



livegreen 

Tenant Engagement on Sustainability FACILITATORS HANDBOOK

FOR SOCIAL HOUSING PROVIDERS

Focus on Energy Conservation
Version 1 | March 2012



BC Housing

PROJECT PARTNERS

The **livegreen** Tenant Engagement on Sustainability Pilot Project was conducted by BC Housing in conjunction with the following partners:



BC Healthy Communities
People. Place. Potential.

Project co-development, facilitation and tool-kit development



**CANADIAN MENTAL
HEALTH ASSOCIATION**
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1. INTRODUCTION	4
1.1 Getting Started	4
1.2 How to Use this Handbook	5
1.3 Overview of the Engagement Approach	5
1.4 Timeline for livegreen TES Planning	6
2. COMMUNITY-BASED SOCIAL MARKETING TOOLS FOR ENERGY CONSERVATION	7
2.1 The livegreen TES Logo and Mascot.	7
2.2 Educational Posters	8
2.3 Energy Conservation Behaviour Prompts.	9
3. ENERGY CHALLENGE CAMPAIGNS	10
3.1 How to Run an Energy Challenge	10
3.2 Outcomes from TES livegreen Pilot	12
4. TENANT ACTIVITY MODULES	13
APPENDIX A	21
APPENDIX B	22
APPENDIX C	25
APPENDIX D	26
APPENDIX E	28

1. INTRODUCTION

This Facilitators' Handbook is designed for use by in-house or independent facilitators who will be directly involving tenants in the **livegreen** Tenant Engagement on Sustainability (TES) initiative focusing on energy conservation, referred to as **livegreen** TES. The purpose of this action-based initiative is to support tenants of low-income housing facilities to adopt energy conserving behaviours through fun and meaningful engagement strategies. While saving energy is one desired outcome of **livegreen** TES, the engagement approach outlined here also aims to build a greater sense of social inclusion, strengthened relationships, and a healthier community overall.

This Facilitators' Handbook forms part of the **livegreen** TES Toolkit, which includes the following elements:

- a. **FACILITATORS' HANDBOOK FOR SOCIAL HOUSING PROVIDERS (I.E. THIS DOCUMENT):** The handbook is designed for facilitators who will be directly designing and facilitating **livegreen** engagement strategies with tenants of social housing. This document is a hands-on resource that includes education and social marketing materials, plus activity modules.
- b. **GUIDE FOR SOCIAL HOUSING PROVIDERS:** The purpose of this guide is to share practical information and a tested approach for engaging tenants of social housing on issues related to sustainability, and more specifically **energy conservation**. It provides practical steps on how to start a meaningful tenant engagement initiative that results in energy savings, while strengthening community.
- c. **COMMUNICATIONS MATERIALS:** These have been designed to support the **livegreen** behaviour change objectives for energy conservation.
- d. **A LIST OF ADDITIONAL RESOURCES:** A list of supplementary resources for energy conservation behaviour change, and engagement strategies has been provided.

The focus of the **livegreen** tenant engagement strategy (and this handbook) is the potential for **energy conservation through behaviour change** and activities that lead to community development.

1.1 GETTING STARTED

This handbook was written with the assumption that your organization has made a commitment to sustainability, and has determined which energy saving behaviours to focus on (as described in the **livegreen** TES Guide). Now for the fun part! This handbook will provide plenty of ideas on how to **integrate energy conservation activities** into engaging and effective programming for your tenant group.

The activities described here were drawn from a **livegreen** TES pilot initiative that was conducted with tenants from three housing sites in the Lower Mainland from 2010 to 2011. You probably already deliver programs designed to meet the unique personal and community needs of the tenant population in the building. We encourage you to take the ideas described here, and adapt them to 'what works' for your tenant population and for you!

1.2 HOW TO USE THIS HANDBOOK

There are three sections in this handbook:

- Community-Based Social Marketing Tools:** Community-Based Social Marketing (CBSM) is an approach to behaviour change that applies the principles of social marketing at the community level. It uses the tools of marketing to raise awareness and methods of engagement in order to build positive relationships between community members while strengthening shared values. This handbook offers examples of the posters, prompts, and pledges (common CBSM 'tools') that can be used to raise awareness about energy conservation behaviours. A description of how CBSM can be situated within a tenant engagement framework can be found in the [livegreen TES Guide](#); and more information about CBSM can be found at www.cbsm.com.
- Energy Campaigns:** Energy campaigns are fun ways to promote specific energy conservation behaviours for a distinct period of time. This handbook provides practical instructions on how to run energy challenges on your housing site.
- Tenant Activity Modules:** An ongoing element of any tenant engagement initiative is activities that meet the tenants' needs, reflect their values and interests, and help to develop the community overall.

This handbook provides descriptions of various activity modules that could be added as an 'energy conservation' theme to virtually any tenant engagement program.

1.3 OVERVIEW OF THE ENGAGEMENT APPROACH

How well tenants receive the [livegreen](#) message, their level of motivation to engage in tenant activities, and their ability to change their behaviour will depend on a number of personal and community factors. Supporting the development of tenant capacity and self-determination is a critical component of creating change. Equally as important to creating change, is the capacity of the staff in terms of time, personal commitment to energy conservation, and relationships with the tenant population. Overall, the TES [livegreen](#) initiative will build on the relationships that you currently enjoy with tenants, and the community-building activities that you already implement.

'Engagement' can mean many things, so it is important to be as clear as possible about the intention of your [livegreen](#) engagement strategy. The '[Spectrum of Tenant Engagement](#)'¹ below (Figure 1) shows engagement as a fluid tool that can be used to achieve a variety of purposes

¹ The Spectrum of Tenant Engagement has been adapted from the International Association of Public Participation (www.iap2.org). For a full description of the Spectrum, please see Appendix A.

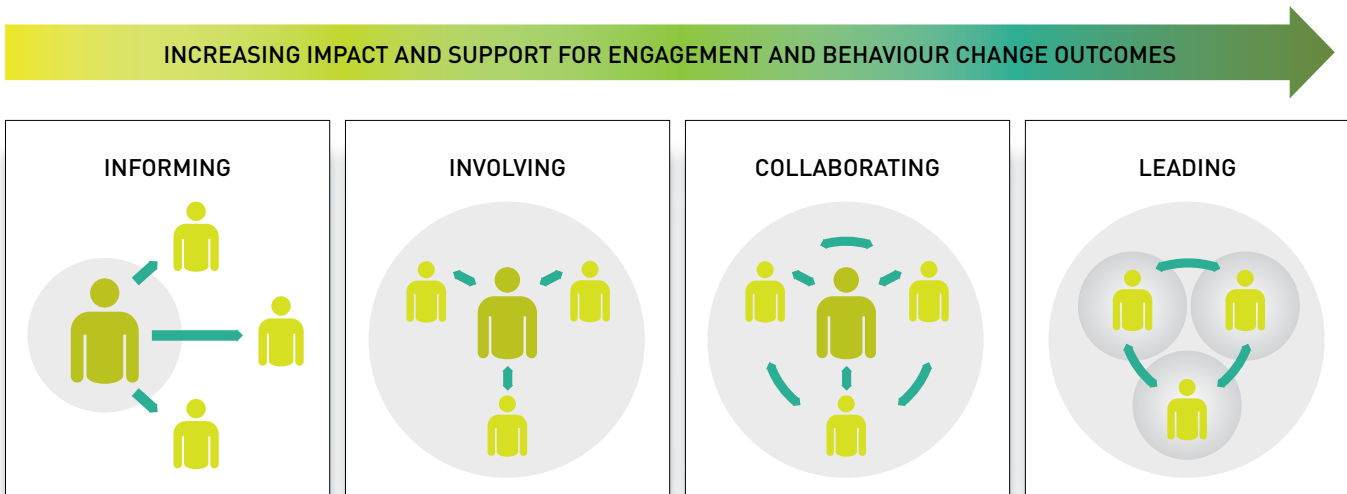


Figure 1. Spectrum of Tenant Engagement

over the course of a **livegreen** TES initiative. The spectrum also suggests that the level of engagement increases as strategies move away from one-way communication, and towards opportunities for collaboration, leadership, and empowerment.

