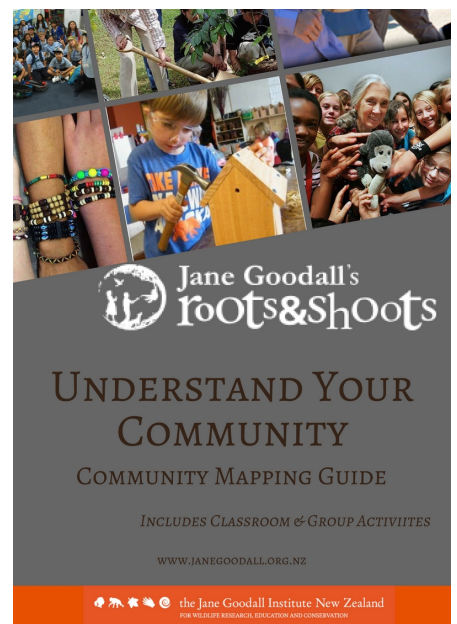
COMMUNITY MAPPING

Map the people, animals and environmental features in your community. It is up to you what part of your community you'd like to focus on: your schoolyard, your neighbourhood, your town, your campus, anything local to you.

To create the map, use Google Maps, pencil and paper, Minecraft – anything that will help you visualize your community.

Actually get outside and walk around, sit in the natural spaces, engage in conversation with local people using the spaces, facilities and businesses.

The goal is to understand who is in your community and how they are using it and then find the issue you'd like to take action on.



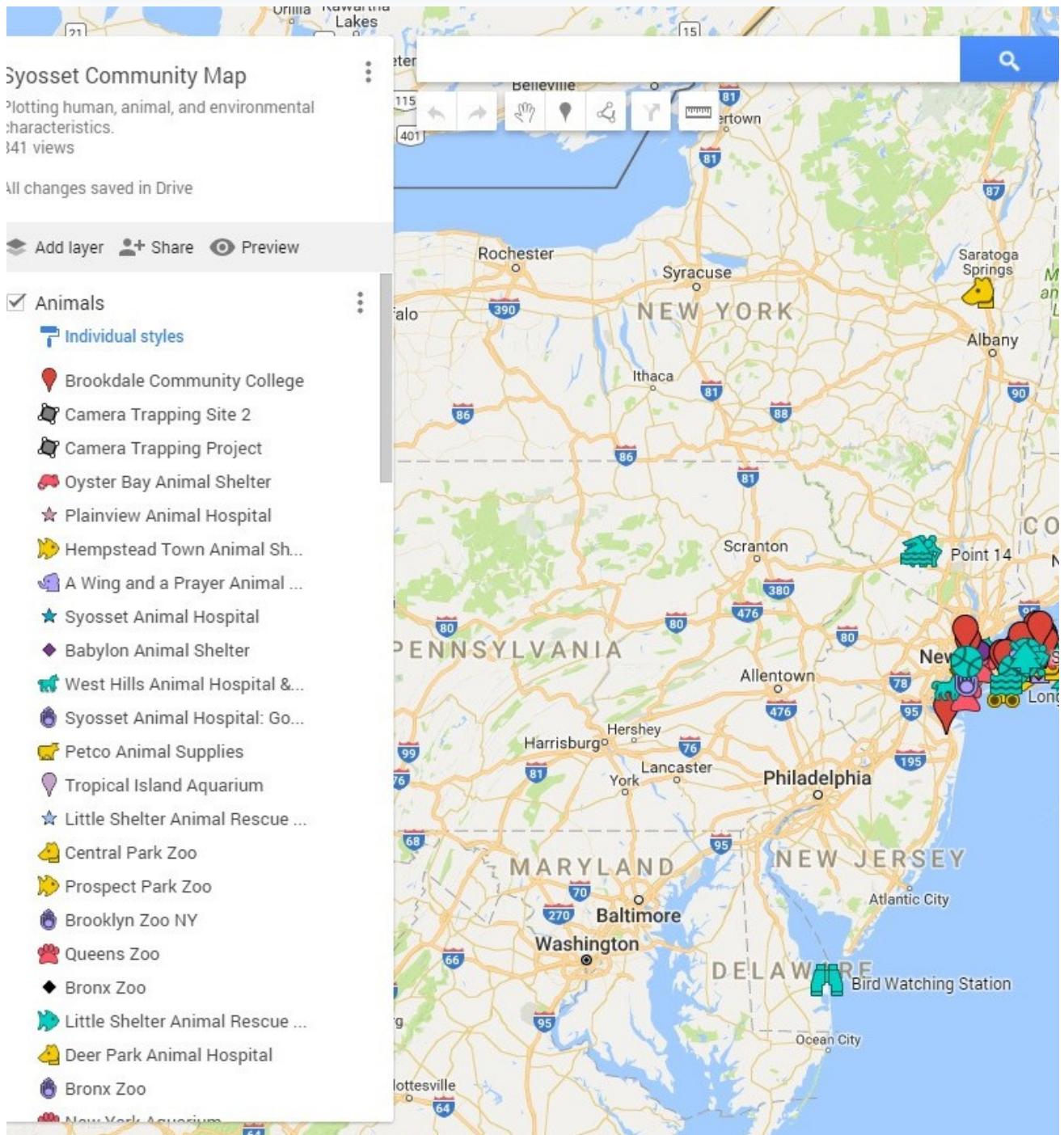
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EXAMPLE



