

# Sustainability in the Classroom

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LinkBC

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This isn't about sustainability

It's about making the world a better place

# How do you change the world?



heart

Passion,  
Caring



head

Conceptual,  
Knowledge



hand

Competency,  
Skills

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**BALANCE**



heart

“Nothing great in the world has ever been accomplished without passion”  
- *Georg Wilhelm Friedrich Hegel*

# Photo Essay

- **Photo Essay** – a series of photographs that tells a story about an environmental or social issue
- **Take 8-12 original photos** to create a photo essay that tells a story about an issue or act of stewardship



Travis Haggerstone

# Photo Essay Organization

- **Introduction** – introduces your photo essay and issue (written)
- **Photographs** – 8-12 original photographs, along with a 1-2 sentence caption for each photo
- **Conclusion** – link together all the photos and provide a commentary of your topic (written)



- Rachel Lunn





- Jennifer Miller



- Tyler Perrier- Ehrlich



- Thomas Smith



- Sammy Sherpa



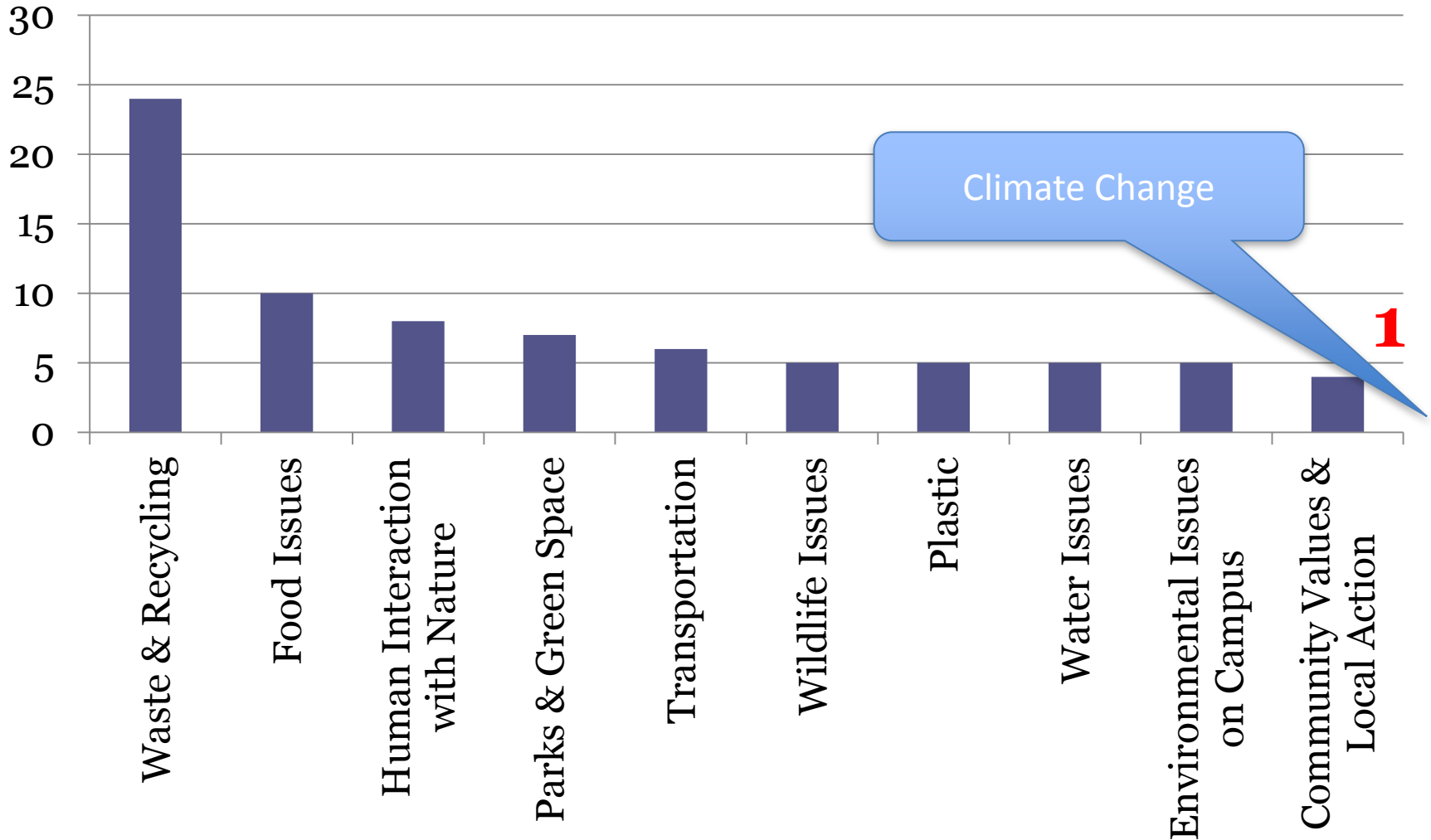
- Udi Bornovski

# And The Winners Are...

- Best Technical:
  - *Amy Mendleson, The Impact of Human Activity on Wildlife & Ecosystems*
- Best Photographs:
  - *Jennifer Miller, Time for a Fresh Start*
- Best Concept:
  - *Bethany Leonard, Creating Change*
- Most Creative:
  - *Nic Neuman, Obsolete Technologies*
- Most Visual:
  - *Udi Bornovski, Impacts of Tourism on Palau*



