2018 Year in Review
Looking back at 2018, I feel tremendous gratitude for the many donors, partners, and community leaders—as well as the thousands of young people worldwide—who made this one of EarthEcho’s most successful years to date. I am particularly proud to celebrate a number of exciting “firsts” for EarthEcho International.

We conducted our first international EarthEcho Expedition, taking a team of educators to Melbourne, Australia, to explore the issue of ocean plastics. Over four days, we met with scientists, government and non-profit leaders, communicators, and youth who are developing innovative local solutions to one of the planet’s top global challenges—the overwhelming volume of plastic polluting our water bodies and harming species, including humans. Please take a look at pages 11-12 to see all of the multimedia resources and STEM curriculum materials we developed to help teachers engage students in tackling this issue.

The EarthEcho Water Challenge took an important step forward this year, expanding the amount and type of information captured in our global online database. Citizen scientists in 33 countries were able to log not only their water monitoring results but the conservation actions they took based on what they learned. We now have a better picture of how valuable this monitoring data can be, whether it inspires planting more native plants along stream banks to prevent erosion or sharing information with local government officials to improve policymaking.

Under the guidance of our Youth Leadership Council, we also launched the inaugural class of Water Challenge Ambassadors, 20 young leaders ages 13-22, who engaged more than 1,000 of their peers in supporting the EarthEcho Water Challenge. The Ambassadors conducted water monitoring and conservation activities in communities from Hawaii to Michigan to Puerto Rico.

And finally, our STEMExplore program expanded its programming to be more interactive and added a mentoring component. Through a series of virtual career fairs, more than 700 middle- and high school-age students got the opportunity to interact with professionals in a range of science, technology, engineering, and math fields. This program is a great addition to our effort to inspire more young people to pursue careers in the fields that matter most to saving the planet.

None of the achievements you see in this 2018 Year in Review would be possible without the generosity of our donors and partners or the hard work of our Board, staff, and youth leaders. I hope all of you share my pride in knowing that the young people leading the charge to save our planet have more resources and greater momentum than ever before thanks to your support.
Table of Contents

Letter from Philippe Cousteau, Co-Founder 2
EarthEcho Donors, Board, and Staff 4
EarthEcho 2018 By the Numbers 5
EarthEcho Programs 6
STEMExplore 6
EarthEcho Expeditions 6
EarthEcho Water Challenge 9
Youth Leadership Council 14
Financials 19

3
EarthEcho Donors, Board, and Staff

EarthEcho International 2018 Donors
We are grateful to the following donors, without whom our global impact would not be possible.

EarthEcho International Board of Directors
Accelerate Learning
Bezos Family Foundation
Campbell Foundation
Julius Fleischman Foundation
Free Spirit Publishing
Lyndon Haviland
Henry Foundation
Method
Minnesota Public Radio
Curtis and Edith Munson Foundation
Richard P. and Faye Nespolo
Charitable Foundation
North Pacific Marine Science Organization
Northrop Grumman
Northrop Grumman Foundation
Sanford Anderson Charitable Foundation
Starbucks Foundation
State of Louisiana
State of South Carolina
Strada Education Network
United Technologies
Xylem Watermark

EarthEcho International Board of Directors
Richard Nespolo (Chairperson)
Managing Member, Working Lab Capital
Lyndon Haviland (Vice Chairperson)
President, Lyndon Haviland & Company
Stephen P. Kalish (Treasurer)
Senior Director, Leadership Development & Change Management, Xylem Inc.
Julie Fukunaga (Secretary)
Student, Stanford University and Founding Member, EarthEcho Youth Leadership Council
Carleen Beste
Director, Corporate Citizenship, Northrop Grumman Corporation and Manager, Northrop Grumman Foundation
Jan Cousteau
Co-Founder, EarthEcho International
Letise LaFeir
Program Officer, Resources Legacy Fund
Linda Mays McCaul
Board of Directors, Mays Family Foundation
Alex Morrison
SVP, Business Development, Strada Education Network
Sohil Shah
Student, University of North Carolina at Chapel Hill and Founding Member, EarthEcho Youth Leadership Council

