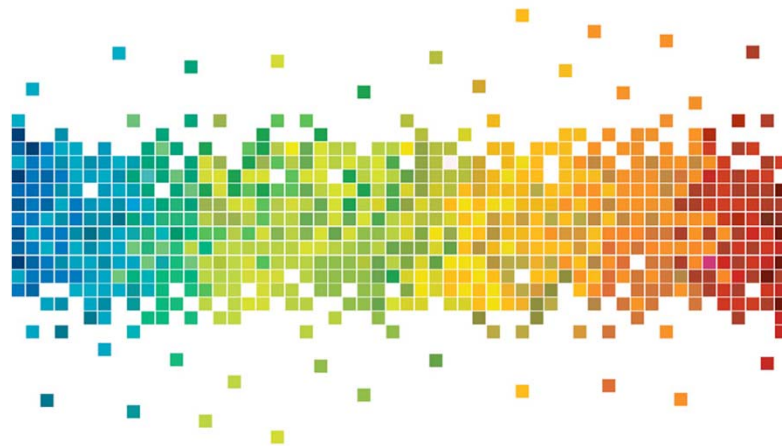


Sustainable Communities Field School: Innovative Education for the Future



Tara Moreau, PhD

Oliver Lane, Jiaying Zhao and Patrick Lewis

April 27, 2015

BGCI : Innovative Public Engagement Activities



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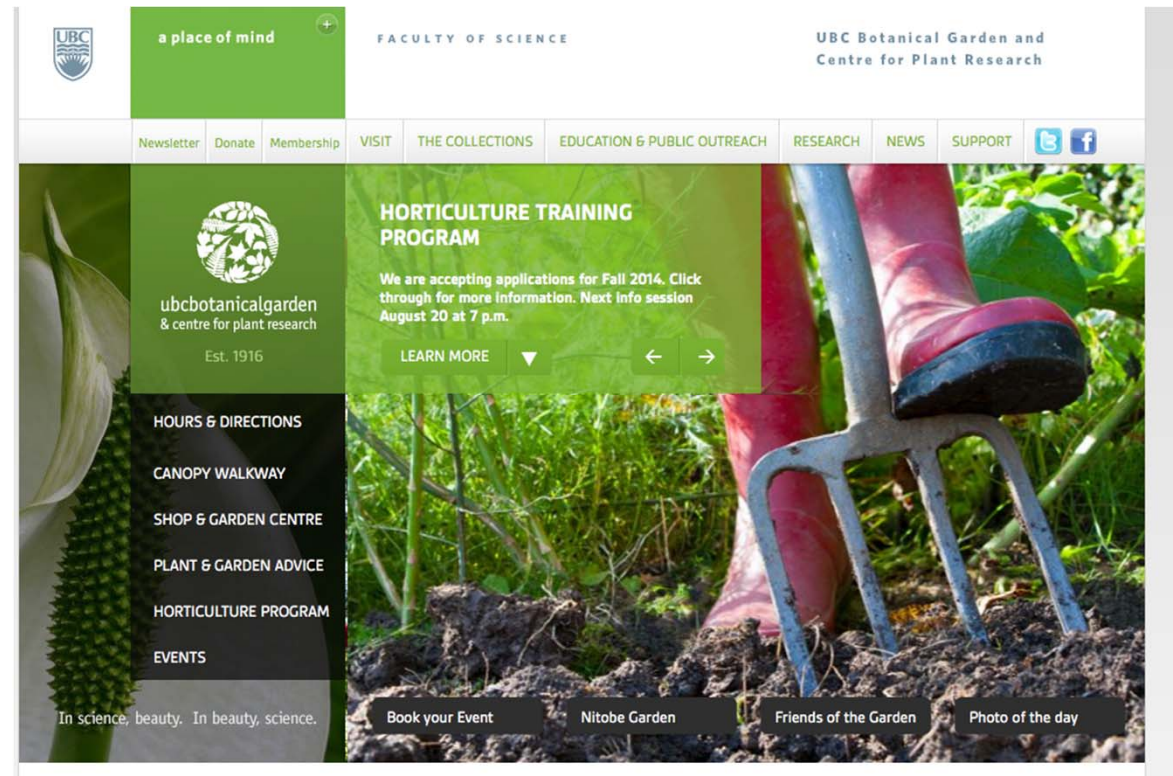




