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# BEND THE CURVE CHALLENGE

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*A Toolkit for Bhutanese Youth*

**PREPARED BY**

WWF Bhutan



Produced for WWF Bhutan's Bend the Curve Challenge campaign.

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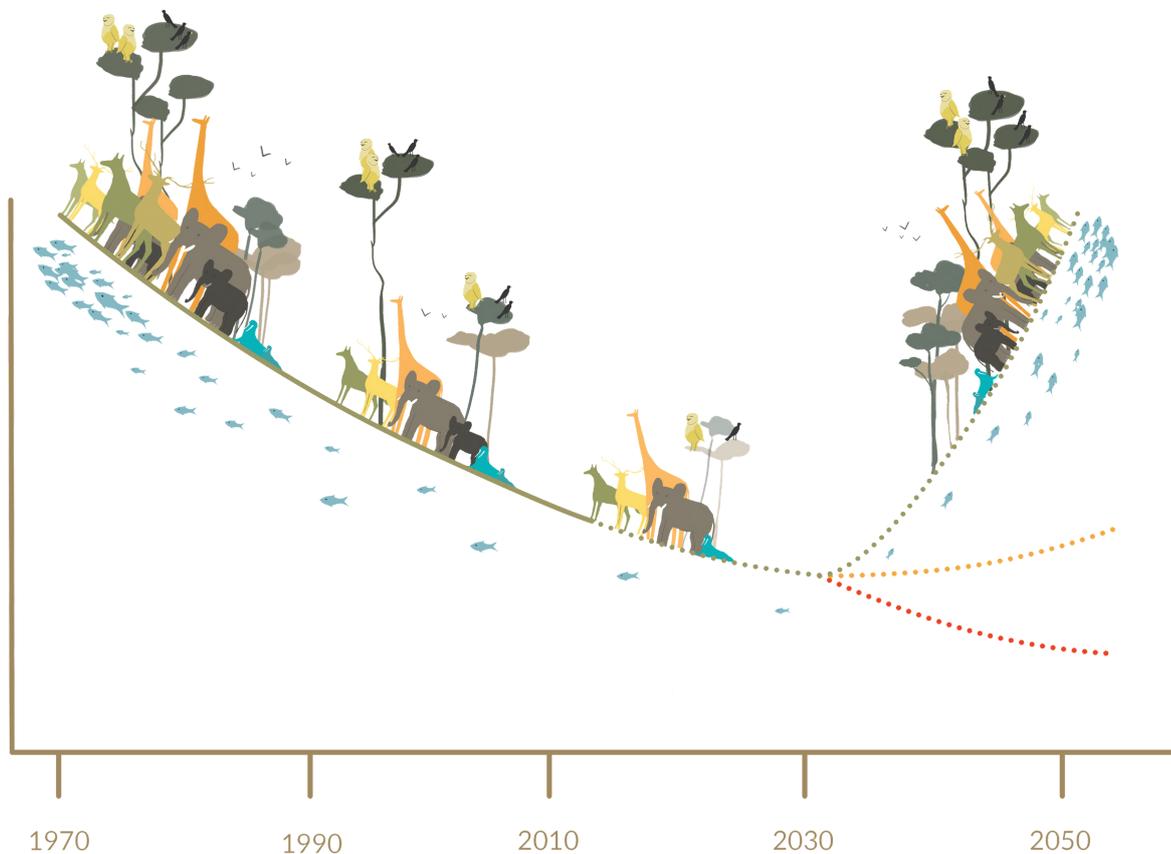
# INTRODUCTION



Nature provides us with everything we need to live, from the air we breathe, to drinking water, food and all the resources we use to power our homes, cars and factories.

Over the past fifty years, the rapid growth of the world's population has led to a massive increase in the demand for land, energy and water. As a result, we are now using the Earth's resources faster than nature can renew them. We are also creating more waste than our planet can absorb.

The Living Planet Report (2018) shows that **global populations of fish, birds, and mammals, amphibians and reptiles have fallen on average by 60% in less than 50 years (between 1970 and 2014)**. This is mainly due to the over-harvesting and illegal hunting of animals, agriculture and loss of habitats.



# WHAT CAN WE DO TO BEND THE CURVE?

The **Bend the Curve Challenge (BTCC)** is a campaign created by WWF Bhutan to encourage Bhutanese youth to advocate a total of 10 simple sustainable actions in their schools and communities as a movement to **bend the curve on the devastating trends highlighted in the 2018 Living Planet Report (LPR)**.