David Sontag
Wesley Wallace Professor of Communication Studies and director of the Writing for the Screen and Stage Program, University of North Carolina at Chapel Hill (Retired)
Jon Wentzel
Vice President of Communications, Nuclear Energy Institute

EX-OFFICIO MEMBERS
Alexandra Cousteau
Co-Founder, EarthEcho International; Founder, Blue Legacy
Philippe Cousteau
Co-Founder, EarthEcho International

EarthEcho International Staff
Philippe Cousteau, Co-Founder
Mia DeMezza, Executive Director
Scott Webb, Chief Financial Officer
Stacey Rafałowski, Director of Programs
Sean Russell, EarthEcho Water Challenge Manager
Jacllyn Gerakios, EarthEcho Expeditions Manager
Kasey Gaylord-Opalewski, STEMExplore Coordinator
Jamie Clem, Development Specialist
2018 By The Numbers

Inspiring young people to pursue STEM careers

- **22,552** views of STEMExplore.org content
- **3,920** attendees at live Virtual Career Connections
- **1,040** views of career spotlight videos and virtual event playbacks
- **9** new professional mentors
- **5** new after school partners

Helping teachers bring STEM lessons to life

- **4-day** expedition to Melbourne, Australia to study ocean plastics
- **25** teachers participating
- **12** videos produced
- **5** STEM lesson plans created
- **637** resource downloads since January, 2019
- **32,150** students engaged

Catalyzing youth and communities to monitor and protect their water bodies

- **53,727** people from **33** countries participating in EarthEcho Water Challenge
- **3,250** water monitoring events
- **838** new monitoring sites
- **4,039** test kits distributed
- **22,582** participants taking conservation action beyond monitoring

Fostering the next generation of environmental leaders and advocates

- **15** Youth Leadership Council members from **5** countries shaping EarthEcho programs
- **20** Water Challenge Ambassadors, ages 13-22, engaging **1,000** peers in monitoring and conservation activities
STEMExplore mentor Ciara Poolman from United Technologies (far left) meets with girls from YWCA Hartford region.

STEMExplore
Inspiring young people to pursue STEM careers
Sparking youth interest in careers that are vital to saving the planet

Choosing a career in science, technology, engineering, or math (STEM) is one of the best ways young people can contribute to solving the environmental challenges facing our planet. But many aren’t aware of the professional opportunities that exist, what skills they entail, or the diversity of role models who are making an impact.

STEMExplore provides access to this world through a dynamic online portal with video interviews, Virtual Career Connections, and other resources, as well as offline events that connect youth with mentors in STEM fields.

Providing virtual mentoring opportunities for girls ages 13-18

In 2018, EarthEcho implemented a pilot program that offered mentoring specifically for girls ages 13-18. Partnering with after-school programs in five communities across North Carolina, California, Connecticut, and Colorado, we held 12 live Virtual Career Connections during which 776 girls met and interacted with nine female mentors in fields as diverse as engineering, geology, biology, and communications.

These live virtual events provided a low-pressure environment for girls to interact with STEMExplore mentors, learn about their daily lives, and gain a sense that the mentors’ careers are accessible and attainable—reducing a known barrier for girls interested in pursuing STEM careers. To further model an accessible pathway to a STEM

STEMExplore.org Reach in 2018

- 22,552 page views
- 3,920 attendees at live Virtual Career Connections
- 1,040 views of career spotlight videos and virtual event playbacks

STEMExplore Sponsor

United Technologies (UTC) is a founding sponsor of STEMExplore and continues to generously support EarthEcho International. United Technologies Corp., based in Farmington, Connecticut, provides high-technology systems to the building and aerospace industries. By combining a passion for science with precision engineering, the company is creating smart, sustainable solutions the world needs.
career, EarthEcho included members of its Youth Leadership Council—many of whom are midway between being students and embarking on STEM careers—as moderators for select events.

