

ReThink! Sustainability Manual and Activities



conserve
NOVA SCOTIA



DALHOUSIE
UNIVERSITY
Inspiring Minds

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Dalhousie and Sustainability

What is sustainability?

The process of sustainability is a pathway of continual improvement where actions protect and enhance human and natural resources needed by future generations to enjoy a quality of life equal to or greater than our own.

What are Dalhousie's goals when it comes to sustainable development?

Dalhousie University is striving to become a leader in campus sustainability. Through the Office of Sustainability, Dalhousie is aiming to mobilize the intellectual forces and energy of the Dalhousie community to:

- enhancing values, knowledge, skills, and social norms that support sustainability;
- encouraging and supporting organizational behaviours and physical systems that enhance sustainability;
- decreasing natural resource use (energy, water, products), waste, toxins and air emissions;
- increasing use of renewable energy;
- enhancing health and social attributes of the campus ecosystem;
- increasing sustainable transportation;
- drawing people to Dalhousie as a result of sustainability activity.

The Dalhousie Sustainability Wheel is a schematic representation of the component areas involved in achieving sustainability at Dalhousie (Figure 1). At the center of the framework is **academic life** which represents governance issues, student life, and academic achievement. Involved in allowing academic life to thrive are six major inputs: **energy, water, transport, products, and the natural and built environments**. Major outputs of these systems include **waste and emissions**. A primary goal of sustainable activity is to make the most effective use of inputs and thus reducing negative outputs. On the outer ring of the wheel are the positive outcomes that we aim to achieve through our sustainability actions.

What steps are being taken to build a sustainable Dalhousie?

In 2008, a focused effort to systematically tackle sustainability issues was launched at Dalhousie. A University Office and Student Office of Sustainability were created to reduce Dalhousie's environmental impact and enhance sustainability across the campus. The College of Sustainability was created and offers a major in environment, sustainability and society with key disciplines across the University.

Visit www.sustainability.dal.ca for more details.

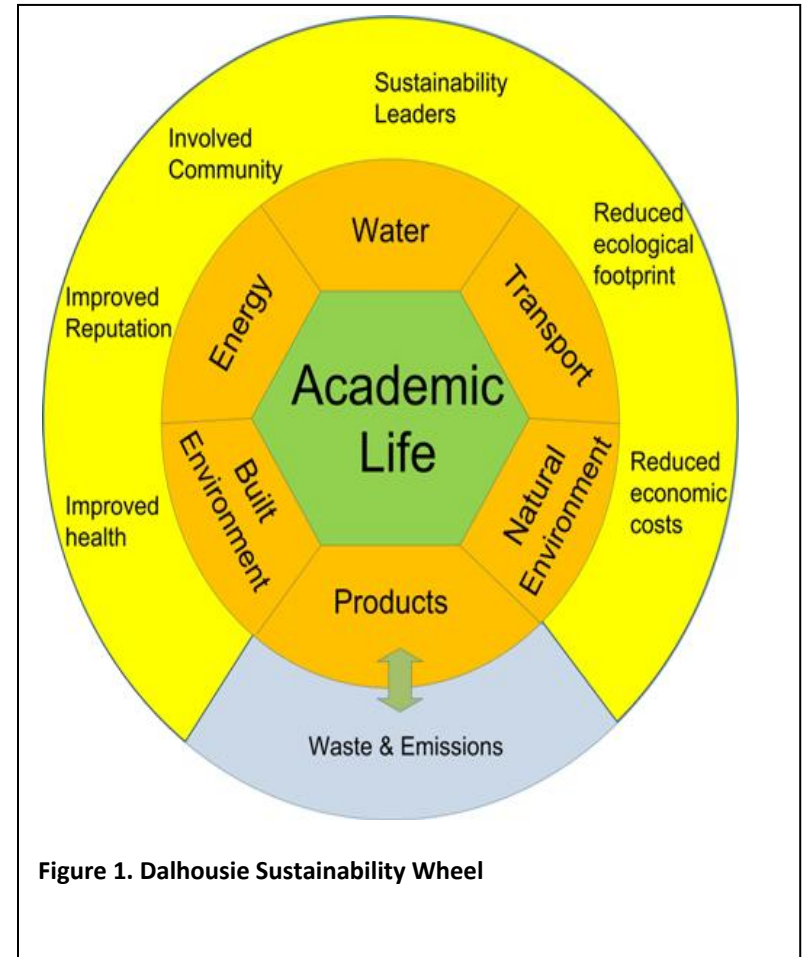


Figure 1. Dalhousie Sustainability Wheel

Introduction

The **Dalhousie Office of Sustainability** thanks you for your interest in our ReThink! Sustainability on Campus. This package provides the necessary foundation to implement an effective program targeted at the making the day to day actions of students, staff, and faculty more sustainable.

Background

Rethink! Sustainability on Campus program, is a targeted university initiative that builds on Conserve Nova Scotia's "ReThink! Greener Choices at Work" program. Focus groups and campus-wide meetings were used to inform the development of the program.

The ReThink! Sustainability on Campus program rests on a foundation of six guiding principles spanning both social psychology and environmental education theories. Strategies and elements from these disciplines have been incorporated to embed a lasting sense of awareness and engagement toward sustainability issues.

Educational Principles:

1. Individuals act to avoid censure or earn praise from others;
2. Social/physical/political/economic environment provide support for behavioural change;
3. People are more easily persuaded to change behaviour if they see their friends endorse the attitude/behaviour;
4. A group supports individuals to help change and maintain new attitude and behaviour;
5. Descriptive specific positive normative appeals prove are effective; and
6. Initiatives which aim to remove barriers and enhance benefits support preferred behaviour.

From these principles, 3 major program components were developed:

- **Sustainability Pledge**
- **Sustainability Teams & Activities/ Events**
- **Community Based Social Marketing Resources**

The Sustainability Pledge

Taking a pledge toward a more sustainable lifestyle is an easy, yet effective way to increase involvement and awareness around sustainability issues, and to create consciousness of individual and communal impacts on the planet. Sustainability pledges aspire to immediately or gradually change unsustainable habitual behaviors to those that are more sustainable and lasting. To encourage your university engagement and commitment to a sustainable way of life, use the pledge to:

- Educate and generate awareness on environmental/ sustainability issues, on both an individual and community level
- Make it easier for the university community to become more involved in sustainability initiatives
- Provide individuals with an opportunity to personally have an impact on the environment
- Acts as a motivational starter for personal habitual change

Signing the pledge you are committing to:

- Rethinking personal consumptive, wasteful and unsustainable habits and working toward more sustainable ones
- Develop a better understanding of the social and ecological consequences of your choices
- Become more active in sustainability initiatives
- Encourage others in your life to take the first step toward a sustainable lifestyle as well

We can greatly contribute to the impact the community. Through personal choice, action, or education, we all can play an integral role in making universities more sustainable. Taking a sustainability pledge signifies an individual's commitment in attempting to help or influence the current situation.

Pledges range from general statements to implement a greater social and ecological awareness to specific activities that can be implemented day to day. The more specific the pledge task, the easier it becomes for the participant to visualize their responsibility and see through their commitment. The objective of the pledge is to get people to rethink their current actions. Widely promote the pledge to your university community. When sustainability is demonstrated in the leaders of a community, it often acts as a motivational factor to those in close approximation with these individuals. **Included below is a sample of an electronic pledge found on our website. <http://office.sustainability.dal.ca/>**

Take the Sustainability Pledge!



First and Last Name:

Email Address:

Which part of the Dalhousie Community do you most identify with?

- Part Time Student
- Full Time Student
- Part Time/ Casual Staff
- Full Time Staff
- Part Time Faculty
- Full Time Faculty
- Affiliate/Visitor

Residential Accommodation:

- Colpitt House
- DeMille House
- Eliza Ritchie
- Gerard
- Glengary Apartments
- Howe
- Lyll House
- O'Brien
- Risley
- Shirreff
- The Grad House Residence
- Off campus housing
- Other _____

Take the Sustainability Pledge!

