

PROTECT OUR PLANET

LEADER GUIDE



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Welcome from the Students Rebuild Team

Dear Project Leader,

Air. Land. Water. Everything that sustains life on our planet is connected, and every young person has a role to play in protecting it. When students explore the world around them and share what they discover, something extraordinary happens: a sense of shared responsibility is born for the planet we all call home.

This year, we invite students from around the world to join us on a journey to explore the air, land, and water around them, and to use creativity to share their stories and their vision of a thriving world.

We know today's young people want to be part of the change and are looking for ways to connect with the planet and act alongside others to care for it. The Protect Our Planet Project gives students the tools to do just that through the power of creative expression: explore, create, and share, knowing that their voice and their art are part of something bigger than any single classroom or country.

This guide introduces everything you need to know about the Protect Our Planet Project. We're excited to take this journey with you and our incredible Impact Partners.

Our planet deserves to be protected. It starts with you.

The Students Rebuild Team
Creative Visions



The Big Idea

Youth Creativity Funds Real Impact

Students Rebuild is more than an art project — it's a movement that turns youth creativity into tangible change. When young people create art exploring this year's theme (air, land, and water), they don't just express themselves — they generate real donations that fund organizations making a difference around the world.

For every creative work submitted or student who participates, Creative Visions, with support from the Bezos Family Foundation, donates \$5 to organizations protecting air, land, and water around the world — up to \$1 million this year.

This means a classroom of 25 students, each creating one piece of art, generates \$125 in donations. A schoolwide project with 500 participants? That's \$2,500 going directly to communities that need it.

Where the Funds Go

Your students' creativity supports Impact Partners working around the world to protect air, land, and water, and to help communities build a more thriving future.

Meet our Impact Partners: studentsrebuild.org/partners

Why This Matters

Students Rebuild gives young people something rare: the experience of seeing their creativity translated directly into meaningful action. They don't just learn about global issues — they actively contribute to the solutions.

- Students see the real impact of their creative expression
- Young people build a sense of agency and understand they can create change
- Communities around the world benefit from youth-driven philanthropy



What Is Students Rebuild?

Students Rebuild, a Creative Visions program founded by the Bezos Family Foundation, is a free, ready-to-use global learning adventure that engages the whole student and helps change the whole world.

Here's How It Works:

- We launch an annual project that invites students to respond to a specific issue affecting young people somewhere in the world.
- Each Students Rebuild project gives young people ages 5 to 25 the opportunity to explore a topic alongside other creative changemakers around the world and create art based on what they learn.
- Every creative submission or student engaged unlocks a \$5 donation (up to \$1M) supporting organizations that protect our planet.

Since 2010, more than 1.5 million young people from 102 countries and all 50 U.S. states have participated in our projects. They've created 7 million works of creative expression and raised \$17.6 million to benefit communities around the world.

16 Years of Global Impact		
1.5M Youth Engaged	7.1M Creative Expressions	\$17.6M Raised
102 Countries	All 50 U.S. States	16 Years of Impact

About the Protect Our Planet Project

This year, we invite students from around the world to join us on a journey to explore the water, land, and air around them, and to use creativity to share their stories and their vision of a thriving world. The Protect Our Planet project empowers young people to explore their surroundings, create from what they discover, and share their vision with the world.

Explore. Create. Share.

Take three simple but powerful steps to help your students deepen their connection to the planet:

1. **Explore** air, land, or water. We offer lessons, content guides, and other resources on our website, organized by element, to help students learn what's changing, who it affects, and who's working to help — close to home and around the world.
2. **Create** a piece of creative expression in any medium: visual arts, writing, performing arts, video/film, or digital design. Students can showcase the world they want to protect, from a painting to a kite made from materials found in their own neighborhood.
3. **Share** your creative expression with us. For every piece of creative expression received or young person who participates, Creative Visions, with support from the Bezos Family Foundation, will donate \$5 to organizations protecting air, land, or water around the world.