“For young women interested in becoming engineers and scientists, the reality is they won’t see as many women—especially women of color—in those roles as men,” said 2018 Mentor Ciara Poolman, Engineer and Chief of Staff to the Chief Technology Officer at United Technologies. “It’s important for girls to see professionals who look like them to know that they, too, could one day have a career in STEM.”

Janine Fairall from the Boys & Girls Club of Santa Clarita Valley, a STEMExplore partner, adds: “It is amazing to see how candid the mentors are and how the format allows even our shier girls to ask intriguing and important questions.”

Augmenting the impact of virtual events
STEMExplore sponsor United Technologies offered an in-person mentoring opportunity for girls who participated in the virtual events through YWCA Hartford Region. The girls visited Pratt & Whitney, a United Technologies facility, to meet STEMExplore mentor Ciara Poolman and learn more about how she applies her education and skills in the real world. This approach not only allowed one of our STEMExplore mentors to establish a more traditional, long-term mentoring relationship, it also demonstrated to participating girls that STEM professionals are approachable, available, and interested in spending time with them.

EarthEcho is committed to expanding its in-person mentoring opportunities and replicating the Hartford model in other communities in 2019.

2018 STEMExplore Mentors
Ciara Poolman • Sr. Engineering Manager, United Technologies
Carlene Polk • Geologist, Bureau of Reclamation
Mae Kuei Leng Dorricott • Marine Biologist and Science Communicator, Our World Underwater Scholarship Society
Amanda Hodo • Aquarium Biologist, Mote Marine Laboratory
Dr. Jamie DeWitt • Associate Professor, Pharmacology & Toxicology, East Carolina University
Violeta Anaya Zamora • Biologist, Minera Media Luna /TorexGold Resources
Shavonti Archer • Power Delivery Engineer, Florida Power and Light
Patrycja Delcourt • Mechanical Engineer, Xylem, Inc.
Marissa Wyrick • Engineer in Training (E.I.T.), Society of Women Engineers

2018 STEMExplore After School Partners
Boys and Girls Clubs of Santa Clarita Valley • Santa Clarita, CA
Love a Sea Turtle • Greenville, NC
MeckEd • Charlotte, NC
YouthPower365/Vail Valley Foundation • Vail, CO
YWCA Hartford Region • Hartford, CT
EarthEcho Expeditions

Helping teachers bring STEM lessons to life
First international Expedition highlights issue of ocean plastic

EarthEcho Expeditions leverages the rich Cousteau legacy of exploration and discovery to help educators bring environmental issues to life for students. Each year, EarthEcho takes a group of teachers to a different geographic location for a first-hand look at the people and partners addressing a particular environmental challenge. Together, we produce a series of multimedia training and curriculum materials for use by educators worldwide.

In 2018, we embarked on our first international expedition to Melbourne, Australia, to explore the issue of ocean plastic. EarthEcho Expedition: PlasticSeas, sponsored by the Northrop Grumman Foundation and led by Philippe Cousteau, Jr., included 25 new Expedition Fellows—middle-grade teachers from Melbourne and surrounding areas—as well as two 2017 Fellows from the U.S. serving as mentors. (See list of Fellows on page 13.)

Why Melbourne?
Melbourne is a fast-growing, densely-populated city by the sea, making it an ideal site to examine how plastics become ocean pollution and the impact on water quality and marine life. There are also a range of experts and organizations in the region implementing inspiring, local solutions to this global challenge.

Our journey at-a-glance
Over four days, the Expedition team visited with scientists, government and non-profit leaders, educators, youth activists, and other stakeholders—documenting their journey in a series of videos that are now enabling other educators worldwide to share in their learning.

The team also produced lesson plans for use in the classroom to engage students with the issue of ocean plastics, as well as a series of “Career Closeup” videos that introduce young people to professionals working in different fields to solve this issue.
EarthEcho Expeditions Daily Journal

Each day, we gathered learning and insights and turned them into multimedia resources for educators.

Day 1

> 1 Issues Video: Philippe Cousteau introduces the issue of ocean plastics; Mark Rodrigue from Parks Victoria talks about Australia’s Marine Protected Areas and conservation work; Expedition Fellows dive into Port Philip Bay to see first-hand the impact of pollution on fur seals; and marine biologist and filmmaker Sheree Marris describes the region’s unique species and man-made threats to their survival like plastic.

