

Trucker Buddy and Wal-Mart Presents

Sustaining Our World

Purpose: To raise the awareness of conserving energy and resources by educating students on how the trucking industry is helping to sustain our world's resources.

Idea: It's important to educate our children and our drivers in how we can change the way we live our lives so that we sustain our resources for future generations. By doing this we heighten the efforts of our industry and spur more ideas for the future.

Curriculum Booklet

Trucker Buddy will involve industry experts to submit ways their companies are contributing to saving fuel, reducing emissions, and reducing harmful chemicals emitted into our environment. This booklet will give teachers the necessary information to be able to teach the classroom about how we can sustain our resources for future generations. This also gives them ideas for the coloring contest. Including other companies in the contest helps gain content and spread the message. As an example, each of the following can contribute data and information for a (non-promotional) page in the Curriculum Booklet.

Coloring and Writing Contest

Trucker Buddy with the help of Wal-Mart and other participants will develop a Sustaining Our World Coloring/Writing Contest where teachers have their students draw pictures of the many ways that trucks are becoming more fuel efficient and recycled products such as recycling, tires, wide tires, fuel efficient design, less idling, tire inflation, and hybrid trucks. Teachers will use information provided by Trucker Buddy and its partners to educate their pupils about our environment and asking them to draw pictures and write letters to show how the message is being received.

Once the students send them to Trucker Buddy their pictures and letters, then an independent committee will choose the top 25 pictures. This committee will be made from Trucker. A digital eBook of the winners will be developed and emailed to the Trucker Buddy email databases as well as the partner databases. By doing an eBook then we will support our goals of saving trees and the chemicals it takes to create a printed product.

Website

Trucker Buddy with the help of the partners will develop a website with a downloadable instruction booklet showing the teachers how they can teach the children the importance of sustaining our way of life and how that relates to the trucking industry.

- A blog will be developed to make the discussion interactive.
- An area in the site will be developed to where student pictures can be placed.
- Industry videos can be inserted to show how companies in the trucking industry

are contributing to the sustainability of our worldwide resources.

- A best practices web page can be developed to show how companies are helping and links to direct readers to their sites.

Trucker Buddy will post the winning pictures and letters on the Sustaining Coloring Contest website and will be featured in the Trucker Buddy eMagazine that quarter. Links to the website will be linked on the Trucker Buddy site and partner sites.

Examples of Areas of Resource Savings

Truck Aerodynamics, Hybrids, Design, Weight Reduction
Tire Design, Retreads and Inflation
Engine Emissions and Design
Drive Train and Suspension
Routing and Mapping
Telematics, In Cab Communication and Data Delivery
Driver Training
Idling
Oil and Lubricants, Fuel
Additives
Trailer Design
Scales
Recycling on the Road
Paper Reduction
Ideas and Resources from associations and state membership
Media Companies

Digital Calendar

Thirteen pictures will be selected featured in the 2011 Sustaining Our World Coloring Contest. Then the eCalendar will be emailed to approved databases.

Media

Trucker Buddy and the partners will use its contacts within the industry media to cover the coloring contest as well as some selected regional media to create photo and video shots. OOIDA, Randall Reilly Publishing, Newport Communications, and others will be asked to promote the program.

Rewards to 25 Winners

The classrooms of the top 25 will receive a gift package including gift cards, Trucker Buddy products, and sponsor donated items. Only one top 25 per classroom will be allowed. The driver of the classroom will be recognized on the website and in the eMagazine.

The Top 25 classrooms will be listed on a Trucker Buddy ad published in industry leading trucking publications.

Time and Dates

The program will begin April 30, 2010 and will end October 30, 2010 in time to develop a calendar and emailed by November 30th.

Guidelines for Sustaining Our World Submissions

Introduction: Providing this information to teachers helps teach students how their Trucker Buddy and the entire trucking industry is helping to save world resources for future generations. The trucking industry is not portrayed on television, radio, newspapers and magazines as a green partner so this is a way to fight back and show an entire generation that our industry is environmentally responsible. Most leading companies have sustaining efforts to reduce emissions, fuel usage, the effects on our forest, recycling programs, damage to roads and infrastructure, and many other ways to keep resource costs down by using less materials.

1. Our goal is for this to be educational and editorial and not be a promotion for a specific product even though the submitter's business and product names will be used in the information.

2. It should not be long but should be detailed, giving specific ways that your products or improvement to your products help preserve resources.

3. Please send diagrams and pictures that will show visually how your products can save resources.

4. Give us any ideas and ways that your company is being more green such as powering the warehouse with products you use to throw away, added lighting control systems to use less energy and other projects that might not be related to trucking but is related to your company.

5. Remember that children in the grades 2-8 will be learning this so please keep it to a technical level that will challenge them but not overwhelm that at the same time.

6. Trucker Buddy may edit the submission for length and content so that it flows within the curriculum style.

7. Many companies have a sustainability/green business plan so if corporate policy allows then send excerpts from the plan to provide a better understanding.

8. Deadline for submission is April 20th.

If you have any questions or suggestions please call Randy Schwartzenburg at 205-248-1261 or email at randy@truckerbuddy.org.