



EcoLexicon Partnership 2014-17

Dear Partner in Eco Commerce,

On behalf of Eco Commerce Exchange (ECE), I cordially invite you to join EcoLexicon.com online Education Showcase (ES) to share your Education and Workforce Training programs with our global audience.

The EcoLexicon.com is a spectacular virtual showcase, featuring Experts, Brands, Enterprises and Organizations from around the planet.

You can visit the ES to learn, or use it to share your knowledge, expand your reach, build brand, create strategic partnerships, showcase your educational programs, or feature educational products and services effectively to our highly motivated and targeted audiences.

You can lease a virtual showroom for 12-months, for much less than ever though possible, and start sharing your information through ECE's Multi Media Marketing System (MMMS), including ECE Marketplaces, Magazines, and B2B Directories.

We sincerely appreciate your support and look forward to your participation, learning about you and your educational programs, and building strategic partnerships, as we continue to work together to expand [EcoLexicon collaborative learning program](http://EcoLexicon.com) across the planet.

Best personal regards,

Minna LeVine
CEO
Chamber of Eco Commerce

[Media Kit](#)

[Lease Your Virtual Showroom](#)

Overview

Developing strong partnerships is important for us to succeed, and we work closely with many enterprises and organizations to fulfill our mandate and create an environment that attracts the best researchers, innovators and graduate students. We partner with:

- Foundations for Research
- Foundations for Innovation
- Centers of Excellence for Research
- Government Agencies
- NGO's;
- Science Foundations;
- Sciences and Engineering Research Councils
- Universities
- Non-profits
- Industry

Research Partnerships

We support research of the highest caliber to build the capacity for Eco Innovation and Commerce, especially in areas with long lasting social, economic, and environmental impact.

Strategic Direction

Communities around the world have both a need for and an opportunity to invest in environmental research and innovation that builds wealth for future generations; research and innovation that contributes to our communities' current needs, our future and also to global human development.

The essence of our plan is to create the conditions so that the best researchers may succeed. We will do this via simple core strategy:

- Attract exceptional people
- Provide exceptional support
- Create exceptional results
- Maximize benefits and shared value

As both a leader and facilitator of knowledge, ECE partners fund research and build on scientific knowledge gained through our Research Advisory Council, post-secondary institutions, industry, councils, advocacy and stewardship groups, and government agencies and NGOs.

Dedicated to seeking the best solutions and ideas in Eco Innovation, our scope also includes [International Eco Commerce Partnership \(IECP\)](#), [TransAtlantic Eco Commerce Partnership \(TECP\)](#), and [International Climate Resilience Partnership \(ICRP\)](#), and [ECONomic Development](#) efforts aimed at ensuring the long term sustainability, security, health, safety, and quality resources. As a result, the Eco Commerce Exchange (ECE) is truly an organization "where we empower people with science-based knowledge and challenge them to innovate".

Employee Education/ Workforce Training

We help companies use employee education and engagement to align corporate values and day-to-day operations while also improving their bottom line.

Our goal is to help business leaders create a corporate culture in which each employee is committed to environment and healthy lifestyle. Internal employee education varies widely from company to company, with the responsibility resting in Human Resources, procurement or elsewhere.

To understand the dynamics better, we began surveying best practices, strategies, process, lessons learned, metrics and organizational culture. Based on our survey Eco Innovation and Eco Commerce education is not a standard practice at many companies. Eco-conscious employees can improve a business' bottom line and help implement our goals. Eco Innovation save money and reduce risk. By engaging their workforce, companies large and small are making changes to everyday business practices that show tangible, bottom-line results.

We educate business leaders and employees by providing them with easy and fast access to qualified information and tools. We help professionals in diverse industries make informed decisions that can improve the health of people and our planet. We deliver customized educational programs that are credible, transparent and useful, and keep employees, business leaders, professionals and educators up-to-date on the latest corporate volunteer programs.

Through our global network of Eco Innovation and Eco Commerce experts, we are able to effectively identify educational topics that meet the needs of a multitude of communities, industries and countries. These collaborations reflect our recognition of the influence that the business community has on the lives of children and their families everywhere and of the significant resources it can bring to increase awareness and impact actions to improve our environment. We actively seek alliances with those whose behaviors demonstrate a willingness to exercise corporate social responsibility and core values which fit with our program and advocacy.

Economic Competitiveness and Sustainable Development

We challenge, honor and reward creativity for excellence in designing Eco Innovative products and services for a better planet. Categories are as follows; health, branding, environment, virtual, fashion, packaging, photography, print, eco-friendly, and interactive.

Early Childhood Education Program

Overview

An Early childhood program develops early learning guides and curriculum for teaching young children about Eco Innovation and its vital role in their lives. By using early childhood national guidelines, this program will provide hands-on tools and activities and learning modules that will help early learners use their natural curiosity to explore and make connections between innovation and environment around them.