# Top 10 Issues Selected for Photo Essay





head

“If passion drives you, let reason hold the reins”  
- *Benjamin Franklin*

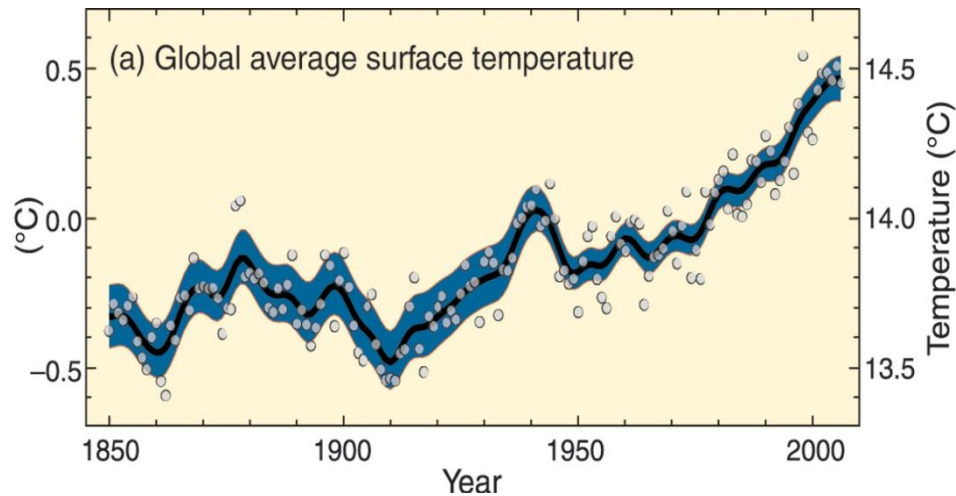


NOT about memorization & regurgitation

IT IS about discussing and critically  
evaluating ideas and issues

What role does technology play in reducing the impact of travel on climate change?

# Just how warm do we want to be?



*“If warming is not kept below + 2°C degrees centigrade, substantial global impacts will occur, such as **species extinctions**, and millions of people will be at risk from **drought, hunger, flooding.**”*

# What's the Cure?

To have a reasonable chance of avoiding an increase of 2 degrees...

Industrial countries must reduce emissions  
**25-40% below 1990 levels by 2020**

# If Tourism Were a Country...

**CO2 Emissions by Country, 2007**

	CO2 (Mt)	%
China	6,538	22%
United States	5,838	20%
India	1,612	5%
Russia	1,537	5%
Japan	1,254	4%
WORLD	29,847	

**1,307**

It would be the 5<sup>th</sup> largest emitter

### Global Tourism's CO2 Emissions , 2004

	CO2 (Mt)	%
Air Transport	517	40%
Other Transport	468	36%
Accommodation	274	21%
Activities	45	3%
Total Emissions	1,307	100%

