

## **VIRTUAL LAUNCH DAY!** **WEDNESDAY, APRIL 22, 2020**



**We need your help!**

**We are in this fight together with our Mother Earth.**

On 22 April of every year the world marks the International Mother Earth Day. This year's theme is "Trees for the Earth". Earth Day aims to refocus the world's attention on the need to protect the environment in order to keep it healthy for current and future generations.

This year's Earth Day coincides with the signing ceremony of the Paris Agreement on Climate Change, which came on the heels of last year's agreement on the 2030 Sustainable Development Agenda with its high focus on protecting the environment and the earth as well. It is hoped that over the next couple of decades much will be achieved to protect Mother Earth. This year's focus on trees calls for the planting of 7.8 billion trees by the 50th anniversary of Earth Day in 2020.

Coronavirus outbreak poses huge public health and global economy at risk, but biological diversity as well. However, biodiversity can be part of the solution since this diversity of species would make difficult to pathogens to spread rapidly.

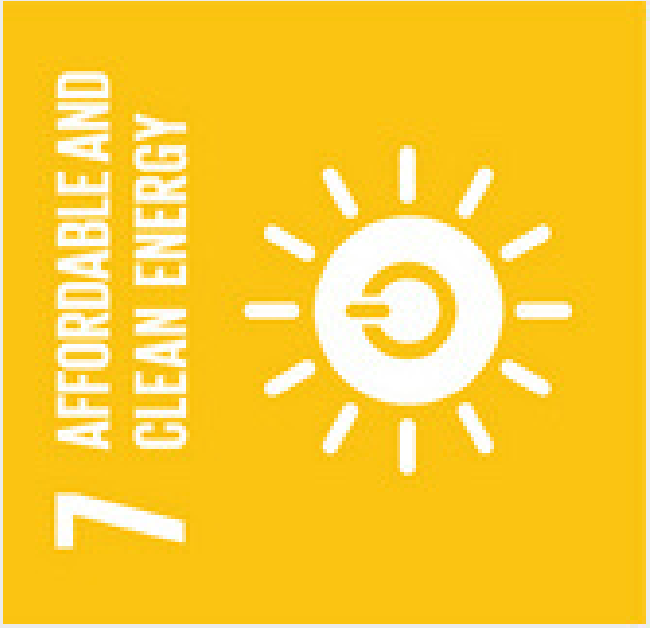
Source: United Nations

Thank you to all the workers who have worked on the frontline. We appreciate you and all that you do daily. My sincere prayers and condolences to the family of those who have lost love ones. Please continue to stay safe and cautious—continued Blessings.

Sincere Blessings,  
Doreen Williams  
President,  
UNA-USA, SPSC

**50<sup>th</sup> Anniversary of**  
**International Mother Earth Day**  
**Wednesday, April 22, 2020**

**REGISTER TODAY! [www.una-spsc.org](http://www.una-spsc.org)**



*Annual YIEEP 17 SDGs*

# NATIONAL COMPETITION DEADLINE EXTENDED

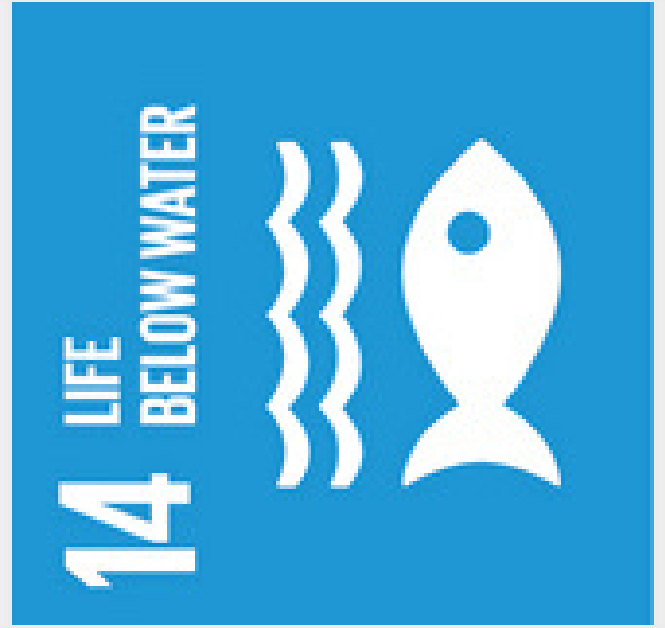
WE HAVE EXTENDED THE COMPETITION  
TIMELINE DUE TO THE INCREASED INTEREST  
IN THE ANNUAL YIEEP NATIONAL  
COMPETITION.