EXAMPLE





ASK QUESTIONS

Once you've mapped your community, start asking questions to set a goal!

Is my community wildlife friendly?

Do I consume anything that harms people, animals, and/or the environment?

Are there enough pollinators?

How many green spaces do we have? Is that enough?

Where can people buy sustainable, affordable, and healthy food?

Are there places for homeless people to go?

Does my school compost?

Do all the people have what they need?

Are there any animals/habitats missing? (may involve research!)

How can I/we be more compassionate?

Are our people respected?

Are our natural spaces respected?

Are there any United Nations Sustainable Development Goals you'd like to address?



UN SUSTAINABLE DEVELOPMENT GOALS

17 goals form the basis of a plan to make the world the world a better place for animals, people and the environment, and one in which all are considered equally.



You can take action towards the goals everyday ... use reusable shopping bags, recycle, save power, read to your neighbours ... Or you could decide to undertake a Roots & Shoots change project to benefit a goal that inspires you.

Learn more about the Global Goals on the JGINZ website.

Each Roots & Shoots project makes a positive difference for a sustainability issue and contributes to the Global Goals.



EXAMPLE

How can I find out if my community is wildlife friendly?

First, I have to learn about the wildlife that live in my community. I can ask a teacher, family members, trusted adults, and I can look online. I can also go outside and look for them, keeping a log of the wildlife I see.

Then, I can ask friends and family to tell me everything they know about our local wildlife. If they don't have a good idea of the wildlife we share a community with there's an opportunity for a project!

What can I do to help?

Lead guided walks through parks with friends and family. Start an Instagram or Facebook account to promote and share your walks. Announce the walks at school. Bring along some information about the local wildlife that you have gathered through your research. Encourage your guests to take photos and post them on Instagram. Then at the end of the walk have a debrief and as a group, think of ways the community might come together to help make both private and shared spaces more friendly for wildlife. It may seem like just a walk at first, but you will soon realize how connecting people to their environment is a valuable step in changing the way we think and act towards the nonhuman world around us.





HOST GUEST SPEAKERS

Your community leaders will be very excited to hear that you're looking to educate your Roots & Shoots group on local sustainability issues.

Invite them to do a talk for your school or community group! You can talk to your teachers, parents, lecturer or adult mentors to help you get started.

IDEA!

Contact a local Indigenous Elder and ask if they will do a presentation on Indigenous ways of understanding sustainability at your school.



WATCH & SCREEN DOCUMENTARIES

Reserve a classroom, lecture hall or find a local community group that's willing to lend you space and invite your group to watch an educational documentary that tackles both local and global sustainability issues.



ONLINE RESEARCH

The Internet has a huge range of resources that will help you understand sustainability in general and issues that might be impacting your community.