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UBC Botanical Garden & Centre for Plant Research

- Institution
- Context
- Mission



Public Education Programs

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



Events & Outreach



Volunteer Mobilization



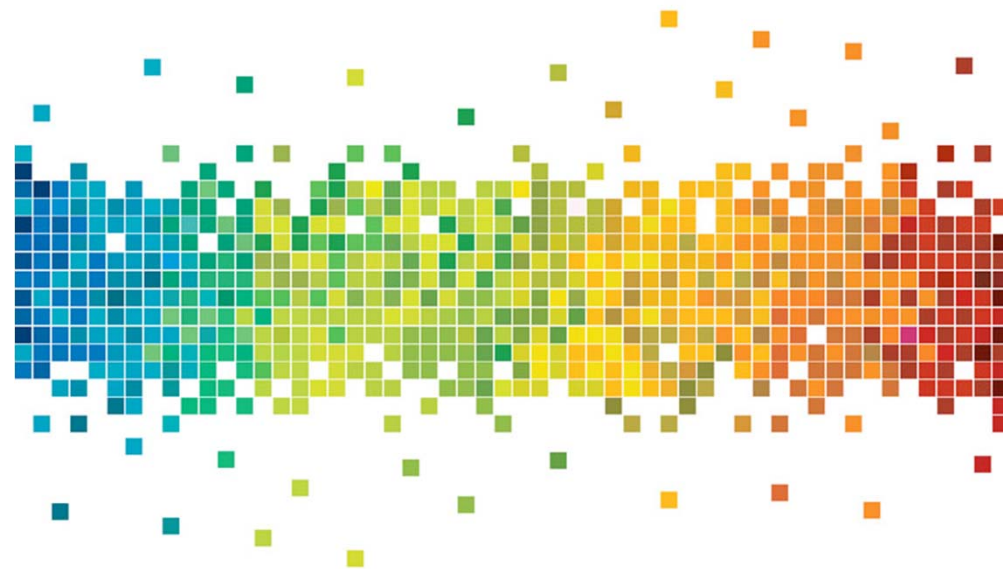
Sustainability @ UBC Botanical Garden

- ❑ Biodiversity
- ❑ Climate change
- ❑ Energy
- ❑ Green Economy
- ❑ Greenhouse gases
- ❑ Invasive plants
- ❑ Land use changes
- ❑ Pollinators
- ❑ Species loss
- ❑ Transportation
- ❑ Water
- ❑ Zero waste



Sustainable Communities Field School

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)

Society Promoting
Environmental
Conservation
\$30K (1 year)

