

— LEVI STRAUSS & CO. —

# WATER AMBASSADOR TOOLKIT

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## Water Ambassador “How-To Guide”: Best Practices for Continuing Activation

**Congratulations on a successful training!** As a Water Ambassador, you can now convene additional events throughout the year to engage other dedicated Water Ambassadors and reach even more people in your community. Here are some ideas:

- **Find organizations and ways to reach new audiences throughout the year.** Identify youth groups and civic organizations or clubs in your community with whom you can organize water education events. Offer to conduct the activities for afterschool care, summer camps, school environmental clubs, etc.
- If you already taught at a school on Community Day or with a group of other Water Ambassadors, schedule a follow-up visit with the school that you visited. You can conduct the activities with additional classes, revisit the same class to build on a specific topic or stop by to reinforce the learning with a quiz or survey (e.g., a fun class trivia contest).
- Visit your children’s school and conduct the activities with their classes.
- Share the activities from the training and your teaching with your colleagues.

### Contacting Schools

- If you know someone at the school, start there to ask for an introduction to the principal or headmaster
- If you don’t have a personal connection, call or email the principal or headmaster to

ask for a few minutes of his or her time.

- Explain your goals, expectations, time needed and what the students will gain (hands-on learning about water conservation and actions they can take to save water).
- Address why LS&Co. is partnering with Project WET to share these water conservation and/or WASH messages with students.

### Sample Script for Cold Call Introduction

My name is \_\_\_\_\_ and I work for Levi Strauss & Co. in \_\_\_\_\_ (location). We have recently partnered with a water education NGO called Project WET to create learning materials focused on water education and actions that young people can take to conserve water and stay healthy. I am working with a group of LS&Co. employees who would like to share these

science-based water conservation and/or WASH lessons with students at your school. Do you have a few minutes to learn more about the program?

### Number of Volunteers Needed

Approximately 3-6 employee volunteers per 20 students to fill the following suggested volunteer roles (each person can perform more than one role):

- Leading the activity
- Supporting the leader
- Helping small groups of students
- Recording data
- Handing out and collecting activity materials and student activity booklets during and after the presentation
- Helping keep students on task
- Photography and videography
- Conducting pre- and post-surveys



Photo © Project WET Foundation

## Before You Go to a School to Present

- Confirm the presentation schedule, space available, time and number of students.
- Check your materials to ensure that you have all you need to conduct the activities.
- If taking photos, ensure that photo releases have been provided to the school and signed by parents before the event.
- Ask if there are any special procedures you need to consider such as security checks or parking.

### Checklist for an event:

- Photo release for events
- Share stories and data from your events with your Community Affairs team
- Review the online training modules as a refresher before conducting the activities

### Presenting Tips

- Discuss with the teacher your expectation that they will take responsibility for classroom discipline while the activities are underway.

- Reinforce student participation and behavior using positive reinforcement (“Great answer!” “Excellent idea!” “Who else has an answer?”).
- Give clear instructions and set expectations for behavior (“I need your attention for the next three minutes while I give instructions, and then we can begin the fun.”).
- Show your enthusiasm for the subject. Don’t be afraid to be funny or even silly and demonstrate your excitement to be there.

### Sample Introduction for Activity Leader

My name is \_\_\_\_\_ and I work for Levi Strauss & Co. in \_\_\_\_\_ (location). Over the next hour, you will learn why it is so important to conserve water and find out how you can help save water every day (and/or practice habits to keep ourselves and the environment healthy). I need to share a few instructions before we get to play the activities, so thank you for your attention.

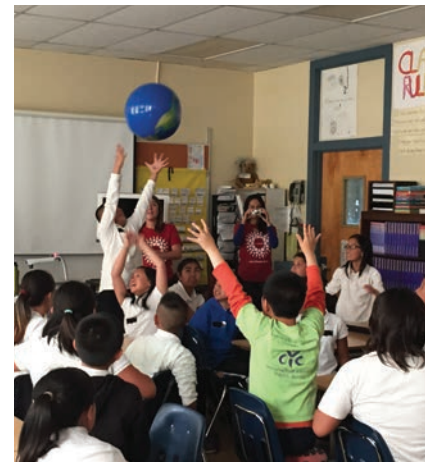


Photo © Project WET Foundation

### Sample Wrap-up for Activity Leader

Recall the three activities from today: Blue Planet, A Drop in the Bucket and My Water Footprint. Now I’d like to hear from you... What did you learn from these activities? How can you save water at home and at school? What is one action you will take this week to save water? Our hope at LS&Co. is that you will all be wise water users, just as we try to be. Let’s work together to save our most precious resource: water! [Employee volunteer] is now passing out an activity booklet about water for you to take home. I hope you will share it with your family and friends and that you will tell them about how you want to save water. (Modify for WASH activities)



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## WATER AMBASSADOR WORKSHOP - SAMPLE AGENDA

### Sample Agenda - 2.5 hour workshop

5 Minutes	Welcome and Introduction; agenda review
5 Minutes	Pre-workshop survey
15 Minutes	Lifecycle of your Jeans activity
20 Minutes	Blue Planet activity – icebreaker and introductions
10 Minutes	Water Ambassador Program Overview
5 Minutes	A Drop in the Bucket activity
20 Minutes	My Water Footprint activity
50 Minutes	Peer Teaching: <ul style="list-style-type: none"><li>• Blue Planet</li><li>• A Drop in the Bucket</li><li>• My Water Footprint</li></ul>
10 Minutes	Wrap-up and discussion
5 Minutes	Post-workshop survey
5 Minutes	Distribute certificates