> 1 Youth in Action Video: 12-year-old Shalise Leesfield, who organizes collection of discarded fishing lines before they harm marine ecosystems.


> 2 Lesson Plans: Product Life Cycle asks students to identify steps in a product’s production and disposal and develop ideas for reducing environmental impact along the way. Microbeads, A Major Problem challenges students to design their own device to extract microplastics from cosmetic products.

Day 2

> 1 Issues Video: Philippe talks with Neil Blake, Co-Founder, Port Phillip EcoCentre, who describes how plastic finds its way from the city into the Bay, and Blair Stafford, 5 Gyres Ambassador, takes viewers on a trawl for microplastics coming in from the open ocean.

> 1 Career Closeup Video: Neil Blake, Port Phillip Baykeeper, who initiated the first-ever long-term study of microplastics in the Yarra and Maribyrnong rivers and designed a suite of citizen science methods to track litter and microplastics.

> 1 Lesson Plan: Nurdle Know How teaches students about the small plastic resin pellets used to make most plastics and how they harm the environment, and it asks them to design a neddle capture system to reduce the amount going into drains, rivers, and creeks.
EarthEcho Expeditions Daily journal

Day 3

> 1 Issues Video: Philippe talks with Dr. Kate Charlton-Robb, Founding Director, Marine Mammal Foundation, about the impact of plastics on a recently discovered species of dolphin, as well as with Dr. Jenn Lavers from the University of Tasmania, who studies the health of sea birds and their coastal ecosystems using unusual sampling methods.

> 1 Youth in Action Video: 18-year-old Hayley Charlton-Howard, an EarthEcho Youth Leadership Council member and founder of a local conservation group in her Australian community, engages youth in conservation.

> 1 Career Closeup Video: Dr. Kate Charlton-Robb, Marine Mammal Foundation.

> 1 Lesson Plan: Plastic, Sort it Out! asks students to design a Recycling Sorting Machine to eliminate the amount of waste being incorrectly sent to landfills.

Day 4

> 1 Issues Video: Philippe talks to Donna Shiel from Sustainability Victoria, a government agency working to reduce plastic consumption, as well as Heidi Taylor from partner organization Tangaroa Blue, which supports their work with data. Viewers also meet staff from the Melbourne Zoo, which integrates opportunities to learn about and reduce plastic into their exhibits.

> 1 Youth in Action Video: Lucy Skelton, who founded and runs her own business that leverages local art and sustainability on a tote bag.

> 1 Career Closeup Video: Heidi Taylor, who introduced the Australian Marine Debris Initiative—a network of communities, schools, industries, government agencies and individuals reducing marine debris.

> 1 Lesson Plan: Rethink Your Plastic leads students along the engineering design process to develop sustainable alternatives to plastic packaging.

> 1 Service Learning Guide: Rethinking Waste helps people explore ways to add “rethink” to the current 3Rs (reduce, reuse, recycle).
# 2018 Expeditions Fellows