The Protect Our Planet project runs through June 1, 2027. You can join the project and submit creative work at any time during this period. Get started by registering at studentsrebuild.org



Youth Learning Outcomes

Through participation in the Protect Our Planet Project, young people build essential skills and mindsets that prepare them to be engaged, empathetic citizens of the world. Our project is designed to foster the following outcomes:

Creative Self-Efficacy: Students build confidence in their ability to express themselves creatively and believe in the power of their ideas to create change. They learn that creativity isn't a talent reserved for the few, but a skill everyone can develop and use to communicate, solve problems, and inspire change.

Social Responsibility: Students recognize their role in the well-being of their communities and the world. They understand that their actions, no matter how small, can have a meaningful impact on others, and feel motivated to use their talents for the common good.

Global Mindedness: Students develop awareness and curiosity about the wider world. They learn about different regions, communities, and the challenges facing the planet, and begin to see themselves as part of a global community with shared challenges and aspirations.

Perspective Taking: Students build empathy by learning to see the world through others' eyes. They practice understanding experiences, feelings, and viewpoints different from their own, strengthening their ability to connect across differences and resolve conflict constructively.

Collaboration & Creativity: Students learn to work together toward shared goals, combining their unique strengths and ideas. They discover that collaboration amplifies creativity, and that working with others can produce greater results than any individual could achieve alone.



Who Receives the Funds?

The funds students raise through their creative work will support global Impact Partners working to protect our planet and advance youth-led environmental action. These five organizations span Africa, the United States, and communities around the world, supporting restoration, conservation, climate resilience, and youth leadership.

Learn more: studentsrebuild.org/partners

One Earth – Global: One Earth will highlight environmental solutions across 10 priority bioregions, connecting students and educators with local partners and conservation efforts around the world.

Seatrees – Kenya & Costa Rica: Seatrees will support mangrove and coral reef restoration while sharing stories that connect young people with community-led ocean and coastal conservation.

The Nature Conservancy – Global: The Nature Conservancy will support young environmental leaders through its Externship Program, including mini-grants for alumni to put community-based conservation ideas into action.

National Wildlife Federation – United States: The National Wildlife Federation will support student-led environmental projects through resources and mini-grants, with additional opportunities for youth in New York, Atlanta, Houston, and through the Colorado River Indigenous Youth Advisory Council.

Green Horizon Ventures – Rwanda: Green Horizon Ventures will engage young people and communities in climate action through tree planting, gardens, waste management, and other environmental activities that protect the land and air.



How Do I Get Started?

Everything you need to participate in the project is available online at studentsrebuild.org.

This includes up-to-date project information, an interactive map of teams and this year's submitted creative work, educational resources to support student learning, and instructions for participating.

1. **Register your team or register as an individual.** Registration is simple, free, and takes less than two minutes. Once registered, your team will appear on our interactive map. See the next section to find out whether you should register as a team or as an individual.
2. **Check your dashboard.** Registering activates your Dashboard, an online feature that lets you track your progress, save materials and lessons for quick reference, upload photos, and gives you a personal link to your team's shareable page.
3. **Choose your learning and support resources.** The Protect Our Planet Project can be adapted from a single lesson to a full course on youth environmental action. You can customize your participation based on your team's needs and available time.
4. **Get Creative.** Using the resources available on our website, have your students complete creative work that fits your schedule and teaching requirements.
5. **Submit your creative work.** Go to studentsrebuild.org/submit and make sure you're logged in. Enter the number of creative pieces and participants from your team.
6. **Share on social media.** Post your team's creative work on social media, tagging [@studentsrebuild](https://twitter.com/studentsrebuild) and using #ProtectOurPlanet.
7. **Keep creating!** Your team isn't limited to a single piece of creative work. You can keep submitting work throughout the year until June 1, 2027!



How to Register: Team or Individual

The type of registration depends on whether you have a consistent group of young people you'll be working with throughout the project.