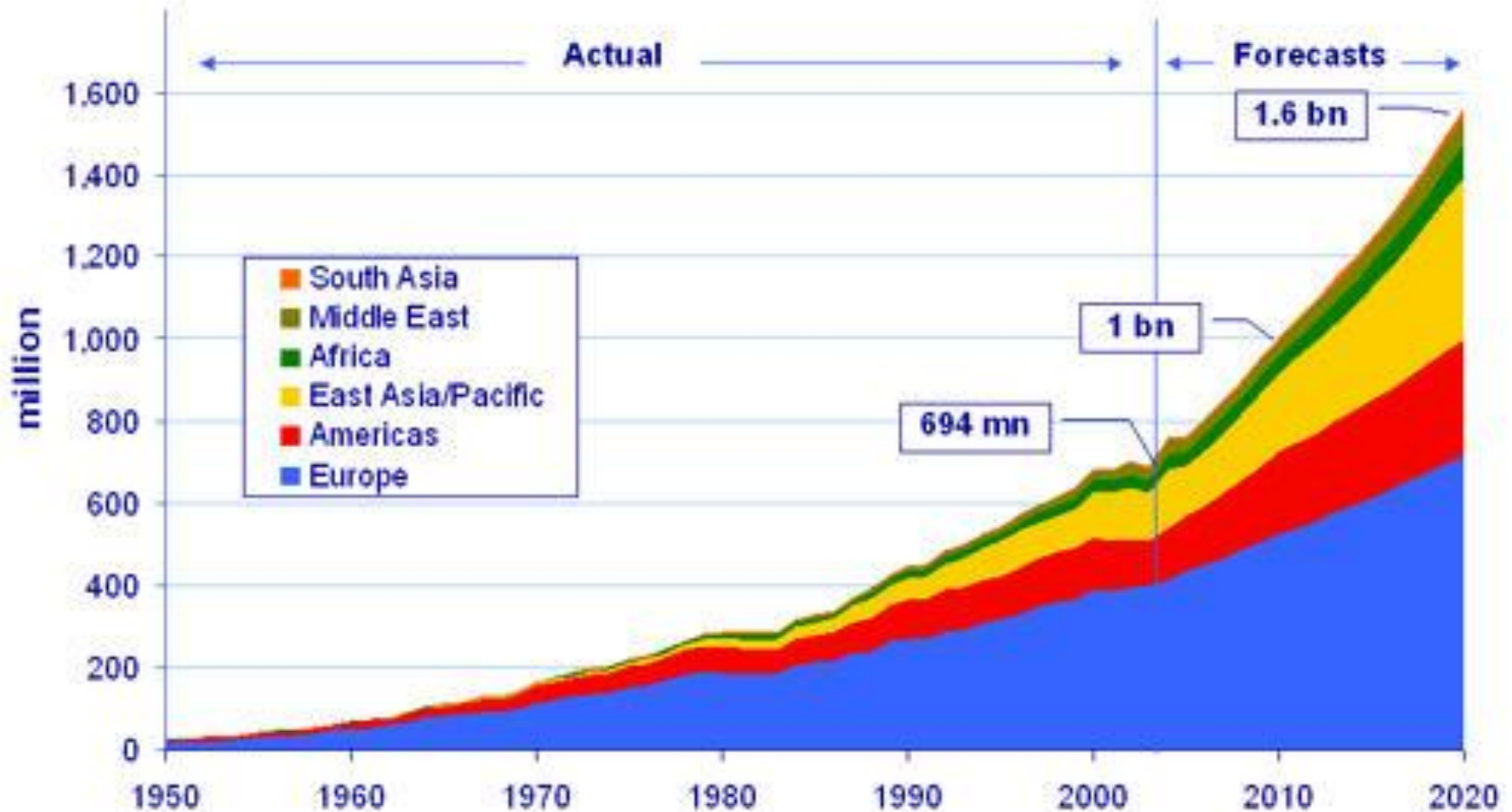
Travel is a prerequisite for tourism

**HOWEVER...**

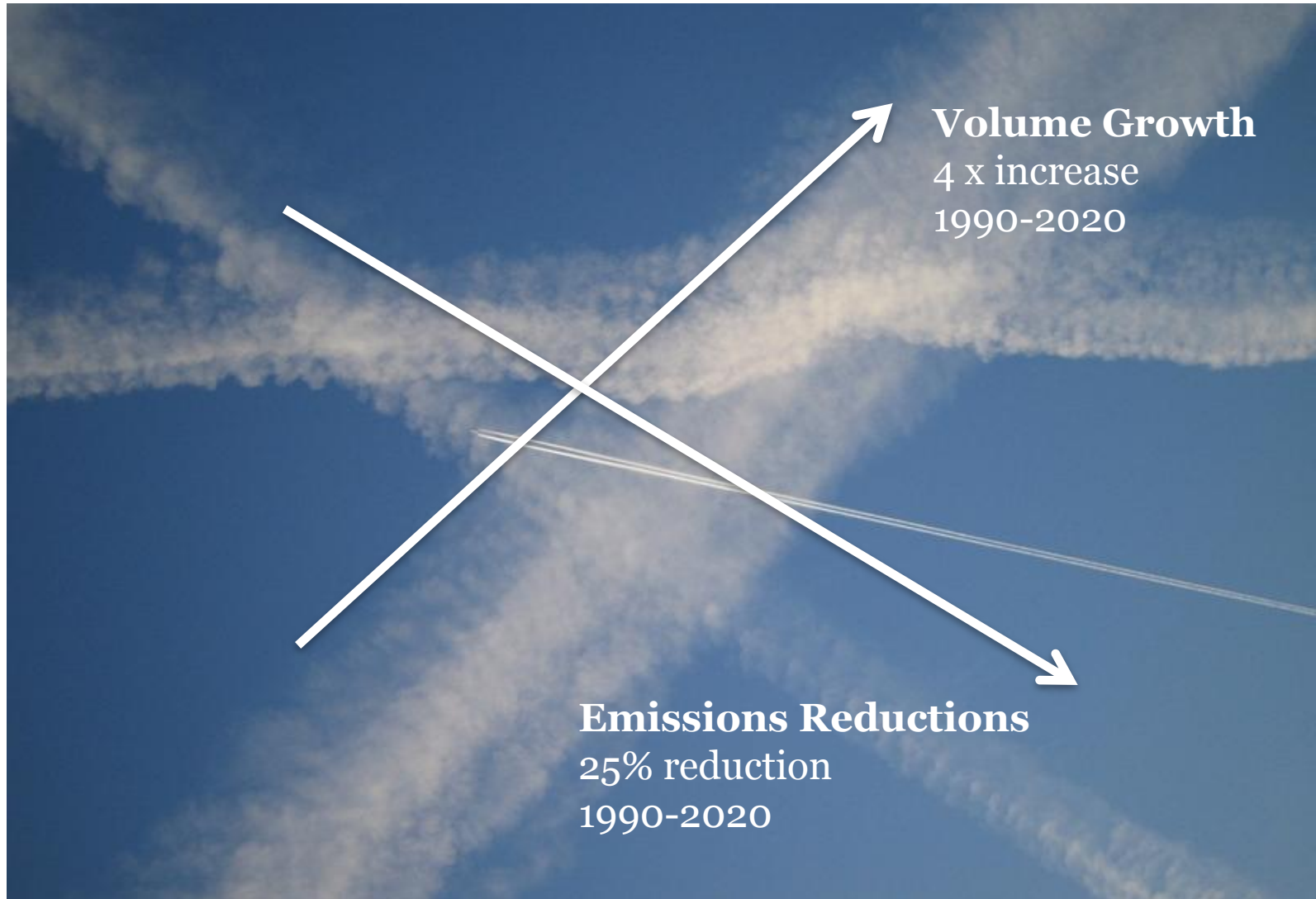
It affects climate change the most



