



CASE STUDY

Fast Forward Rochester - Green Story Guide: Engages and Involves Students on Environmental Issues

Fast Forward Rochester (Fast Forward ROC) inspires community engagement and artistic expression, in pursuit of action on environmental issues. Fast Forward Roc also hosts an annual Film Festival which contributes towards the encouragement of filmmakers to utilize their power of visual storytelling in conveying urgency and inspiring awareness on environmental issues. In addition, Fast Forward Roc conducts outreach and educational activities, which ultimately help inspire action among the community on behalf of the health and vitality of our planet.

Challenge

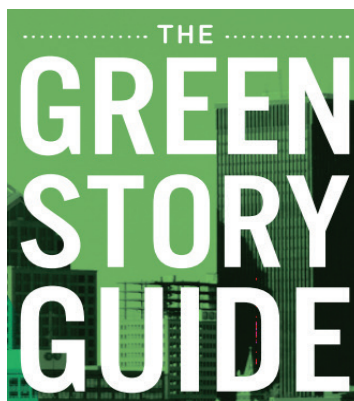
In today's fight to save our environment, it's becoming crucial to educate and prepare children for the future they will inherit someday. Fast Forward Roc recognized this essential obligation and sought to develop a new resource to assist teachers with educating students on environmental issues and provide easy ways to get involved and take action.

Solution

With assistance from the New York State Pollution Prevention Institute (NYSP21), Fast Forward Roc was able to develop an educational tool called the Green Story Guide, which integrates curriculum objectives into fun and engaging learning activities for students. The Green Story Guide includes infographics, puzzles and fun games which allows students to learn about a variety of topics such as; air pollution, water pollution, waste, deforestation, climate change, and also how to take action on these issues. Students were able to create and submit films to the Fast Forward Roc which would be displayed at the Film Festival. These efforts were the starting points that allowed teachers to execute in a creative, autonomous manner with engagement from various classroom levels.

Results

The Green Story Guide allowed for excitement and support throughout the community by watching educational films, filling out questions in the Green Story Guide, and participating in surveys. 2,000 copies of the Green Story Guide were distributed to local schools and organizations along with a digital copy uploaded onto the Fast Forward website. Through in-person and online events 1,500 students viewed the films at 55 different educational outreach events throughout the community.



CHALLENGE

- Fast Forward Rochester sought to develop educational resources for teachers to help engage students in learning about environmental issues and to find ways in which they could get involved

SOLUTION

- With NYSP21's assistance, Fast Forward Rochester developed the Green Story Guide to easily integrate curriculum objectives into fun and engaging projects for students

RESULTS

- 2,000 copies of the Green Story Guide were distributed to local schools and organizations
- Through in-person and online events 1,500 students participated in 55 different environmental education outreach events
- 200 Educational DVD's were produced and handed out
- Students contributed to creating 16 films that were selected to be shown at the Film Festival out of the 60 eligible entries

CONTACT INFORMATION

Becca Delaney
Festival Director
585-484-0343
Rebecca@fastforwardroc.org

P.O. Box 17659
Rochester, NY 14617

At The Fast Forward Film Festival, 16 films were selected from 60 eligible entries and presented at the event. From these films, 200 educational DVD's were then created and given to community members in-order to spread more awareness on environmental issues.

This was also the first year that a youth category was added to the competition, which encouraged students who participated in the Green Story Guide to create and submit their own films on the environment in the future. Students viewing films and being led through environmental education opportunities at Monroe Community College Leadership Conference.



October 28, 2016. (Photo Credit: Kate McArdle, NYSP2I)

Resources

Website www.fastforwardroc.org/
Facebook <https://www.facebook.com/fastforwardroc/>
Twitter <https://twitter.com/FastForwardRoc>
Instagram <https://www.instagram.com/fastforwardroc/>



TESTIMONIAL

"Overall, this campaign exceeded all expectations. Valuable connections were established between Fast Forward Roc, local students and teachers. The Green Story Guide helped to bridge the gap between youth and education about the environment, which will allow for greater participation in storytelling about the environment within the local community."

- Becca Delaney
Festival Director

NYSP2I PARTNERS

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New York Manufacturing Extension Partnership

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For more information please contact us:

111 Lomb Memorial Drive, Bldg. 78
Rochester, NY 14623

Tel: 585-475-2512
Web: nysp2i.rit.edu
e-mail: nysp2i@rit.edu



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