The program integrates instruction and teaching across disciplines, drawing upon many of the methods and content of natural and social sciences, arts, mathematics, technology, and humanities to help learners fully understand and engage in innovation and environmental issues. The learner is an active participant in education. If learning is to become a natural, valued part of life beyond school, instruction should engage the learner in the process of building knowledge and skills and be guided in part by the student's interests. Education is a comprehensive and cohesive whole that draws on broader educational goals and instructional methods while also utilizing outdoor and hands-on education methods as well as those that help students develop early citizenship skills.

Program

The program enhances the interest, knowledge and skills of children and childcare services and encourages and guides their practices and policies towards environmental stewardship - health of our people and planet. Its aim is to empower workforce training and early educators with science-based knowledge, tools and methods for teaching science, challenge centers to innovate and integrate best practices into their culture and to influence behavior of children, families and educators.



Program Objectives

Objectives

1. Create Eco Innovation literacy program for children ages 3-6, focusing on healthy lifestyle and environmental education that increases knowledge of better choices and general knowledge, promotes stewardship and affects actions in their behavior.
2. The Program will be utilized in early learning environments to educate teachers, administrators and the parent population at the local level about actions that they can take to increase use of Eco Innovation in their homes or schools.
3. The program works in conjunction with early learning training schedules of state licensing agencies or DHR to train teachers about how to incorporate this information into their classrooms.
4. Provide dynamic active learning lesson plans, stories, songs, early learning kits and aids to classrooms to deliver curriculum across a variety of domains. Curriculum promotes problems solving skills and critical thinking.
5. Provide schools with activities and hands-on tools to increase parent involvement and education.
6. Develop standard practices for schools or LEA's to put the information into action in their own environment. Utilize good nutrition practices at the local level and encourage adoption of good practices into children's homes.
7. Incorporate hands-on, natural surroundings and outdoor education opportunities for young children to gain positive experiences and promote connection between cause and effect of environment and best practices.
8. Develop themes to focus on at least three (3) of a selection of values, attitudes, knowledge and skills in relation to Eco Innovation.

Middle and High School Education Program

Program Overview

To provide clear, concise nutrition education by developing educational videos and a virtual library of information that is communicated in an engaging and interactive means to reach middle to high school students.

The program will promote Eco Innovation literacy, personal responsibility and stewardship for our environment and help to foster an understanding of related challenges.

Program Goal

The ultimate goal of education is the development of literate citizenry that will be challenged to innovate solutions to problems.

Eco Innovation literate individuals understand health-related issues and how health of our people and planet is impacted by human decisions. In addition, they use this knowledge to make informed, well-reasoned choices and take action.

Program Objectives

1. Create interactive program by utilizing hands-on tools, digital media and content rich lesson plans to allow children to gain knowledge and skills to become literate young citizens.
2. Develop a virtual library of information and tools that students can interact with to gain knowledge that they can apply to their own communities. Videos will demonstrate solution based learning models, real hands-on experiences for students and raise questions for classroom discussions.
3. Build lesson plans, discussions and processes around each video topic that will promote stewardship of the environment and challenge children to problem solve potential solutions. Lesson plans will align with content standards in science, math, technology, and social studies. Interactive activity guides will be used to promote a high level of engagement.
4. Create challenges (contests) at the school and community level among young people to improve Eco Innovation strategies and mitigate risk by taking action in their own communities to solicit change. Teachers and students will develop strategies and processes which will be submitted to EcoLexicon.com team of experts to share on its website and virtual library and further education.

5. Promote awareness of the natural resources that we are trying to preserve and protect by providing unique learning videos. Encourage children to make their own videos of Eco Innovation in their own communities to share with others to post on the EcoLexicon.com collaborative learning portal.

6. Nurture skills that enable students to take action in their own communities through outreach projects that teachers and students can replicate in their own environments to gain hands-on learning and problem solving skills. Motivate students to take skills and apply them to their local sources.

7. Develop surveys to determine children and teachers' motivations on conservation and preservation before and after video classes to see if behavior and motivations were changed from extrinsic to intrinsic.

Education Content and Focus

The guiding principles and underpinnings of this program's education are the belief in lifelong learning, interdisciplinary teaching and active learning as well as a focus on examining problems and their possible solutions across varying scales (e.g., local to global, present to future).

Major components of environmental literacy were identified: knowledge of health and environmental issues, affect, ecological knowledge, socio-political knowledge, skills, environmentally responsible behaviors, and determinants of environmentally responsible behaviors.

Environmental literacy is predicated on the belief that if we educate our citizens so they are capable of making quality decisions, they will do so when the time comes.