# Rapid Growth in International Travel



# Tourism's Challenge



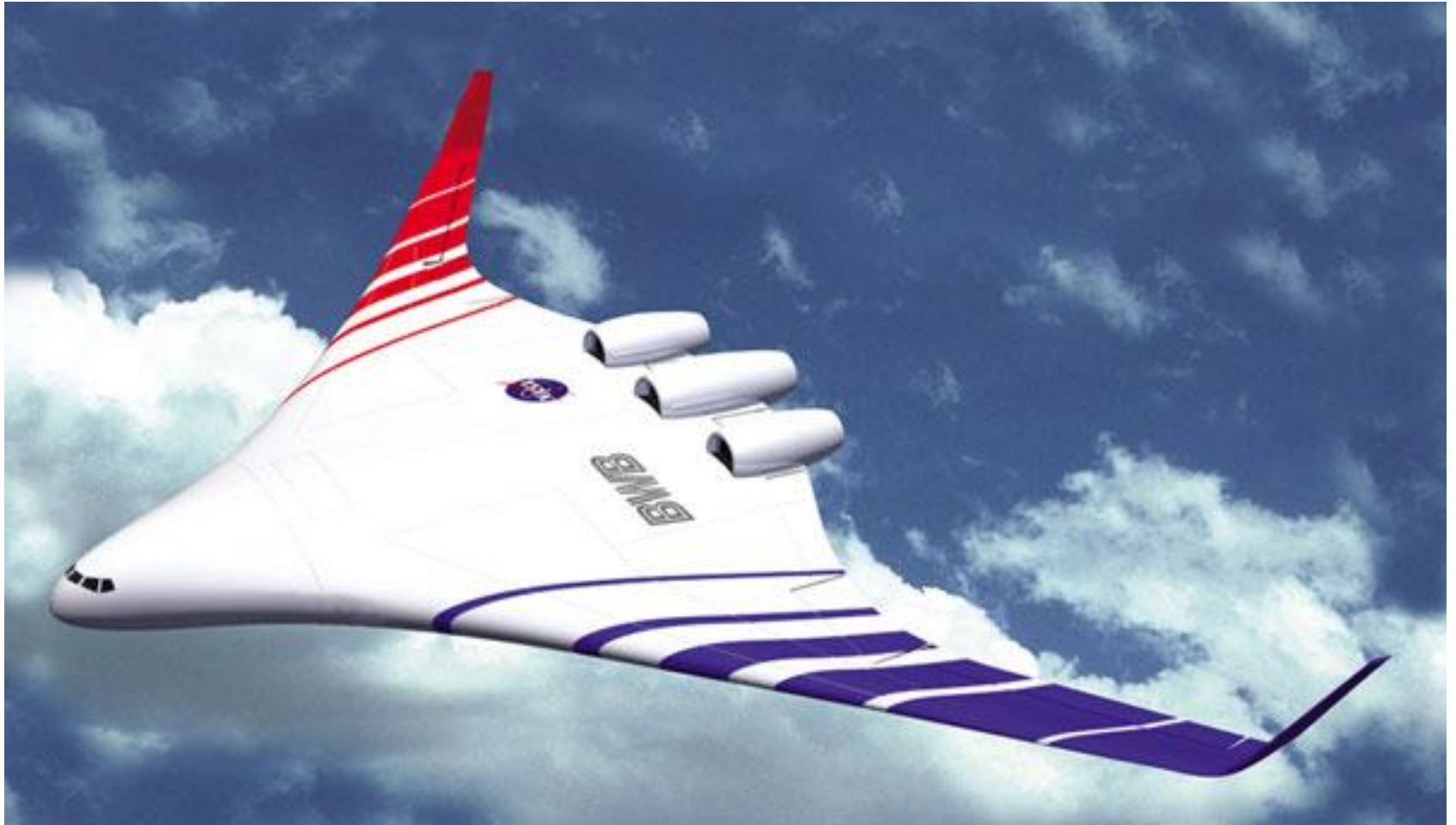
Is this a Silver Bullet?



# Or This?



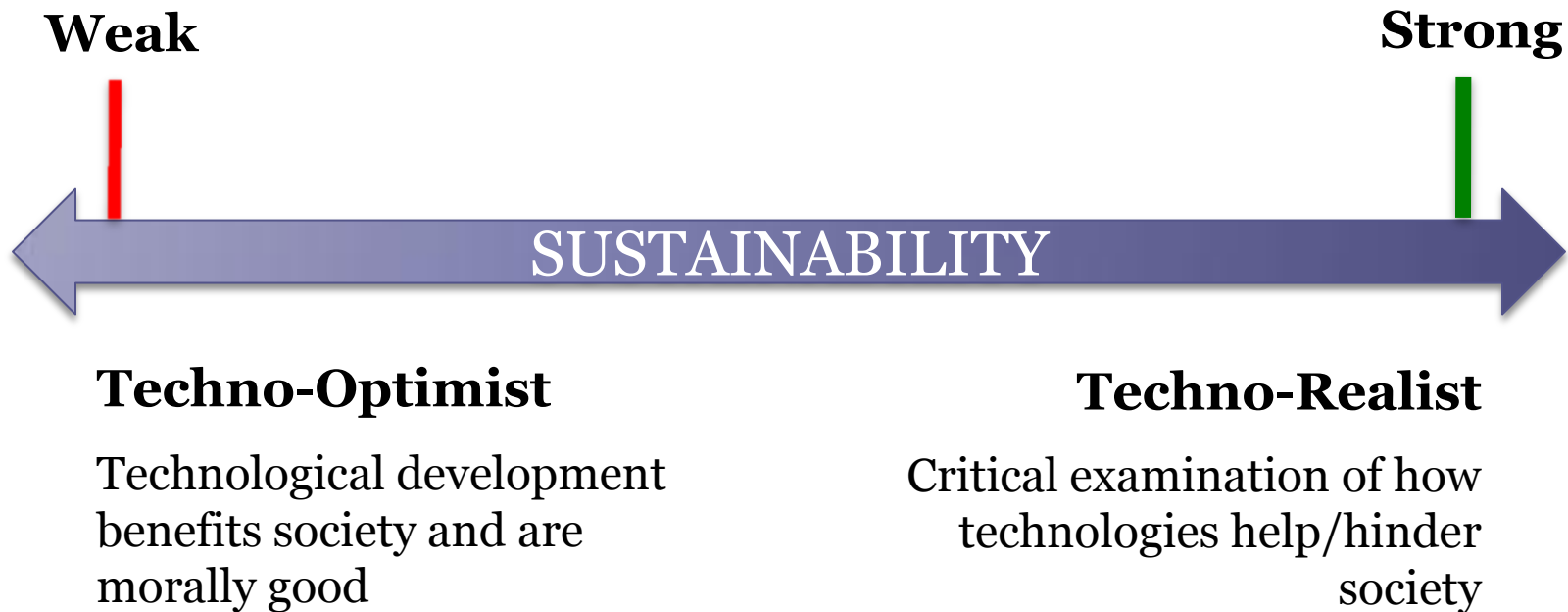
Or This?