<table>
<thead>
<tr>
<th>Name</th>
<th>Suburb</th>
<th>School Name</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alysia Wood-Bradley</td>
<td>Newtown</td>
<td>Sacred Heart College Geelong</td>
<td>7-12</td>
</tr>
<tr>
<td>Andre Chadzynski</td>
<td>Ivanhoe</td>
<td>Ivanhoe Girls’ Grammar</td>
<td>7-12</td>
</tr>
<tr>
<td>Barbara Sing</td>
<td>Mandurah</td>
<td>John Tonkin College</td>
<td>9</td>
</tr>
<tr>
<td>Bronwyn Hocking</td>
<td>Kinglake</td>
<td>Kinglake Primary School</td>
<td>6</td>
</tr>
<tr>
<td>Chanaka Ruwandeniya</td>
<td>Melbourne</td>
<td>St Andrews Primary School</td>
<td>6</td>
</tr>
<tr>
<td>Elizabeth Booth</td>
<td>Bardon</td>
<td>Rainworth State School</td>
<td>6</td>
</tr>
<tr>
<td>Franz Madler</td>
<td>Mt Eliza</td>
<td>Toorak College</td>
<td>6-8</td>
</tr>
<tr>
<td>Helen Gilmour</td>
<td>Acacia Ridge</td>
<td>Our Lady of Fatima School</td>
<td>6</td>
</tr>
<tr>
<td>Jack McPhee</td>
<td>Maroubra</td>
<td>St Spyridon College</td>
<td>7-12</td>
</tr>
<tr>
<td>Jessica Dunn</td>
<td>Middleton Grange</td>
<td>Thomas Hassall Anglican College</td>
<td>7-12</td>
</tr>
<tr>
<td>Judith Stutchbury</td>
<td>Bundaberg</td>
<td>Kalkie State School</td>
<td>6</td>
</tr>
<tr>
<td>Katie Meyer</td>
<td>PORT MELBOURNE VIC</td>
<td>Port Melbourne Primary School</td>
<td>5/6</td>
</tr>
<tr>
<td>Kylie Kidd</td>
<td>Bentleigh East</td>
<td>Valkstone Primary School</td>
<td>5</td>
</tr>
<tr>
<td>Lara Pratt</td>
<td>Kincumber</td>
<td>Kincumber High School</td>
<td>8</td>
</tr>
<tr>
<td>LeAnn Hanson</td>
<td>Huskisson, New South Wales</td>
<td>Huskisson Public School</td>
<td>Librarian, 6</td>
</tr>
<tr>
<td>Magdalena Williams</td>
<td>Cheltenham</td>
<td>Cheltenham Secondary College</td>
<td>7</td>
</tr>
<tr>
<td>Malin Frick</td>
<td>Surry Hills, NSW</td>
<td>Crown Street Public School</td>
<td>7-12</td>
</tr>
<tr>
<td>Marika Payne</td>
<td>KYNETON</td>
<td>Sacred Heart College</td>
<td>8</td>
</tr>
<tr>
<td>Nicole Sadler</td>
<td>Queenscliff</td>
<td>St Aloysius Primary School</td>
<td>6</td>
</tr>
<tr>
<td>Peter Morgan</td>
<td>Bangholme</td>
<td>Cornish College</td>
<td>7</td>
</tr>
<tr>
<td>Rachael Tharle</td>
<td>Cranbourne (PostCode: 3977)</td>
<td>St Agatha’s Primary School</td>
<td>5/6</td>
</tr>
<tr>
<td>Sally Buckland</td>
<td>Mount Evelyn</td>
<td>Birmingham Primary School</td>
<td>4-6</td>
</tr>
<tr>
<td>Sally Fisher</td>
<td>Bangholme</td>
<td>Cornish College</td>
<td>9/10</td>
</tr>
<tr>
<td>Shireen VanBuskirk</td>
<td>Aspendale Gardens</td>
<td>Heatherton Christian College</td>
<td>6-9</td>
</tr>
<tr>
<td>Victor Toufas</td>
<td>Kew</td>
<td>Preshil The Margaret Lyttle Memorial School</td>
<td>7/8</td>
</tr>
</tbody>
</table>

EarthEcho Expeditions Sponsor

Northrup Grumman and the Northrup Grumman Foundation are committed to expanding and enhancing the pipeline of diverse, talented STEM students globally. The organizations support sustainable STEM programs that span from preschool to high school and through collegiate levels, with an emphasis on middle school students and teachers.
Green Vigil Foundation leads an EarthEcho Water Challenge monitoring program for local community members in Nagpur, India.
EarthEcho Water Challenge

Monitoring and protecting our global water resources
In order to protect the water bodies that sustain life on this planet, we must carefully and consistently monitor their health. And that’s a job too big for scientists alone. The EarthEcho Water Challenge gives young people and community members around the world the tools they need to collect critically-important water quality data, share it with a global audience, and turn this information into meaningful action to protect local waterways.