### AGENDA NOTES

1. Ensure you have an accurate list of participants, using a sign-in sheet or the participant checklist. After the workshop, please send the list to [waterambassador@projectwet.org](mailto:waterambassador@projectwet.org).
2. The Pre-workshop survey is used as a tool to test the knowledge of participants prior to completing the activities. These answers will be compared to the Post to ensure that the activities are successfully increasing knowledge. One question corresponding to each of the 7 activities is available on the next page. Select only the questions for the activities you will cover in your workshop.
3. The Water Ambassador overview can utilize slides and/or a live overview of the resources and components of the Water Ambassador Portal. This is also a good time to share examples of previous activations.
4. Evaluate the time when you get to the My Water Footprint Activity and adjust accordingly. If you are running over on time, complete Part 1 only and suggest the Peer Teaching Group focus on Part 2.
5. Peer Teaching – divide the participants into three groups and assign each group one of the selected activities. Distribute the Training Guides, Student Booklets and any necessary activity materials. You may need to do another time assessment and adjust accordingly. The suggested agenda would allow for 10 minutes of preparation per group and 10-15 minutes to teach their activity.
6. The Wrap-up will focus on next steps, available resources and any questions that participants may have.
7. The Post-workshop survey will include the same questions as the Pre. Be sure to record these results and send to [waterambassador@projectwet.org](mailto:waterambassador@projectwet.org)
8. Certificates can be distributed at the workshop or at a later time. The workshop leaders can choose the best option for their needs. The certificate template is available on page 6 of this toolkit.

## Pre/Post Workshop Questions:

### Sustainability

1. How many liters of water does it take to make a pair of 501 jeans?

### Water Conservation

2. What percentage of the surface of Earth is covered in water?
3. What percentage of all the water on Earth is fresh water that humans can use?
4. True or False: Turning off the lights when you leave the room is an example of Indirect water conservation?

### WASH

5. According to the World Health Organization, how many seconds does it take to properly wash your hands?
6. True or False: It is easier for germs to transfer among people when they are in a small space.
7. True or False: You can tell whether water is safe to drink by looking at it.

## Water Ambassador Post Workshop Evaluation Questions

Send out the following link: <https://www.surveymonkey.com/r/RMGX9VG> or

### Select the appropriate questions that apply and modify as needed

1. The Project WET Water Ambassador training met my expectations (Highly Agree, Agree, Neutral, Disagree, Highly Disagree)
2. The leaders/facilitators demonstrated solid knowledge of the subject (Highly Agree, Agree, Neutral, Disagree, Highly Disagree)
3. The school activation was helpful in allowing me to demonstrate what I learned (Highly Agree, Agree, Neutral, Disagree, Highly Disagree, Not applicable)
4. I am equipped and ready to teach Project WET activities on my own (Highly Agree, Agree, Neutral, Disagree, Highly Disagree)
5. I am interested in being a Water Ambassador Trainer and teaching other LS&Co. employees (Yes, No)
6. What did you like most about the training session? (Text Box)
7. The training session could have been even more effective if: (Text Box)
8. Describe how you plan to use the Water Ambassador activities within the next 3 months (Text Box)
9. How much of an impact do you feel your volunteer work had? (A lot of impact, A moderate amount of impact, A little impact, Not any impact at all, Not applicable)
10. Rate the impact this volunteer event had on your role as an advocate for LS&Co. (A lot of impact, A moderate amount of impact, A little impact, Not any impact at all, Not applicable)
11. Do you feel you are a better, happier employee because you are able to volunteer? (Yes, No, Indifferent)



**Need certificates for your workshop?  
Contact us for the MS Publisher or PDF template  
[waterambassador@projectwet.org](mailto:waterambassador@projectwet.org)**



## Water Use Worksheet

	Part 1			Part 2		
Water Use	Water Use Ranking - Enter 1-5 (1 highest, 5 lowest)			Actual Water Use Ranking	Estimate %	Actual %
	Estimate 1	Estimate 2	Estimate 3			
Garment Manufacturing						
Consumer Use						
Transportation and Distribution						
Cotton Production						
Fabric Production						
	# Correct _____	# Correct _____	# Correct _____		Total = 100%	Total = 100%

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Garment Manufacturing						
Consumer Use						
Transportation and Distribution						
Cotton Production						
Fabric Production						
	# Correct _____	# Correct _____	# Correct _____		Total = 100%	Total = 100%

## What's in a Drop?—Student Copy Page

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Water Availability Table Quantity to be divided among people on Earth	Amount Available liters/person	% of total water
All the water on Earth	202.9 billion	100%
Only the fresh water (calculate 3% of the amount available)		3%
Only the non-frozen fresh water (calculate 20% of the remaining amount available)		0.6%
Available fresh water that is not polluted, trapped in soil, too far below ground, etc. (calculate 0.5% of the remaining amount available)		.003%

## What's in a Drop?—Student Copy Page

Name: \_\_\_\_\_

Date: \_\_\_\_\_

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Hosting a workshop or event?  
Contact us for PowerPoint slides  
[waterambassador@projectwet.org](mailto:waterambassador@projectwet.org)