I, _____, am pledging that throughout the _____ academic year I will become more aware of my impact on the environment and become a more ecologically and socially conscious member of the Dalhousie Community. To show my commitment to this statement I will practice sustainable actions throughout the year including:

Computing & Printing

- Turn off monitors when away from the computer more than 5 minutes.
- Set computer to “sleep” mode; screen savers **do not** save energy.
- Avoid battery operated mice and keyboards.
- Think twice before printing, ask yourself is it really necessary?
- Always copy and print double-sided.
- Design document/ shrink images to minimize paper consumption (e.g. set default margins to .75” on all sides (or less!))
- Use recycled-content paper in the office (you can buy 100% post-consumer paper from the Dalhousie Print Centre).
- Save one-sided leftovers for scrap, or to print drafts on.
- Conserve energy by turning off the copier/printer or use stand-by mode.
- Send documents and invitations electronically
- Edit, spell, and grammar check on screen
- Return empty printer cartridges through Ricoh for photocopies/ MFDs and the rest to Staples Advantage, or the campus mail room.
- Recycle paper when no longer needed.

Water

- Don't leave the water running freely during everyday activities.
- Rinse dishes in a separate sink or all at once at the end.
- Take shorter showers.
- Purchase equipment and appliances that use less water.
- Avoid purchasing bottled water.
- Use non-toxic cleaning products to protect water quality.
- Don't pour unused household chemicals, pharmaceuticals, fats, oil, grease, paints, solvents and vehicle fluids down sinks, toilets or storm drains.

Take the Sustainability Pledge!

Waste

- Reuse and recycle paper, cardboard; beverage containers; plastics 1,2,4; tin and glass containers, electronics, furniture, compost, and dispose of hazardous waste in appropriate manner. Use a [Dalhousie Waste Management Guide](#) to help you.
- Use the [Dalhousie Chemical Exchange Program](#).
- Participate in the [Annual Dump and Run](#) in April.
- Familiarize myself with [HRM Waste Management guide](#) for home use.
- Switch to 100% post consumer recycled paper (did we mention it is available at the [Print Centre](#))
- No longer purchase items containing Styrofoam packaging. (Places like Booster Juice offer the purchase of reusable mugs instead of Styrofoam).
- Make a conscious effort to circulate and file information electronically.
- Be selective in printing large document.
- Reuse envelopes, folders, and the back sides of pages.
- Take reusable bags to the grocery store.
- Use rechargeable batteries.
- Choose to not purchase items with excess packaging.
- Choose to repair items rather than discarding them.
- Use reusable cutlery and bring your own containers.
- Bring your own mug to campus. Receive a 10 cent discount at any location on campus. (Check out Lug a Mug Mondays in the SUB for free coffee when you bring a mug).
- Request no receipts at stores/ restaurants.
- Reduce unwanted junk mail by removing your mailing address by phone or email.
- No longer use disposable cutlery/ utensils.
- Return sharps (needles) placed in a sharps container and unused medicine to a local pharmacy.

Take the Sustainability Pledge!

Energy and Clean Air

- Always turn off lights when not in use.
- Unplug electronics when not in use to reduce phantom energy consumption.
- Unplug laptop and phone chargers when not in use.
- Turn down the heat when not around.
- Plant a tree.
- Turn down heat before leaving the house or office.
- Close storm windows (especially in preparation for the winter months).
- Close curtains and blinds each night to keep warm air in and cold air out.
- Turn off computers and monitors when not in use, and turn off power bars.
- Use compact fluorescent bulbs – they are more energy efficient, cheaper in the long run and last longer.
- Wash clothes in the washing machine in cold water.
- Take the stairs instead of an elevator.
- Support renewable energy initiatives.

Meetings

- Hold "virtual" meetings with conference calls.
- Send agenda by email (not hard copy).
- Remind attendees to bring their own mug/water bottle.
- Don't offer bottled beverages, use jugs filled with tap water or juice.
- Remove garbage cans from meeting rooms entirely or have compost, recyclable, paper and waste bins.
- Facilitate carpooling or shuttle.
- Use reusable nametags, dishes, cups, etc.
- Minimize or avoid printed handouts.
- Have recycling bins available for attendees.
- Review Office of Sustainability [Green Events and Meeting Guide](#) for more tips.

Take the Sustainability Pledge!

Publications

- Publish documents online.
- Design to minimize paper use.
- Use recycled-content paper.
- Avoid overruns; minimize number you distribute.
- Target your mailing list.

Purchasing

- Avoid buying “stuff” in the first place.
- Buy recycled-content products (both pre- and post-consumer).
- Choose products with minimal packaging.
- Use energy efficient light bulbs (compact fluorescents)
- Buy energy efficient equipment – purchase only Energy Star certified products if you can.
- Choose reused equipment and furniture from Notice Digest and My.Dal Classifieds
- Seek non-toxic alternatives.
- Look for reusable or refillable products.
- Purchase locally-manufactured products, or those from a shorter distance (Try within the Maritimes).
- Look for these logos – Energy Star, Ecologo, Green Seal, Der Blaue Engel, FSC, Greenguard, Fair Trade- when choosing products.

Transportation

- Walk , bike or public transport to school at least twice a week as opposed to using your own vehicle
- Join The Guaranteed Ride Home Program if you use sustainable transport three times a week.
- Avoid unnecessary short car trips as much as possible.
- Use your Dal U-pass instead of car.
- Carpool. Find a buddy using HRM Smart Trip. You can be matched with others at Dal by using your Dal email.
- Join Dalhousie’s Ride Share program to receive a marked reserved parking space with free parking day incentives. Call the Parking Office at 494-6400 to inquire/ register.
- Avoid idling over 1 minute.
- Reduce your car time by choosing sustainable transport and CarShare Hfx.

Take the Sustainability Pledge!

Food and Catering

- Pack lunch in reusable containers.
- Avoid single-use, disposable packets.
- Keep plate, utensils, & cloth napkins at work.
- Use reusable mug (and get discount at various campus cafe locations).
- Use a water filter instead of bottled water (or just drink tap water!)
- Choose energy efficient appliances for kitchen area.
- Consider eating locally-grown foods.
- Consume less meat and more vegetables & meat alternatives.
- Prepare proportionate meals to reduce food waste.
- Buy certified fair trade products (e.g. Just Us! Coffee.
- Buy organic foods.
- Request locally-sourced foods for meetings and events.
- Choose reusable/china and fair trade options through Aramark's catering service.
- Avoid individual bottled beverages, use pitchers of tap water instead.
- Avoid individual condiment packages, use bulk instead.
- Notify food services groups of your environmental goals and for help making decisions about your event.
- Request vegetarian options for meetings and events.

Education

- Spend 10 minutes every day learning about environment and sustainability issues.
- Donate to an environment and sustainability cause once a month (Your time is also a great resource).
- Contribute to local newspapers once every two months highlighting initiatives or issues.
- Check out the newest version of the [Campus Green Guide](#).

Operations

- Refrain from using mechanical electronics when human powered alternatives are viable alternative.
- Take the stairs instead of elevators on campus.
- Refrain from using push-button automated door opening mechanisms if not needed.

Sustainability Teams

For Nova Scotia's universities to become leaders in campus sustainability, students, staff, and faculty from all areas need to be involved. The community must work to reduce the amount of water, energy and products we use, and the air emissions and waste we produce. To increase community involvement and action, we have proposed the formation of Sustainability Teams: informal social building area (i.e. floor, department), or organizational group. Team members can include students, faculty, and/or staff who work together to educate and promote sustainability issues. Teams may follow the activities listed in the manual resource or can work together to create new activities that may be more directly related to their situation on campus. The purpose of these groups is to provide a platform for initiating sustainable change on campus through action, education, and engagement.

To promote and acknowledge the efforts of sustainability teams and individuals across campus, Dalhousie shall hold an annual Sustainability Celebration in early April to highlight various accomplishments and to distribute awards, including the coveted sustainability trophies. This event also aspires to encourage dialogue on key sustainability issues on and around campus, and to also provide an opportunity for teams to meet and interact with one another.

Sustainability Team Program Objectives:

- Strive to reduce negative ecological and health impacts of Dalhousie's operations and extend this influence beyond the workplace;
- Seek to reduce economic and operating costs as a result of sustainable practices;
- Incorporate the principles of sustainability into Dalhousie's operations;
- Build a culture of sustainability on campus; and
- Provide sustainability leadership and support by being role models on campus.

Guiding Principles

- Have fun
- Learn through doing
- Be open to a diversity of ideas, people, and solutions

Benefits: Individual

- Learn about sustainability issues relevant to home and work environments
- Meet new people
- Contribute to positive social and environmental change on campus
- Receive Office of Sustainability mug and other items
- Encouragement of pride and engagement of university community

Benefits: Community

- Lower financial costs
- Create effective long-term, dialogue between students, staff, and faculty
- Encouragement of pride and engagement on campus
- Support of sustainability stewardship

How does it work?

