LEADERS

GLOBAL LEADERS TO FOLLOW · BY XRAISED

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HERO STORIES

Books about endangered animals and the people protecting them

ROOTS AND BRANCHES

Why Green Kids Club partnered with Evertreen to plant trees

FROM STORY TO ACTION

Her plan to link children at home with trees planted in Africa

COVER STORY · P. 4

The Stories That Plant Trees

Sylvia Medina

Green Kids Club

PRESIDENT

EDITOR'S LETTER

A word *before we begin*

Some of the most lasting lessons begin with a story. Sylvia Medina has made that idea the heart of Green Kids Club, with books that introduce children to endangered animals and the people working to protect them.

What drew us to her story now is the step beyond the page. Through a partnership with the reforestation platform Evertreen, and through the work of Love the Wild Foundation in Kenya, the lessons in her books are being tied to trees in the ground.

It is a modest-sounding idea with a long reach: that a child who understands how animals, plants and people depend on one another may one day act on that understanding. We think it deserves a wider audience.

— The Xraised editors

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ON THE COVER

Sylvia Medina

President, Green Kids Club

About *Green Kids Club*

Green Kids Club

WHAT THEY DO

Green Kids Club creates environmental education for children, including the Environmental Hero Stories books about endangered animals and the organisations protecting them. Its nonprofit arm, Love the Wild Foundation, supports a village in Kenya where local children take part in tree planting.

Environmental Hero Stories
BOOK SERIES

Love the Wild Foundation
NONPROFIT ARM

Evertreen
TREE PARTNER

Environmental education for children
FOCUS



SYLVIA MEDINA · PRESIDENT, GREEN KIDS CLUB

COVER STORY

The Stories That Plant Trees

SYLVIA MEDINA · PRESIDENT, GREEN KIDS CLUB

An encounter with an orphaned baby elephant in Botswana led Sylvia Medina to write stories that teach children about wildlife. Now Green Kids Club is turning those lessons into trees in the ground.

> When children understand the connection between animals, plants, people and their environment, a story can become a conversation, and a conversation can become action.

The Stories That Plant Trees

SYLVIA MEDINA · PRESIDENT, GREEN KIDS CLUB

Sylvia Medina's work with children began with an animal in trouble. In Botswana, she encountered an orphaned and injured baby elephant, and the experience inspired her to create the Environmental Hero Stories, the books at the heart of Green Kids Club. Medina, the organisation's President, is an environmental engineer, an entrepreneur, an author and a conservation advocate. Environmental education, she believes, can begin with something as simple, and as powerful, as a story.

The books are built to do more than entertain. They feature endangered animals and real conservation stories, with science sections, photographs and the organisations working to protect each species. The aim is to help children understand both sides of the picture: the challenges facing wildlife, and the ways they themselves can make a difference. A young reader meets the problem and, alongside it, the people already working to solve it.

In her first Xraised episode, Medina also discussed Green Kids Club's partnership with the reforestation platform Evertreen, which adds a real-world dimension to the lessons in her books. The aim is to turn environmental storytelling into hands-on climate action for children. Trees are a natural fit for the stories she tells. They provide shade and shelter for wildlife and support entire ecosystems, which places them at the centre of the relationship between animals, people and the environment that her books explore.

One of the questions put to her goes to the heart of it. How do you make a tree feel real to a child who may be thousands of miles away from where it is growing? A planted tree is easy to announce and harder to feel connected to, particularly for a young reader. Part of the answer lies in where Medina wants the partnership to go next.

She would like it to involve children directly: through tree-planting activities of their own, through fundraising initiatives, and through projects that connect children at home with trees being planted in places such as Africa. In each case, the lesson on the page is tied to something growing in the ground, and the child is a participant rather than a spectator.

Some of it has begun. Green Kids Club's nonprofit arm, Love the Wild Foundation, supports a village in Kenya, where local children are already taking part in tree-planting efforts. It is a working example of the connection her books set out to teach, between children, animals, plants and the places they share.

At the heart of Medina's approach is a simple progression. When children understand the connection between animals, plants, people and their environment, a story can become a conversation, and a conversation can become action. The Evertreen partnership gives that progression a practical next step, and her ambition now is to let more children take it for themselves, from the page to the planting.

> *Environmental education, she believes, can begin with something as simple, and as powerful, as a story.*

AT A GLANCE

President of Green Kids Club

Environmental engineer, entrepreneur, author and conservation advocate

Created Environmental Hero Stories after meeting an orphaned elephant in Botswana

Partnered with the reforestation platform Evertreen

Love the Wild Foundation supports a village in Kenya

LEADERS

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