

USD and Starbucks EarthWatch Institute
Expedition July 14-28, 2007

In partnership with Starbucks and the EarthWatch Institute, USD is excited to award two USD students the opportunity to participate in a summer 2007 EarthWatch expedition to Costa Rica. The EarthWatch expedition will provide a hands-on learning experience on issues related to shade grown coffee cultivation, production and the benefits to local animals and ecology.

Expedition overview

The expedition will take place from July 14– 28, 2007 in the Monteverde Cloud Forest Reserve in Costa Rica. Students will be living in a former dairy that was converted into a picturesque research station surrounded by lush, green trees. Students will share a room with other teammates in a small cabin with private baths or a bungalow with shared bathhouses. EarthWatch expeditions are not tours or vacations. They are real, working, ongoing research projects confronting current environmental and sociological issues that in turn offer a rewarding experience and unequalled opportunity for personal enrichment.

Students will help ecologist Valerie Peter conduct a series of field experiments to determine the importance of shade-tree diversity on the abundance of pollinating insects and fruit eating birds. During the expedition, students will hike to coffee plantations to conduct bird surveys and estimate fruit and flower availability. Tasks may include: removing fruits and flowers from shade grown trees in experimental plots, using ladders and pole-saws, conducting bee surveys and collection coffee flower stigmas for slide preparation

Student requirements

Starbucks will sponsor the students' trip, including airfare to and from Costa Rica and all expenses (meals, lodging, transportation etc.) while in Costa Rica. The estimated value of this trip is approximately \$4,000 per student. Students are required to arrange and pay for their own travel to and from the airport, their passport and any necessary medical clearance (including any required shots, medication etc.). Students will be required to attend several preparatory conference calls before the trip and complete required reading (see below for details). At the conclusion of the trip, the participating students will be asked to prepare a written report for their university and Starbucks that is suitable for publication in the student newspaper, in addition to a multi media presentation for use in the classroom environment.

Trip preparation

To help the students better prepare for their expedition, Starbucks will host two conference calls to define logistics, discuss expectations, both before and after trip and answer questions the students will have.

The first call will be held March 12, 2007 and will be jointly hosted by Starbucks and EarthWatch to provide a more detailed overview of the project, and what to expect. In addition to the logistics portion of the call, Starbucks and EarthWatch will also be

recommending some reading materials for the students to read prior to their expedition. The second phone call lead by Kristin Anderson and Carolyn Reynolds will be held June 21 to debrief the recommended reading materials assigned to students. The reading is designed to provide context and an academic foundation for the expedition.

Recommended reading includes:

- Starbucks 2006 CSR annual report
- Recommended reading from EarthWatch: <http://www.earthwatch.org/>
- Examples of books found on website:
 - Shade Coffee: A Disappearing Refuge for Biodiversity
<http://nationalzoo.si.edu/Publications/ScientificPublications/pdfs/fcc2413e-fcbe-41fe-a21f-8e573a34e51f.pdf>
 - Why migratory birds are crazy for coffee
<http://nationalzoo.si.edu/ConservationAndScience/MigratoryBirds/Factsheets/fxsht1.pdf>
 - *Coffee Slide Show*. Smithsonian Migratory Bird Center webpage.
Available at:
<http://nationalzoo.si.edu/ConservationAndScience/MigratoryBirds/Coffee/Slideshow/>

Trip debrief

Follow up call: To capture the student's key learning's from their expedition, Starbucks will host a follow up call to the expedition during the second week of August. The purpose of this call is to recap the student experiences and key learnings.

Student recap: In addition, Starbucks and the University will ask the students to prepare a written report of their trip, write an article in their student newspaper and conduct a classroom presentation. The students will be asked to provide both the University and Starbucks with a copy of the written summary and classroom presentation. Students will be asked to provide Starbucks with testimonials and quotes about their trip for future use on our website and marketing collateral. Prior to the trip departure, Starbucks and the University will request students to sign release forms in the event their testimonials may be published.

Selection Process:

- Undergraduate and graduate students are eligible to apply
- Complete application form and drop off in the University Center Room 113
- Selected students will be notified on March 5, 2007

EarthWatch Expedition Application

DUE MONDAY, FEBRUARY 19, 2007 4:00PM IN UC 113

Name:

Email:

Phone:

USD Status:

If undergrad year in School _____ Undergraduate Major _____

If graduate Student what is your graduate program _____

Do You Have a valid United States Passport? _____

What days and times could you meet for a thirty-minute interview?

The selection process will be conducted in two phases. The first phase will be a 30-minute group interview of no more than four applicants. If selected to continue to the second phase, applicants will participate in an individual interview with the selection committee. Please submit a one-page resume and answer the following questions on a separate sheet of paper.

1. Please list your campus and community involvement, including your responsibilities and leadership positions.
2. What kind of travel experience do you have?
3. Why do you want to go on this trip? What do you hope to learn?
4. What experience and/or knowledge do you have about corporate social responsibility?
5. Please list two campus references (minimum of one faculty reference required)

For more information, please contact:

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