- 1) **Sign-up:** Get groups of people to register for the program. Group size can range from a couple of people to a large committee that may be broken up into working groups. Some Sustainability Teams meet and organize activities during non-work/class hours. Others may negotiate a combination of non-work hours and up to five hours a month during work time or as a class assignment. Some teams members may want to use the Terms of Reference provided in the Appendix of this document to seek approval for participation.

- 2) **Training:** The Office of Sustainability at Dalhousie provides an introductory two-hour training session for each team that registers. The training session will provide an introduction to sustainability at Dalhousie, information on Sustainability Teams, and program material.
- 3) **Activities:** Each team should meet to have a discussion around the various objectives and which activities they would like to pursue. See the Sustainability Team Manual for numerous activity ideas and resources for implementation.
- 4) **Resources:** The Office of Sustainability will act as a support resource for the Teams throughout the year. Materials, including the manual and evaluation frameworks, will be posted on the Office's website. Events and other audio-visual material will be posted on the Office of Sustainability's Facebook page.
- 5) **Annual Sustainability Celebration Event:** Each year, the Office of Sustainability will organize an event for all Sustainability Team members and the campus population in general. At this event, awards will be presented, tokens of appreciation will be given to all team members, and interesting learning sessions will be hosted.

Individuals who are not formally involved can support Sustainability Teams by signing a Sustainability Pledge and administrative forms noting their personal or organizational contribution.

Evaluation

An important aspect of every program is the evaluation framework. These frameworks provide information on which parts of the program are effective, which need further development, the lessons and skills that are being taken away, etc. An evaluation form is provided in the appendix of this document. A formal evaluation framework is underdevelopment.

Sustainability Team Activities

A number of activities relating to sustainability have been included in this section. These activities are not meant to be prescribed and are extremely flexible. Most may be modified to fulfill a variety of topics. Feel free to incorporate your team’s own interests and develop a more relevant, personalized approach by creating your own activities and focuses.

Focus on Experiential Learning Techniques

Each activity is designed with the collective goal of learning through direct experience. Since sustainability concepts are often inextricably linked with everyday individual activities, like taking a shower or how you travel to work, it is especially crucial that the learner develops a first-hand understanding. Experiential learning can be highly effective, as it engages the learner at a more personal level by addressing their needs and wants through the involvement of qualities such as self-initiative and self-evaluation. For experiential learning to be most effective, it should employ the whole learning wheel, from goal setting to experimenting and observing, reviewing, and action planning. Try to keep these five steps in mind when planning your activity. For more information on sustainability issues related to transportation, water, energy, built environment, food, waste and emissions, procurement, and the natural environment visit www.sustainability.dal.ca.

List of Activities

- | | |
|---|-----------------------------------|
| 1. Baseline Sustainability Assessment | 9. Flea Market |
| 2. Energy Star Calculator | 10. “Seasoned” Bake Sale |
| 3. Second Hand Clothing Drive | 11. Jeopardy |
| 4. Recycling Mania | 12. Film Screening |
| 5. 30 Tips in 30 Days | 13. Theme Days |
| 6. The Commuter Challenge | 14. Sustainability Tours |
| 7. Expressing Sustainability Concepts Through Arts and Crafts | 15. Investigate Biodiversity |
| 8. 160 Kilometre Picnic | 16. Calculate Your Eco-Footprint! |

Activity 1

Baseline Sustainability Assessment

Goals:

- Highlight specific practices and procedures relating to sustainability
- Assess the current status of a particular area and create a baseline of information to measure sustainability progress
- Identify potential improvement opportunities

Outcomes:

- Raised awareness and changes in behaviours
- Implementation of specific programs to help improve the economic, environmental, and social health conditions
- Demonstration of the tangible benefits of sustainability strategies

Background: A sustainability assessment can be described as a systematic process of assessing an organization's activities in order to establish a sustainability baseline to explore opportunities for improvement. Sustainability assessments may include environmental auditing of areas such as energy and waste, to more sophisticated analysis of management systems, community involvement, and performance indicators. An audit is often the first step to making real change in the built environment as it allows for quantifiable, statistical data collection, informed strategic planning, and easier communication of needs and achievements.

The Office of Sustainability conducts baseline audits of the built environment every three-five years. Audit parameters include aspects such as lights, fixtures, recycling stations, alternative transportation infrastructure, and office equipment. These audit results are used to help plan strategies at a university-wide level. These strategies are included in a university-wide sustainability plan and university sustainability assessment reports.

Sustainability Teams can use sustainability assessment as a learning tool, to identify specific opportunities within an area of the University, and to aid the Office of Sustainability in university-wide efforts. The focus of Sustainability Team assessments are on discovery and education.

Place: Faculty building, office place, residence floor or house, etc.

People:

- Auditors
- Data Analysts
- Communications people
- Promotional representatives (optional)

Materials needed:

- Assessment Sheet (posted on the educational material section of ReThink: Sustainability on Campus website)
- Data master sheet for electronic recording (posted on the educational material section of ReThink: Sustainability on Campus website)
- Camera (optional)
- Clipboard and pen
- Extra note-taking paper

Notes:

Step 1	<ul style="list-style-type: none">• Meet with team to determine desired assessment areas and focuses• Meet with appropriate staff such as the building administrator to discuss the plan, receive approvals, and communicate the purpose of the assessment.	<i>You can do all or parts of the assessment.</i>
Step 2	<ul style="list-style-type: none">• Determine an appropriate time line that is convenient and is approved by appropriate building authorities and users if required.• Conduct part or all of the assessment.• Analyze results.	<i>Some energy audits are completed at night for convenience and to determine energy use after hours. Make arrangements with appropriate building authorities.</i>
Step 3	<ul style="list-style-type: none">• Communicate findings and thoughts to the Office of Sustainability and building occupants.	<i>Communicate findings with a constructive tone to build positively on findings.</i>

Follow-Up:

- Meet up with team to discuss how the assessment went. Did anything surprise you? Do you now have a different perspective of sustainability after completing this assessment?

Activity 2

Energy Star Calculator

Goals:

- Calculate the impact participants have on the earth
- Develop a greater awareness of energy consumption
- Recognition of the importance of sustainable product procurement
- Elicit a sense of individual responsibility to living sustainably

Outcomes:

- Quantitative information pertaining to energy usage on campus
- Predict life-cycle and economic savings

Background: Calculators make for excellent sustainability activities as they establish quantifiable information that can then be recorded and followed as Dalhousie aspires to become a more sustainable university. Dalhousie University is an Energy Star member and has access to a variety of resources pertaining to energy savings and conservation. The Energy Star Simple Savings Calculator is a tool designed to educate individuals on the economic and environmental benefits associated with energy-efficient procurement. The calculator allows users to determine energy savings, predict life-cycle energy and economic savings through replacing standard products with energy-efficient ones, compare operating costs, and many other energy related results. Conduct an Energy Star Simple Savings calculation to create a more sustainable campus through the provision of vital data.

Suggested Time: 1 hour or more (dependent on the magnitude of the assessment).

Place: Educational material section of ReThink: Sustainability on Campus website

People:

- Leader
- Data/ information collectors

Materials:

Information from previous Sustainability Assessment activity, or collect your own energy data!

- Energy Star Calculator (posted in the educational material section of ReThink: Sustainability on Campus website)
- Data master sheet for electronic recording
- Clipboard and pen
- Extra note-taking paper

NOTES:

STEP 1

- **ORGANIZE A GROUP OF TEAMMATES THAT ARE INTERESTED IN CONDUCTING THE CALCULATION**

If enough interest is shown, you may choose to arrange a trip to the same location at a later date for new participants.

STEP 2

- Hold a brief meeting or send out an email to team members and other potential participants to confirm attendance.
- Discuss transportation methods that reduce air emissions. (From old activity)

Provide resources and links on built environment issues and green building design to brief participants and stimulate interest.

Activity 3

Second Hand Clothing Drive

Goals:

- Use the tools of mass appeal and popularization to raise awareness of sustainable practices
- Support local community groups

Outcomes:

- A heightened sense of community and increased individual investment in local action
- Financial and other benefits for the chosen community group

Background: When attempting to make change, keep in mind that the social campaign can be as creative or straight-forward, simple or comprehensive as your group chooses it to be. In this activity, a particular sustainable issue is highlighted and efforts are made to raise awareness and stimulate local action. Sustainability is emphasized through integrating education and awareness with community outreach. Choose a particular sustainable activity to highlight, a period of time during which the campaign will be held, a community benefactor with a mission relevant to the chosen topic, and have some fun with it!

Suggested Time: As short as one day or as long as a month.