EarthEcho Water Challenge surpasses 1.5 million participants
In 2018, 53,727 participants joined the EarthEcho Water Challenge, making total participation to date more than 1.5 million people from 146 countries. Through this global campaign, young activists and community leaders now have a wealth of important, actionable data on the health of the world’s oceans, streams, and rivers.

Turning information into action
In 2018, for the first time in the program’s history, Water Challenge participants were given the opportunity to log not just the water quality data they collected, but the actions they took as a result to protect their local water resources. More than 22,500 participants reported conservation activities, which included:
• planting native plants along stream banks to prevent erosion;
• leading in-depth water education programs for students;
• removing invasive aquatic plant species;
• organizing waterway cleanups and plastic pollution prevention programs;
• installing pet waste disposal bags;
• incorporating water quality data into student science fair projects; and
• sharing data with local government officials.

“Citizen science helps continue the maintenance, learning, and love for our natural resources when the going gets tough for the organizations and agencies already caring for them. This is why I believe that citizen science is the form of exploration, research, and conservation of the future.
—WATER CHALLENGE AMBASSADOR DYSON CHEE, HAWAII

Read Chee’s blog on his efforts to monitor and improve water quality in Hawaii’s Ala Moana Beach Park
EarthEcho Water Challenge

Empowering youth leaders
To broaden peer-to-peer engagement among young people, EarthEcho and its Youth Leadership Council created the first ever class of Water Challenge Ambassadors—20 water advocates ages 13-22 from across the U.S. With EarthEcho training and resources, these Ambassadors carried out water monitoring efforts in their communities throughout 2018 and engaged more than 1,000 of their peers in water education programming for World Water Monitoring Day.

Water Challenge sponsor Xylem Watermark mobilizes employee volunteers
Throughout 2018, employee volunteers from Xylem facilities across the globe led impactful EarthEcho Water Challenge programs, with 787 employees engaging 3,450 youth and community members in hands-on water quality monitoring and education programs.

For example, Xylem's Montecchio facility led Water Challenge efforts in Italy, including visiting local middle schools to teach students about water and environment issues and helping them test and analyze water from different sources using EarthEcho monitoring kits. You can read about their other activities in a blog from Xylem volunteer Sylvia Festival.

EarthEcho Water Challenge Sponsors

Xylem Inc. is a leading global water technology company with operations in more than 150 countries. Xylem is committed to delivering on its tagline, “Let’s solve water,” through both its business and corporate citizenship and social investment program, Xylem Watermark. As part of Watermark's holistic approach to deliver sustainable water solutions, Xylem is proud to support the EarthEcho Water Challenge.

LaMotte Company has been a committed leader in providing quality equipment and guidance for water analysis since 1919. Today, LaMotte produces a broad line of portable test equipment and custom test kit services. LaMotte is a vital partner in the EarthEcho Water Challenge, helping EarthEcho manufacture and distribute the test kits used throughout the world each year.
EarthEcho Water Challenge

Welcoming new partners
In 2018, we welcomed 20 new organizations as EarthEcho Water Challenge partners, including the Florida Aquarium, Friends of the Chicago River, the San Juan Bay Estuary Program, YES Prep Public Schools, the Ocean Institute, Mote Marine Laboratory, and Ocean Protection Advocacy Kids—all of which share our water conservation mission.

Partners play a key role in growing and sustaining program participation around the world as they guide young people and community members through water monitoring and education programs. We were pleased to feature their work on EarthEcho communication platforms throughout 2018 and invite you to read a few of their stories, including:

- **San Juan Bay Estuary Program** in Puerto Rico, which mobilized more than 1,000 volunteers for the 10th annual Puerto Rico Water Quality Monitoring Day, the largest citizen science monitoring event in the country. [Find out more](#).
- **Drinkable Rivers** led a 1061 kilometer walk along the river Meuse, from the source in France to the North Sea in the Netherlands. Using EarthEcho Water Challenge test kits, they took daily samples from the Meuse river together with local people in France, Belgium, and the Netherlands. [Find out more](#).
- **Nooksack Salmon Enhancement Association** in Whatcom County, WA, led 4th grade students in collecting water quality data and helped teachers utilize that data to enhance classroom learning. [Find out more](#).

