

PROJECT GREEN CHALLENGE 2025

Day 27

TEAM NAME: Green Trinity

USERNAME: GTriniy25

SCHOOL: Kwame Nkrumah University of Science and Technology

Greenest challenge

Roots of Fairness – Theory of Change (Strategies Extension)

Outcome

By June 2026, *Roots of Fairness* will engage at least **200 students and 50 local farmers** in climate-smart agriculture and fair-trade activities, leading to the **adoption of fair pricing and sustainable farming practices** in Aputuogya.

Targets and Strategies

Target	Strategies (Actions to Move Them Toward the Outcome)
Students & Youth Groups	• Organize climate justice and fair-trade workshops on campus and in partner schools. • Launch storytelling challenges and social media campaigns to encourage youth to share local sustainability stories. • Create “Fair Action Clubs” that lead awareness events, plastic-free drives, and ethical shopping campaigns. • Host campus mini-markets that feature locally produced, fair-trade goods.
Local Farmers & Cooperatives	• Facilitate training sessions on climate-smart agriculture, sustainable irrigation, and soil management. • Partner with SEND Ghana to connect farmers with fair-trade certification networks.

	• Provide visibility through community markets and digital storytelling (short videos or profiles). • Organize community tree-planting days linking youth volunteers and farmers.
KNUST Administration & Campus Leadership	• Present proposals for integrating fair-trade education and sustainability into campus programs. • Request institutional support for fair-trade mini-markets and student-led initiatives. • Collaborate with the university's sustainability office to include "Roots of Fairness" in annual green reports. • Engage campus media to share progress and impact stories.
Local Government (Aputuogya Assembly)	• Meet with assembly members to discuss community partnerships for reforestation and fair-trade awareness. • Advocate for local policy incentives that support ethical markets and sustainable farming. • Co-host annual "Climate and Fairness" community fairs. • Align activities with district-level climate and environmental plans.
SEND Ghana & Civil Society Organizations	• Collaborate on training content and mentorship for youth leaders. • Partner for resource sharing, funding, and monitoring of impact. • Seek media amplification through national advocacy networks. • Build a roadmap for scaling "Roots of Fairness" to other communities after the first implementation phase.

Reflection

Every strategy in this plan grows from our central belief — that fairness is the heart of sustainability. These actions bridge the gap between vision and practice, helping each target group take ownership of the change we want to see.

Our strategies connect directly to our outcome: **empowered youth, informed farmers, and a supportive network of institutions** working together for climate justice. The next steps will involve aligning timelines, assigning responsibilities, and tracking measurable results — because real impact begins when purpose becomes practice.



ROOTS OF FAIRNESS

THEORY CHANGE CHART

Outcome: By June 2026, Roots of Fairness will engage at least 200 students and 50 local farmers in climate-smart agriculture and fair trade awareness activities, leading to the adoption of fair pricing, and sustainable farming practices in Aputuogya, Ghana

Targets	Strategies (Actions)	Expected Outcomes
Students & Youth Groups.	✓ Organize workshops on fair trade and climate justice ✓ Launch storytelling and social media campaigns sharing sustainability stories ✓ Create "Fair Action Clubs" to lead campus mini-markets and advocacy drives	✓ Increased youth awareness and main leadership in fair trade and climate issues ✓ Youth-led markets and events promote ethical consumption on campus
Local Farmers & Cooperatives	✓ Facilitate training on climate-smart farming and soil restoration ✓ Partner with SEND Ghana for fair trade certification	✓ Farmers adopt sustainable techniques ✓ Improved livelihoods and fair pricing model established
KNUST Administration & Campus Leadership	✓ Propose inclusion of sustainability and fair-trade topics in campus ✓ Request support for student-led green markets ✓ Co-host annual Climate & Fairness Fair with community stakeholders	✓ Institutional support for fair trade and sustainability education ✓ Recognition and replication of student projects
SEND Ghana & Civil Society Partners	✓ Provide mentorship training, and visibility for student leaders ✓ Collaborate on funding and advocacy campaign	✓ National recognition of youth-led fair trade efforts ✓ Scalable model for community-based

PROJECT GREEN CHALLENGE 2025, DAY TWENTY - SEVEN



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ROOTS OF FAIRNESS

THEORY CHANGE CHART

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