To stop the decline of the natural systems that support us and all other animals on the planet, we need real change, all over the world. The challenge we face is to find ways of meeting the needs of our growing population while protecting nature and preventing climate change. Everyone – governments, business, communications, and individuals – has a part to play.

This guide will support you in organizing a youth-led Bend the Curve Challenge (BTCC) which will enable young people to play an active role in leading a movement to restore the natural systems that support life on Earth.

## Here are the 10 sustainable actions to introduce in your school or community:

- **Speak out!** Talk about the importance of protecting nature with your friends, families and teachers.
- **Start a movement** in your school or community to help the planet by planting trees or saving energy.
- **Adopt an environmentally friendly food habit.** The ways in which we grow, produce and consume our food has a massive impact on the planet. For example - eating more plant food helps because producing 1kg of beef requires 70 times as much land as producing 1kg of vegetables!
- **Write a letter** to a local politician or business and tell them about an environmental issue that is close to your heart. And don't be afraid to ask questions!
- **Help scientists** to record the variety of wildlife in your area by taking part in a citizen science programme.
- **Create habitats** for wildlife in your own backyard (e.g. a bug hotel, rotten logs for beetles, bird house. etc.)
- **Grow plants** to attract bees, butterflies and other pollinators.
- **Use less plastic,** reuse and recycle.
- **Repair or recycle** old or unwanted items like clothes, bicycles, car tyres, and electronics and advocate the importance of buying less!
- **Enjoy and discover** the wonders of nature around you



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Your BTCC project will comprise the following 5 steps:

1. **BUILD YOUR TEAM:** Identify and enlist a group of close friends or peers who will join you to successfully complete your BTCC.
2. **SELECT PROJECT AREA:** Identify and select the place, whether it is your school or the community that you live in, where you will organize your BTCC.
3. **PLAN & SCHEDULE YOUR CHALLENGE:** Precisely plan the 10 BTCC activities that you will organize and schedule them so that your project stays on track.
4. **IMPLEMENT YOUR CHALLENGE:** Carry out the 10 different BTCC activities.
5. **SHARE YOUR STORY WITH US:** Fill the BTCC Reporting Form and send it to us for a review. If your project was creative, impactful, and reached out to more than 100 people, we will consider that your BTCC project was successful and award you with a prize!

# STEP 1: BUILD YOUR TEAM

Team work makes the dream work! The BTCC's success depends on your ability to form a team of people who are as motivated as you to take sustainable action and can dedicate their time, energy and creativity to organize the BTCC. We recommend that your BTCC team should comprise of a maximum of 10 individuals, including yourself as the Team Leader.

**Here is a list of qualities you should look for when forming your BTCC Team:**

- Someone who is either a student at your school or a member of your community. This will make it easy for you to meet, consult with, and carry out the Challenge with them.
- Someone who cares about nature and wildlife, is concerned about the threats against biodiversity, and is motivated to take sustainable action.
- Someone who is regarded as a responsible and reliable individual who takes instructions well and can perform his/her duties in a timely and organized manner.
- Someone who is talented in the creative arts (art, music, dance, writing) and can contribute new and inspiring ideas to carry out the BTCC.

# STEP 2: SELECT PROJECT AREA

You have the option of selecting either your **School** or the **Community** that you live in/live nearby to as the project area of your BTCC project. You must first ensure that you receive official permission from the highest authority of the School/Community i.e. School Principal or Community Leader (Gup, Mangmi, Thrompoen) to organize your BTCC project in the selected project area.

**Keep in mind of the following when you make the decision:**

- Project area (school or community) has all of the potential sites to organize all of the 10 individual activities of the BTCC.
- Project area includes a substantial community of people whom you can target for all of the 10 individual activities of the BTCC
- Project area consists of natural biodiversity that can be utilized for organizing some of the nature-related activities of the BTCC

# STEP 3: PLAN & SCHEDULE YOUR CHALLENGE

After selecting your project team and the project area, use our planning template to effectively plan your BTCC project before implementation.

See **Project Planning Template** on page 13.



# STEP 4: IMPLEMENT YOUR CHALLENGE

In order for you to implement each of the 10 individual BTCC activities, here are some examples and inspiration notes that you and your team can refer to plan your BTCC project.

## **ACTIVITY 1: Speak out! Talk about the importance of protecting nature with your friends, families and teachers.**

- Give a speech on the importance of protecting nature at your school.
- Create a poster on the importance of protecting nature and present it selected people in your school and community who you believe need to be better informed.

