



PRIMO ENERGY®

WIN AN ENERGISEEDLING FOR YOUR SCHOOL

EARTH DAY CHALLENGE 2020

“Take Action for Your Earth” Challenge *Grant by Primo Energy*

Primo Energy is offering a grant in honor of the 50th Anniversary of Earth Day. The grant program is designed to recognize K12 schools who are actively getting the community involved in making changes to positively help our planet.

PROJECT DESCRIPTION

Teams of up to five students are asked to design a public service announcement (PSA) featuring an innovative and distinct action plan for their school community to combat climate change.

Option 1: 3-5 minute video

Option 2: Set of 5 promotional posters with unique messages and images

Option 3: Set of 3 editorial articles (no less than with unique messages and narratives)

The winning team will need to submit a detailed plan by May 31st that includes the following:

- New and research-based insights or ideas, with potential benefits of change made clear (works cited page required).
- Strong rationale and significance of proposed work.
- Detailed project activities timeline and budget expenditures (if applicable) congruent with project description and outcomes.
- Local sustainability plan that ensures the extended impact of the program beyond the 2020-2021 school year.

ABOUT PRIMO

Primo Energy designs and manufactures 100% renewable hybrid wind, solar, and battery storage energy systems for connected communities *and* the grid's edge. We're committed to finding the most resilient energy solutions which includes educating students about renewable energy options. We created the EnergiSeedling as a classroom learning resource that includes project-based curricula aligned with NGSS standards. Our goal is to EMPOWER the next generation with sustainable energy.

APPLICATION DEADLINES

Applications will be accepted from March 1, 2020 until **April 3, 2020**, 11:59 p.m. Pacific Time.

www.PRIMOENERGY.com



PRIMO ENERGY.

WIN AN ENERGISEEDLING FOR YOUR SCHOOL

EARTH DAY CHALLENGE 2020

“Take Action for Your Earth” Challenge ... *continued*

The grant application process is competitive. We look forward to reviewing exceptional multi-media and traditional editorial responses that highlight how students address climate change issues in their community.



Grant Winner Will Be Awarded **The EnergiSeedling**

Primo Energy will award an EnergiSeedling to the winner of the “Take Action for Your Earth” Challenge. This K12 renewable energy classroom learning resource includes curriculum aligned to national standards. The impact of this curriculum is in the project-based approach that has students designing for a sustainable future while integrating social-emotional skills and lesson extensions for English-Language learners as well as gifted and talented youth.

VALUE: **\$3,495**

For information on how to apply and eligibility, please go to:

www.primoenergy.com/earth

CONTACT:
Janaina Salomão
Primo Energy
+1 619 793 5442
jana@primenergy.com

www.PRIMOENERGY.com



PRIMO ENERGY®

WIN AN ENERGISEEDLING FOR YOUR SCHOOL

EARTH DAY CHALLENGE 2020

“Take Action for Your Earth” Challenge

FAQs

Is the PSA and all the required elements due at the same time?

No. The PSA is due by April 3. However, only the winning team will be required to submit the other elements (ie. research, budget, sustainability plan, and rationale). The PrimoEnergy team will work with you to gather those materials before May 31, 2020.

Can a team submit more than one PSA?

No. There is only one submission per team. However, a school or district can have unlimited teams submit for the Challenge.

Who do we contact if we have questions about the Challenge or would like feedback?

If you have questions about the Challenge, please reach out to Janaina Salomao at jana@primoenergy.com or call 619.793.5442.

For information on how to apply and eligibility, please go to:

www.primoenergy.com/earth

CONTACT:

Janaina Salomão
Primo Energy
+1 619 793 5442
jana@primoenergy.com

www.PRIMOENERGY.com



CRITERION	4 :: Exemplary	3 :: Adequate	2 :: Needs Improvement	1 :: Insufficient Evidence	TOTAL
INNOVATION	Project represents the implementation of new insight or idea, with potential benefits of change made clear.	Project represents local implementation of emerging innovation or trend, with potential benefits specified.	Project represents practice(s) commonplace within field, or an adoption of a change with well-established benefits.	No innovation described or specific potential improvement defined.	
JUSTIFICATION	Strong rationale and significance of proposed work. It addresses specific need(s) common among peer institutions.	Rationale or significance of project tends toward the too-specific or too-general, but overall argument holds.	Weak presentation of institutional or community need.	Unconvincing or no evidence of need presented, or grant proposal does not address stated need.	
SUSTAINABILITY	Evidence presented that project or its impact can be sustained locally beyond the 2020-2021 school year, if results warrant.	Project is purposely temporary, with an effort to secure commitment in the future.	Plans for future are stated as assumptions without supporting arguments or evidence.	No meaningful plans for future appear in proposal.	
EFFORT & TIME-ON-TASK	Team presents a complete and aesthetically successful project that exceptionally aligns to the requirements of the Challenge.	Team presents a successful project that exceptionally aligns to the requirements of the Challenge.	Team presents a successful project that mostly aligns to the requirements of the Challenge.	Team does not present a successful project, or the project submitted that not align to the requirements of the Challenge.	