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

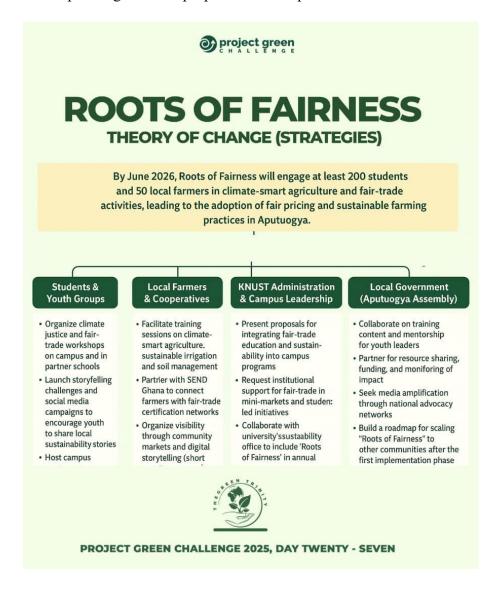
Target	Strategies (Actions to Move Them Toward the Outcome)		
Students & Youth Groups	Organize climate justice and fair-trade workshops on		
	campus and in partner schools.		
	• Launch storytelling challenges and social media campaigns		
	to encourage youth to share local sustainability stories.		
	• 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 &	• Facilitate training sessions on climate-smart agriculture,		
Cooperatives	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 &	Present proposals for integrating fair-trade education and		
Campus Leadership	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	Meet with assembly members to discuss community		
(Aputuogya Assembly)	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	Collaborate on training contant and mantarchia for worth		
	Collaborate on training content and mentorship for youth		
Organizations	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 loc! 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_us tice ✓ Launch storytelling and social media campaions sharing sustainability sto- ries ✓ Create "Fair Action Clubs" to lead campus mini- markets and advocacy drives 	 ✓ Increased youth awareness and main leadership in fair tra- de 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 ✓ Parther with SEND Ghana for fair trade certification 	 ✓ Farmers adopt sustainable techniques ✓ Improved livellhoods and fair pricing modestablished
KNUST Administration & Campus Leadership	 ✓ Propose inclusion of sustainability and fair- trade topics in campus ✓ Request support for student ted 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 	 National recognition of youth-led fair trade efforts Scalable model for



community-based

 Collaborate on funding and advocacy campaign



MEDIA POST