India is a land of festivals, majorly affecting water bodies across the country, especially idol immersion. EarthEcho Water Challenge has played a significant role in analyzing the impact of these festivals on our waterways, their self-rejuvenating capacity, areas to be focused and acted on, and formulating this into a global database.

—KAUSTAV CHATTERJEE, FOUNDER, GREEN VIGIL FOUNDATION, NAGPUR, INDIA
# 2018 Water Challenge By the Numbers

- **Total Participants**: 53,727
- **Countries Participating**: 33
- **Water Monitoring Events**: 3,250
- **New Monitoring Sites**: 838

## Sponsor Participation
- **787** Xylem Watermark Volunteers Participating
- **3,450** Youth and Community Members Reached by Xylem Employee-led Water Challenge Programs

## EarthEcho Water Challenge Test Kits
- **Total Number of Kits Distributed**: 4,039
- **Number of Kits Distributed to Xylem Employees**: 230
- **Number of Kits Donated**: 255

## Top 10 Countries by Participation

<table>
<thead>
<tr>
<th>Country</th>
<th># of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>33,785</td>
</tr>
<tr>
<td>Taiwan</td>
<td>10,896</td>
</tr>
<tr>
<td>Indonesia</td>
<td>1,375</td>
</tr>
<tr>
<td>Italy</td>
<td>1,111</td>
</tr>
<tr>
<td>Albania</td>
<td>849</td>
</tr>
<tr>
<td>Australia</td>
<td>829</td>
</tr>
<tr>
<td>Mexico</td>
<td>503</td>
</tr>
<tr>
<td>Canada</td>
<td>474</td>
</tr>
<tr>
<td>Peru</td>
<td>464</td>
</tr>
<tr>
<td>Norway</td>
<td>431</td>
</tr>
</tbody>
</table>

## Top 10 Countries by Number of Events

<table>
<thead>
<tr>
<th>Country</th>
<th># of Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>1,965</td>
</tr>
<tr>
<td>Taiwan</td>
<td>649</td>
</tr>
<tr>
<td>Canada</td>
<td>163</td>
</tr>
<tr>
<td>Albania</td>
<td>74</td>
</tr>
<tr>
<td>Australia</td>
<td>52</td>
</tr>
<tr>
<td>Romania</td>
<td>50</td>
</tr>
<tr>
<td>Mexico</td>
<td>16</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>16</td>
</tr>
<tr>
<td>Sweden</td>
<td>16</td>
</tr>
<tr>
<td>Italy</td>
<td>14</td>
</tr>
</tbody>
</table>

## Top 10 User Groups by Participation

<table>
<thead>
<tr>
<th>User</th>
<th># of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVA Science Kids</td>
<td>8933</td>
</tr>
<tr>
<td>stlin lin</td>
<td>7526</td>
</tr>
<tr>
<td>Salmon Heroes</td>
<td>3693</td>
</tr>
<tr>
<td>Taipei Water Patrol</td>
<td>2240</td>
</tr>
<tr>
<td>Florida Aquarium Watershed Investigations</td>
<td>1894</td>
</tr>
<tr>
<td>Nooksack Salmon Enhancement Associations</td>
<td>1727</td>
</tr>
<tr>
<td>Donny Roush</td>
<td>1452</td>
</tr>
<tr>
<td>Love A Sea Turtle</td>
<td>1433</td>
</tr>
<tr>
<td>Appling County Elementary School</td>
<td>1200</td>
</tr>
<tr>
<td>Harbour Watch BIEEC</td>
<td>1174</td>
</tr>
</tbody>
</table>

Albania, Armenia, Australia, Austria, Bulgaria, Canada, China, Ecuador, France, Germany, Honduras, India, Indonesia, Italy, Kenya, Malaysia, Mexico, Nigeria, Norway, Paraguay, Peru, Philippines, Poland, Portugal, Romania, Russia, South Africa, Spain, Sweden, Taiwan, Trinidad and Tobago, United Kingdom, and the United States.
EarthEcho Youth Leadership Council

Fostering the next generation of environmental leaders and advocates
Youth leaders shape and support EarthEcho programming in 2018
Not only do young people participate in EarthEcho programs, they play an active role in their development and success. Each year, we select a group of emerging environmental trailblazers, ages 15-22, to serve on the EarthEcho Youth Leadership Council (YLC). They participate in the design and implementation of our programs, conduct their own outreach and education initiatives, and serve as advocates for EarthEcho’s mission across the globe—all while developing their professional skills and connections.