Or This?



# Role of Technology



# Class Activity

- A group of techno-optimists and techno-realists have been invited to participate in a panel discussion about aviation technology
- Develop an argument to support your group's position on aviation technology



# Class Activity

- **Beginning of class**
  - Identify 4 key points why your group are techno-optimists or techno-realists
- **Middle of class**
  - Each group will present their position on aviation technology
- **End of class**
  - Each group will provide 2 counter-arguments for arguments made by the opposing group

# Sample Exam Question

"Making selfish choices such as **flying on holiday** or buying a large car are a symptom of **sin**."

- Richard Chartres  
Bishop of London

Do you agree or disagree with this statement? Justify your answer.





hand

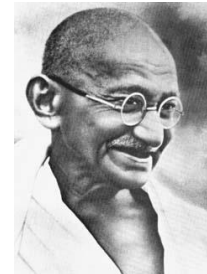
“I hear and I forget. I see and I remember. I do and I understand”  
- *Confucius*

# Change Agent - Somebody who brings about change

Had Authority



No Authority



# Project Change

- **Purpose:** to become an agent for change
- **Task:** working in groups, plan and carry out an environmental or social stewardship project that positively impacts a community

# Community

- A social, educational, occupational, or other group **sharing common characteristics or interests**
- The **community** has to contain at least 20 people



# Specific Measurable Results

- Your project must impact the community in **specific measurable ways**
- **Specific measurable results** are the specific ways your project will impact your target community
- The key word is **measurable**

# Eat Local

Adriane Harrington, Veronique Roy, Nicole Reist

- 257 participants
- 26 people participated in Eat Local Challenge
- 180 locally-sourced bowls of soup were consumed in the cafeteria



Cooking demonstration by Veronique Roy



# Competencies & Skills

- Leadership
- Project management
- Organization
- Communication
- Creativity



# Cap & U Ecotour

Rachel Baldwin, Jessica Braidwood, Travis Haggerstone, Bethany Leonard

- Presentation and tour to encourage staff and students to connect with outside spaces on campus



# Fall 2009 Class

23 students

11 projects

733 participants

# Total Class Impact

- Resources Conserved
  - 780 kg CO<sub>2</sub>
  - 2.36 million litres water
  - 360 litres oil/gas
- Charities Helped and People Affected
  - 54 pairs of jeans for troubled youth and young adults
  - 96 articles of clothing for homeless in Vancouver
  - 320 meals for low income households in Vancouver
  - Reused goods donated to 38 people
- Behaviour Changed
  - 417 meatless meals
  - 7 pledges to donate 1%-5% of income to reduce poverty
  - 44 pledges to reduce use of paper coffee cups
  - 1,130 km of commuting diverted
  - 27 kg of waste diverted through reuse and recycling
- Legacies Created
  - Cool Cafe at Capilano University
  - Art installation at Capilano University

# Project Change

Empowering tomorrow's tourism  
leaders to produce results



Navigation: Home | Project Ideas | Awards and Events | Sponsors | Resources | Contact

## PROJECT CHANGE

CHANGE HAPPENS WHEN YOU MAKE IT

**PURPOSE**  
Project Change is a term-long provincial competition enabling BC tourism students to become leaders and agents for positive change in the world. Being an influencer, being environmentally and socially conscious, and getting things done are all characteristics expected of today's industry leaders.

[the task](#) | [eligibility](#) | [submission guidelines](#) | [judging](#)

[Submit Project](#)

Logos: CAPILANO UNIVERSITY, THOMPSON RIVERS UNIVERSITY, Vancouver Community College, Douglas College, CAMOSUN COLLEGE

# Project Change 2011

- \$2075 in cash donations to not-for-profit organizations
- Up to 18 lives saved in blood donations
- 341 litres of rainwater collected
- 471 pounds of waste composted
- 211 pounds of waste analyzed for future waste reduction programs
- 99 meals served to homeless people
- Over 2000 clothing items collected/distributed to people in need
- Long-term partnerships created between local tourism and not-for-profits



# Highlights from Past Projects

+ Morgan's tips for great results.