Register as a Team

Register as a team if you're an adult or youth leader (age 13 or older) working with a consistent group of young people on creative activities. Teams can be:

- A classroom of students working with their teacher
- An art club, drama club, or after-school program
- A scout troop, youth group, or community organization
- A family with multiple young people participating together
- A group of friends from the same school collaborating on projects

Example: *Ms. Johnson registers her class of 25 art students as a team. Her core team creates paintings together, but they also organize a schoolwide mural project involving 100 additional students.*

Register as an Individual

Register as an individual if:

- You're a teen participating on your own
- You're an adult planning to work with different groups of young people rather than one consistent team
- You're organizing one-time workshops or events with different participants each time
- You plan to involve your whole school or community without a specific organizing group

Example: *Sarah, 16, registers as an individual and creates her own photo series. Or Mr. Davis, a district arts coordinator, registers individually because he rotates between five different schools.*

Mediums of Creative Expression

Creativity has the power to change the world, and it's something everyone can do. Explore the 5 mediums you can use for your Students Rebuild project:

Writing: Short stories, essays, poetry, and spoken word

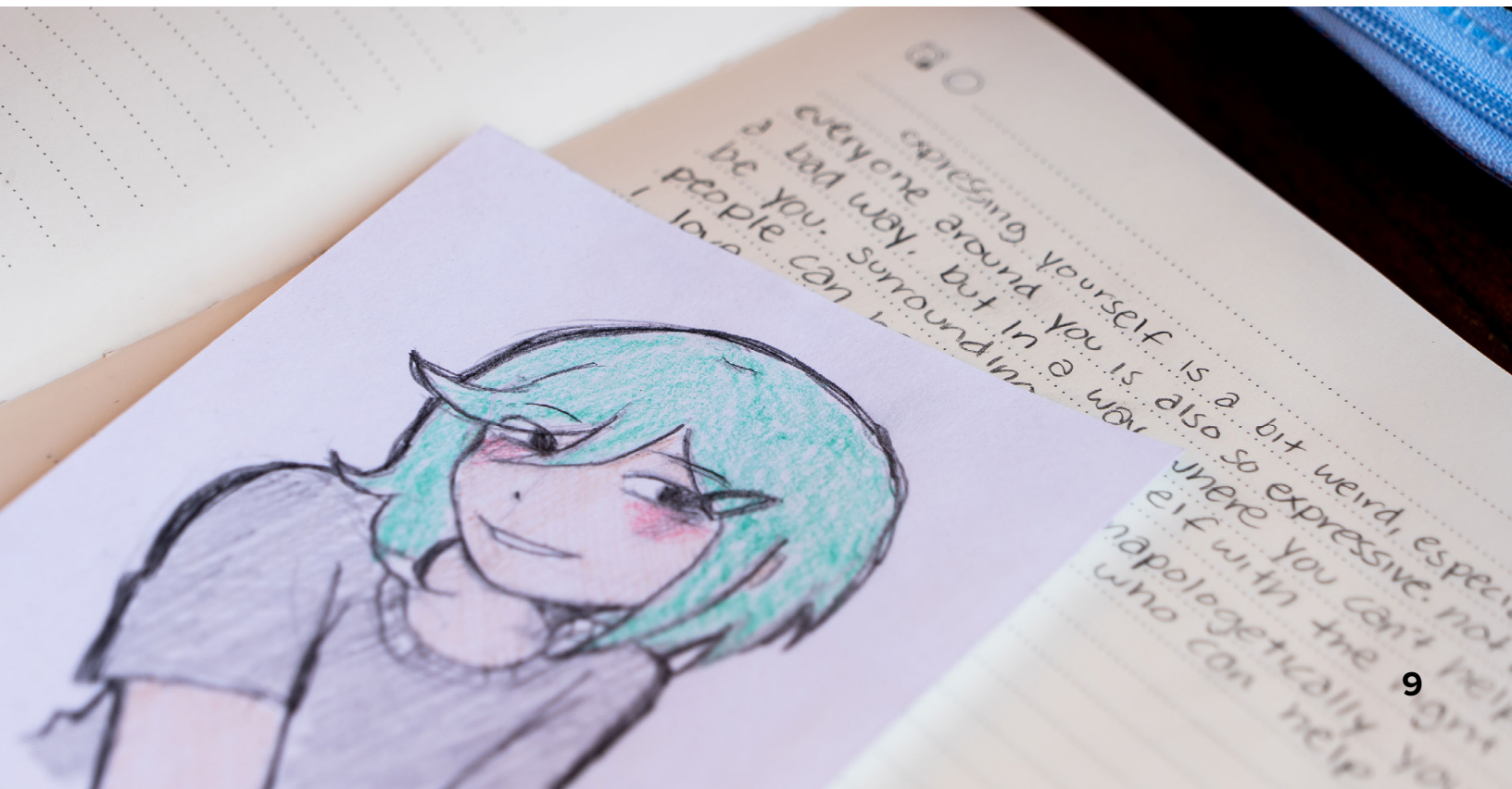
Performing Arts: Dance, theater, music, and live performance