In 2018, the Youth Leadership Council was comprised of 15 young environmental activists from the United States, Australia, Canada, Chile, and Iraq. We hired our first ever YLC coordinator, program alumna Hannah MacDonald, who oversaw the vision and governance of the Council.

Supporting EarthEcho Expedition: Plastic Seas
Our first international expedition had the support of two YLC members from Australia, who helped to coordinate dialogues with a range of individuals and organizations tackling ocean plastic pollution in Melbourne, as well as to capture and share learning. One of them, Hayley Charlton-Howard, has launched her own efforts locally to mobilize young people to combat ocean plastics. (Watch video). “I really believe that young people are not only the leaders of tomorrow. We’re giving them the tools and support to be leaders today as well,” said Charlton-Howard.

Other Youth Leaders created a “Reduce Your Plastic” calendar for 2019 to further enhance education and behavior change around this issue. The calendar (at right) helps users track their habits and offers monthly goals and challenges for living a more sustainable lifestyle.
Participating in STEMExplore virtual career events
Several YLC members served as co-hosts for STEMExplore career virtual events to talk about their own pursuit of STEM-related education and careers—making these opportunities feel even more accessible to young people in the audience.

Creating the inaugural class of youth Ambassadors for the EarthEcho Water Challenge
The Youth Leadership Council was instrumental in picking the 20 young ambassadors for this year’s EarthEcho Water Challenge, designing and implementing the program, and leading water challenge events in their own communities.

Creating a vision and strategic plan for EarthEcho’s youth leadership
The Youth Leadership Council plays a formal role in the development of all EarthEcho programs, as well as the strategic direction of the organization as a whole. To that end, YLC members gathered together for two leadership summits in 2018—one in South Carolina and the other in Washington, DC. At both events, they had the opportunity to meet with EarthEcho Board and staff, develop program goals and plans, and further their professional development by meeting with experts in marketing, political advocacy, environmental justice, and other disciplines that are key to conservation.

The 2018 Water Challenge Ambassadors also attended the summit in Washington, DC, to participate in both planning and learning. Said Ambassador Armon Alex: “My peers and I were truly grateful to have such an invaluable opportunity to learn from and converse with experts in specific fields of interest. We were exposed to ideas and insight on the world around us through the lens of environmentalists, naturalists, and preservationists who helped us understand the severity of environmental issues and importance of a clean Earth.”

Using social media to drive interest in global environmental issues
When it comes to building awareness and engagement, EarthEcho staff rely on YLC members to provide social media content and support. Whether that’s Aisha Al-Dulaimi from Iraq writing posts about the ocean’s largest dead zone in the Arabian Sea or Trevor Burke from Texas sending photos of his efforts to prevent soil erosion—YLC members are critical to keeping the EarthEcho community informed and engaged.
In 2018, EarthEcho sustained the support of its longtime foundation and individual donors, while securing new and increased gifts that enabled us to expand key programs. On the corporate front, Xylem Watermark increased its giving to fund the inaugural class of EarthEcho Water Challenge Ambassadors. Northrop Grumman Foundation raised its level of support for our international work. And United Technologies supported the expansion of our STEMExplore program to broaden reach and impact. Our Youth Leadership Council attracted two new foundation donors, The Bezos Family Foundation and Starbucks Foundation, to support its outreach activities. And we used online campaigns to grow participation in our recurring giving community, EarthEcho PathFinders. EarthEcho’s diverse revenue base is key to our organizational health and continued growth.