# Wear 2 Start - Camosun College

- \$802 raised for the not-for-profit
- 1054 items collected (toiletries, business clothing, make-up, etc.)
- Media local radio station attention (Kool 107.3), and tweeting from Serious Coffee
- High-end prizes collected for raffle (hotel night stays) and tickets sold for raffle
- Established ongoing partnership between Wear 2 Start and Serious Coffee
- Created connection between Dunlop House restaurant (\$1/dessert, \$5/meal donation) on special nights



## How we did it

- ✓ Raised money
- ✓ Collected clothing and accessories
- ✓ Produced media coverage
- ✓ Community involvement
- ✓ Received corporate donations
- ✓ Canvassed target locations



# UNBC Waste Management Audit

- Collected 79 responses in behavioural questionnaire
- Sorted and analyzed 211.5 lbs of garbage
- Made recommendations to UNBC about enhanced recycling and new composting program to reduce on-campus waste



# Donate Clothing, Warm a Heart - Cap U

- Collected 720 items of clothes and 99 pounds of misc items
- Awareness generation on campus, at Brentwood Church, and at Thunderbird Community Centre
- Contributed to relationship between Developmental Disabilities Association and Value Village



# St Vincent De Paul (UNBC)



- Collected 162 hot dogs for lunch served to homeless
- Served 99 homeless/in need guests at the lunch, ate lunch with the guests
- Collected 30 jackets and 3 toques and distributed to lunch guests
- Created long-term partnership between Thirsty Moose Pub and St Vincent De Paul, with Thirsty Moose offering to continue winter coat drive/collection



# Ride Don't Hide - Capilano U

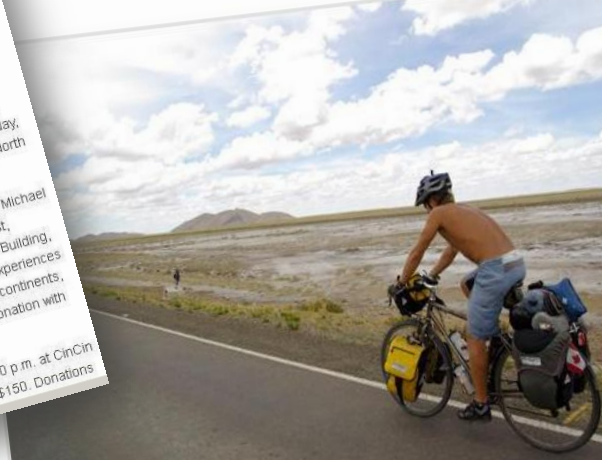
- Raised \$383 for Canadian Mental Health Association
- Implemented a survey encouraging students to reshape attitudes towards mental health issues
- Hosted campus fundraising event attended by 56 students, with keynote Michael Schratter (Ride Don't Hide) and a counsellor (addressing mental health stigmas)
- Profiled in 24 Hours Vancouver newspaper and North Shore News



Don't Hide 'just the beginning'

Email Print Write Size: A A A

Share: Facebook Twitter YouTube LinkedIn Plus Help



Michael Schratter - seen here on the highway in Bolivia - is adamant that his Ride Don't Hide campaign to raise awareness and funds for mental illness is just getting started. (PHOTO SUBMITTED)

24 HOURS IN DEPTH



CANADIAN MENTAL HEALTH ASSOCIATION  
L'ASSOCIATION CANADIENNE POUR LA SANTE MENTALE

# Community Connect Prince George (UNBC)

**Poster Campaign**

**Community Connect**  
A small gesture can make a big change!

26 posters were placed around the city

- strategically placed to be visible  
- ie: UNBC, Groop Art Gallery, farmers market, bus shelters, mail boxes.....
- removable tabs with 4 different suggestions were included

DONATE TO A FOOD BANK OR VOLUNTEER AT A SHELTER. SWITCH TO A REUSABLE BEVERAGE CONTAINER. HOLD THE DOOR FOR SOMEONE AT THE COFFEE SHOP. PICK UP LITTER WHEN OUT FOR A WALK OR RUN.

DONATE TO A FOOD BANK OR VOLUNTEER AT A SHELTER. PICK UP LITTER WHEN OUT FOR A WALK OR RUN. HOLD THE DOOR FOR SOMEONE AT THE COFFEE SHOP. SWITCH TO A REUSABLE BEVERAGE CONTAINER.

**facebook**

**Community Connect**  
A small gesture can make a big change!

**Community Connect Prince George**  
Community

Wall

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

**Community Connect**  
Great little clip that highlights one more reason we should support local farmers. A great place to get local produce, preserves and crafts is at the UNBC Farmers Market that runs every tuesday.

**My Potato Project; The Importance of "Organic"**  
www.youtube.com  
A child's experiment turns into a lesson on the toxins in our food supply.

Like · Comment · Share · 4 hours ago ·

Tourism Prince George likes this.

Write a comment...

**Community Connect**  
**Community Connect Prince George**  
Free Chronic Pain Self-Management workshop at UNBC from January 11 to

- Engineered action awareness campaign in their community using posters, social media, and email
- Created unique poster format allowing people to commit to acts like: picking up litter, donating food or items to a shelter, using a reusable cup
- Created facebook hub (68 likes) as ongoing venue for community action discussion

**Methods**

Without following everyone around with a camera we had no way of recording acts of goodwill.

We chose instead to measure awareness, intent and actions.

(although these folks did not escape our lens!)