Do a quick Google search and you'll be surprised by what you discover.

Check out some podcasts!

WWW.JANEGOODALL.ORG.NZ

The Jane Goodall Institute New Zealand web site has a huge amount of information on sustainability issues, work being undertaking and campaigns which you can get involved with.



3. TAKE ACTION

You've done your research and come to understand sustainability issues within your own community. Now it's time to choose an issue and figure out how you want to tackle it.

Remember that people, animals and the environment are interconnected, so when you are designing your change project, take the time to consider how your actions will affect all three groups.

THERE ARE 4 DIFFERENT TYPES OF ACTION YOU CAN TAKE

EDUCATE / MOTIVATE / RESTORE / ADVOCATE



SHARE YOUR JOURNEY



EDUCATE

Become the educator!

**Take what you have learned in Step 2:
Understand, and share it with your community.**

IDEAS!

Design and host an
interactive
workshop for a
community group

Create and deliver
a presentation to
younger grades at
your school

Write and
broadcast a
podcast

Write some
slam poetry for
an open mic
night

Coordinate and
host a conference
at your school

Create a
YouTube channel
and produce
short videos

Create an art
installation of
litter or water
bottles

**Educating your community in some way is a part
of all Roots & Shoots action!**

MOTIVATE

Inspire you family, friends and community to change their consumer and lifestyle by giving them sustainable alternatives.

IDEAS!

Repair rather than replace

Encourage your community to support local farmers and suppliers

Support/highlight brands and local businesses that use sustainable products

Host a clothing swap party with your friends

Create an Instagram account and showcase all the awesome outfits you can find at your local thrift store

Reduce water use by taking shorter showers.

Ask local restaurants to only give straws to those who request them

Organize car pooling clubs or ride a bike

RESTORE

Create, rehabilitate or maintain natural areas

IDEAS!

Create or upgrade a green space at your school

Build and install a pollinator, bird house, or fish habitat in your backyard, schoolyard or community

With the help of a teacher, design and build an outdoor classroom

Remove debris from local rivers and streams (may involve adult help!)

In the summer, undertake some guerrilla gardening and plant pollinator friendly plants around your neighbourhood - and don't forget to leave a note!

Organize a shoreline clean-up and show how litter damages water life

Invite an Indigenous Elder to bless your new or improved green space at your school

Find a way to artistically demonstrate the effects of deforestation & pollution at your school

ADVOCATE

Take advocacy action to raise awareness
about your cause

IDEAS!

Meet with or write
letters to your
local MP/MLA

Talk to local your
local Chief & Council
or Mayor &
Councillors

Organize or attend
a march, walk, or
sit-in

Create a petition
and collect
signatures online
or in person

Write and send a
letter to the editor
of your local
newspaper



4. CELEBRATE

Celebrating is our favourite part!

No matter what action you took - on reaching one individual or hundreds – you make a difference!

Spend time congratulating yourself. We are super proud of you and you should be too!

Invite your community together to celebrate as well. Let us know when you're celebrating, so we can try to come too!

This is also the time to share with us what you did. We will give you a quick survey so you can send us your story and some pictures.

Also, think about and debrief on what you've learned – about sustainability, about leading an action or project, about your lifestyle habits (and those around you) – and consider what you might do next.



SHARE YOUR JOURNEY



TIPS & IDEAS

Get Inspired by the Roots & Shoots Family!

Check out our website and explore some youth-led Roots & Shoots change projects that knocked our socks off!



HOW TO PITCH ROOTS & SHOOTS

Getting started can be the hardest part. Having a teacher, lecturer or mentor to help guide you can really help. Here's some messaging you can use when writing or talking to a trusted adult.

Dear (their name)

I'm really excited about the idea of starting a Roots & Shoots group at our school and I'm hoping you might be able to help!

Jane Goodall's Roots & Shoots is the engagement programme of the Jane Goodall Institute of New Zealand and is active in 100 countries. The programme inspires and empowers young people to become compassionate leaders who are globally mindful and locally active by guiding them through youth-led, community projects that help people, animals and the environment.