Field School

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graph TD; A[UBC Botanical Garden $250K (3 years)] --> C((Field School)); B[Society Promoting Environmental Conservation $30K (1 year)] --> C;
```

The diagram illustrates the funding sources for a Field School. It features a central blue circle labeled 'Field School'. Two arrows point towards this central circle: a dark blue arrow from the top-left box and an orange arrow from the top-right box. The top-left box is dark blue with white text, and the top-right box is orange with white text.

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.



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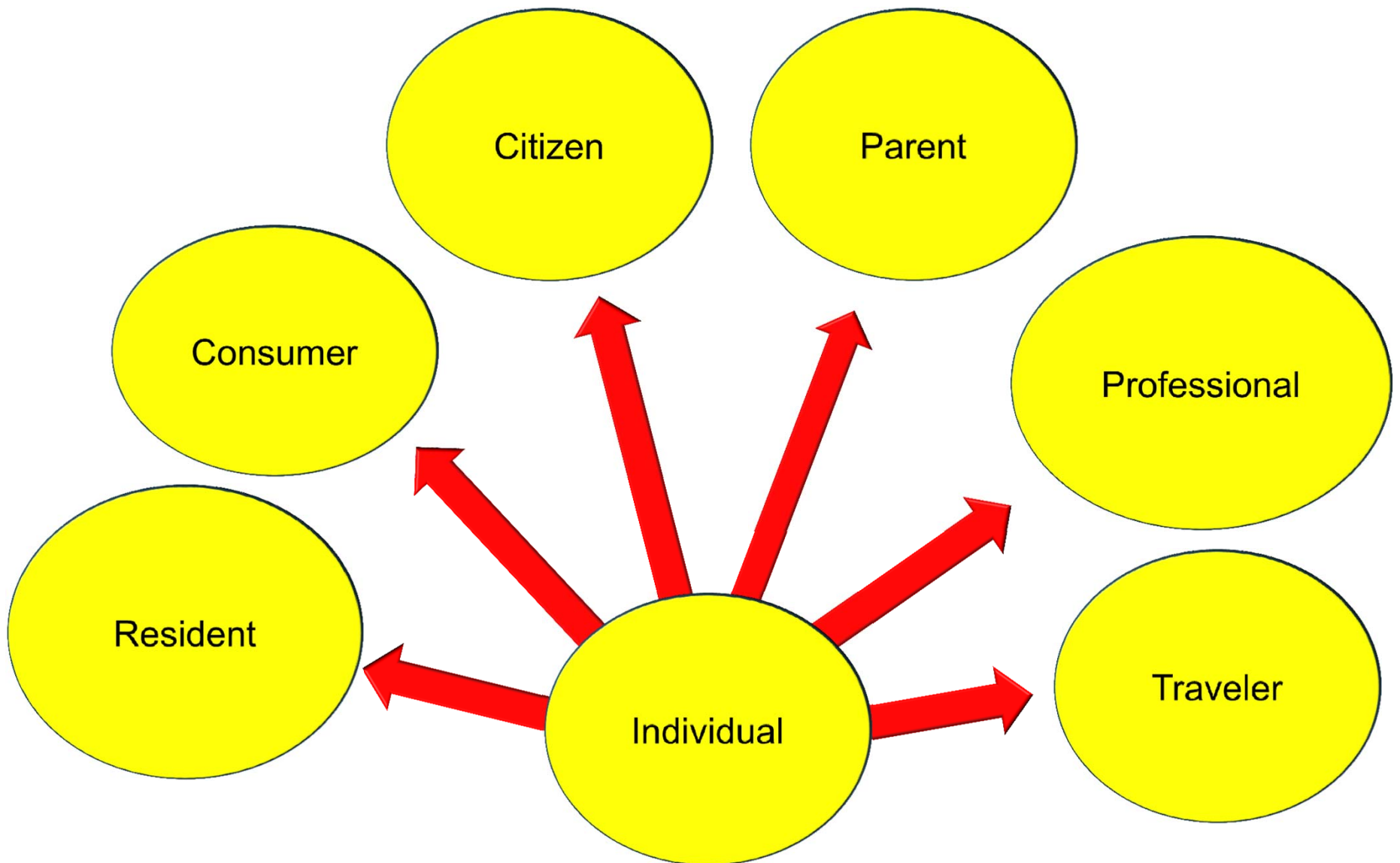
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Education for Behavior Change

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

Individuals taking action



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...

The screenshot shows the UBC website header with the logo, the tagline "a place of mind", and the text "THE UNIVERSITY OF BRITISH COLUMBIA Vancouver Campus". Below this is a navigation bar for the "Institute for Resources, Environment and Sustainability" with links to Home, Events, People, Prospective Students, Current Students, Course Information, Publications, and IRES Intranet. The main content area displays the profile of Jiaying Zhao, an Assistant Professor in IRES and Psychology. It includes a list of research interests such as Behavioral change, Climate change, Corporate social responsibility, Economic evaluation/analysis, Ecosystem services, Energy, Environment, Environmental and cultural values, First Nations and Resource Management, Food security, Gender, and Governance of violence. A bio section describes her work on human behavior and environmental factors, and provides her lab website URL: <http://zhaolab.psych.ubc.ca>.