While tenant engagement activities will not likely fit neatly into a single category, this spectrum can be useful for considering the level of involvement that is feasible and desired, as you plan your own engagement strategy.

1.4 TIMELINE FOR LIVEGREEN TES PLANNING

Since people and communities are continually developing and changing, tenant engagement is best described as an **ongoing process**. However, throughout the **livegreen** TES initiative, there are benefits in setting timelines to achieve specific objectives and to measure results (e.g. energy challenges). While **livegreen** TES may contain distinct phases in terms of planning, implementing, and evaluating strategies, at its core, it is ultimately about weaving the values and messages of sustainability into tenant engagement over the long-term. In other words, energy conservation simply becomes 'the new normal' or 'the way things are done around here!'.

This guide suggests two types of engagement activities, each with different time considerations:



Community-Based Social Marketing and Energy Challenges: These activities are aimed at supporting changes to specific behaviours. They feature targeted awareness-raising tools (e.g. posters, behaviour prompts, stickers, etc.) and ideas for hosting energy challenges. For these activities to be successful, they should be planned around **distinct timelines** so that energy consumption can be measured beforehand (to get a 'baseline'); then the engagement strategy is implemented; then energy consumption is evaluated a second time, after the intervention. For example, in the TES **livegreen** pilot initiative, a year-long strategy was developed that included three two-month energy challenges and a number of engagement activities in between.

Tenant Activity Modules: The modules provide ideas for engagement activities with sustainability themes that can be woven into your programming at any time. For example, one activity per month could feature a **livegreen** theme devoted to energy conservation, local food, reusing and recycling, etc. We recommend maintaining an **ongoing regularly scheduled** timeslot for **livegreen** activities, so that tenants can continue to build on their interests and develop relationships with each other.

Ultimately, these two types of activities work together over time to achieve tangible results in energy conservation in addition to community results in developing a culture committed to sustainability.



Banner from livegreen community workshop

2. COMMUNITY-BASED SOCIAL MARKETING TOOLS FOR ENERGY CONSERVATION

Through the research completed in the **livegreen** TES pilot initiative, the following energy conservation behaviours were demonstrated to yield the highest impact for energy savings, and the greatest probability that tenants are willing and able to change:

Behaviour #1: Conserve heat

- Turn down heat when not home;
- Turn down heat at night;
- Turn down heat when window is open.

Behaviour #2: Conserve hot water

- Take quick cleansing showers (about five minutes).

Behaviour #3: Conserve electricity

- Turn off lights when not in use / not home;
- Unplug appliances when not in use (or turn off power bar);
- Replace incandescent light bulbs with compact fluorescents.

Tenant outreach and engagement activities are enhanced by the use of educational and social marketing materials about specific behaviour changes. This toolkit offers four types of marketing and educational materials: the **livegreen** mascot, educational posters, behaviour prompts, and Energy Challenge Pledge Cards.

2.1 THE LIVEGREEN TES LOGO AND MASCOT

The message of the **livegreen** TES initiative should be fun, easy to understand, simple to recognize, and able to reach a diverse audience, including children for housing sites with families. With feedback from the tenants who were involved in the **livegreen** TES pilot initiative, a **livegreen** mascot was created (affectionately known as 'Sparkie'). The mascot is used to visually demonstrate behaviours, making the outreach materials more accessible to those who may not read or speak English. The mascot and the **livegreen** logo enable tenants to more easily recognize the **livegreen** messages and invitations to participate.



Figure 2. livegreen logo and mascot (BC Housing, 2012)¹

¹ The TES livegreen mascot and logo are available for you to use in outreach and educational materials at your housing site. These files are accessible by contacting BC Housing.

The livegreen logo painted onto a banner during a livegreen community workshop



2.2 EDUCATIONAL POSTERS

An educational poster has been developed to raise awareness about each energy conservation behaviour being promoted through the **livegreen** TES initiative. The posters were designed to visually demonstrate the behaviour, and provide some information about why the

behaviour is important.¹ Figure 3 (below) provides an example of the educational poster focused on conserving heat.

¹ All of the educational posters are available to you by accessing an online folder on the BC Housing website.