The video library and lesson activities will incorporate the following pedagogy:

Strand 1 – Questioning, Analysis and Interpretation Skills

Literacy depends on learners' ability to ask questions, speculate, and hypothesize about the world around them, seek information, and develop answers to their questions. Learners must inquire, mastering fundamental skills needed to gather and organize information, interpret and synthesize information, and develop and communicate explanations.

Strand 2 - Knowledge of Environment and Sustainable Processes and Systems

An important component of health of our people and planet - environmental literacy is understanding the processes and systems that comprise our health and environment, including human systems and influences. That understanding is based on knowledge gained from across traditional disciplines. The understandings in this section are grouped in sub-categories:

- Environment - potential benefits and risks
- Water Quality
- Concepts of a virtual footprint
- The living environment and natural systems
- Conservation and preservation strategies

- Understanding land, watersheds, rivers, lakes and aquifers;
- Humans impact on natural systems;
- Environment and Society;
- Local action and implications for change in behavior.

Strand 3 - Skills for Understanding and Addressing Issues

Knowledge is applied in the context of environmental issues. These issues are real-life dramas where differing viewpoints about problems and their potential solutions are played out. Literacy includes the abilities to define, learn about, and evaluate issues. People will gain a sense of empowerment over taking actions.

- Skills for analyzing and investigating issues.
- Decision-making and citizenship skills.
- Challenges to innovate and model change in their homes, schools, place of business, and communities.

Strand 4 - Personal and Civic Responsibility

Literate citizens are willing and able to act on their own conclusions about what should be done to ensure a healthy environment. As learners develop and apply concept-based learning and skills for inquiry, analysis, and actions, they also understand that what they do individually and in groups can make a difference.

Delivery

- Concept based videos that are engaging to highly targeted audiences and provide interactive components for uploading their own relevant subject matter videos. Utilize the "YouTube", Edutainment', and 'Collaborative Learning' idea for education;
- Utilizing real Experts in these videos, we want to raise awareness and educate them, while ensuring that the subject matter is delivered in a fun, engaging and interactive landscape;
- Experts serving as the guides in these short video documentaries where they will tackle subject matter lessons;
- Concept of Experts sharing their expertise and experience to keep audience's interest;
- Web based learning modules and related videos that are accessible to educators and their student/workforce populations that relate to specific learning goals and cover content areas and subject knowledge;



- Classroom and community activity guides to accompany videos which incorporate classroom learning standards and promote civic responsibility;
- Showcasing amazing innovations, destinations and unique attractions in a geographic video library that audience will be motivated to preserve and protect;
- Demonstrating how education can be used to meet standards set by the traditional disciplines and to give students/employees opportunities to synthesize knowledge and experience across disciplines and domains;
- Defining the aims of education to support schools/enterprises/organizations in becoming more sustainable through implementing conservation practices into their programs and activities;
- Empowering student population/workforce to make positive decisions that impact their immediate surroundings.

The EcoLexicon Partnership 2014-17 program aims to involve students/workforce in assessing their schools/homes/place of business. Education can carry out a check-up to get a basic picture of the schools/homes/ place of business and to help them identify a list of possible actions.

The check-up will assign their school/home/place of business a star rating. This gives a basic picture of the schools homes/place of business, and helps to identify a list of possible actions. The next step is to take action!

Education often begins close to home or business, encouraging learners to understand and forge connections with their immediate surroundings. The awareness, knowledge, and skills needed for this localized learning provide a basis for moving out into larger systems, broader issues, and a more sophisticated comprehension of causes, connections, and consequences.

Target Audience

The program will be directed at all size enterprises and organizations and their employees, and children ages 11- 18 and primarily targets middle to high school students, teachers, administrators and families.

The program will seek partnerships with public and private partners, to be able to incorporate Energy, Food, Health, Mobility, and Environmental issues and solutions.

Children involved in lower economic situations often do not have the same opportunities to learn about environment, therefore the EcoLexicon Partnership 2014-17 will target Category 1 children and the at risk population of children in middle and high schools.



Project EcoLexicon

We are pioneering an effort to build critical mass in areas of **STEM** - **Science, Technology, Engineering, Math** to contribute to the knowledge economy by focusing on the following:

- Outreach programs to empower children and educators, with actionable knowledge.
- Education programs with strong community involvement to challenge children and youth.
- Providing early childhood education programs for the youngest of citizens.

Our mentors and volunteers support educators to develop and deliver new programs and tools, and adaptive capacities serving as the focus for interactions and activities around STEM and Eco Innovation.

Working with the experts, we have learned and shared views on issues and challenges and have become engaged with educators to develop best practices, address issues and challenges, and provide Eco-inspired learning solutions to children and adults.

We invite you to join us. Your participation and support will enable us to expand and continue delivering much needed education to young children and youth, and supporting educators and families across America, and beyond.

To discuss the possibilities of your participation, please contact Eco Commerce Exchange (ECE) in your region.