Place: All of campus or focus on a specific department or building.

People: Campaign manager
Community liaison
Promotional representatives

Materials needed:

- Drop-bins
- Information on sustainability issues and clothing production. Examples include:
 - News or journal articles such as “Waste Couture: Environmental Impact of the Clothing Industry” from Environmental Health Perspectives (<http://www.ehponline.org/members/2007/115-9/focus.html>).
- Resources from local organizations such as the Just Us! Development and Education Society (<http://www.judesfairtrade.ca>)

List of thrift stores in the Halifax Regional Municipality):

- This and That Recycled Clothing - 6188 Quinpool Road
- Re-Clothing - 1312 Queen Street
- Elsie's Used Clothing - 1530 Queen Street
- Dressed in Time - 5670 Spring Garden Road
- Salvation Army Thrift Store – Locations around HRM - <http://www.thriftstore.ca/locations>
- Value Village (locations around HRM) - <http://www.valuevillage.com/aboutus/storelocator.php>
- Second-hand clothing
- Promotional materials such as Facebook, or volunteer speakers to visit lecture rooms and common areas around campus.

NOTES:

STEP 1	<ul style="list-style-type: none"> ● Meet with organizing committee to determine the length and scope of the campaign and the recipient organization. ● Send out a press release via email and school forums such as Notice Digest and the Office of Sustainability's Facebook page to promote the drive. 	<p><i>Ensure a specific role is provided for the promotional representative: the secret of an effective campaign is in how well it's marketed!</i></p>
STEP 2	<ul style="list-style-type: none"> ● Raise awareness of the human rights and environmental issues associated with the production of clothing through the promotion of recycled clothing. (maybe direct them to Fair Trade site here) ● Aim to get as many people as possible wearing one item of used clothing or more every day during the campaign period. 	
STEP 3	<ul style="list-style-type: none"> ● Confirm with your building representative areas to temporarily locate clothing drop-bins. ● Collect donated clothing and pass on to a related charity organization such as local women's shelters and churches, Big Brothers and Big Sisters, or the Salvation Army. ● Send information to the Office of your success including the kgs of material diverted. You can calculate a garbage bag of clothing weighs on average 5.4 kgs or 12 pounds. 	<p><i>If a substantial amount of clothing is collected, consider dispersing it among multiple local organizations.</i></p> <p><i>Some charities such as the Salvation Army and the Diabetes Association provide pick-up service.</i></p>

Follow-Up:

- Conduct a survey or Rethink Challenge on used-clothing. Sample students, faculty, and/or staff members to find out how common thrift shopping is and what type of myths or barriers exist for potential consumers. Ask them how the drive affected them.

Activity 4

Recycling Mania

Goals:

- Use the tools of mass appeal and popularization to raise awareness of sustainable practices
- Support local community groups

Outcomes:

- A heightened sense of community and increased individual investment in local action
- Financial and other benefits for the chosen community group

Background: Nova Scotia is known as an innovator in waste management. Enshrined in provincial legislation are a number of mechanisms including landfill product bans, deposit and depot systems, and educational programs. Dalhousie has implemented a comprehensive recycling and composting program.

At Dalhousie the following product streams are recycled: organic material; construction and demolition waste; white goods (major appliances); chemical and hazardous waste; containers and some plastics; paper and cardboard; electronics; and miscellaneous products (i.e. ink cartridges). Other solid and hazardous waste that can't be recycled is properly disposed off.

A successful recycling program has little cross contamination in the waste and recycling bins (i.e. people put material where it is suppose to go). The wrong material in the wrong bin wastes money, time, and ecological resources. Waste disposal is more expensive than recycling and in some cases, material like organics has to be sorted by hand by staff before it is picked up. Ongoing education is key to better sorting rates.

Suggested Time: Over an extended period of time to draw maximum awareness (a few days, week, or month).

Place: All of campus or focus solely on a specific department or building.

People:

- Campaign Manager
- Volunteer(s)

Materials needed:

- Recycle Mania website: <http://www.recyclemania.org/>
- The Dalhousie Guide to Waste Management on Campus: <http://fm.dal.ca/recycling.htm>
- Resources for proper waste disposal – both at home and at work. Examples include: HRM’s “Naturally Green” webpage: <http://www.halifax.ca/wrms/>
- Example waste products common to campus such as Tim Horton’s cups and packaging, newspapers, water bottles, and milk cartons
- Promotional materials such as markers, or LCD screens on campus

NOTES:

STEP 1	<ul style="list-style-type: none">• Join the Recycle Mania Challenge (see website above) or create your own recycling activity (provide a little more detail on the challenge,• Outline dates and scope of campaign• Send to faculty members, classmates, coworkers, or peers and have them forward it to at least three people off campus	<i>Attach Dal’s Guide to Waste Management on Campus for reference.</i>
STEP 2	<ul style="list-style-type: none">• Assign informed volunteers to specific waste/recycling stations• Have the volunteers provide information and guidance to people disposing of products	
STEP 3	<ul style="list-style-type: none">• Challenge the public to practice similar habits at home• Provide information on socially beneficial recycling depots such as Youth LIVE	<i>Learn about Youth LIVE here: http://www.youthlive.ns.ca.</i>

Follow-Up:

- Choose an activity such as those listed on Waste Reduction Week Canada’s website (www.wrwcanada.com) to follow up with at a later date
- Conduct a waste audit (See Activity 1 – waste audit is part of sustainability assessment)
- Contact Faculty heads to draw attention to the need for regular reinforcement of the message through more accessible information on solid waste management and policies and hands-on training in orientation sessions with new staff

Activity 5

30 Tips in 30 Days

Goals:

- Motivate sustainable action on campus
- Encourage a lasting sustainable behaviour
- Introduce sustainability concepts using a fun, interactive approach

Outcomes:

- An increased sense of individual contribution through sustainable action
- Improved sustainable living and a reduced ecological impact on the environment

Background: 30 tips in 30 days will help you incorporate sustainable living practices into your everyday life. Set a personal challenge of incorporating as many tips into practices at work or challenge other sustainability team members or sustainability teams. Try to accomplish 5, 10 or 15 tips or challenge yourself to incorporate all 30 tips in 30 days.

Suggested Time: 30 days

Place: Office, classroom and home

People:

- Organizer
- Evaluator
- As many participants/teams as desired

Materials:

- List of 30 relevant tips (see Resource section)
- Chart or online forum to keep track of team progress
- Prizes to motivate team

NOTES:

STEP 1

- Choose a month to dedicate to 30 tips in 30 days.
- Develop a way to monitor and track performance.

An online forum such as a Facebook group or a mass email list could work as a forum for teams, or consider having the Evaluator make daily assessments of each competitor.

STEP 2

- Encourage team members and coworkers to sign up for the challenge

STEP 3

- Send out email including a list of the chosen 30 tips and instructions on how participants should record accomplished tips.

Choose 30 tips from the "Tips" section of this manual

STEP 4

- Promote the challenge and educate others.

Idea: Have a bulletin board in a common area you can post the 30 tips (post all 30 at once, or add a tip each day).

Follow up:

- Send out an e-questionnaire: What tips stayed with you? How have your everyday actions changed? Was it easier than you thought?
- Conduct an audit of your building or floor before and after the challenge. Focus on a specific criterion (water, waste, energy, etc.) or all areas to evaluate how your environment was affected by the 30 Tips in 30 Days challenge

Activity 6

The Commuter Challenge

Goals:

- Motivate sustainable action on campus
- Introduce sustainability concepts using a fun, interactive approach

Outcomes:

- Improved sustainable living and reduced ecological impacts
- An increased sense of community and the creation of meaningful relationships

Background: The commuter challenge is a national program that encourages people to walk, cycle, carpool or take public transit to their destination. The program is based on a friendly competition between workplaces and communities across Canada to see which has the highest percentage participation rates during the week. By registering participation online, Canadians are able to see the results of their healthier commutes with respect to greenhouse gas reductions calculated by taking into account kilometres not traveled and leaving your car at home. (Government of Canada, 2008)

Suggested Time: One week or longer

Place: Campus, Office or home

Materials:

- Promotional materials
- Non-car transportation resources
- Prizes to motivate participants

NOTES:

STEP 1

- Check www.commuterchallenge.ca to find the annual commuter challenge dates, or choose your own dates to hold a similar challenge

STEP 2

- Register for the challenge.

STEP 3

- Promote and recruit coworkers, family and friends.
- Educate the public

Put up eco-friendly signage or bulletins in a highly trafficked area to raise awareness about unsustainable transportation.