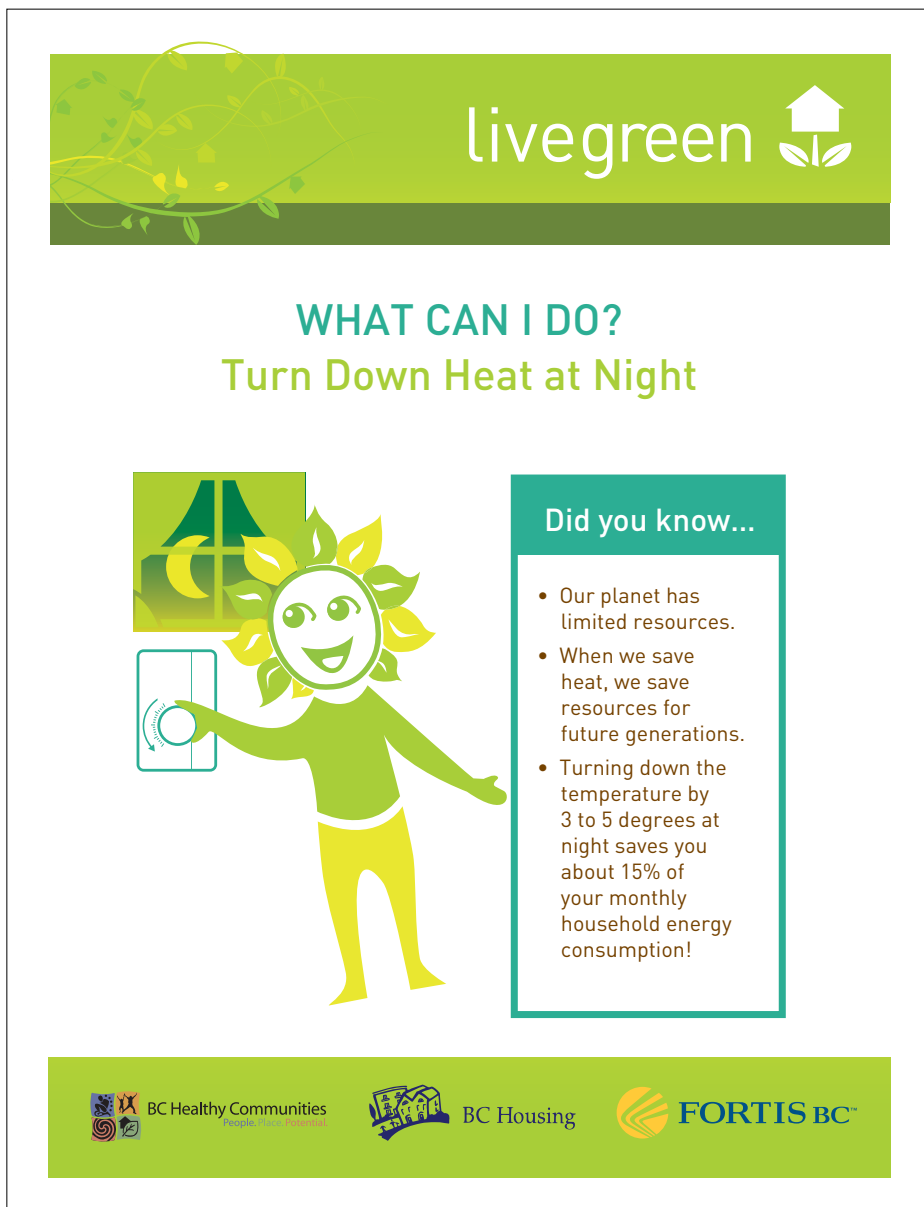


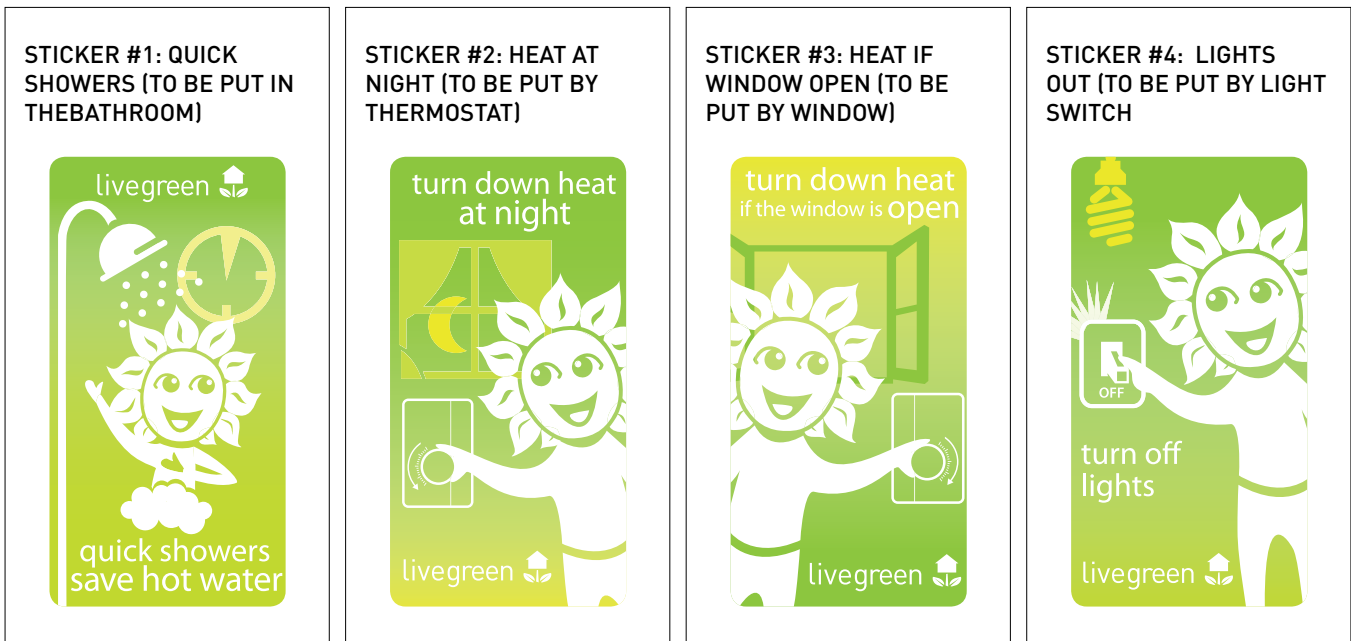
Figure 3. Livegreen Educational Poster: Save Heat

2.3 ENERGY CONSERVATION BEHAVIOUR PROMPTS

One of the main goals of the **livegreen** TES initiative is to reduce barriers to conserving energy, making the environmentally conscious choice the easy choice. Often, energy behaviours are habits that we have established over time. Tenants report that one of the barriers to changing these habits is that they simply **forget!** **Behaviour prompts** can serve as useful reminders, especially when they are placed as close as possible to where the action is taking place.

Four different removable stickers (Figure 4) have been developed to serve as prompts for the targeted energy conservation behaviours.¹ These take-home ‘prompts’ can be offered to tenants during engagement activities. We recommend introducing the prompt with a short discussion on why the action is important, a description of the behaviour that we are trying to change, and a demonstration of how to use the prompt.

FortisBC has designed a five-minute shower timer that adheres onto the wall in the shower.² Tenants simply turn the timer upside down when they get into the shower, and the hourglass timer will let them know when five minutes has passed. This prompt is useful if tenants wish to take quicker showers, but need a simple reminder.



¹ All of the sticker designs are available through BC Housing.

² Inquiries about accessing shower timers can be made by contacting FortisBC directly.

3. ENERGY CHALLENGE CAMPAIGNS

Energy challenges are fun ways to raise awareness about each of the specific behaviours being targeted. They also provide an incentive for tenants to ‘try out’ a behaviour with the support of their neighbours, and hopefully begin to adopt some new behaviours that will be sustained over time. For the **livegreen** TES initiative, three different energy challenges were a focus for different times of the year: 1) Conserve Hot Water; 2) Conserve Electricity; and 3) Conserve Heat.

Specifically, the purpose of an energy challenges is to:

- Generate awareness, enthusiasm, and commitment with respect to specific behaviours over a two-month period;
- Create a sense of healthy and fun competition in the building (between floors for example);
- Communicate commitment to change behaviours and to strengthen social norms in the community.

Due to the nature and timing of the way that energy is measured in your building, it may be difficult to provide timely feedback to tenants regarding the amount of energy saved from changed behaviours. The energy challenges provide another way to measure and communicate tenant commitment to change behaviour, by tracking and reporting out on the number of tenants who have taken energy pledges.

3.1 HOW TO RUN AN ENERGY CHALLENGE

a. SELECT THE ENERGY CHALLENGE BEHAVIOUR, TIME OF YEAR, AND PRIZE:

Timing: When selecting the focus behaviours for the energy challenge, consider the time of the year and the season. For example, the **livegreen** TES pilot initiative ran energy challenges on the following schedule, to correspond with when the behaviour could generate the greatest savings:

Save Hot Water Challenge	April & May
Save Electricity Challenge	July & August
Save Heat Challenge	November & December

Prizes: Offering a prize for the energy challenge provides an incentive and adds to the fun. If possible, select prizes that meet tenants’ needs and/or reflect the environmental values of the program. In the **livegreen** pilot, we offered gift certificates for groceries plus **livegreen** ‘care packages’ containing fair trade coffee, power bars, and chocolates. Everyone who signed up to take the energy challenge is entered into a draw for the prizes. The prizes are also tokens of appreciation—they do not have to be grand to be effective!

b. HOST A LAUNCH EVENT:

Plan a fun community-building event at which you can introduce the energy challenge, describe how long it will run for, clearly communicate the focus behaviour and why it matters, and provide tips on how to maintain changed behaviours. At this event, you can also distribute behaviour prompts to interested tenants.