# Petition for Endangered Species Act - Cap U

- Created interactive workshop for kids about threatened species and ways to take action
- Presented workshop to 150 elementary students and teachers inviting them to act
- Garnered 125 petition signatures (for the protection of endangered species)



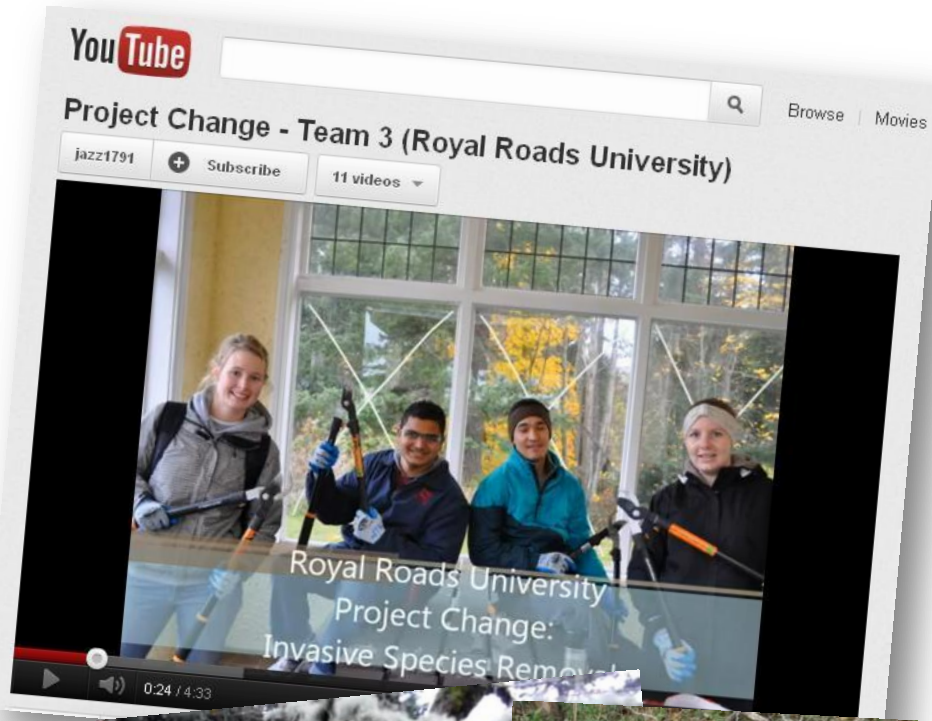


# NEC Garden Sustainability - Native Ed. College

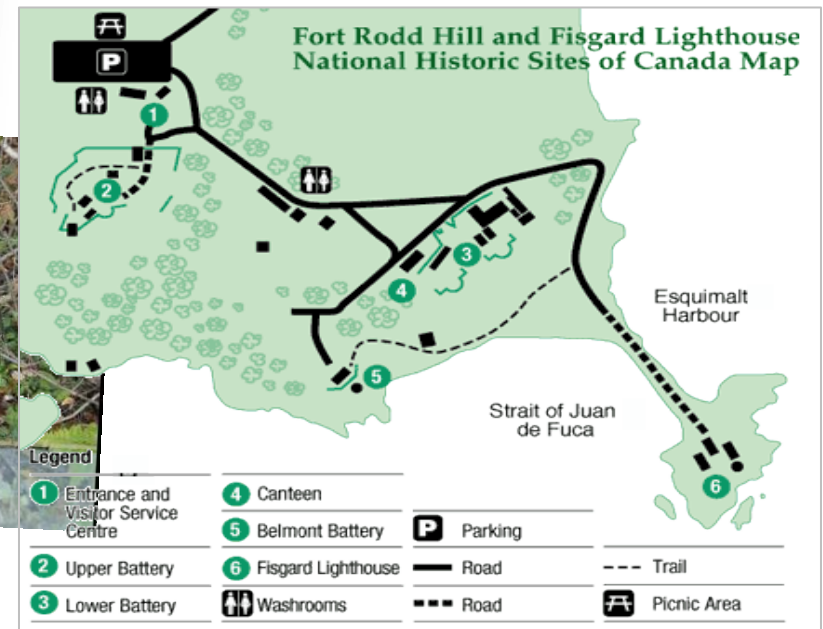
- Educated 40 visitors on topics relating to sustainability and traditional uses of First Nations Plants
- Collected 341 L of rain water
- Collected 471 lbs of compost
- Created habitat for nesting pair of birds



# Invasive Species Removal - Royal Roads University



- Gathered a team of 7 volunteers for habitat restoration in Fort Rodd Hill Park
- Removed 10,000 Spurge Laurel from park
- Park serves 50,000 per year



# Cap and U - Capilano University

- Created presentation, map and tour to encourage staff and students at Capilano University to connect with outside spaces on campus
- Special map highlights “in between spaces” for contemplation and human interaction
- Project also served to educate staff and students to become more aware of sustainability initiatives on campus and simple actions to participate (waste separation, etc.)





# Project Change 2012

- Seven submissions received in Term A
- Term B – September to December 7<sup>th</sup>, 2012
- All info posted to [www.projectchange.ca](http://www.projectchange.ca) and [www.facebook.com/projectchangebc](http://www.facebook.com/projectchangebc)
- Winners announced February 2013
- New sponsors – Helijet, YVR
- Returning sponsors – Delta Hotels, Whistler Golf Club, Peak 2 Peak, Grouse Mountain, Rocky Mountaineer, Vancouver Aquarium, MEC, Canadian Mountain Holidays ...
- Have potential sponsors? Ideas? Questions?
  - [morgan@linkbc.ca](mailto:morgan@linkbc.ca) or 604.984.1750

Scorecard for : \_\_\_\_\_

Teams will be awarded an average score out of 100. The teams with the highest scores win prizes – with highest scores receiving prizes of highest cash value.