Video & Film: PSAs, documentaries, films, and video essays

Visual Arts: Graphic design, drawings, paintings, photography, sculptures, and memes

Digital Design & Technology: Robotics, digital design, video games, apps, and interactive media

Any medium of creative expression is welcome! Need inspiration? Explore the gallery at studentsrebuild.org/explore#gallery



During the Project

Throughout the Protect Our Planet Project, there are numerous opportunities for engagement and tools available to enrich your team's experience.

Materials and Teaching Guides

In addition to this Leader Guide, here are other quick-reference tools on our Resources page:

- **Project Introduction Video:** A short video offering inspiration and information about the Protect Our Planet project.
- **Supplemental Learning Resources:** Lesson plans and curricula to deepen learning throughout the project, differentiated by age group.
- **Booklist for Learners:** Books recommended by age group to spark conversation and exploration.
- **Creative Expression Idea Starter:** Engaging, easy-to-integrate activities that are easy to adapt for investigations of land, water, or air, depending on your learners' interests and local environment.
- **It's Elemental: Air, Land, Water:** In this activity, differentiated for different age groups, learners will examine how one element shapes daily life, and share their vision for protecting and caring for the places we call home.
- **Activity: From Nature to Art:** A step-by-step guide to explore, create, and protect our natural world.
- **Creative Expression Toolkit: Air:** The Air We Share: Everything you need to explore, create, and share about the element of air.
- **Creative Expression Toolkit: Land:** The Land Beneath our Feet: Everything you need to explore, create, and share about the element of land.
- **Creative Expression Toolkit: Water:** The Water that Sustains Us: Everything you need to explore, create, and share about the element of water.



How to Complete the Project

Congratulations, you're almost done! You need to submit your creative work to generate the donation for our Impact Partners.

Before You Submit

- Have your email handy to log in.
- Know how many people participated on your team.
- Know how many pieces of creative work were made.

How to Submit Your Creative Work

- **Start online at studentsrebuild.org/submit** — log in and follow the instructions.
- **You don't need individual photos** — group and display photos work great. Up to 12 photos per submission.
- **Submit additional work** — if your team creates more pieces, come back and add your numbers.

Important: We can't accept photos with recognizable faces. Holding creative work up in front of your face is a great solution!



After the Project

You did it! Even though you and your students have finished the Protect Our Planet project, here's what comes next:

Celebrate Your Team's Efforts

Your team's hard work helped generate funds to support our Impact Partners. Your Certificate of Completion will be available to download and share after the Protect Our Planet Project ends on June 1st, 2027 - so you can keep celebrating your team's impact!

Share Your Creative Work

Showcase your students' creative work in local community spaces like libraries, city hall, or schools. Consider organizing a community exhibition or celebration!

Spread Awareness

Spread the word! Word of mouth is the best way new educators and students learn about the program. Your team page gives you a personal way to share.

Continue the Journey

Although the project ends on June 1, 2027, we hope you'll continue:

- Using our learning resources to deepen your understanding of caring for air, land, and water.
- Reflecting on everyday actions that help build a more thriving world.
- Sharing your team's experience with your community and with us!

Share Your Feedback

After the project ends, we'll send an online survey to all registered participants. Your honest feedback helps us improve.

Contact Us

On the Web

studentsrebuild.org

Email

info@studentsrebuild.org

Project Hashtag

[#ProtectOurPlanet](#)

Social Media

Facebook: facebook.com/studentsrebuild

Instagram: instagram.com/studentsrebuild

Twitter/X: twitter.com/studentsrebuild

YouTube: youtube.com/studentsrebuild

Pinterest: pinterest.com/studentsrebuild

Thank you for joining us in protecting air, land, and water, and building a more thriving world together.