STEP 4

- Motivate your team to participate.

**Idea: Have a breakfast for green commuters.*

STEP 5

- Summarize and present results.

**Idea: Consider holding a "Breakfast for Green Commuters" (Government of Canada, 2008). This is an event which rewards green commuters with a free snack and coffee while providing an inspirational social atmosphere as well as an opportunity to encourage new participants. For details, check out <http://www.cleanairday.com/html/Activities.php#breakfast>.*

Follow up: any?

- Hold a social event such as a lunch and learn (see Activities: Learning Sessions) to commend those who participated and promote continued sustainable transport.

Activity 7

Expressing Sustainability Concepts Through Arts and Crafts

Goals:

- Explore deeper meanings of sustainability
- Increase awareness of cultural connections to sustainability
- Develop and enhance skills in arts and crafts

Outcomes:

- Increased understanding of the sustainability principles
- Increased awareness of cultural aspects of sustainability
- Enhanced life skills related to crafts and art

Background:

Art and crafts as a method for social change: A principle building block of a successful social movement is the creation of a sense of community. Through the sharing of cultural expression in art, food, or music, an attractive movement culture is established – eliciting greater personal interest and, therefore, participation. A creative activity can be an effective motivator of social change and a stimulating alternative to common learning methods.

Suggested Time: Project dependent; 1-2 hours to a craft project spanning the semester

People:

- Leader
- Participants

Materials/Resources:

- Field Trip, Guest Speaker, Extra Resources:
 - Found objects to be used in art piece other art and crafts
 - www.instructables.com and www.craftster.org are both excellent resources for crafting inspiration. Instructables even has a “Green” section to learn about sustainable DIY (Do It Yourself) projects!

People:

- Leader
- Participants

Materials/Resources:

- Field Trip, Guest Speaker, Extra Resources:
 - Found objects to be used in art piece other art and crafts

NOTES:

STEP 1

- Find a group of other sustainable craft enthusiasts around campus

STEP 2

- Discuss potential projects ideas of focusing on a theme or themes of sustainability.

Use media such as video, slide show, food recipe, mural, poster, jewellery, trip to clay works, joint patch quilt, baskets, making jam, performance art (see examples below).

STEP 3

- Find out more about project ideas and connections to sustainability through local resources.

Contact local artists for ideas and inspiration. Ask them if they would like to speak to the group! NSCAD is a great resource, befriend some artists!

STEP 4

- Gather material for project.

Ensure participants are purchasing eco-friendly materials and, preferably, from local sources.

STEP 5

- Create piece

STEP 6

- Once completed showcase your work in a common for all to see

Examples:

Joint patch quilt

Working together to accomplish a common goal brings people together. Get your group to make a patch quilt, by asking everyone to sew one square of the quilt together. Hang the quilt in a common area to remind everyone of the sense of community that was developed, or donate the quilt to a local charity. Re-use material from other sources.

Jewellery

Reusing materials is a great way of reducing waste. Recycled silverware can be used to make beautiful jewellery. Jennifer Hunter, a local artist makes a line of jewellery from old silverware. Check out <http://www.hunterstreetsilver.com/> for some great ideas.

Basket Weaving

Preserve the Mi'kmaq, Acadian, and African Canadian art of basketry by making your own baskets. Search online for basket making tools. Check out websites such as <http://www.basketweaving101.net/howto.htm> or <http://basketmakers.com/topics/tutorials/construction.htm>.

See if guest speakers are available from organizations such as the Basketry Guild of Nova Scotia or different cultural groups to hear how wood is carefully harvested, treated, split and woven.

Activity 8

160 Kilometre Picnic

Goals:

- Draw awareness to issues surrounding and the importance of sustainable food choices
- Educate consumers on the specific criteria affecting the sustainability value of a product
- Introduce key questions to ask when purchasing food

Outcomes:

- A more responsible, informed consumer base
- Reduced environmental and socioeconomic impacts associated with food consumption

Background: The environmental and social effects associated with food production and transport can be far-reaching. The “sustainability value” of a food depends on a) where it was grown, b) how it was grown, c) when it was grown, and d) how it was transported to the point of sale. Eating locally results in the reduction of greenhouse gas emissions related to transportation, while eating organic, in-season, fairly traded goods promotes environmental and social purchasing. These issues and others related to food can be addressed in a stimulating manner by planning an outdoor meal such as a picnic or potluck.

On average, a food item travels roughly 2500 kilometres before landing on a consumer’s plate. By buying locally and shortening the food supply chain, negative environmental and social externalities associated with food production can be reduced. This fun, interactive activity is a twist on the American “100-mile diet”, which challenges participants to consume foods produced within a 100 mile radius (www.100milediet.org).

Remember: don’t be limited by local vendors! Get as local as possible by growing your own fruits, vegetables, and herbs in a personal garden. Home gardening allows you to have complete control over the growing process – ensuring total sustainability if the right choices are made.

Suggested Time: 1-3 hours

Place: Outdoors, on campus grounds to encourage connections with the natural environment and attract other participants, or indoors if desired. The oak grove behind the LSC, or the Quad would be perfect locations to host a picnic!

People:

- Organizer
- As many participants as possible!

Materials needed:

- Electronic map of Nova Scotia and surrounding provinces.
- Sustainable Food Purchasing Guide. Examples include:
 - Ecology Action Centre pamphlet: http://www.ecologyaction.ca/food_action/efabw_intro.shtm
 - Select Nova Scotia's interactive shopping map: <http://www.selectnovascotia.ca/>
- List of local grocers and organic farms. Examples include:
 - Windhorse Farm: <http://www.windhorsefarm.org/>

(Could add a follow-up section to discuss issues versus eating local versus eating organic; or when you can't get local for example coffee other guides –Fair Trade Fair Trade site, Marine Stewardship Council site, USDA Organic site

NOTES:

STEP 1

- Choose a date and location for the event.
- Decide on a maximum radius within which food must have been produced: the designated limit can be a chosen distance such as 160 kilometres (or closer in the late summer or early Fall when food grown within the HRM is more readily available), or a specific area such as the Maritime Provinces.
- Prepare a notification email outlining when and where the picnic will take place, including links to the map and food guide. Send to all team members, recommending each forward the news to at least 3 friends or colleagues.

If planning a potluck, designation of meal items and food allergy awareness may be necessary.

Make a note for everyone to try to limit the amount resource inefficient foods such as top-level predatory fish or beef.

STEP 2

- Using the provided map and guide, participants purchase food with high sustainability value and prepare a dish of their choice.

STEP 3

- Meet and enjoy the tasty local goodness!

Encourage each participant to discuss their dish and its specific ingredients to share information.

Follow-Up:

- Have participants provide an electronic list of their favourite sustainable grocery items and shopping locations. Compile this list as a spreadsheet or word document and send via email or post in a common area to be used as a future resource by others.
- Plan a tour of Seymour Greens community garden located on Seymour St. behind the Cohen to further discuss urban gardening (see Tours and Walks Section).

Activity 9

Flea Market

Goals:

- Draw awareness to the benefits associated with reusing office and household items
- Promote community prosperity by donating funds raised to a local charity, schools, or organizations

Outcomes:

- An understanding of the importance of practicing the “3R’s”: reduce, reuse, and recycle
- A more prosperous community group

Background: In many industries today, efforts are made to match one industry’s waste with another’s material needs. This strategy has been widely successful and has reduced the amount of waste and disposal costs. Flea markets are a great way of drawing awareness to this beneficial partnership while diverting reusables from the trash. Besides reducing landfill content and, thus, adverse environmental effects, a flea market helps contribute to social sustainability as a sense of community is developed in the sharing action and needed goods may be found at a cheaper cost. Like the motto says, one person’s trash is another person’s treasure!

Time: ½ day event

Place: Outside in the quad, community center, Studley gym, etc.

People:

- Organizers
- Donators
- Drop-off Attendants
- Pricers
- Shoppers!