NOTE: If there is a core group of tenants who are interested the **livegreen** program, you can build their capacity by asking them to help plan the event.

c. PLEDGES FOR PERSONAL COMMITMENTS:

Tenants participate in the energy challenge by making personal commitments to change their behaviour to conserve energy. Making a commitment in writing has been shown to result in greater follow-through. Even better if this commitment is made publically, like at a community event!

Pledge Cards: For each energy challenge, use pledge cards that clearly explain:

- what behaviour the tenant is committing to change;
- what difference this behaviour change will make; and
- what prize they could win for taking the challenge.

Pledge cards are available in Appendix B. Tenants commit to change their behaviour by signing the pledge, they receive a prompt, and then they keep one half of the commitment form to remind them of the behaviour that they have committed to.

d. POSTERS AND PLEDGE TRACKER:

After the energy challenge has been launched, place posters in the building letting all tenants know that the energy challenge is happening, why it is important, and what they can do to get involved. Also communicate how many tenants in the building have taken the energy challenge by posting a 'pledge tracker' in the common areas. This builds social norms about energy conservation and fosters a sense of camaraderie amongst tenants.

e. DOOR-TO-DOOR OUTREACH:

In many social housing buildings, only about 10-15% of the tenant population regularly participates in organized activities due to a variety of reasons such as physical and mental health barriers, diminished sense of belonging, lack of trust amongst tenants, and low confidence, to name a few.

In the **livegreen** pilot, it was important to directly reach out to the tenants, rather than expecting them to take the personal initiative to attend the programs. This not only allowed us to directly communicate the message of **livegreen**, but also resulted in tenants feeling included, more connected, and less isolated. Often, we found that simply having a short conversation at someone's door was extremely meaningful to the tenants while helping to build a relationship with the staff and recognition of the program. Door-to-door outreach includes:

- Offering a small token (such as a granola bar and CFL light bulb);
- Introducing yourself and the livegreen energy challenge;
- Asking if they would like to join their neighbours in taking the energy challenge; and

- Offering a behaviour prompt and an 'I livegreen' sticker¹ to put on their door (see below).



f. CELEBRATE, REPORT BACK, AND SHOW APPRECIATION:

At the end of each energy challenge, host a celebratory community event that:

- Celebrates the final number of pledges made;
- Shows appreciation for those who participated, through snacks, coffee, etc.;
- Explores what was easy / hard / surprising about changing this behaviour;
- Makes a draw for the green prizes; and
- Builds relationships between tenants.

These events are always a big hit with the tenants!

¹ The 'I livegreen' sticker design is available by contacting BC Housing.

3.2 OUTCOMES FROM TES LIVEGREEN PILOT

As an example the livegreen pilot outcomes from Energy Challenge # 3 in winter 2011—Conserve Heat—are included below. These outcomes resulted from a concerted effort to reach out to tenants by knocking on their door, inviting them to participate in the energy challenge, and introducing them to the livegreen initiative.

While door-to-door outreach to tenants yields many benefits, it is also time-consuming. If you do not have the staff capacity to reach out to tenants on your own, explore other options such as inviting students, interns, or volunteers to help.



Tenant after livegreen t-shirt making workshop

SITE	RESULTS OF ENERGY CHALLENGE #3: CONSERVE HEAT	OUTCOMES
1	<ul style="list-style-type: none"> • One-on-one conversation with 45% of tenant population; • 40% of population took energy pledge; • Posters on each floor displaying # of energy pledges in the community. 	<ul style="list-style-type: none"> • Increase in trust and relationships with tenants. • Increase in awareness about energy conservation behaviours. • Increase individual commitment to reduce heat consumption.
2	<ul style="list-style-type: none"> • One-on-one conversation with 34% of population; • 28% of population took the energy pledge; • Posters on each floor displaying # of energy pledges in the community. 	
3	<ul style="list-style-type: none"> • One-on-one conversation with 67% of population; • 48% of population took energy pledge; • Posters on community bulletin board displaying # of energy pledges in the community. 	

4. TENANT ACTIVITY MODULES

This section of the toolkit provides some practical ideas for tenant engagement activities that might be offered as part of the TES livegreen initiative. You may already offer arts-based activities, community meals, or recreational programming. The activities described below can be integrated into existing programming, by weaving in a 'livegreen' theme. We encourage you to use these ideas as a starting place: adapt or enhance these to suit the needs and interests of your own tenant population.



The livegreen 'community storytelling' tree

MODULE 1: LIVEGREEN INITIATIVE LAUNCH AND COMMUNITY STORYTELLING TREE

PURPOSE:	TIME REQUIRED:	MATERIALS:	TIP:
<p>This event introduces tenants to the livegreen program and provides information about why conserving energy is important. It also facilitates a discussion about important values and strengths in the community. The storytelling tree can remain displayed as a discussion piece for a few weeks!</p>	<p>Preparation: 1 hour. Activity: 1-2 hours.</p>	<ul style="list-style-type: none"> • A common room with wall space, tables, chairs; • Large tree cut out of paper and taped to wall; • Discussion questions (cut-out); • Markers; • Flipchart stand and paper; • Tape; • Scissors; • 'Stickie' notes; • Camera; • Refreshments and snacks. 	<p>Combining the launch event with a lunch or dinner draws more people in. Offering a brief structured program before eating makes it easier to catch the attention of those who tend to 'dine and dash'.</p>



The livegreen 'community storytelling' tree

PREPARATION:

Community Tree: Draw an outline of a tree with several branches on a 5 ft x 3 ft piece of paper. Cut this out and tape it to a wall or window in the common room.

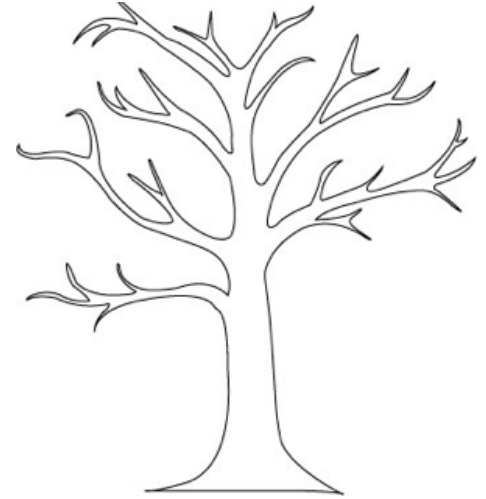
- Print or write out the storytelling questions in large font.
- Paste one question per tree branch.
- Post tenants' answers on the tree and then take pictures; and post the pictures alongside the answers.
- Prepare 1-2 flip chart papers with key points about livegreen.

LINKS TO OTHER PROGRAMS:

The storytelling tree is a useful activity for fostering relationships and encouraging reflection about important issues. Other issues could easily be woven into this exercise.

STAFF MODELLING:

Since this activity focuses on stories, start with sharing one of your own! Share a personal story about why you think conserving energy is important, and the related actions that you take in your own life!



