

The Lorax

Hewlett-Packard, Graphic Solutions Business Case Study



The Team









The Challenge. The Brief.



- The Lorax' is not only an inspired tale told by one of the world's most beloved children's authors, it is also an ecological challenge that rings true in today's time.
- The theme of responsible consumption is a priority.



The Challenge. The Brief.



• In tandem with collaborating with Universal Partnerships & Licensing (UP&L) in support of the film, HP is launching a series of educational programs to connect its long-standing leadership in environmental sustainability with its commitment to education.



The Concept. The Creative.



- Create a fun and interactive science-based educational program focused on sustainability aimed at the youth of the world to support the education of environmental consciousness.
- Leverage the education system and specifically the relationship the teachers have with students to make this happen.



The Concept. The Creative.



The curriculum should be customized for elementary and middle school classrooms and available to public, private and home-school organizations via a recognized world wide scholastic business network.







- Scholastic Corporation (NASDAQ: SCHL)
 - The largest publisher and distributor of children's books in the world
 - The leader in educational technology and services and children's media
 - They have a global reach, serving customers in 45 languages and more than 150 countries





- HP is the world's largest IT company, with revenue totaling \$127.2 billion for fiscal 2011.
- HP's 2011 Fortune 500 ranking: No. 11.
- HP is a technology company that operates in more than 170 countries around the world.
- No other company offers as complete a technology product portfolio as HP.
- Has had a long standing commitment to Environmental Sustainability and Social Innovation.





























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The Enabler. The Technology.

HP Indigo 7500 Digital Press

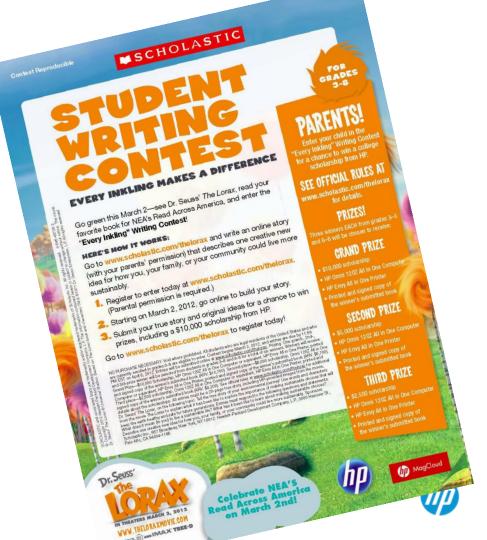




Here's how it works:

Go to www.scholastic.com/thelorax and write an online story (with your parents' permission) that describes one creative new idea for how you, your family, or your community could live more sustainably.

- Register to enter today at www.scholastic.com/thelorax. (Parental permission is required.)
- 2. Starting on March 2, 2012, go online to build your story.
- 3. Submit your true story and original ideas for a chance to win prizes, including a \$10,000 scholarship from HP.



Program Elements



Offer Lesson Plans for teachers

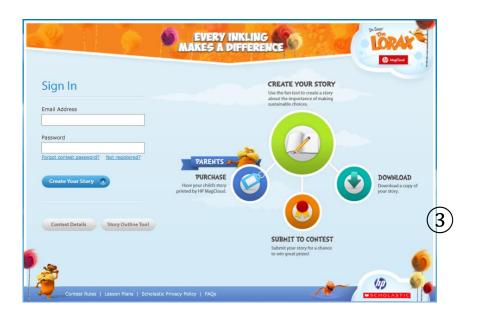


Program Elements



- Offer Lesson Plans for teachers
- ② Offer Writing Contest for the students





- Offer Lesson Plans for teachers
- Offer Writing Contest for the students
- (3) Entry process





- Offer Lesson Plans for teachers
- 2 Offer Writing Contest for the students
- 3 Entry process
- (4) Creation tool





- 1) Offer Lesson Plans for teachers
- ② Offer Writing Contest for the students
- 3 Entry process
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- Offer Lesson Plans for teachers
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- Offer Lesson Plans for teachers
- 2 Offer Writing Contest for the students
- 3 Entry process
- (4) Creation tool
- (5) Post Creation