Materials:

- Tables,
- Stuff, and
- Cash float

NOTES:

STEP 1	<ul style="list-style-type: none">• Consulting with your team members, decide on a date and location for the sale• Recruit volunteers.• Confirm that space can be used with building administrator or Facilities Management representative.• Choose one or multiple local groups, causes, or university societies to be the benefactor/s of the event.	
STEP 2	<ul style="list-style-type: none">• Promote the event using environmentally-friendly methods of advertising.• Place drop bins in secure locations around campus.	<i>Ask donator to quote recommended pricing on the item to facilitate a reasonable sale.</i>
STEP 3	<ul style="list-style-type: none">• Collect flea market items from faculty, staff, students, and community members.	<i>Consider recruiting other sustainability teams and turning the event into a competition to collect the most items.</i>
STEP 4	<ul style="list-style-type: none">• Donate proceeds and all unsold items to local community groups/ organizations	

Follow-Up:

- Have participants provide an electronic list of their favourite sustainable grocery items and shopping locations. Compile this list as a spreadsheet or word document and send via email or post in a common area to be used as a future resource by others.
- Plan a tour of Seemore Green community garden located on Seymour St. behind the Cohen to further discuss urban gardening (see Tours and Walks Section).

Also keep in mind that you can donate unwanted items to Dalhousie's annual **"Dump and Run"** every spring. Used items are collected from the community and the student residences at Dalhousie and then resold at a community yard sale. This event does an excellent job of reducing the amount of "stuff" the Dalhousie community puts in a landfill each year. All proceeds from the sale are donated to charities and non-profit groups.

Activity 10

“Seasoned” Bake Sale

Goals:

- Draw awareness to issues surrounding and the importance of sustainable food choices
- Educate consumers on the specific criteria affecting the sustainability value of a product
- Introduce key questions to ask when purchasing food

Outcomes:

- A more responsible, informed Dalhousie community consumer
- Reduced environmental and socioeconomic impacts associated with food consumption

Background: Purchasing out-of-season fresh vegetables and fruits often supports the use of pesticides and increased transportation associated with growing and shipping the product. To highlight this issue while informing others of the specific growing seasons of popular products, hold a bake sale on campus featuring in-season produce.

Time: 1-2 hours of preparation; 1-3 hour activity.

Place: A common area on campus. Choose a lobby in the LSC, SUB, Rowe or other buildings on campus

People:

- 2-3 team members to operate the booth.
- Bakers

Materials:

- In-season buying guide. Examples include:
 - Provincial Government’s food chart: <http://www.gov.ns.ca/agri/marketing/recipes/seasons.pdf>
 - Select Nova Scotia’s resource page: <http://www.selectnovascotia.ca>
- In-season fruits and vegetables.
- Information on in-season purchasing to have on hand at the booth (see Option 1 for buying resources).
- Baking ingredients
- Table

- Sterile reused and recyclable packaging for sale items if possible

NOTES:

STEP 1

- Send an email requesting volunteers to bake and prepare the goods, as well as at least two others to operate the booth.
- Determine the time and location based on availability and team input. Ask for input in choosing an on-campus organization or local community group to be the benefactor of the raised funds.

Attach the buying guide and any extra related seasonal produce resources for further information.

STEP 2

- Promote the event using department or residence list-servs, word of mouth, and other sustainable marketing strategies.

Promotion is especially important in a sales activity such as this. Remember to use environmentally sound media when advertising. Online resources, creative posters on recycled newspaper or cardboard, and chalk-graffiti are all viable alternatives to paper products.

STEP 3

- Set-up sale table
- Prepare cash float
- Educate, fundraise, and have fun!

Alert buyers of ingredients for those with specific food preferences or allergies.

STEP 4

- Donate proceeds to identified community group

Follow-Up:

- Consider holding multiple sales in different growing seasons to highlight the availabilities of different fruits and vegetables

Activity 11

Jeopardy!

Goals:

- Heighten awareness of sustainable action on and off campus
- Stimulate interest in sustainability

Outcomes:

- Increased individual compliance resulting in improved overall institutional sustainability
- A deeper knowledge of sustainability and environmental issues

Background: Due to various barriers including lack of accessible information, many people remain unaware of important facts and ideas related to sustainability. By highlighting facts through trivia games you can help raise awareness of rules and regulations related to sustainable development.

Time: 1-3 hrs

Place: Any location enabling use of a projector and computer.

People:

- Game leader (The Eco-friendly Alex Trebek!)
- 2+ Participants

Materials needed:

- Prepared Jeopardy! (posted in the educational material of ReThink: Sustainability on Campus website)
- Laptop or desktop computer.
- Projector (if necessary).
- Incentives for contestants (such as eco-friendly items available from the bookstore).

NOTES:

STEP 1

- Download prepared Jeopardy! game from the resources section of the website.
- If a personalized trivia game is desired: using your fact sheets, formulate questions surrounding issues of resource management related to individual action and input answers into Jeopardy! template.

Aim to use the most thought-provoking facts and statistics you can find!

STEP 2

- **CIRCULATE AN EMAIL OUTLINING TIME, DATE AND PLACE OF THE ACTIVITY TO POTENTIAL PARTICIPANTS**
- Game may be played by individuals, rotating players or entire teams coming to consensus on an answer

Suggest the contestants read up on sustainability info to increase their chances of success

STEP 3

- Have contestants compete with one another to gain points. **TAKE TIME AFTER EACH QUESTION TO FURTHER DISCUSS THE INFORMATION LEARNED.**

If one contestant answers the questions incorrectly, move on to the next player.

Follow-Up:

- Have participants take note of the most interesting lessons learnt regarding policies or procedures and pass these on to friends and family.
- Consider holding a Jeopardy! tournament or a Jeopardy! over multiple days, concluding with a Tournament of Champions.

Activity 12

FILM SCREENING

Goals:

- Heighten awareness of sustainable issues and action on and off campus
- Stimulate interest in sustainability in an informal setting
- Explore the use of alternative types of media to educate

Outcomes:

- A deeper understanding of sustainability and environmental protection through film
- A sense of comradery and community
- Increased awareness of individual contribution to an issue

Background: Numerous documentaries and films have been created over the past few decades examining topics relating to sustainability and the environment. Films provide an informal way for observers to become educated on issues and can also provide a platform to have an open discussion on these topics. Check local listings to organize a trip to the cinemas, or host your own screening of a film or documentary.

Suggested Time: 1-3 hours

Place: Facilities such as the Potter Auditorium or ScotiaBank Auditorium are excellent places to hold a film showing. You could also try organizing something outside using a projector!

People:

- Leader/organizer
- Promoter(s)
- Attendees

- Visit the National Film Board Library at <http://www.nfb.ca/collection/films/> to find documentaries in their database.
- For upcoming film screenings in your area visit: www.planetfriendly.net
 - If there are no local film screenings, consider renting a documentary or a film from video stores that carry sustainability related material such as Video Difference.
- <http://www.grinningplanet.com/6001/environmental-movies.htm>
 - Find titles of recommended films focusing on sustainability issues. Below is a chart of some examples:

Title	Year	Genre
e2: Sustainable Design Series	Ongoing	Documentaries – PBS sustainable topics
An Inconvenient Truth	2006	Documentary – Climate change
Too Hot Not to Handle	2006	Documentary – Climate change
Energy Crossroads: A Burning Need to Change Course	2006	Documentary – Transportation
Radiant City	2006	Documentary – Urban planning
Crude Awakening, The Oil Crash Trashed	2007	Documentary – Energy and Oil
Who Killed the Electric Car?	2007	Documentary – Waste and Emissions
One More Dead Fish	2007	Documentary – Energy and Oil
The Story of Stuff http://www.storyofstuff.com/host.html	2008	Documentary- Consumption

Notes:

STEP 1

- **MEET WITH TEAM TO DETERMINE THE OBJECTIVE OF THE FILM SHOWING. IS IT TO HAVE A DISCUSSION, EDUCATE PEOPLE, HAVE FUN, ETC.**
- **DETERMINE A DATE AND LOCATION THAT WORKS FOR THE GROUP**
- **CONTACT FACILITIES MANAGEMENT TO DETERMINE IF LOCATION IS OKAY**
- **SEEK A PROJECTOR AND WHITE SHEET (IF NEEDED)**

Aim to use the most thought-provoking facts and statistics you can find!

STEP 2

- Circulate email and other promotional materials, including Facebook invites, etc., outlining time, date and place of the activity to potential participants

Suggest the contestants read up on sustainability info to increase their chances of success

STEP 3

- Show the Film
- Have Fun!

If one contestant answers the questions incorrectly, move on to the next player.

Follow up:

- Ask questions following the film to see what the audience gained and how they now feel about the issue at hand

Activity 13

Theme Days

Goals:

- Collaboratively educate your team and coworkers about environmental, social and economic sustainability.
- Draw attention to sustainable activities by designating one day to one specific issue of concern.

Outcomes:

- A better understanding of and personal relation to issues of sustainability.
- A sense of community and partnership among faculty, staff, and students.
- Heightened overall social and environmental responsibility.