FACILITATION INSTRUCTIONS:

ACTIVITY	DESCRIPTION
Introduce livegreen	<p>Main points:</p> <ul style="list-style-type: none"> • Energy consumption contributes gases to the air which cause climate change and air pollution. • There are small things we can do that make a big difference to conserve energy in this community. (Review 3 simple behaviours). • To reduce energy consumption, we all need to work together. • A healthy environment is part of a healthy community.
Storytelling Questions	<p>Design 4-5 sentences that get tenants thinking about what else a healthy community means to them. Paste one sentence on each branch. Some ideas:</p> <ul style="list-style-type: none"> • My idea of a healthy community is.... • I am already saving energy by..... • I would like this community to be.... • We take care of each other by..... • One thing I wish we could do here is..... <p>Read these out one at a time. Ask the tenants to finish the sentences. Write down their responses on 'stickie' notes and paste these next to the sentences on the tree.</p>
Photos	Take a photo of the tenants who participated (with their consent in writing) and paste them to the trunk and branches of the tree (when developed).
Closing	Remind participants of time / date of the next event, and urge them to share the news with neighbours who were not at this event.

MODULE 2: FACILITATED GAMES AND ACTIVITIES

PURPOSE:	TIME RE-QUIRED:	MATERIALS:	TIP:
Games are a fun way to weave sustainability education into any program. livegreen bingo, livegreen trivia, and livegreen Pictionary allow tenants to use a familiar format as a way to learn new facts about their community and green behaviours while having fun and building relationships.	Preparation: 1 hour. Activity: 1-2 hours.	<ul style="list-style-type: none"> • Snacks, coffee, tea; • Pens; • 'Green' prizes such as reusable coffee mugs, CFL light bulbs, gift certificates for groceries, etc.; • For bingo: bingo cards for everyone (see Appendix C for cards); • For trivia: Trivia cards for tables or trivia questions for facilitator (See Appendix D for cards); • For Pictionary: a white board or flip chart with markers and 'green' clues (e.g. gardening, recycling, saving heat). 	If you already host a games program, try weaving a 'green' theme into the games on a regular basis.



PREPARATION:

Adapt the bingo cards (Appendix C) and trivia questions (Appendix D) to be most relevant to your tenants, building, and community.

LIVEGREEN BINGO

There are two ways to play this bingo game:

1. As a 'get to know you' game: Participants are invited to walk around and find someone who can answer the clue in each of the boxes. Once they find a respondent, they write the person's name into the box. The same person is not permitted to answer more than 3 boxes / questions. The first person to fill up their card (i.e. to get a 'black out' card) wins. You need at least 15 people in order to play this way.
2. As a sit-down bingo game: the facilitator calls the clue for each of the squares in a random order. If a player knows the answer to the clue, they fill in the box. If they do not know the answer (or if the clue is not true for them), they leave it blank. The first player to have a straight line calls 'bingo'. The player then shares the answers for all of the boxes in the line, and the group has a brief, informal discussion about the answers.

LIVEGREEN TRIVIA

There are many ways to weave trivia questions into other types of programming. Here are a few ideas:

1. Team trivia: Participants form small groups of 3-4, and sit together at a table. Questions are posed to teams and they discuss the answers before responding. You can also use this as a fun way to decide which table gets to access the dinner line during community meals! Be sure to discuss the right answers to the questions as you go.
2. Come test your knowledge: Set up a livegreen table at a community event or program. Have trivia cards on the table and small prizes for those who decide to take a turn at responding to the questions.
3. Benefit from community partners' resources. For example, FortisBC has a spinning wheel that is very popular. It is used to pose energy efficiency questions, and then small green prizes are offered. The wheels can be booked for your event by contacting FortisBC directly.

See Appendix D for some examples of trivia questions. Before you implement these, review them to make sure that the information does not conflict with your existing building or operations policies.



MODULE 3: ENVIRONMENTAL FILMS AND DISCUSSION

PURPOSE:	TIME RE-QUIRED:	MATERIALS:	TIPS:
Films can engage a wide variety of tenants while also providing an opportunity to socialize, learn, and discuss ideas with others.	Preparation: 3 hours (to choose an appropriate film and pick it up). Activity: 3 hours.	<ul style="list-style-type: none"> • DVD and DVD player; • Screen /speakers; • Snacks, coffee, tea; • Some discussion questions (for either over the break or afterwards). 	<ul style="list-style-type: none"> • Consider the language level of the film, and the learning needs of the tenants. • The public library offers a great selection of educational environmental films.

PREPARATION:

Watch the film ahead of time, and prepare a few short questions that can help viewers debrief what they learned and apply it to their own lives. Be prepared to ask about people's thoughts and feelings about the films, as some films can elicit deep emotions.

IDEAS FOR FILMS:

1. There are many films out there that have inspiring messages about what viewers can do to contribute to a healthier environment and a better world. There are also many environmental films that focus on the gravity of the ecological crisis and dangerous impacts of climate change, species extinction, etc.
2. Consider the emotional 'tone' of the film, and try to choose ones that leave the viewer with a sense of empowerment and hope that they can do something to make a difference.

SHORT CLIPS	MEDIUM-LENGTH	FULL FEATURE
The Story of Stuff (educational) BC Hydro commercials (humorous) Energy, Let's Save It! How-to videos on home energy efficiency	The National Film Board has several films that you can search for free by theme The Nature of Things TED Talks offers a number of short- to medium-length films on innovative ideas	Dirt! The Movie Winged Migration (2001) Avatar (2009) WALL-E (2008) Earth (2007/2009) Force of Nature: the David Suzuki Story (2010)

MODULE 4: INCORPORATING OUTINGS / FIELD TRIPS

PURPOSE:	TIME REQUIRED:	MATERIALS:	TIP:
<p>As we know, people learn by doing, and they remember what they have personally experienced. Learning through active, explorative experiences engages people. Field trips are a type of experiential learning that shifts people away from the traditional meeting location, and into a whole new way of learning.</p>	<p>Preparation: 3 hours (longer when it comes to transportation arrangements and children) to choose an appropriate location and make arrangements.</p> <p>Activity: 2-7 hours.</p>	<ul style="list-style-type: none"> • Consent forms (if children are involved) including Care Card numbers and an emergency contact; • Contact numbers for all emergency contacts; • Transportation (bus tickets or alternate arrangements); • First-aid kit. 	<p>Consider sites accessible by public transportation, the learning needs of the tenants, and accessibility for wheelchairs / strollers.</p>



Outing to Van Dusen gardens

PREPARATION:

Consider the logistics involved in field trips. If possible, visit the site in advance of the actual trip, and talk with the person in charge about what people will see and experience. Meaningful field trips should tie into energy conservation ideas of the livegreen program. Facilitators should also contemplate the entire trip schedule, from beginning to end, in order to assess for opportunities to build relationships, incorporate learning, and have meaningful discussion.

BEFORE THE TRIP:

Arrange transportation in advance.

To accommodate people with disabilities, you may need to arrange walkers or wheelchairs. Check with the organizers at the field trip site about availability, and also inquire about wash-room locations and water bottle fill stations.

If children are involved, notify parents / guardians in order to obtain permission for the children to participate in the trip. Transportation for children is more complex, and you will need to arrange this in advance. In addition, it is advisable to have health emergency information papers for each person or have access to someone who does.

Arrange payment for the trip in advance.

Pack first-aid supplies or find out where they

are on-site, and decide on a meeting location if someone gets separated from the group.