My first step to get the support of a teacher, and I thought of you because (write something about why you think this particular teacher is a good fit).

If you think this is something you might be able to help with and you'd like you talk more, let me know!

Thank you,

(Your name)

TALKING TO YOUR PEERS

THIS IS ALL YOU!

You know better than anyone how to talk to your peers. But here are a few important things to remember:

- **Roots & Shoots is led by you – but supported by your parent, mentor, teacher**
- **We value diverse perspectives**
- **We follow a 4 Step process for our change projects – Inspire, Understand, Take Action, Celebrate**
- **We make the planet better for people, animals and the environment through change projects.**

THROUGH PARTICIPATING IN ROOTS & SHOOTS YOU WILL GAIN:

- **Leadership and team building skills**
- **Increased confidence**
- **A global family! Jane Goodall's Roots & Shoots is in 100 countries around the world, and you're about to become part of it!**

FUNDRAISING

Not all projects require funding, but many do. In this section you will find fundraising tips, ideas and resources.

Apply for Small Action Project Grants

- Every year Roots & Shoots gives away grants for change projects.
- Your local council may have grants available
- Your school or University may be willing to help you will funding for your project.

Do a quick Google search and you may be surprised at how much money is offered for undertaking projects just like yours!

HOST A FUNDRAISER

Ask your parent/guardians if you could hold a fundraising party at your house for friends and family. Ask guests to donate either "what they can" or \$5-\$10 that will go towards your project. At the door, set up a table with information about your project and how money will be used.

Examples of Fundraising Parties:

- Documentary Screening with popcorn
- 'Café Style' Open Mic
- Cooking classes

Try making a budget for your fundraising party so that if all of your guests contribute the minimum amount that you still make is enough to support your project in some way.

FUNDRAISING AT SCHOOL

Ask your Principle or Head Teacher if you can host a bake-sale in your school. Make an announcement a few days before so students and teachers remember to bring some money to school.

Ask you local paper if you could put an advertisement up for your fundraiser. Or, create a Facebook event and ask your family and friends to share it.

ONLINE FUNDRAISING

You may know that many of your friends and family, and even people just inspired, would like to support your change project.

Via EveryDayHero – you can set up a fundraiser, and share through social media or by email.

GREAT DATES IN 2018

DAYS AND WEEKS

TERM ONE

26 Jan	JGI's International Phone Recycling Day
2 Feb	World Wetlands Day
6 Feb	Waitangi Day
11 Feb	International Da of women and Girls in Science
19 Feb	Roots & Shoots 27 th Anniversary
25 Feb-5 Mar	New Zealand Seaweed
3 Mar	World Wildlife Day
20 Mar	International Day of Happiness
21 Mar	International Day of Forests
22 Mar	World Water Day
3 Apr	Dr. Jane's 84 rd Birthday
22 Apr	Earth Day
25 Apr	ANZAC Day

TERM TWO

14 May	World Migratory Bird Day
19 - 27 May	Youth Week Aotearoa
5 Jun	World Environment Day
8 Jun	World Oceans Day
18-24 June	National Volunteer Week
15 Jun +	Matariki

TERM THREE

5-11 Aug	Schools' Peace Week Aotearoa
12 Aug	International Youth Day
1 Sep	Primate Day
7 Sep	National Threatened Species Day
11-17 Sep	New Zealand Conservation Week
1 Sept	International Day of Peace

TERM FOUR

1 Oct	World Habitat Day
4 Oct	World Animal Day
24 Oct	United Nations Day
5 Dec	International Volunteer Day
10 Dec	Human Rights Day

BE AWESOME!

**Congratulations on Becoming Part of
the Roots & Shoots Global Network!**

Remember - we are here!

**If you have any questions or need further guidance or
support email us at:**

rootsandshootseducation@janegoodall.org.nz

For lots more information visit:

www.janegoodall.org.nz

NOW GO INTO THE WORLD AND BE AWESOME!



SHARE YOUR JOURNEY



“

A powerful force is unleashed
when young people resolve to
make a change.

Jane Goodall