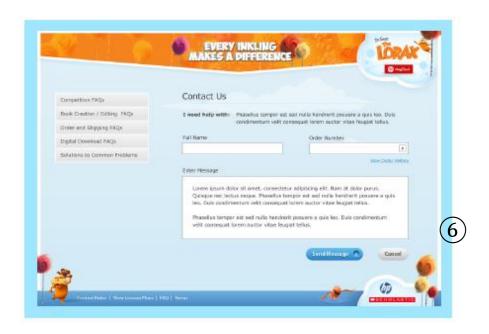
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- Offer Writing Contest for the students
- 3 Entry process
- (4) Creation tool
- (5) Post Creation





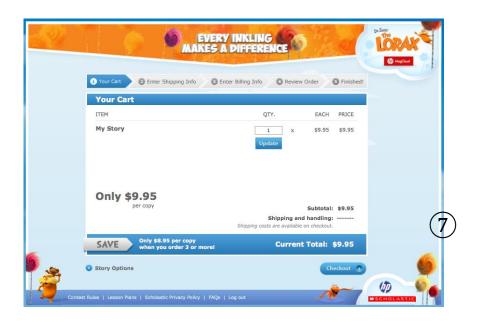
- Offer Lesson Plans for teachers
- Offer Writing Contest for the students
- 3 Entry process
- (4) Creation tool
- (5) Post Creation
- (6) FAQs/Contact Us





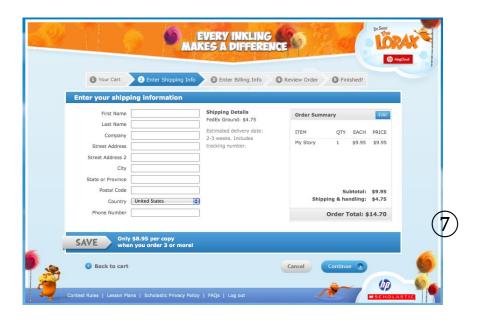
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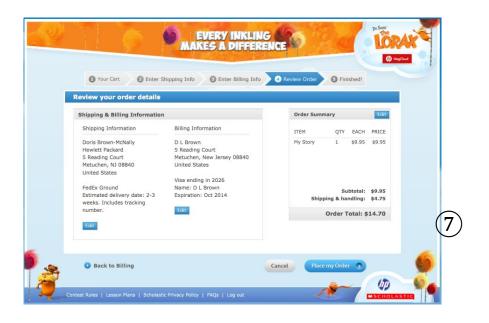
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- 3 Entry process
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- 7 Order Processing





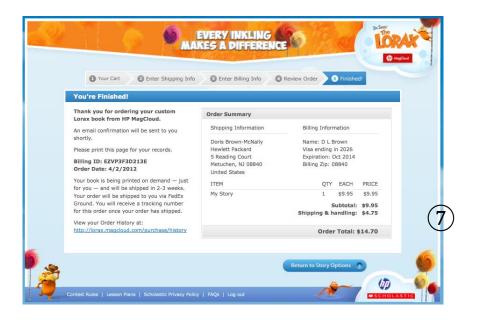
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- Curriculum guide was delivered as a classroom poster that included "Things You Can Do to Show that You Care"
- Environmental Lesson Plan for grades 3-5 and 6-8 foldout into classroom wall poster and 5 kids' themed eco-tips
- Multi-day lessons on sustainability, reuse, and recycling for teachers
- Classroom experiments
- Tied to U.S. state standards on science





Grades 3 to 5

 Lesson 1 : What is Sustainability?



Lesson 1: What Is Sustainability?



Word of the Day: SUSTAIN-To keep up or to keep going.

OBJECTIVE

Understand the concepts of renewable and nonrenewable resources and environmental sustainability

MATERIALS

"It's a Truffula Seed. It's the last one of all!" student worksheet, plastic bag, paper bag, fabric bag, pencils, paper, Internet and library access, writing journal

DIRECTIONS

Engage:

1. Show students three bags: paper, plastic, and fabric. Ask: Which do you think is best to use at the grocery store or to carry your lunch to school? Encourage a very general





Grades 3 to 5

- Lesson 1 : What is Sustainability?
- 2 Lesson 2: Forest Ecosystem



Lesson 2: Forest Ecosystems

PRINT ME EMAIL

Word of the Day: ECOSYSTEM—The animals, plants, and resources in a particular area

OBJECTIVE

Learn how people can better use resources and preserve the environment and forest ecosystems

MATERIALS

"I speak for the trees." student worksheet, two pencils, paper, Internet and library access, writing journal

DIRECTIONS

Engage:

1. Watch and discuss the following video from the Forest Stewardship Council to





Grades 3 to 5

- Lesson 1 : What is Sustainability?
- 2 Lesson 2: Forest Ecosystem
- (3) Lesson 3: Take Action



Lesson 3: Take Action

PRINT ME EMAIL

Word of the Day: ADVOCATE-A person who speaks out in support of a person, cause, or idea.