Decide if food or water is required, based on the duration of the trip, and make appropriate arrangements. This may provide an opportunity to expose participants to local foods.

IDEAS FOR FIELD TRIPS:

Van Dusen Botanical Gardens — Discounts are available for groups. Check for tours and courses as well.

Nature Vancouver — Field trips are offered regularly, as are summer camps and workshops.

BC Hydro — Features sponsored youth activities.

Telus World of Science — Offers adult evenings, camps, teen events, speakers, and workshops.

Metro Vancouver Watershed tours — The Region offers three guided tours through the Capilano and Coquitlam Watersheds, and The Lower Seymour Conservation Reserve.

MODULE 5: SITE BEAUTIFICATION ACTIVITIES

PURPOSE:	TIME REQUIRED:	MATERIALS:	TIPS:
<p>Site beautification activities are as boundless as your imagination! The idea is to develop tenant pride in the building or area where they live. Beautification can consist of growing plants in the building, adding flowers to the community, or activities that add to traditional festivities (holidays). They can also include arts-based projects to beautify the area.</p>	<p>Preparation: 3 hours. Activity: 3 hours.</p>	<p>Art supplies or plants and flower pots.</p>	<ul style="list-style-type: none"> • Develop a relationship with a few local artists and work with them on a series of projects that can be incorporated into the program. • Ask the artist to give you a full list of supplies needed, in advance. • Check with the local municipality about applying for beautification grants. Many cities offer these to local residents. • Build in time to apply for a grant if you want to pursue this option.



livegreen Banner making

PREPARATION:

Facilitators should plan to arrive well in advance to prepare for the session, and ensure that there are adequate supplies on hand.

BEFORE THE SESSION:

Check around the community with local recreation and arts centres to find out about local artists. Meet with a few of them to get a sense of their experience and 'fit' with what you are proposing. Ask the artists for their ideas!

IDEAS FOR BEAUTIFICATION ACTIVITIES:

Peace flags: Peace flags can hang in foyers or outdoors, and can include self-portraits, environmental messages, or dreams for the future.

Plants and soil: Introducing plants of all types (food / herbs or flowers for beauty and to attract bees) are an easy beautification activity. You need enough soil and pots for the group; and a covered table or outdoors is ideal. The plants can either be purchased as seedlings from a local nursery, or you can purchase seeds: we recommend quick growing ones especially for children so they can see results.

Quick-sprouting seeds include: radishes, chives, and beans, however any seeds can

be pre-germinated by soaking them in a moist environment a few days before the event — consider corn, sunflowers, etc. ...these need room to grow.

Painting terra cotta pots: Enhance the planting activity by painting small terra cotta pots with the tenants before they plant in them.



Community flags from livegreen family day

MODULE 6: SUSTAINABLE COMMUNITY MAPPING

PURPOSE:	TIME REQUIRED:	MATERIALS:	TIPS:
Community mapping is a graphic learning and community development tool that connects people to one another and to their home places. Sustainable living is closely connected to sustainable communities. The purpose of a community mapping exercise is to nurture a sense of connection to the services and places of significance in the neighbourhood.	Preparation: 3 hours. Activity: 1 hour for workshop. Follow-up: 2 hours.	<ul style="list-style-type: none"> Large map of the community, blown up on a big white piece of paper; Small round stickers in different colours; A list of categories or services that you want to map; 'Stickie' Notes; Markers; Refreshments and snacks. 	<p>Community mapping tells the stories of what is happening right now and what may happen in the future. Every person and community has stories about memories, people, and places in their neighbourhood. Mapping can be an excellent way to bring tenants together around shared values and experiences. It also enables them to be the experts through the stories they tell!</p> <p>Encourage tenants to tell stories about places or services associated with the map.</p>



Sustainable community mapping workshop

PREPARATION:

You need a large representation of the neighbourhood on a wall or a table. You can draw this yourself or find an artist in the community to draw this for you. Ensure that you include major streets, parks, community centres, and transit hubs so that there are some landmarks that tenants can orient to.

Spread the map on a large table and set up chairs, markers, stickers, and 'stickie notes' surrounding the table.

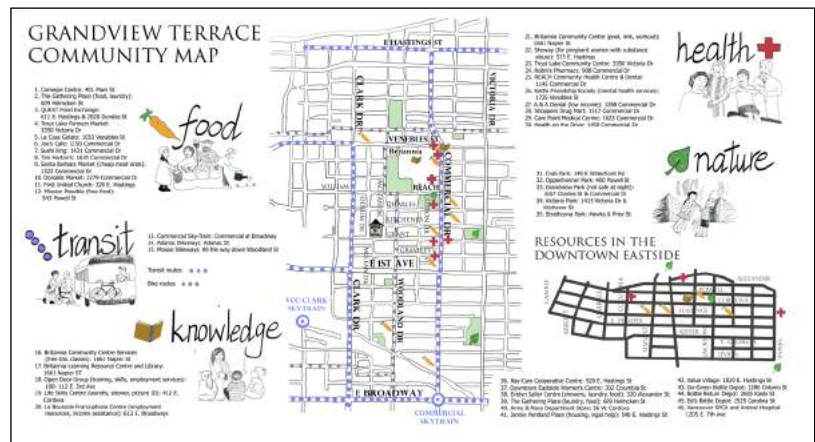
INSTRUCTIONS:

Come up with 4-5 main category themes that you would like to map with the tenants. Some examples could include:

Nature places: gardens, parks, water, favourites places to stroll;

Family places: child care, family resources, senior services, playgrounds, parenting classes, cultural clubs;

Health: medical clinics, recreation centres, counselling services, dental services, nutrition, pharmacies.



Completed community map!

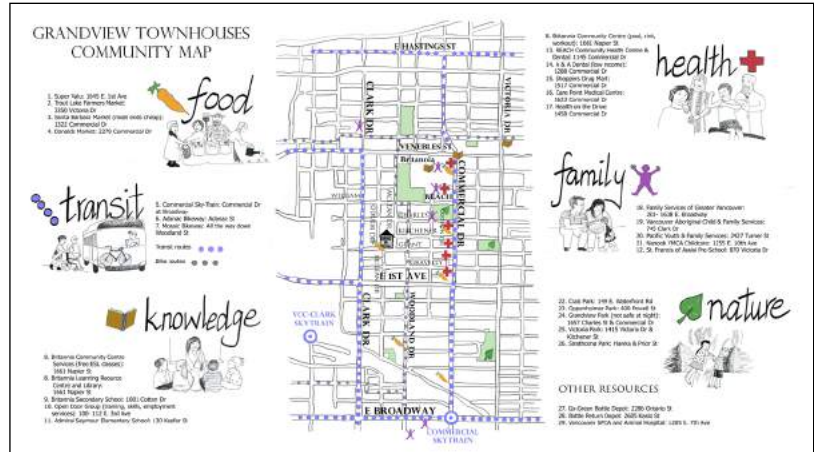
Food places: community gardens, food banks, free meals, farmers' markets, food co-ops;

Transit: buses, Skytrain stations, bike paths, pedestrian-friendly streets;

Knowledge: schools, learning resource centres, library, ESL classes;

Assign one colour of sticker to each category and develop a colour legend for the map.