## **ACTIVITY 2: Start a movement in your school or community to help the planet by planting trees or saving energy.**

- Organize a tree plantation in your school or community.
- Advocate Earth Hour in your school or community by encouraging people in your school or community to participate in observing Earth Hour by turning off their non-essential lights from 8:30 PM – 9:30 PM.



**ACTIVITY 3: Adopt an environmentally friendly food habit. The ways in which we grow, produce and consume our food has a massive impact on the planet. For example - eating more plant food helps because producing 1kg of beef requires 70 times as much land as producing 1kg of vegetables!**

- Advocate Vegetarianism in your school or community by encouraging people to observe Meatless Mondays every week.
- Start a vegetable garden at your school/home/community in order to promote eating organic and local vegetables over imported vegetables that are full of harmful pesticides.
- Start one or more compost pits in your school or community to manage food waste, promote the reduction of greenhouse gases, and improve soil quality.



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**ACTIVITY 4: Write a letter to a local politician or business and tell them about an environmental issue that is close to your heart. And don't be afraid to ask questions!**

- Write about an environmental issue that is close to your heart to an influential person in either a Political Office or successful Business, whether it is about a polluted river that needs a massive clean-up, a barren forest that needs a reforestation program, better waste management in your school or community. You should ask to meet with him/her to discuss how the youth from your school or community can address this issue and aim to work together with this influential person to develop a solution to the issue.



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**ACTIVITY 5: Help scientists to record the variety of wildlife in your area by taking part in a citizen science programme.**

- Organize a BioBlitz in your school or community. Use the Our Planet Local Action on Biodiversity (LAB) and Bhutan Biodiversity Portal App.

**ACTIVITY 6: Create habitats for wildlife in your own backyard (e.g. a bug hotel, rotten logs for beetles, bird house. etc.)**

- Build bug hotels in your school or community to attract insects such as beetles that help to aerate the soil, control pests, and help recycle nutrients back in the soil.
- Make bird houses in your school or community to attract beautiful birds to visit.

**ACTIVITY 7: Grow plants to attract bees, butterflies and other pollinators.**

- Start a flower garden in your school or community or decorate your school or community with potted flower plants to attract bees, butterflies and other pollinators. Make sure there are people to look after this garden for all time.

### **ACTIVITY 8: Use less plastic, reuse and recycle.**

- Advocate the discontinuation of single-use plastics by organizing an awareness campaign in your school or community.
- Start a Recycling Club in your school or community. The Club will be responsible for advocating better waste segregation and the 3Rs in the school or community as well as finding innovative ways to reduce, reuse, and recycle plastic.

### **ACTIVITY 9: Repair or recycle old or unwanted items like clothes, bicycles, car tyres, and electronics and advocate the importance of buying less!**

- Organize a Yard Sale in your school or community so that people can resell second items (household appliances, furniture, clothes. Etc) instead of throwing them away.
- Advocate the importance of buying less through an awareness campaign in your school or community.

### **ACTIVITY 10: Enjoy and discover the wonders of nature around you**

- Plan a hiking trip with friends and family to enjoy the natural outdoors.
- Organize a bird-watching trip with friends and family.



# STEP 5: SHARE YOUR STORY WITH US

After you and your team have completed all of the 10 individual activities of the BTCC, you must send us a report on how you successfully completed your BTCC project. Contact WWF Bhutan for the official Reporting Form.

**The following is the Criteria that WWF Bhutan will use to assess the success of your BTCC project:**

- **Completion:** All 10 individual activities of the BTCC have been completed as specified by WWF Bhutan.
- **Creativity:** Most or all of the activities of the BTCC have been completed with a high degree of creativity and originality, using new and inventive ideas that make the project interesting and innovative.
- **Collaboration:** The BTCC project has engaged with multiple partners, including people who are notable and influential leaders as well as members of the school or community that need to be better informed, to support in the successful implementation of the BTCC activities.
- **Influence:** The BTCC project has visibly influenced at least 100 people to take sustainable action through effectively informing and engaging them through the implementation of the various project activities.



## BTCC Project Planning Template

<b>BTCC Activity:</b>
<b>Objective:</b>
<b>Target group:</b>
<b>How will success be measured:</b>

	<b>Specific steps:</b> What individual tasks to take to complete the activity?	<b>Key People:</b> Who needs to be involved to accomplish this step?	<b>Resources:</b> Materials, money, or services needed to accomplish this step?	<b>Timeline:</b> When to complete this step by?	<b>Leader:</b> Who will be responsible for accomplishing this step?
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2					
3					
4					
5					
6					
7					







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