

## FWI Funding Statement

**Name:** Kate Whalen

**Faculty/Area:** Academic Sustainability Programs Office

**Project title:** Community-based Leadership in Sustainability

**Please summarize how the FWI funds have been spent:**

**Please see detailed break-down in Appendix A**

A summary by broad category is sufficient, line by line accounting of individual expenditures is not required unless specifically requested. Alternatively, please provide a copy of your FAS for the accounts that have been used for the FWI funds.

**Salaries and benefits:** N/A

**Equipment:** \$523

**Event Costs:** \$10,199

**Travel:** \$203

**Other (please specify):** N/A

**Balance remaining:**

\$0 from FWI, \$1,324 total to be spend on CLS 2015/16

Please indicate how the balance will be spent and when you anticipate that the funds will be exhausted.

**Please submit separately a maximum 3-page summary of the results of the project with particular attention to the following details:**

**1. How did the initiative foster collaboration and interdisciplinarity?**

The CLS is a collaborative initiative in its design, operation, and objectives. With respect to academic disciplines, the ASP Office is a department serving students from all faculties and all levels at McMaster. Additionally, McMaster's Minor in Sustainability is interdisciplinary, open to all students, with pan-campus committee representation. With respect to inclusivity of the CLS initiative and anticipated audience, one of the four main objectives of CLS is to "offer opportunities for sustainability education and involvement that is inclusive of various groups and individuals within the city's diverse and unique communities" (asp.mcmaster.ca).

**2. How did the initiative demonstrate innovation and risk-taking?**

The initial goal was to facilitate nine workshops of an innovative and inclusive nature, within 12 months, and at no cost to participants. This was an ambitious goal and included a number of associated risks. By design, the CLS initiative is reliant upon an engaged group of citizens that have the opportunity to apply their unique skills and expertise to an initiative that will help to achieve some of their own specific goals, while also contributing to enhancement of sustainability and community within Hamilton. Based almost solely on volunteer commitment, we needed to ensure we continued to engage all those involved (planners, speakers, facilitators, etc.). Furthermore, we were also reliant on member of the community to attend our hosted events.

**3. How did the initiative enhance McMaster's position as a research-focused student-centred institution?**

Through offering educational workshops combining perspectives from academia, industry, and the community to enhance knowledge translation, as well as by providing professional connections and new perspectives to McMaster Students are ways in which this deliverable was satisfied.

**4. How did the initiative encourage collaboration between faculty members and students?**

This objective is where we faced the greatest challenge. Our aim was to include an academic within our list of speakers, as well as invite faculty member to attend each event. Realizing early on, that while faculty members have expert knowledge they may not be the most engaging speakers in such a setting. Furthermore, they may also lack skills at communicating to the general public. However, there were many topic-experts within the city that possessed such skills. We therefore, did not continue this commitment past the initial event. With respect to inviting faculty members to attend, we initially relied on commitment made by members of the Minor in Sustainability who agreed to each attend one event and to share communication within their networks. However, despite broad communication within McMaster, we were highly unsuccessful in engaging faculty members to attend any of these events.

**5. What were the outcomes of the project? How was success measured and demonstrated?**

**Initiative objectives are as follows:**

1. Develop a culture of sustainability through education, community engagement, and collaboration that inspires practical implementation
2. Form and foster a collaborative and formal working relationship between individuals, groups, institutions, and organizations who share a common mission to advance sustainability within the city of Hamilton
3. Offer opportunities for sustainability education and involvement that is inclusive of various groups and individuals within the city's diverse and unique communities
4. Establish an agreed upon set of goals to be communicated and formally reported on

**Preamble:**

To provide some context and background to our project, we had originally planned to host all events at MIP or Celebration Hall. We hoped to engage 50 people to attend each event. However, based on community engagement via online survey, we found that these locations were not desirable for member of the community. We therefore moved the location to a central location downtown, the Design Annex on James St. North. Leading up to our first event, we were "sold-out" within two weeks prior to the event taking place. We therefore moved locations to the Art Gallery of Hamilton. This more than doubled our venue and catering costs, which were also higher than originally projected if hosting at McMaster. However, this inaugural event engaged approximately 200 people and received fantastic feedback from the community. It was at this time that the organizing group 1) realized we needed to start fundraising because we had nearly expended our financial resources, and 2) that hosting nine events was not feasible. As such, we decided to focus on four events on diverse sustainability-related topics in line with community interest, engaging as many members of the community as possible through various networks of communication, and forming collaborations with as many groups in the city as possible. Establishing measureable goals in this area, we initially aimed for ten formal avenues of communication and collaborating with three groups or individuals for each event. We exceed greatly surpassed our expectations in both of these as evidenced in the reporting to follow:

**Reporting**

The CLS initiative achieved all of its objectives through successfully hosting four events over a period of six months between November 2014 and April 2015. The events were as follows:

- Love Your Streets: Hamilton's Changing Transportation Network
- Claiming Green: Fact or Greenwashing?
- Green Buildings, Resource Conservation, and Urban Regeneration
- Green Jobs Networking Event

Each event focused on a unique topic that was of interest to students, local businesses, city staff, and community members. Various experts in the respective topic fields contributed, resulting in a total of 22 different speakers participating in the four events. The initiative also engaged 11 volunteers to help out during the events; this included university and college students as well as community members.