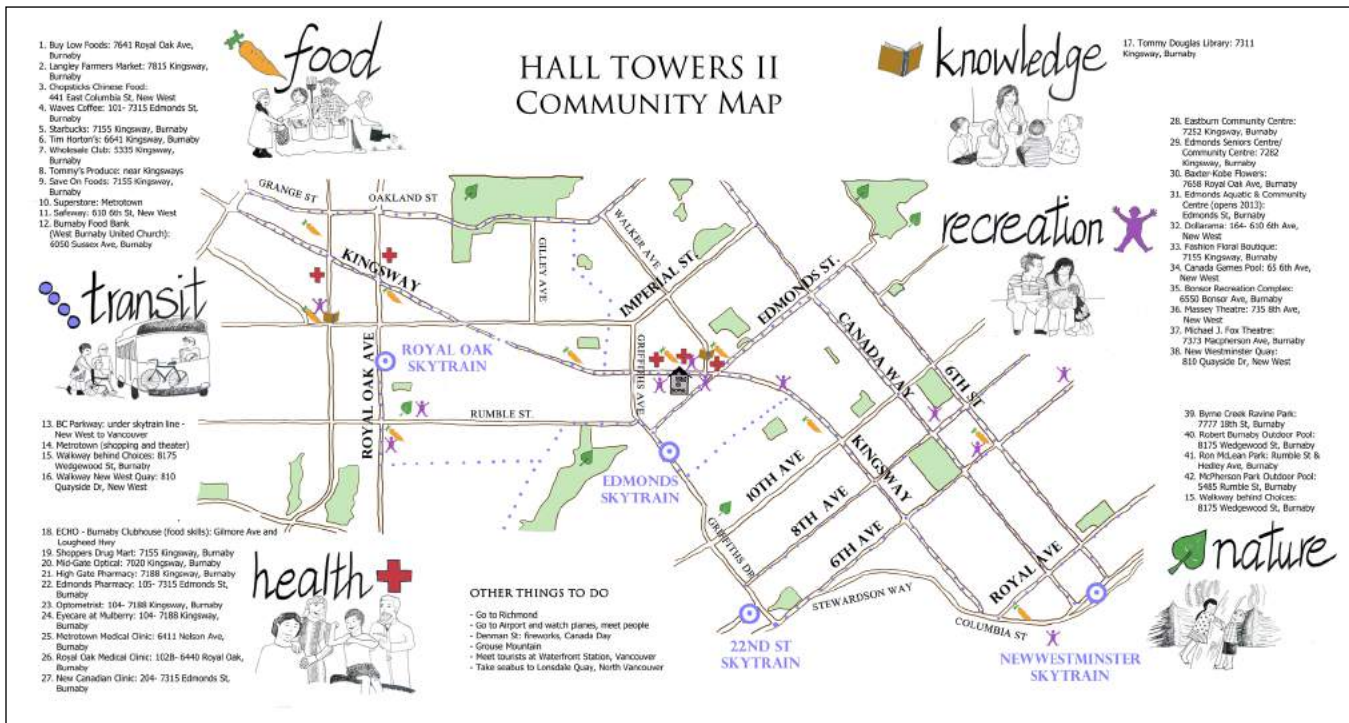
Ask tenants to describe the place that they are mapping and put a coloured sticker right onto the map. Do not be surprised if many of the descriptions conjure discussion and stories amongst the tenants! If there are comments that seem significant, ask tenants to write them onto 'stickie notes', which can also be placed directly onto the map.



Sustainable community map

AFTER THE WORKSHOP:

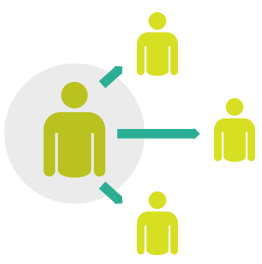


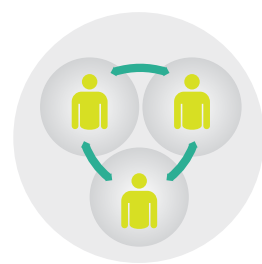
Post the map on the wall for all of the tenants in the building to enjoy.



Sustainable community map

APPENDIX A: SPECTRUM OF TENANT ENGAGEMENT

INCREASING IMPACT AND SUPPORT FOR ENGAGEMENT AND BEHAVIOUR CHANGE OUTCOMES 

	INFORMING	INVOLVING	COLLABORATING	LEADING
				
Tenant Engagement Goal	<p>Provide meaningful and factual information to raise awareness, promote programs, and communicate ideas.</p> <ul style="list-style-type: none"> Information flow is one-way. 	<p>Tenants participate by showing up to events, engaging in discussion and activities and providing input that shapes future engagement. Site staff plan, organize and invite tenants to engagement activities. Tenants participate.</p> <ul style="list-style-type: none"> Two-way flow of information. 	<p>Tenants work together with the program staff to develop, plan, and organize activities in a collaborative way. The tenants have some ownership over activities and have a role in making the event happening.</p> <ul style="list-style-type: none"> Tenants communicate with each other and staff. 	<p>Tenants have the capacity and interest to play a leadership role in livegreen activities in the community. They are given responsibility to lead certain aspects of the program.</p> <ul style="list-style-type: none"> Tenants communicate with each other and staff.
Relationship to CBSM	Branding, awareness-raising, prompts.	Education, commitment, social norms.	Education, commitment, social norms, capacity development.	Education, commitment, social norms, capacity development.
Examples of Strategies	Educational posters, stickers, newsletters, mail-outs.	livegreen meals, film nights, pledges, prizes, games, surveys, focus groups, stickers on doors.	Arts-based activities, outings, celebration dinners, putting up posters, inviting other tenants.	Tenant advisory committee, community champions program, floor leaders, maintaining posters, mentoring other tenants.

Adapted from the International Association of Public Participation (2011) and Vancouver Coastal Health Community Engagement Framework (2006)

APPENDIX B: ENERGY CHALLENGE PLEDGE CARDS

ENERGY CHALLENGE: SAVE ELECTRICITY

I pledge to save electricity by:

- **Turning the lights off** when I leave the room!
- Unplugging items that are not being used.
- Changing to energy-saving light bulbs – We are supplying you with one to get you started.

I pledge to save electricity because I will save money and do my part for a healthy environment and a healthy future.

Bring this portion back for the draw!

[Tenant keeps this half]



ENERGY CHALLENGE: SAVE ELECTRICITY

Signature: _____

Name: _____

Unit: _____

Phone #: _____

APPENDIX B: ENERGY CHALLENGE PLEDGE CARDS

ENERGY CHALLENGE: SAVE HOT WATER

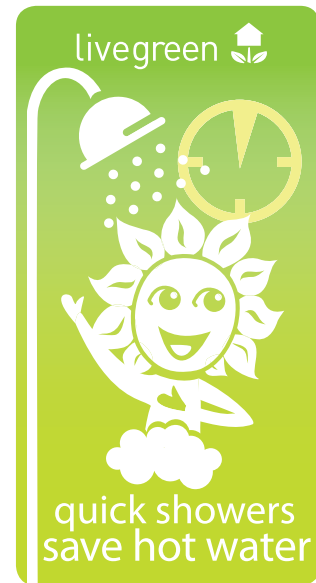
I pledge to save hot water by:

- Taking quick cleansing showers (5 minutes).

By doing my part to save hot water, I am part of a solution to stop climate change and prevent pollution!

