



Book Project Backgrounder

Stone Soup for a Sustainable World: Life Changing Stories of Young Heroes features 100 climate change activists, green inventors/entrepreneurs, changemakers, trailblazers, educator champions, next-gen philanthropists who are building a more sustainable world. **Champions** like **Salvador Colon** who raised funds to bring solar powered washing machines to Puerto Rico after Hurricane Maria left his island without power. **Inventors** like 15 year old **Gitanjali Rao, Time Kid of the Year**, Egypt's **Azza Faiad**, turning waste into fuel and **Smart Yields'** Vincent Kimura. Indigenous youth leaders like Water Rights champion **Autumn Peltier**. Trailblazers like **Jamie Margolin, ZERO Hour, Jerome Foster, Gary Benchehib** in Bali, **Alec Loorz** to 7th graders on **Martha's Vineyard** who created Plastic Free MV. Climate Activists like **FridaysForFuture's Vanessa Nakata**, Uganda, **David Wicker**, Italy, **Linus Dolder**, Switzerland, **Jean Hinchcliffe**, Australia, **Arshak Makichyan**, Russia and **Iqbal Badruddin**, Pakistan. **Changemakers** like **Generation Waking Up's** Joshua Gorman. **Emerging Leaders** like **Jonah Wittkamper, NEXUS, Sam Jacobs, Resource Generation** to Scott Warren at **Generation Citizen** and Shilpa Jain at **YES Jams**. Business leaders like **Ben & Jerry's** and **Stonyfield Farms** show how companies can be sustainable and profitable. The **Legacy Chapter** features the grandchildren of **Gandhi, Dr. King Jr., Cesar Chavez**, and **Sri Lanka's Dr. A.T. Ariyaratne**. From the children **Robert Kennedy, Frances Moore Lappe, David Suzuki**, and **Claire Nuer** to young people carrying on the legacy of **Wangari Maathai, Jane Goodall** and **Sylvia Earle**. We will spotlight all these global youth leaders and their organizations from over 50 countries.

Our Multifaceted Communications Campaign & Progress Report

Given the urgency of our times, we have assembled an awesome team of passionate and committed people who are working together on this book project. Our goal is to shine the light and attract media and support on all levels for these global youth leaders and their organizations. During the last year we have worked with global youth leaders from 50 countries and their nominating organizations. This Spring, we are completing the last stories, publishing and promotion. In June we will launch the book in conjunction with The Institute's 17th annual Youth Leadership Summit for Sustainable Development. Here's a summary of how we are building partnerships to showcase these amazing young people to the world.

Winter/Spring 2021

- **Social Media, Engagement & Communications Campaign** features inspiring stories and videos. It maximizes the impact of our youth's collective voices through cross promotional influencer campaigns, partner educator and business collaborations, as well as a national campaign of sequenced press releases, author interviews and editorials in top name media outlets.
- **Audiobook Development:** Recording the audiobook of *Stone Soup for a Sustainable World: Life Changing Stories of Young Heroes* in both English and Spanish versions.
- **Celebrity Engagement:** Celebrities will be featured in the stories, as well as in endorsements and introductions. The Institute is grateful for the support of celebrities who've shared their star power to uplift our heroes and youth. [See attached The Institute's Celebrity Involvement History.](#)

- **Educational Curriculum, Platform, and Outreach to Schools:** The *book and companion curriculum* will be used together by educators in schools to spark and prepare a new generation of youth leaders who can work together to rebuild our planet. Browse our [Virtual Educator Toolkit](#) with individualized stories, lesson plans, videos and an audiobook. Stories from our first book include: Community Service, Conflict Resolution, Diversity & Inclusion, Entrepreneurship, Language Arts, Leadership, Public-Private Partnerships, Social & Economic Justice, Social Emotional Learning, Social Studies, Spanish, Sustainability. It is a content-driven, values-based blended experiential learning environment ideally suited for in-person and remote learning.

- **Annual Earth Day Event April 22, 2021:** Presentation of our **Young Heroes Award** and grant.

- **Book Launch & Sustainability Summit:** Formal event featuring the book launch during the Institute's 17th Youth Leadership Summit: June 21-26, 2021. You are invited to join us virtually.

- **Fall 2021:** Preview our sustainability platform for educators with lesson plans for the coming school year.

Our Guidelines & Policy

1. **Interview Questions:** We send them to youth in advance of their call. These stories are designed to touch the readers' heart and inspire them to join with youth and support their work.

2. **Review Policy:** Youth have one opportunity to review the final story to spell check and proof quotes.

3. **Media Training:** We provide media training for youth so you are prepared for the media spotlight.

4. Our **Social Media Campaign** includes all platforms. We encourage everyone to share posts.

5. **Nomination Process: Opportunities And Responsibilities**

- We partner with nominators to spotlight youth to increase support for their organizations.

6. **Youth Support System:** Given the intensity and time sensitivity in working with the media, we ask all nominators to provide their youth a support system, before, during and after the book launch. This will enable us to maximize our collective message - so their voices are heard.

7. **Book Proceeds:** 100% of proceeds from the book will be donated to the Stone Soup Leadership Institute's global initiatives. Over the last 20 years, the Institute has invested in training young people around the world to become leaders in their communities and the world.

Background on The Stone Soup Leadership Institute

The Stone Soup Leadership Institute is a 501c3 non-profit organization founded in 1997 in Massachusetts. We provide educational tools, technical assistance and leadership training to empower leaders for a more sustainable world including our book and educational curriculum, *Stone Soup for the World: Life-Changing Stories of Everyday Heroes*. The Institute was founded by people in the book who were concerned about the direction of the planet especially the kind of legacy we are leaving for our children. As community organizers, we knew if we all worked together for the common good we could build a better world. We use the Stone Soup model to invite everyone to share their time, talents and resources to support our young people. To launch *Stone Soup for the World: Life Changing Stories of Everyday Heroes*, the Institute created a historic book launch -- with the **World's Largest Book Signing**. People from the book in 40 cities read their heartwarming stories, autographed books, organized creative events and signed people up for organization. For the 2nd edition book launch, we organized the **Celebration of Heroes with Walter Cronkite** in New York City. We launched the Spanish version, *Pan Y Vino Para El Camino* at the LA Book Festival with Edward James Olmos. The Institute's curriculum was piloted by the YMCA of the USA and used in 120 communities. The Institute's has hosted Youth Leadership Summit for Sustainable Development in Vieques, Puerto Rico, Virgin Gorda, BVI, Martha's Vineyard and New England - and developed youth-community leadership initiatives in Hawaii, Holyoke, MA and in Oakland, Cincinnati, and Baltimore. Some youth leaders are in this next book.