OBJECTIVE

Create a plan to live in a more environmentally sustainable way

MATERIALS

"What will you do?" and "Story Outline Tool" student worksheets 3 and 4, pencils, paper, writing journal

DIRECTIONS

Engage:

1. Brainstorm a list of actions that students and families can take to live in a more sustainable way (i.e., turning off unused electronics; recycling printer ink cartridges and





Grades 3 to 5

Grades 6 to 8

 Lesson 1 : What is Sustainability?

- (2) Lesson 2: Forest Ecosystem
- (3) Lesson 3: Take Action

4 Lesson 1 : Living Sustainably



Lesson 1: Living Sustainably



Terms and Vocabulary:

- ECOSYSTEM-The animals, plants, and nonliving resources in a particular area.
- SUSTAINABILITY-Conditions under which humans and nature exist in harmony
 while meeting the needs of current and future generations.
- FOREST MANAGEMENT-Providing a forest with proper care so that it remains healthy while providing desired products and benefits.

OBJECTIVE

Learn the difference between sustainable and unsustainable harvesting of resources. Research and write a position paper that focuses on managing forests sustainably.

MATERIALS

Living Sustainably student worksheet, "It's a Truffula seed. It's the last one of all!"





Grades 3 to 5

 Lesson 1 : What is Sustainability?

2 Lesson 2: Forest Ecosystem

(3) Lesson 3: Take Action

Grades 6 to 8

4 Lesson 1: Living Sustainably

(5) Lesson 2: Carbon Footprint



Lesson 2: Carbon Footprints

A PRINT ME EMAIL

Terms and Vocabulary:

CARBON FOOTPRINT-The total amount of greenhouse gas emissions caused by a person, household, event, or organization.

GREENHOUSE GAS EMISSIONS-Gases such as CO2 and methane discharged into the air from sources such as internal combustion engines and livestock.

GLOBAL WARMING: An increase in the Earth's average air and ocean temperatures due to heat from the sun being trapped by excess greenhouse gasses accumulating in the Earth's atmosphere.

OBJECTIVE

Understand that individual choices contribute to climate change. Students will learn the role that carbon-containing greenhouse gases play in the changing climate and calculate their own carbon footprints.





Grades 3 to 5

 Lesson 1 : What is Sustainability?

(2) Lesson 2: Forest Ecosystem

(3) Lesson 3: Take Action

Grades 6 to 8

4 Lesson 1: Living Sustainably

5 Lesson 2: Carbon Footprint

6 Lesson 3: What Can You Do?



Lesson 3: What Can You Do?

PRINT ME EMAIL

Terms and Vocabulary:

SUSTAINABILITY—Conditions under which humans and nature exist in harmony while meeting the needs of current and future generations.

ECOSYSTEM—The animals, plants, and resources in a particular area.

OBJECTIVE

Create a plan to live in a more environmentally sustainable way.

MATERIALS

"What Can You Do?" student worksheet, "Story Outline Tool" student worksheet, "Student Writing Contest" student worksheet, Internet access, pencils, paper, various art materials as needed





End Product: Personal Keepsake

 In partnership with MagCloud, parents and kids could create their own story with the beautiful creative assets from the movie The Lorax

 Parents were allowed to selfpublish the book as a keepsake

• \$1 from each book published would go to the WWF!!







Results

- Program delivered over **7 million of targeted online impressions.**
- 115K Teacher Kits were delivered the Lorax curriculum and promoting contest.
- 94% of teachers surveyed integrated the program into their lesson plans
- 94% of teachers used or planned to use the online writing tool w/ their students
- 87% of teachers surveyed said they found the In-School print program to be useful
- 93% of the teachers said they want to use more programs like this in future!





Thank you