Bring this portion back for the draw!

[Tenant keeps this half]



ENERGY CHALLENGE: SAVE HOT WATER

Signature: _____

Name: _____

Unit: _____

Phone #: _____

APPENDIX B: ENERGY CHALLENGE PLEDGE CARDS

ENERGY CHALLENGE: SAVE HEAT

I pledge to save heat by:

- Turning the heat down **by 2 degrees** at night.
- Turning down the heat when I am not home.
- Turning down the heat if my window is open.

By doing my part to save heat, I am part of a solution to stop climate change and prevent pollution!

Bring this portion back for the draw!

[Tenant keeps this half]



ENERGY CHALLENGE: SAVE HEAT















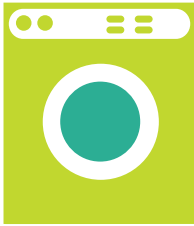

Signature: _____

Name: _____

Unit: _____

Phone #: _____

APPENDIX C: LIVEGREEN BINGO! Find someone who....

<p>BRINGS A BAG WHEN THEY GO TO THE STORE.</p> 	<p>HELPS TO KEEP THE COMMUNITY CLEAN.</p> 	<p>CAN NAME 1 IMPORTANT ENVIRONMENTAL ISSUE.</p> 	<p>URNS DOWN THE TEMPERATURE AT NIGHT.</p> 
<p>TAKES SHORTER SHOWERS TO SAVE HOT WATER.</p> 	<p>PLANTS A GARDEN!</p> 	<p>KNOWS WHAT THE 3 R'S STAND FOR.</p> 	<p>URNS OFF THE LIGHTS WHEN THEY LEAVE A ROOM.</p> 
<p>CAN NAME 3 FOODS GROWN LOCALLY.</p> 	<p>CAN NAME 1 WAY TO STOP POLLUTION.</p> 	<p>KNOWS THE NAMES OF 3 NEIGHBOURS.</p> 	<p>RECYCLES IN THEIR HOME.</p> 
<p>LIKES NATURE WALKS.</p> 	<p>LIKES TO DANCE!</p> 	<p>ONLY WASHES FULL LOADS OF LAUNDRY.</p> 	<p>KNOWS THE SOURCE OF POWER IN BC.</p> 

APPENDIX D: LIVEGREEN TRIVIA

HEATING AND COOLING

1. **When should you turn down your thermostat?**
 - a) When you are out for the day
 - b) At night
 - c) When your windows are open
 - d) All of the above**

2. **True or False? If you turn your heater on, you should open windows to help distribute the heat.**
 False! Close windows when you have the heater on, so warm air does not escape, and cold air does not enter through the window.

3. **Does our energy for heat come from: coal, natural gas, or propane?**
 Natural gas (depending on where you are in the province).

4. **What country consumes the most energy per person: Canada, Ireland, or the UK?**
 Canada! We consume about double the amount of energy per person compared to Ireland and the UK.

5. **What is the first thing you should do if your apartment is too hot?**
 - a) Open the window
 - b) Turn down the thermostat**
 - c) Turn on a fan

6. **What is the 'heat stack' effect in a building?**
 A 'heat stack' happens when it is cold outside and warm inside. Since heat rises, apartments at the top of buildings can be warmer. When a window is opened in an upper floor unit, heat rushes out and draws warm air up from other units. Cold air is drawn from the outside to replace air.

HOT WATER

1. **Using a low-flow shower head uses how much less hot water than a regular showerhead?**
 - a) 10%
 - b) 5%
 - c) 50% **

Older shower heads have flow rates as high as 20 litres per minute. New shower heads use between 5.6 and 9.5 litres per minute, and use less than half of the water and energy that your old shower head uses!

2. **How much hot water is saved by taking a 5 minute shower rather than a bathtub full of water?**
 About half the amount of water is used by taking a quick shower!

APPENDIX D: LIVEGREEN TRIVIA

3. How can you save energy when washing your clothes?

Turn down the water temperature (use cold water), and only wash full loads.

ELECTRICITY

1. A CFL (compact fluorescent light bulb) lasts how much longer than a regular light bulb?

- a) Twice as long
- b) The same amount
- c) Eight times as long **

2. What is 'vampire power'?

Many gadgets, electronic devices, and appliances draw power even when they're switched off or not in use, just by being plugged in, and though it may seem trivial, it can add up over time. This is called 'vampire power' because it sucks energy even when not turned on.

3. Name one way to decrease the amount of 'vampire power' in your apartment.

Turn electricity off at the source by using a power bar!

Altogether, vampire power can account for about 10 % of an individual home's electricity use.

4. True or False? You should throw burned out or broken CFLs into the garbage.

False, CFLs contain small amounts of mercury, and the preferred (and sometimes required) method is to take them to a proper disposal facility. Most large stores that sell fluorescent lighting will have a disposal box for old lamps (e.g.. London Drugs, RONA, Home Depot).

WASTE

1. What should you bring on your grocery shopping trips?

Reuseable bags

2. About how long does it take a Styrofoam cup to decompose? 10 yrs, 2 months or 400 years?

400 years.

3. What do the 3 R's stand for? (Bonus if you can offer one way to demonstrate each of the R's.)

Reduce, Reuse, Recycle...and Rethink!

COMMUNITY TRIVIA

1. What is the name of the closest community centre?

2. What are the names of 2 people who live on your floor?

3. Name one program that runs in this building every week.

4. Name 3 other languages that are spoken by tenants who live here.

APPENDIX E

If you have a monthly calendar or newsletter, there may be an opportunity to include interesting facts or quotes. Here is a start:

FACTS AND TIPS:

If just 25% of us used 10 fewer plastic bags each month, we would save over 2.5 BILLION bags a year.

Every ton of recycled paper saves 380 gallons of oil.

Eating local saves energy! The average meal travels 1,200 km from the farm to plate.

Did you know... changing to energy saving light bulbs saves about 75% more electricity!

Leaky faucets that drip at the rate of one drip per second can waste more than 3,000 gallons of water each year.

A full bathtub requires about 70 gallons of water, while taking a five-minute shower uses 10 to 25 gallons.

Many gadgets, electronic devices, and appliances draw power even when they're switched off or not in use, just by being plugged in! This is called 'vampire power' and can add up over time to be 15% of your electricity bill. Unplug or use a power bar!

Turning down the temperature by 3 to 5 degrees at night saves you about 15% of your monthly household energy consumption!

QUOTES:

Don't blow it - good planets are hard to find.

—Quoted in Time

Nature provides a free lunch, but only if we control our appetites.

—William Ruckelshaus, Business Week, June 1990

We do not inherit the earth from our ancestors, we borrow it from our children.

—Native American Proverb

There are no passengers on Spaceship Earth. We are all crew.

—Marshall McLuhan, 1964

When we heal the earth, we heal ourselves.

—David Orr

Take care of the earth and she will take care of you.

—Author Unknown

When one tugs at a single thing in nature, he finds it attached to the rest of the world.

—John Muir

Every day is Earth Day.

—Author Unknown

We are living on this planet as if we had another one to go to.

—Terri Swearingen

Plans to protect air and water, wilderness and wildlife are in fact plans to protect man.

—Stewart Udall

Waste not the smallest thing created, for grains of sand make mountains, and atoms infinity.

—E. Knight