UBC a place of mind THE UNIVERSITY OF BRITISH COLUMBIA Vancouver Campus

Institute for Resources, Environment and Sustainability

Home Events People Prospective Students Current Students Course Information Publications IRES Intranet

» Home » Profiles » Jiaying Zhao

Research Interests

[Behavioral change](#) [Climate change](#) [Corporate social responsibility](#) [Cultural ecosystem services](#) [Economic evaluation/analysis](#) [Ecosystem services](#) [Energy](#) [Environment](#) [Environmental and cultural values](#) [Ethnicity](#) [First Nations and Resource Management](#) [Food security](#) [Gender](#) [Governance of violence](#)

Jiaying Zhao

Assistant Professor, IRES
Assistant Professor, Psychology
Canada Research Chair (t2, Behavioral Sustainability)

[Behavioral change](#), [Policy and Decision-making](#), [Resource scarcity](#), [Sustainability](#)

Bio

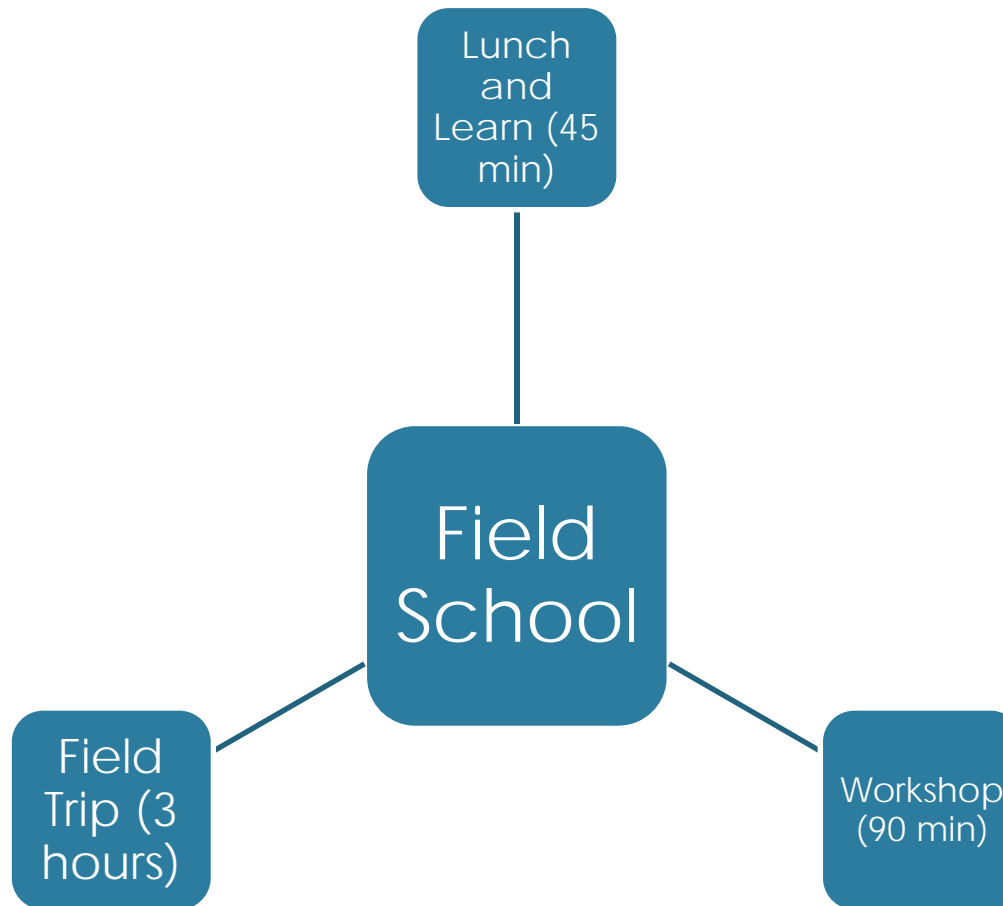
Jiaying Zhao is jointly appointed in IRES and Department of Psychology at UBC. Her work is motivated by the fact that human behavior is not only governed by internal cognitive processes, but also influenced by a rich set of external, environmental factors. Specifically, Jiaying is interested in how environmental and financial resources influence thinking and behavior, and how cognitive factors lead to behavioral change that impacts the consumption and the allocation of environmental resources. More broadly, Jiaying investigates processes underlying the perception of structure and randomness from the environment, the acquisition of the information extracted, and its use in the service of reasoning and decision making.

Jiaying's lab website is: <http://zhaolab.psych.ubc.ca>

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 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



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Questions?



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