Background: A theme day is an excellent tool for educating the public and raising awareness of today's environmental, social and economic concerns. By choosing a creative, eye-opening approach to environmental literacy, you can inform a broad audience while having fun and changing up your usual daily schedule.

The Government of Canada can designate a special day, week, month or year by Royal Proclamation, legislation, declaration by the Prime Minister, or by a Motion in House (Government of Canada, 2008). Non-profit organizations and international bodies such as the UN have also created special thematic times. There are many national days related to environment and social issues that your team can support. Your team's support can be shown in a variety of ways from raising awareness and educating, to collecting donations or sporting the cause's representative colors.

- For a list of annual environmental and sustainability focused days check out the "Sustainability Calendar" located on the educational material section of the Office's website

Suggested Time: 1 day

Place: Set up booths or awareness stations in your office, building, residence floor, or all over campus.

People:

- Theme Day Planner
- Promotional representatives
- Participants (as many as possible!)

NOTES:

STEP 1

- Check out the Sustainability Calendar for events and event dates
- Collaborating with team members, pick an upcoming national event your team would like to support

STEP 2

- Decide how you would like to support this event, be CREATIVE!

Choose from the activity plans to find suitably related activities. One idea would be to hold a lunch and learn session about the cause.

Try to minimize your ecological footprint by reusing materials.

STEP 3

- Promote the approaching special day by circulating emails, create a Facebook event, Create/ color posters on the back side of already used paper, newsletter, etc.

STEP 4

- Emphasize the importance of the day when it arrives by speaking to classes or holding a social event

Follow up:

- Donate any funds raised to a related, local non-profit organization.
 - Pitch your story to an on-campus media groups and spread the word and encourage others to celebrate these designated days.
-

Examples:

- Waste Reduction Week: October 19-25
- Held every October to raise public awareness about how waste impacts on the environment, society and the economy. Our motto for Waste Reduction Week is *Too Good To Waste*. For more information please refer to Clean Nova Scotia's website at: <http://www.clean.ns.ca/default.asp?mn=1.377.389.434.437>
- International Day for the Elimination of Racial Discrimination – March 21.
 - Established by the United Nations in 1966, the International Day for the Elimination of Racial Discrimination raises public awareness of the issue of racism through various activities that take place across Canada.
- National Wildlife Week – the second week of April.
 - Established in 1947, National Wildlife Week is celebrated during the week that includes 10 April, the birth date of the late Jack Miner, one of the founders of Canada's conservation movement.
- Aboriginal Awareness Week – May 20-23.
 - Aboriginal Awareness Week aims to increase awareness of Aboriginal cultures among public service employees.
- Canadian Environment Week – June 1-7.
 - Canadian Environment Week coincides each year with World Environment Day (5 June) and aims to raise public awareness of the environment and of the benefits linked to its protection. The week encourages and celebrates local community action.

Activity 14

Sustainability Tour

Goals:

- Inform participants of local projects and initiatives related to sustainability.
- Provide an enhanced learning environment through the use of kinaesthetic learning activities.
- Elicit a sense of individual responsibility to living sustainably.

Outcomes:

- A heightened awareness of local processes and issues.
- An understanding of the importance of local action.

Background: By getting your group outdoors or involved in an interesting local environmental or social initiative, you can help to create meaningful, long-lasting personal connections and, as a result, more of a personal commitment to working towards sustainability.

Suggested Time: 1-3 hours

Place:

- A) Any local building of innovative sustainable design that is open to visitors. Some examples include:
- Ecology Action Center: Guided tour of Fern Lane, their innovative new office building, held every second Friday. For more information: <http://www.ecologyaction.ca/newhome/project.htm>.
 - Faculty of Management: Kenneth Rowe Building.
 - Solar Nova Scotia: Guided sustainable home tour. For more information: <http://www.solarns.ca/events.php>.
 - In 2010, Dalhousie will offer interactive visual tours of sustainability features of the new building on Coburg and LeMarchant and of sustainability upgrades.

B) Local waste management site, particularly one incorporating innovative management techniques. Some examples include:

- Otter Lake Waste Processing & Disposal Facility: Located at Exit 3 off Highway 103
- Materials Recycling Facility: Located at 20 Horseshoe Lake Drive, Bayers Lake Park
- A local enviro-depot: examples listed at <http://www.halifax.ca/wrms/collection.html>.

People:

- Your sustainability team, friends, community members
- A professional or designated tour guide

Materials:

- Transportation to and from the site
- Eco-friendly promotional materials if required

NOTES:

STEP 1

- Contact appropriate group regarding time, recommended group size, and availability of tours.
- Promote event through environmentally friendly media such as online staff notice board, Facebook

If enough interest is shown, you may choose to arrange a trip to the same location at a later date for new participants.

STEP 2

- Hold a brief meeting or send out an email to team members and other potential participants to confirm attendance.
- Discuss transportation methods that reduce air emissions.

Provide resources and links on built environment issues and green building design to brief participants and stimulate interest.

STEP 3

- Enjoy tour!

Follow-Up:

- Hold a lunch and learn session (see Activities: Learning Sessions) to discuss lessons learnt and interests sparked. How can you green your building or home?
- Participate in the Great Nova Scotia Pick-me-up (details at <http://www.clean.ns.ca/default.asp?mn=1.377.389.434.436>) or perform a waste audit (see Activities: Audits)

Activity 15

Investigate Biodiversity

Goals:

- Inform participants of local projects and initiatives related to sustainability
- Provide an enhanced learning environment through the use of kinaesthetic learning activities
- Elicit a sense of individual responsibility to living sustainably

Outcomes:

- A heightened awareness of local processes and issues
- An understanding of the importance of local action

Suggested Time: At least two periods of 1-3 hours each

Place: The main campus grounds of Dalhousie and/or a local park (e.g. Point Pleasant Park).

People:

- Group leader
- Participants

Materials:

- A biodiversity manual to provide insight into the importance of biodiversity in urban green spaces. An example is “Making contracts work for wildlife: How to encourage biodiversity in urban parks”, found at http://www.eauc.org.uk/file_uploads/8068.pdf.
- Nature Watch Programs such as Plant Watch - <http://www.plantwatch.ca/english/>; Thousands Eyes Program – Monitoring NS plant and wildlife through the Nova Scotia Museum of Natural History - https://thousandeyes.ca/english_en/whatis.php.
- Notepads and pens.
- Environmentally friendly transportation.

NOTES:

STEP 1

- Notify potential participants using email or word-of-mouth of the proposed time and date for both walks.

Be sure to include a brief excerpt of biodiversity, highlighting its importance to the economy and society, or attach an electronic manual.

STEP 2

- Meet on campus grounds to begin a biodiversity inventory of an area.
- Divide participants into small groups and designate each group to a general area

STEP 3

- Have participants count the number of species – both flora and fauna – within a 5 minute time period. Record results.
- Repeat in a different area of campus.
- Discuss findings and take time to enjoy the natural surroundings.

STEP 4

- Repeat steps 2 and 3 in a densely covered area of a park like Point Pleasant.

Emphasize sustainable methods of transportation for travel to and from the park.

STEP 5

- Compare and contrast results from both trips.
- Use a biodiversity manual to provide background information for discussion of potential ways to improve species richness on campus.

For further information on this activity and others, search 'campus-based learning' at <http://serc.carleton.edu/introgeo/index.html>.

Follow Up:

- Contact Grounds Services the Office of Sustainability to discuss concerns or questions regarding on-campus landscaping.
- Check out resources at Hinterlands Who's Who such as videos and information on species. This may help with species identification. <http://www.hww.ca/hww2.asp?id=222>.
- For your home are check our Clean Nova Scotia's Sustainable Landscaping team come in and do a free "Greenyards Sustainable Lawn Assessment": <http://www.clean.ns.ca/default.asp?mn=1.274.275>.

Activity 16

Calculate Your Eco-footprint!

Goals:

- Calculate the impact participants have on the earth.
- Elicit a sense of individual responsibility to living sustainably

Outcomes:

- A heightened awareness of one's individual impact on the earth and its resources.
- An understanding of the importance of local action.

Background: By calculating your ecological footprint, you are provided with information allowing you to visualize where you (or your team) is having the most impact on the earth and where your efforts are needed to reduce your impact to sustain or enhance life for future generations.

Suggested Time: 15 minutes x Track your ecological footprint each month over the academic year

Place: Anywhere on or off campus.

People: Team leader
Team members

Materials:

- <http://www.earthday.net/footprint/>

Notes:

STEP 1

- Collaborate with team members to determine when you would like to take the quiz
- Determine how frequently you would like to meet to go over results: monthly, bi- monthly, at the end of the semester, annually, etc.

