



SCOTIA GROUP



POLICY PROPOSAL 4.
ENGAGING THE YOUNG

A GLASGOW PROPOSAL FOR
BUILDING FOR A BETTER FUTURE
FOR OUR PLANET



Policy Proposal 4: Engaging the Young

A GLASGOW PROPOSAL FOR BUILDING FOR A BETTER FUTURE FOR OUR PLANET

The most important audience to reach and engage on climate change other than our incumbent politicians is the young. If we can somehow have climate change incorporated into every school curriculum throughout the world, using books as a teaching aid, then a major milestone will have been reached in educating future generations on climate change.

1. I am suggesting a series of books be produced based on a Black Scottie dog called Scotia.
2. This series of books can be translated into multi languages and we should target to get them into every single school everywhere, whether distributed free or purchased by educational authorities in developed countries. The profits for the sale of the books in advanced countries could pay for the distribution and publishing to schoolchildren in under-developed parts of the globe in so much as every child in the world could have their own copy. A tall and perhaps naive ambition but if we do not dream then we will never achieve anything surely.
3. Social media is also of ever more importance in todays connected world and therefore a series of short cartoon videos could be produced to get our message over to include measures where Scotia, the Scottie dog is teaching people what to do and what not to do with regards to climate change. The videos need not contain speech but similar to Mr Bean's short videos, they could simply contain noises like barking when Scotia saw something that was wrong and vigorous wagging of his tail when something good had changed.
4. I invite members to release their imaginations and provide a series of scenarios they would like to see come to life through our Scotia the Scottie being instrumental in teaching primary school children what to avoid and how better to change their world for the better.
5. If we can collate a series of short stories based on differing scenarios then we could contact an illustrator or even approach a known children's writer such as David Walliams to come on board and using conventional channels get this "product "out into the public domain. If this could be done well in time for the Glasgow summit then that would be an ideal time to publicise and promote the books worldwide.
6. The type of marketing and publications would be similar to the Thomas the Tank engine series and Herge's adventures of TinTin and a morph between the two.



Policy Proposal 4: Engaging the Young

If Proposal 4. Engaging the Young 1 successful then even a TV series could be launched which would further enhance our messages.

7. In addition to the books featuring Scotia, the black Scottie we could print colourful Alphabet books running from A-Z giving one fact for each letter. Again, I invite our participants to compile the content for the book which will in essence contain one fact for each letter. This in itself should be fun in its compilation and if all ideas and facts could be forwarded back by end May, this would give us time to make a head start in getting something ready for a publisher. Anyone with contacts here would also be of great value.
8. As a starter, we may plant as a seed thought the letters:
 - T could relate to a fact on temperature and the consequences if temperature keep rising; and
 - Z could perhaps be about zebras in the wild and the impact on losing natural grazing land threatening their future existence.
9. Your views and feedback would be appreciated for as the saying goes two heads are often better than one.

Nb. When I was a wee boy growing up in a village called Tobermory on the Isle of Mull off the west coast of Scotland, I was often a little impetuous and my main teacher Miss McKenzie, used to calmly tell me that I should listen more before coming out with all my ideas for two heads are often better than one. I am heeding her advice once more several decades later with the narrative above!

Mr. James Wright