THE EXTENDED TIMELINE WILL ALLOW  
STUDENTS TO LEARN ABOUT THE GOALS,  
THINK ABOUT THE GOALS, AND PREPARE  
FOR THE COMPETITION.

I CAN'T WAIT TO SEE YOUR PROJECT.

MS. WILLIAMS  
PRESIDENT,  
UNA-USA, SPSC

LISTEN, LEARN, AND PARTICIPATE!







## Annual Youth International Energy & Environment Program (YIEEP) 17 Sustainable Development Goals (SDGs) National Competition

We are inviting students from around the globe to participate in the  
**Annual Youth International Energy & Environment Program (YIEEP)**  
17 Sustainable Development Goals (SDGs) National Competition.

### Skills Categories:

HUMANITARIAN EFFORTS, PERFORMING ARTS / MEDIA PRODUCTION,  
SPORTS, and STEM/STEAM. Be Innovative and Creative!

For additional information and to register for the  
**Annual Youth International Energy & Environment Program (YIEEP)**  
17 Sustainable Development Goals (SDGs) National Competition please visit:  
[www.dwgreeninstitute.org](http://www.dwgreeninstitute.org) / [dwcommunicationsandmedia.org](http://dwcommunicationsandmedia.org) / [www.una-spssc.org](http://www.una-spssc.org)

## Official **Virtual** Launch Party

Wednesday, April 22, 2020

50<sup>th</sup>

### Anniversary of International Mother Earth Day

Launch Party Theme: Blue (Water), Brown (Earth), Green (Environment)

International Mother Earth Day celebrated to remind each of us that the Earth and its ecosystems provide us with life and sustenance. This Day also recognizes a collective responsibility, as called for in the 1992 Rio Declaration, to promote harmony with nature and the Earth to achieve a just balance among the economic, social and environmental needs of present and future generations of humanity. International Mother Earth Day provides an opportunity to raise public awareness around the world to the challenges regarding the well-being of the planet and all the life it supports.

Take part in the World's Largest Lesson and be apart of the global challenge.



#ChallengingYouGlobally  
Find your cause and passion for life!





# Who Can Take Part? EVERYONE!

This annual competition challenge is for all middle schools, high schools, and collegiate students around the globe.

The World's Largest Lesson brings Global Goals to children all over the world and unites them in taking action. Since their launch in September 2015, they have reached over 130 countries and impacted over 8 million children each year. Source: United Nations Foundation

To all the teachers, coaches, mentors, youth leaders, and community residents who love inspiring, uplifting, and educating, we aspire to change behaviors more positively and productively. This challenge is for you too!

All participants need to register and submit student/new membership form by email or electronically online.

**Chamber of Commerce, McDonald's, Target, CVS, and Community Businesses** -Please register today to show your participation and support for the solidarity needed to educate our business community on the importance of working together to achieve the 17 SDGs.

**Government, Municipalities, and Libraries** - New York City was the first to develop a template for submitting their 17 SDGs efforts. Please register today to show your support and participation in achieving the 17 SDGs by providing your "Voluntary Local Review." **If you need assistance with your review, please contact our office. Contact information below.**

**The National Mall** - Please register today to show your participation in an optimum way of national solidarity and support, educating a massive audience in (1) effort of displaying support. A call for the 17 SDGs blocks down the National Mall!

**Walmart(s)** - 17 SDGs Challenge: Walmart, please register today to have your 17 SDGs display to show your support in educating students and the community on the vital importance of achieving the 17 SDGs for this generation, the next generation, and generations to come.



**Youth International Energy & Environment Program (YIEEP)  
student participants.**

**DW Green Institute Inc., Green School / DW Communications & Media /  
United Nations Association of the United States of America,  
Southern Palmetto State Chapter (UNA-USA, SPSC)**

**Doreen Williams**

**Founder / President / Executive Producer,  
DW Green Institute Inc., Green School, and DW Communications & Media**

**President,  
(UNA-USA, SPSC)**

**Phone: (301)537-4362 Emails: Dwcommmedia@gmail.com / Doreen@una-spsc.org**



**#ActionNow, #17SDG, #DWGreenInstitute, #DW, #ChallengingYouGlobally,  
DWCommunicationsandmedia, #GlobalCommunityImpact, UNA-USA,SPSC,  
#UNABoutique, #GreenSchool, #GlobalHumanitarianChamberofCommerce**







