Sustainable Communities Field School: Innovative Education for the Future

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BGCI: Innovative Public Engagement Activities
UBC Botanical Garden & Centre for Plant Research

- Institution
- Context
- Mission
Public Education Programs

- Seasonal Garden Tours
- Climate Change Tours
- Incredible Edibles Tour
- Greenheart Canopy Walkway
- Forests and Biodiversity
Events & Outreach

[Images of people in tree and at an outdoor event with a booth and sign]
Volunteer Mobilization
Sustainability @ UBC Botanical Garden

- Biodiversity
- Climate change
- Energy
- Green Economy
- Greenhouse gases
- Invasive plants
- Land use changes
- Pollinators
- Species loss
- Transportation
- Water
- Zero waste
Objective: Engage and encourage individuals within businesses to adopt sustainable habits in their daily lives through employee engagement activities.
FAO Farmer Field Schools
What is a Field School?

1 - Curriculum

2 - Practice

3 - Connection
Community Based Research

UBC Botanical Garden
$250K (3 years)

Field School

Society Promoting Environmental Conservation
$30K (1 year)
Description and Purpose

- Employment Engagement in Environmental Education
- 3 year Program
- The Field School aims to educate, reconnect and change behaviour of staff and volunteers within businesses and other organizations to increase sustainability skills and the adoption of sustainable practices.
- Target people not currently active and involved in sustainability
- Test different types of sustainability education to identify those that generate the largest impact and fit an organizations’ capacity and culture.
# Education for Behavior Change

<table>
<thead>
<tr>
<th>9 Criteria</th>
<th>Yes/ No</th>
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<tbody>
<tr>
<td>Focuses on specific achievable behavioural changes</td>
<td>Yes</td>
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<tr>
<td>Action planning and empowerment</td>
<td>Yes</td>
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<tr>
<td>Evaluates and challenges current systems/behaviour</td>
<td>Maybe</td>
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<tr>
<td>Identifies and tackles barriers to action</td>
<td>Yes</td>
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<td>Develop and practises relevant action skills</td>
<td>Yes</td>
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<td>Fosters a connection with nature</td>
<td>Yes</td>
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<td>Promotes public commitment to taking action</td>
<td>Yes</td>
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<td>Encourages dissemination within communities or social networks</td>
<td>Yes</td>
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<td>Monitors behaviour change and celebrates success</td>
<td>Yes</td>
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Individuals taking action

- Citizen
- Parent
- Consumer
- Professional
- Resident
- Traveler

Individual
5 Sustainability Topics

**Environmental Sustainability topics:** Energy, Food, Waste, Transportation, Land & Water

**Social sustainability themes:** equity, livability, health, social capital, human rights, social responsibility, social justice, and community resilience.
Measuring Behaviour Change

- Follow up engagement
- Facilitator style, expertise
- Observer effect
- Sample size

- Location
- Duration
- Cost
- Others…
Potential Clients

- Textiles – lululemon
- Film & TV
- Finance – Vancity, TD, HSBC, KPMG
- Accommodation – Hotels
- Food Sector – Whole Foods Market
- Nonprofits – Vancouver Food Bank, Kitsilano Neighbourhood House
- Other – Building Stratas
Session Structures

Field School

- Lunch and Learn (45 min)
- Field Trip (3 hours)
- Workshop (90 min)
Field School Outcomes

- 1000 individuals from 20 organizations in Metro Vancouver participate in learning sustainability skills and adopting sustainable best practices as habits in their daily lives.

- A sustainability best practices database that helps organizations prioritize what practices are best suited to their operations.

- Peer-reviewed publications that demonstrate measured effectiveness of educational delivery formats and provide recommendations.

- A replicable social enterprise business model that can be used by other nonprofits.