

How Kids Change the World: Your Allies in Effective Behavior Change



This is Ryan Hickman.

He started his own recycling company when he was three years old with the help of his parents.

Over the last eight years, Ryan's Recycling Company has diverted over 130,000 pounds of waste.

[Watch our video](#) to find out how Ryan has changed the world with his dedication to sustainability.

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Ryan is just one example of how **the power for kids to change the world extends beyond community outreach programs – they mobilize everyone to embrace positive energy behaviors.**

[Here's another video](#) that demonstrates why kids from kindergarten through 12th grade are the most powerful “influencers,” motivating behavior change more effectively than any advertising or PR campaign.

The question is: How do you create “a million Ryans” in your own community?





The School Channel

Utilities use the School Channel, a network of about **53 million students** in 110,000 K-12 schools throughout the country.

When you get kids excited about energy efficiency and conservation, they go home and share that enthusiasm with their family, reaching an additional **85 million family members and teachers**.

This is the **Trickle Up Effect**, allowing K-12 outreach programs to have nearly limitless scope and impact.



That's the "what." Here's the "how"...



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Teach. Entertain. Inspire.

It's not just a catchphrase; it's a proven way to motivate young people to embrace positive behavior change.

Engaging outreach programs that use humor and creativity – presented either live in schools or remotely through livestream events – don't only educate students about behaviors that preserve our planet for the future.

They form emotional connections that appeal to all learning styles and last for years.

When these programs include energy efficiency kits with kWh-saving measures, HVAC retrofits, information on EV, and prioritize low income students, their impacts on mitigating climate change are massive...





[Click here](#) to see an energy efficiency livestream program in action.

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The Impacts

1

In the 2019-20 school year alone, The National Theatre for Children (NTC) reached:

- **859,922 K-12 students,**
- **46,143 teachers,**
- and approximately **1,375,875 family members** through live in-school or livestream programs.

That's more than 2 million people across the United States!



2

NTC's energy programs include EE kit initiatives that drive students to encourage their families to request free energy kits.

To date, NTC's EE kit programs have saved more than **97,500,000 kWh** – enough energy to drive you to the moon and back over 300 times!



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By inspiring kids and their families to request and implement energy-saving measures, NTC's EE kit programs don't just conserve resources.

They also create cash rewards for schools that order the most kits – allowing them to invest in the tools and technology they need to prepare future innovators.

3

Organizations that invest in K-12 outreach, such as PSEG Long Island, benefit from improved J.D. Power scores and brand reputation thanks to positive PR opportunities.

This also allows them to educate their customers about new technologies, demand-side management and other energy-saving strategies.

4

But the most powerful impact of inspiring kids to change the world...



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5

...is making the leap to climate change mitigation by empowering younger generations.



- K-12 theatrical events that get kids excited about conservation
- Volunteer “Green Team” programs that motivate students to act in their community
- High school education programs on green careers that will impact future energy usage

It all creates a mobilized generation of energy users and climate agents vital to preserving our planet for years to come.



“I am so glad that we have this program at our school every year. It fits perfectly with our science standards... We cover renewable resources and non-renewable resources as well as conservation techniques. The children see the play first, then in the future we talk about the topics in science and they always remember things from the performance!”

- Teacher, Washington Elementary, Wisconsin Rapids, WI



Want to know more about how you can inspire kids in your community to embrace positive behaviors and change the world?

Visit www.ntccorporate.com.

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