**Youth International Energy & Environment Program  
(YIEEP) student participants.**

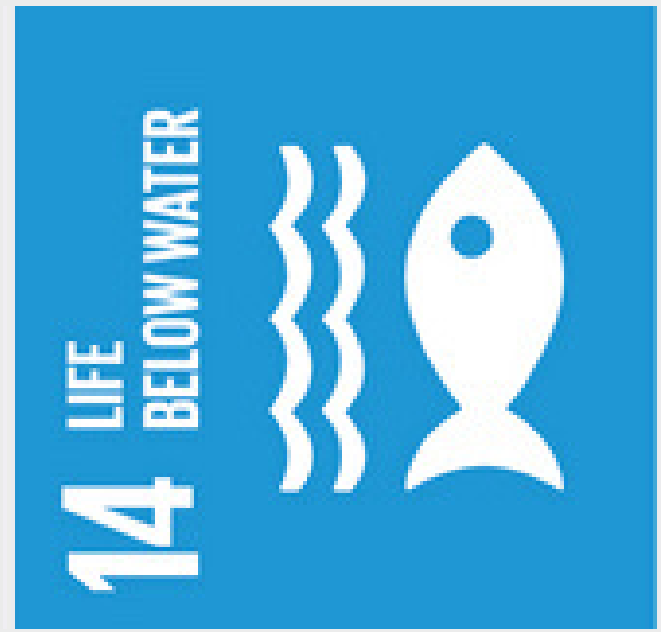
**To All Teachers: Here are a few ideas to engage your students.**

1. **Invite a Speaker** - A community leader who clearly understands and can speak on the vital need to educate on the 17 SDGs.
2. **Vocabulary Lesson** - On the 17 SDGs, each area of focus and related terminology.
3. **Color Wheel** - Familiarize students with the color wheel and the associated colors and issues.
4. **Watch Educational Video.** - United Nations UNICEF 17 SDGs video. Have students to write a one-page paper on (1) chosen goal.
5. **17 SDGs Animal Ambassadors** - Familiarize students with the 17 SDGs real-life animal ambassadors. Names; QiQi & Diandian
6. **Engaged students in a dialogue about the 17 SDGs.** Encourage input on how they would address the problem.

Note:

As an executive producer, educator, speaker, and advocate, I would love to come and speak. Please let me know if you would like me to talk to your students, group, business, or organization on the 17 SDGs and how continuing the effort to educate and bring awareness is of vital importance.

Click on the request speaker on the registration page.





## Develop And Enhance Your Skills

Students can learn invaluable lessons when studying world issues. The 17 SDGs presents issues and highlight barriers that can impact any community at any time, whether near or far. This challenging students to examine circumstances from a globally oriented perspective on issues that transcend national boundaries.



## Skills That Can Be Developed and Enhanced

### Career Development & Research

Career Planning

Communication

Critical Thinking

Cross Cultural

Decision Making

Empathy & Compassion

Exploring Career Alternatives Options

Exploring Higher Education Options

Global Engagement

Global Lessons

Goal Setting

### Job Preparedness

Language

Leadership Skills

Life Lessons

Listening

Problem Solving

Reading & Understanding

Research & Analytical

Technology

Writing





# Official Competition Rules and Guidelines

**Please read carefully.**

The Annual Youth International Energy & Environment Program (YIEEP) 17 SDGs National Competition mission is to educate, bring awareness and understanding to the 17 Sustainable Development Goals (SDGs); to encourage dialogue and involvement; spark debate, enhance critical thinking and problem solving skills.

Note: The United Nations Association of the United States of America (UNA-USA) is a movement of Americans dedicated to supporting the United Nations. With over 20,000 members (60% under the age of 26) and more than 200 chapters across the country, UNA-USA members are united in their commitment to global engagement and their belief that each of us can play a part in advancing the UN's mission and achieving the Sustainable Development Goals.

## Submission Requirements:

\*All participants must register and submit student and new membership form. Participants can register online by visiting one of the three listed websites - 1. [www.dwgreeninstitute.org](http://www.dwgreeninstitute.org) 2. [dwcommunicationsandmedia.org](http://dwcommunicationsandmedia.org) 3. [www.una-spssc.org](http://www.una-spssc.org).

\*Please remember to include at least (2) primary contacts on registration form.

\*All middle and high school registration must be a group of students (School sets criteria for grouping students.)

\*All middle and high school student groups must have a lead instructor, coach, or mentor to guide and advice the group. All collegiate entries can be determined individually and do not have to be a group registration.

\*Each school can submit more than one registration.

\*After clear review and understanding of the 17 Sustainable Development Goals (SDGs) student's need to choose a category for their project.

\*One category per registration. Categories: HUMANITARIAN EFFORTS, PERFORMING ARTS / MEDIA PRODUCTION, STEM/STEAM and SPORTS

\*All participants must submit a release statement (available on website(s) that give permission to publish materials pertaining to the competition. ex. photos, articles, videos, interviews.