STEP 2

- Take the quiz from <http://www.earthday.net/footprint/>

Or Calculate your Eco-Footprint using a quiz of your choice

STEP 3

- Keep track of your results and note where you have the largest impact

Create a record sheet and display it in a common place.

Participants can post their results and set goals to reduce their footprint in a given period of time

Follow Up:

- Meet with your team at the end of the semester to discuss results
- Discuss your progress, where you have made significant change, where change has been difficult, if becoming more aware of your impact has made you more environmentally conscious, etc.
- Provide incentives for individuals greatly reducing their impact

Community Based Social Marketing Program

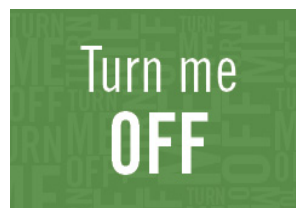
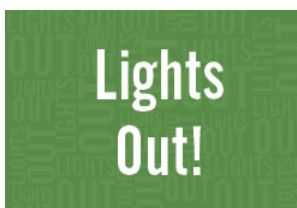
Another component of the Rethink! Sustainability on Campus program is the usage of eye-catching prompts focused on highlighting sustainable actions and features located around campus. Community based social marketing (CBSM) is a strategy that attempts to change habitual behaviours on social norms through developing new knowledge, attitudes and behaviours via exposure, education, participation, opportunity, action, etc. In addition to traditional education techniques that take place on campus, this strategy provides supplemental exposure and learning experiences that would not normally occur in a classroom type situation. One of the factors influencing the effectiveness of CBSM is the creation of conditions and opportunities for personal and experiential learning. Opportunities give subjects the ability to implement said knowledge and possibly develop novel attitudes, and ideally lasting behaviour. It is thought that in addition to providing the opportunity, learning through CBSM strategies also requires supplemental motivation and incentives to reach that desired level of learning. It is for this reason that the Office is implementing social prompts in accordance to the Sustainability Pledge, and Sustainability Teams Program.

Context

The Office of Sustainability at Dalhousie held a series of focus groups surrounding the CBSM components of Rethink! Sustainability on Campus. Various catchy and thought provoking prompts were analyzed in these focus groups to determine the most effective and applicable for this environment. The prompts aspired to span the different sustainability issues on campus ranging from energy consumption and sustainable procurement to sustainable transportation. After the most effective slogans were identified, Creative Services at the university designed templates and prototypes for each. Individuals can use the online order form on the Rethink site to order the prompts (posters and stickers). Prompts were placed as closely to the desired behavioral change as possible to encourage maximum effectiveness.

The following are samples of the posters and stickers developed.

Posters and Stickers



Terms of Reference

**DALHOUSIE UNIVERSITY
OFFICE OF SUSTAINABILITY
Rethink: Sustainability on Campus
SUSTAINABILITY TEAMS
Terms of Reference**

1.0 Introduction

These terms of reference provide the guidelines under which Sustainability Teams operate.

2.0 Mandate

Sustainability Teams shall be a forum that includes students, staff, and/or faculty representatives from Dalhousie University.

The mandate of the Sustainability Teams is to:

- i) Provide an informal social forum dedicated to learning about and conducting sustainable activities on the Dalhousie campus.

3.0 Purpose

This group is formed in recognition of the following:

- Dalhousie University's objective of becoming a leader in campus sustainability by:
 - Working together to reduce the amount of water, energy and products we use, and the air emissions and waste we produce; and
 - Educating and promoting sustainable activities on campus.

4.0 Goals

Sustainability Teams will:

- Strive to reduce ecological and health impacts (in some cases economic costs) of Dalhousie's operations;
- Incorporate the principles of sustainability into Dalhousie's operations;

- Build a culture of sustainability on campus;
- Provide sustainability leadership and support by being role models on campus;
- Support life-long learning

5.0 Membership

Sustainability Teams can be organized by building, building floor, by organization, or by interest (i.e. green labs). Each team can include staff, faculty, and/or students.

6.0 Meetings

Teams shall meet monthly (or as they see fit) to touch base on ongoing projects. When and where teams meet will be decided by the group. Some team projects may be seen as beneficial work or class endeavors. Team members may be able to negotiate opportunities for class credit or a small work time allocation at their discretion and approval of appropriate faculty and administrators.

7.0 Roles and Responsibilities

1. Members of Sustainability Teams:
 - Participate in the monthly meetings of their respective Sustainability Team;
 - Participate in the coordination and implementation of their Sustainability Team's projects;
 - Educate and promote sustainable activities on campus;
 - Seek appropriate approvals of building administrators for any activities they may carry out such as the Sustainability Assessment; and
 - Provide information to the Office of Sustainability annually on their progress for inclusion in the University Sustainability report and for enhancing program delivery.
2. The Office of Sustainability:
 - Provides training material and resources;
 - Organizes events such as the Annual Sustainability Teams Celebration;
 - Provides advice to Sustainability Teams;
 - Makes modifications to the program based on feedback; and
 - Provides annual summary of the results of the program.



RETHINK! Annual Program Evaluation

Contact Name: _____

Department : _____

Address: _____

Results from annual evaluations will be valuable for improving the ReThink! Program. Please send the results of this program evaluation to rethink@dal.ca. March 31st of each year. An online interactive evaluation form will be available soon.

Evaluation Questions

- What aspects of the Rethink! Program did you or your team implement?
 - 1. Sustainability Pledge
 - 2. Putting up Rethink posters and stickers
 - 3. Attending Office of Sustainability and ReThink events
 - 4. Conducting activities that supported conservation and sustainable transport behavior. If so, name the activities.

What has changed as a result of participating in Rethink? Please provide quantifiable numbers where possible. (i.e. saved paper, changed a policy, saved electricity, saved water, changed to more sustainable modes of transport, raised awareness, changed a business practice, more awareness, etc)

What worked well—or didn't work well?

What needs to be done differently?

What surprises did the team have to deal with?

Were the manual and activities useful?

Did you find this team to be an effective way to promote sustainability issues?

Other?

Resources

- Who's doing what on sustainability on campus:
http://office.sustainability.dal.ca/Who%27s_Doining_What_on_.php
- Dalhousie University is a member of the [Association for Advancement of Sustainability in Higher Education \(AASHE\)](#). Anyone with a Dalhousie email can sign up and receive a password to access a number of relevant resource documents.
- Atlantic Canada Sustainability Initiative:
<http://www.atlanticsustainability.ca/resources/resources.htm#wkshp1>
- Atlantic Canada Organic Regional Network:
<http://www.acornorganic.org/>
- Canada Green Building Council:
<http://www.cagbc.org/>
- Canada Parks and Wilderness Society:
<http://cpawsns.org/news/index.php>
- Carpool: www.carpool.ca
- Clean Nova Scotia: <http://www.clean.ns.ca>
- Consumer Studies Research Network:
<http://csrnl.camden.rutgers.edu/people.htm>
- Dal facilities management waste management and recycling resources -
<http://fm.dal.ca/waste.htm>
- Duke University Green Purchasing:
<http://www.duke.edu/web/ESC/purchasing.html>
- EcoAction Canada: www.ecoaction.ca
- Eco-Efficiency Center: <http://eco-efficiency.management.dal.ca/>
- Ecology Action Center:
<http://www.ecologyaction.ca>
- Energy Star:
<http://oee.nrcan.gc.ca/residential/energystar-portal.cfm>
- Environmentally Preferable Purchasing:
<http://www.epa.gov/oppt/epp/>
- Forest Stewardship Council:
<http://www.fsc.org/>
- Health Canada: <http://www.hc-sc.gc.ca>
- Just Us! Development and Education Society:
<http://www.judesfairtrade.ca/>
- National Geographic Buying Guide:
<http://www.thegreenguide.com/products/>
- Natural Resources Canada:
<http://www.nrcan-rncan.gc.ca>
- Nova Scotia Environment:
<http://www.gov.ns.ca/nse/>
- Nova Scotia Environmental Network:
<http://www.nsen.ca/>
- Oxfam Canada: <http://www.oxfam.ca/>
- Parks Canada: <http://www.pc.gc.ca/>
- Seachoice, Sustainable seafood:
www.seachoice.ca
- Select Nova Scotia:
<http://www.selectnovascotia.ca/>
- Sierra Club: www.sierraclub.ca
- Yale University: Green Purchasing:
http://www.yale.edu/procurement/green_purchase.htm