**PROJECT  
CHANGE**

1. Project Design: Delivery & Impact: 60%	Points (max 10 per line)	x Weight	= Subtotal
<b>1.1 Viability and Effectiveness.</b> <i>10 points (full marks):</i> Strong potential for influencing community members after project is complete; evidence of strong project management practices. <i>5 points or less:</i> Project is not viable or has no influence on community members.#		2	
<b>1.2 Quantifiable Results.</b> <i>10 points:</i> Team identifies specific, measurable results of their project. Results impact a community with a minimum of 20 people in a tangible way. <i>5 points or less:</i> Team provides an overview of impacts but does not measure them.		2.5	
<b>1.3 Teamwork and Lessons Learned.</b> <i>10 points:</i> Successes and failures are identified and reviewed. <i>5 points or less:</i> Team does not address the process of working together.#		1	
<b>1.4 Innovation Factor/Media Coverage Obtained.</b> <i>10 points:</i> Team makes use of stakeholders, media and creative communications to gain support/exposure for project. <i>5 points or less:</i> project is self-contained.		0.5	

2. Report Effectiveness: 40%	Points (max 10 per line)	x Weight	= Subtotal
<b>2.1 Professional appearance (WORD, Video or PPT).</b> <i>10 points:</i> Team makes effective use of imagery to support main messages; submission has correct grammar and spelling; does not go over maximum length (2000 wds, 30 slides, or 5-minute video). <i>5 points or less:</i> contains spelling/grammar errors, is over the maximum length.#		2	
<b>2.2 Clarity.</b> <i>10 points:</i> Submission has a clear statement of purpose, the project process and methodology is clearly outlined. <i>5 points or less:</i> Submission does not clearly convey key messages about the project.#		1	
<b>2.3 "Wow" Factor.</b> <i>10 points:</i> Submission presentation style and/or content stands out from other submissions. <i>5 points or less:</i> submission meets requirements but does not have an impact.#		1	

**TOTAL POINTS FOR THIS TEAM**

**Questions and Comments:** We invite judges to write one constructive comment and one thing to work on, for each team.  
 Ex: I like the way your team was up front about the challenges you faced – working in a team is hard and you were clear about that. I would have appreciated more information about the actual impacts of your project in units – how many pieces of clothing did you collect? How many people do you think will benefit?#

# Instructors - Top 5 Tips

1. Encourage students to start early
2. Pick something THEY are passionate about
3. Review the report card
4. Measure and report results in an effective way  
(think of the judges – long documents not always popular)
5. Save time/energy for awards ceremony in February

One more thing...



# Are You Environmentally Aware?



# Do you behave accordingly?

## Plastic or Cloth?



# 30 Day Challenge

- Make a change in your life that has a positive environmental or social impact
- Stick with it for 30 days
- 30 days is doable



Matt Cutts  
[www.ted.com](http://www.ted.com)

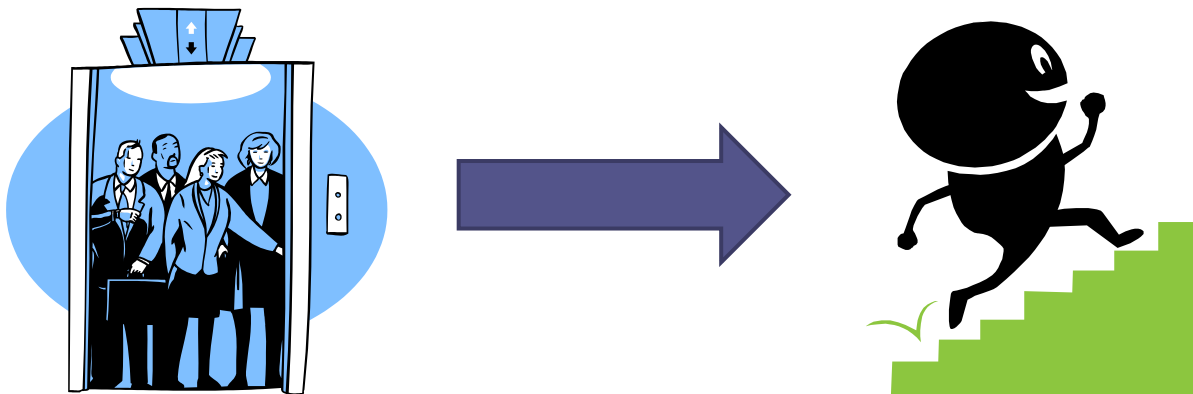
# My 30 Day Challenge

- Only take the stairs while on campus
- ~240 flights of stairs in a month



# Nice Side Effects

- Not only good for the environment, but...
- 510 calories burned = 0.15 lbs fat \*



\*Source: <http://stairway.phac-aspc.gc.ca/calcalc.aro>

Long enough to form a new routine

## 2 Semesters Later...

- 4,080 calories burned = 1.2 lbs fat
- 2 Coffee Frappuccinos each month guilt free!



240 Calories

Change starts now!  
What's your challenge?



# Thank you!

**Joe Kelly**

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[www.projectchange.ca](http://www.projectchange.ca)

[facebook.com/ProjectChangeBC](https://facebook.com/ProjectChangeBC)