\*Participants are challenge to create a clear and concise message that symbolizes, displays understanding, and relevance of the 17 SDGs. Participants are encourage to be innovated and creative ex. a banner, sign, billboard, button, sticker, painting, morale, video, skit, short film, beautiful canvas, poem, drawing. coloring book, color wheel display, 17 SDGs blocks. sports venue.

\*All entries must have the title: Annual Youth International Energy & Environment Program (YIEEP) 17 SDGs National Competition.

\*All projects must use Times Roman font - size 12. to 14.

\*All work must be the original work of the student(s) registered in each group.

\*Each entry must be a clear and concise display of understanding, supporting, and advocating for the 17 SDGs.

## Each submission must encompass the following elements when working on 17 SDGs project(s):

- |   |  |
|---|--|
| 1. Do I know the 17 SDGs?   | 7. How can achieving the 17 SDGs help this generation, the next generations, and future generations? |
| 2. Do I understand the 17 SDGs?   | 8. How can I help?   |
| 3. How can working on the 17 SDGs help the world?                                       | 9. How can others help?  |
| 4. How can achieving the 17 SDGs help the world?  | 10. When can we get started?   |
| 5. How does including students and communities from around the world help?              | 11. How does this project help?  |
| 6. How does or how can the 17 SDGs unify communities, states, countries, and the world? | 12. How can the community help   |



## Competition Rules and Guidelines Continued

\*Please send a scanned photo of entry on time before or by the due date (March 9, 2020) by email to [dwcommmedia@gmail.com](mailto:dwcommmedia@gmail.com) to be included in the judging process.

\*Please submit all entries with the subject line: YIEEP 17 SDGs National Competition. All winners and honorees are expected to present their project at the award recognition ceremony in Myrtle Beach, SC. Location: TBA.

\*All entries must be submitted via email; no postage excepted.

\*All photos must be high resolution - a minimum of 300 dpi and png or jpeg format.

\*Please make sure to abide by all guidelines as it pertains to copyright and image purposes.

\*No corporate marketing or endorsement. Unless written or official release is granted. Original permission must be submitted.

### Disqualifiers:

\*Please feel free to send pictures of your work in progress, completed work, group participants, group meetings or school assembly, successful and none successful efforts. Please submit in one single file.

Note: The submissions of numerous emails could cause a project disqualification.

The submission of a project not using reliable editing resources to ensure accuracy could cause a project disqualification.

### Judging:

\*All entries will be judged by an accredited professional with expertise in the judging category. Judges restricted from being the teacher or relative of a participant in the judging category.

\*There will be a total of (4) winners. Prizes to be celebrated and shared amongst team members. Collegiate: Prizes will go to the individual.

### Prizes

#### 1st Place Prize:

- \$1000 Scholarship
- Featured on DW Green Institute, DW Communications & Media, and United Nations Associated of the USA, Southern Palmetto State Chapter (UNA-USA, SPSC) Websites
- Featured story in Carolina & Maryland Tri-Mex Journal(s)
- Guest appearance on "Green Education 101" - CW National Network programming

#### 2nd Place Prize:

- \$250.00 gift certificate from sponsoring retailers: Starbucks, Walmart, Best Buy, Target (winner's choice)
- Featured on DW Green Institute, DW Communications & Media, and United Nations Associated of the USA, Southern Palmetto State Chapter (UNA-USA, SPSC) Websites
- Featured story in Carolina & Maryland tri-Mex Journal

#### 3rd Place Prize:

- \$250.00 gift certificates for sponsoring retailers: Starbucks, Walmart, Best Buy, Target (winner's choice)
- Featured on DW Green Institute, DW Communications & Media, and United Nations Associated of the USA, Southern Palmetto State Chapter (UNA-USA, SPSC) Websites
- Featured story in Carolina & Maryland tri-Mex Journal

#### 4th Place Prize:

- \$250.00 gift certificates for sponsoring retailers: Starbucks, Walmart, Best Buy, Target (winner's choice)
- Featured on DW Green Institute, DW Communications & Media, and United Nations Associated of the USA, Southern Palmetto State Chapter (UNA-USA, SPSC) Websites
- Featured story in Carolina & Maryland tri-Mex Journal

Note: Additional prizes may apply per sponsors.

\*All winners will be invited to attend the Recognition & Honors Ceremony held on Wednesday, April 22, 2020, in South Carolina. Location: TBA



## Competition Rules and Guidelines Continued

### Sponsorship and Donations:

"DW" would like to thank all of our sponsors and supporters over the past 12 years. We've had the privilege and pleasure of working with hundreds of students on the east coast and over 2 million via our energy and environmental focused national television broadcast "Green Education 101." Please consider donating as a volunteer or in-kind resources. With gracious donations, we can continue our mission to provide educational and community economic development & enrichment initiatives and programs.

Over the past 12 years, we have used donations exclusively to underwrite youth programs, including paying the expenses needed to take participating students on international educational trips. Trips include service-learning, interactive, and humanitarian efforts, publish scholarly literature, produce educational television programming and commercials. Programming has aired on the following networks: CNN, FOX NEWS, BET, PBS, CW NETWORK, MSNBC, and Comedy Central.

I can not state how proud and honored I am to have worked with some of the brightness and creative young minds. We look forward to continuing our efforts. If you are interested in becoming a sponsor or making a tax-deductible donation, please contact us at (301)537-4362 or visit: 1. [www.dwcommunicationsandmedia.org](http://www.dwcommunicationsandmedia.org) 2. [www.una-spssc.org](http://www.una-spssc.org).

50<sup>th</sup>

**Official Virtual Launch Party**  
**Wednesday, April 22, 2020**

**Anniversary of International Mother Earth Day**

**Launch Party Theme: Blue (Water), Brown (Earth), Green (Environment)**



**Annual Youth Initiative Energy & Environment Program (YIEEP)  
17 Sustainable Development Goals (SDGs)  
National Competition Challenge**

**New Timeline**

Tuesday, February 11, 2020  
([International Day of Women and Girls in Science](#))  
Extended Deadline Announcement

Sunday, March 8, 2020 ([International Women's Day](#))  
Call for schools to register.

March 22, 2020 ([World Water Day](#))  
Reminder of Official Launch Party - Location: TBA

April 7, 2020 ([World Health Day](#))  
2-Weeks Until Official Launch Day

Wednesday, April 22, 2020 ([International Mother Earth Day](#))  
Official Launch Party - Location: TBA

Friday, June 5, 2020 ([World Environment Day](#))  
Suggested Check-In Point

Sunday, June 7, 2020 ([International Day of Clean Air for Blue Skies](#))  
Monday, June 8, 2020 ([World Ocean Day](#))  
Suggested Check-In Point

Wednesday, August 12, 2020 ([International Youth Day](#))  
Suggested Check-In Point

Tuesday, September 8, 2020 ([International Literacy Day](#))  
Suggested Check-In Point

Monday, October 5, 2020 ([World Teacher's Day](#))  
Suggested Check-In Point

Thursday, October 15th ([International Math Day](#))  
Deadline Reminder

October 24, 2020 ([United Nations Day](#))  
Deadline Reminder  
**Happy United Nations Day**

Sunday, November 8, 2020 ([International STEM Day](#))  
Winners and Prizes Announced

Note: The announcement of winners and prizes will be made on Monday, November 9, 2020.



**Official Launch Party**  
**Wednesday, April 22, 2020**  
**Anniversary of International Mother Earth Day**

**South Carolina Location: TBA**

**Launch Party Theme: Blue (Water), Brown (Earth), Green (Environment)**





**From:**

DW Green Institute Inc., Green School / DW Communications & Media partnering organizations with the United Nations Association of the United States of America, Southern Palmetto State Chapter (UNA-USA, SPSC), would like to "Thank You So Much" for participating in the Annual Youth International Energy & Environmental Program 17 SDGs National Competition. We appreciate your show of support and commitment to educating, bringing awareness, and advocating for the 17 Sustainable Development Goals SDGs.

We are excited about our annual challenge and look forward to seeing all of the innovative and creative entries.

If you participated, you are already a winner!

Sincerely,

Doreen Williams  
Founder / President / Executive Producer,  
DW Green Institute Inc., Green School / DW Communications & Media

President,  
United Nations Association of the United States of America, Southern Palmetto State Chapter (UNA-USA, SPSC)

Phone: (301)537-4362

Emails: [dwcommmedia@gmail.com](mailto:dwcommmedia@gmail.com) / [Doreen@una-spsc.org](mailto:Doreen@una-spsc.org)

**#ActionNow**  
**#17SDGs**  
**#DWGreenInstitute**  
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**#DWCommunicationsandMedia**  
**#GlobalCommunityImpact**  
**#UNA-USA, SPSC**  
**#GreenSchool**  
**#GlobalHumanitarianChamberofCommerce**  
**#YIEEP17SDGsNationalCompetition**  
**#UNAWorldNews**  
**#17SDGsGlobalCompeition**

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