Over 400 people attended the events. In a survey sent to attendees after each event, they identified themselves mostly as students, professionals, and business owners. A small percentage of attendees were also educators and community members. Overall, when asked, 39% were "Very Satisfied" with the events, 41% were "Satisfied", and 14% were "Neutral". A total of 97% of event attendees said they were interested in attending another CLS event in the future.

To ensure that events were free of charge and open to all who wanted to attend, the CLS committee reached out to various individuals, groups, and organizations to request in-kind and/or financial support to make this initiative possible.

**Collaborators:**

The success of the CLS initiative was, in part, due to the partnership that formed between various groups who have a strong belief in the capacity that can be built from community empowerment and social change through education. These groups include:

- Hamilton Sustainability Professionals Network (SPN): SPN Executive Board provided joint leadership along with McMaster University in bringing this initiative from idea to implementation. The SPN maintains a CLS sub-committee consisting of nine dedicated individuals. The working group is led by Kate Whalen, SPN Education Coordinator, and McMaster's Senior Manager of Academic Sustainability Programs.
- McMaster's Academic Sustainability Programs (ASP) Office: provided joint leadership along with the SPN in developing and implementing the CLS initiative
- McMaster undergraduate student representatives: Chitman Josan, Moeed Ahmed, and Zeinab Rahal contributed to the implementation of the CLS initiative through planning and hosting events
- McMaster Faculty representative: Dr. Brent McKnight: provided guidance and mentorship and acted as a liaison to McMaster faculty members
- McMaster's Committee on the Minor in Sustainability: provided continuous support during the development and implementation of this initiative
- Forward with Integrity: provided generous financial support to help make the implementation of the CLS initiative possible
- Art Gallery of Hamilton: provided generous support in hosting all four CLS events

- McMaster Office of the Provost: provided generous financial support for the CLS initiative
- McMaster Faculty of Engineering: provided generous financial support for the CLS initiative
- McMaster W. Booth School of Engineering Practice: provided generous financial support for the CLS initiative
- McMaster Alumni Association: provided generous financial support for the Green Jobs Educational and Networking Event
- McMaster School of Graduate Studies: provided generous financial support for the Green Jobs Educational and Networking Event
- McMaster Student Success Centre: provided generous financial support for the CLS initiative
- City of Hamilton's Economic Development Department: supported the CLS initiative through financial sponsorship and speaker participation for the Green Buildings, Resource Conservation, and Urban Regeneration event
- Sustainable Hamilton: worked with SPN and McMaster to jointly host the Claiming Green CLS event
- Smart Commute Hamilton: provided generous financial support for the Love Your Streets event
- Grand & Toy: provided generous in-kind donation of all speaker gifts
- Ontario Public Interest Research Group (OPIRG) McMaster: provided Fair Trade gift baskets used as survey prize incentives to support participation, event feedback, research, and continuous improvement of the CLS initiative

A full report of each event, along with photos, can be found online here:

<http://asp.mcmaster.ca/documents/Reports/CLS%20AR%202014-2015.pdf>

**6. How will the impact of the project be sustained now that the initial funding has been exhausted?**

This success of our inaugural year has enabled continued support from highly engaged volunteers, members of the community, and many of our past funding sponsors. To date, we have already secured nearly \$9,000, which is a large portion of the funding needed for another successful year.

Our main goal for the 2015/16 year is to focus on active engagement within the events we host. Since such events require far greater resources, we are aiming to host 2-3 events, rather than four. Our first event, *Complete Streets: An Opportunity to Re-envision Our Streets*, was developed in collaboration with a number of new partners with the main collaborator being McMaster's own Virtual Hamilton. Because this event took nearly five months to plan, engaged over 35 volunteers, and because there were a number of unique active engagement pieces, the event was run twice. Running this event twice allowed us to engage diverse groups, apply lessons learned from the first event, and capitalize on the resources invested. The first CLS event took place on October 1<sup>st</sup> at the Hamilton AGH and was sold-out with more than 100 people in attendance. The session was revised and hosted a second time as a concurrent session at the Hamilton HIVEX conference on October 31<sup>st</sup>. A reporting of the CLS event can be found online here:

<http://asp.mcmaster.ca/documents/Reports/Complete%20Streets%20Event%20Summary.pdf>

The financial and project reports can be submitted to [fwi@mcmaster.ca](mailto:fwi@mcmaster.ca).

Appendix A

<b>COSTS</b>	
<b>Event 1: Love your Streets</b>	
Event Space	650
Microphones	50
Projector	75
Catering	2340
Speaker Gift (Donated)	0
Survey Prize (Donated)	0
Service Charge	468
Justin Jones (Travel)	203.4
<b>TOTAL</b>	<b>3786.4</b>
<b>Event 2: Greenwashing</b>	
Mic (50) and Projector (75)	125
Room rental	375
Catering (cheese tray)	312.5
Catering Service charge	62.5
Speaker Gift (Donated)	0
Survey Prize (Donated)	0
Photographer (Mohawk Student)	150
<b>TOTAL</b>	<b>1025</b>
<b>Event 3: Urban Regeneration</b>	
Event Space	650
Microphones	50
Projector	75
Catering	1536
60 ft VGA cable	48.03
Speaker Gift (Donated)	0
Survey Prize (Donated)	0
Photographer (Mohawk Student)	200
<b>TOTAL</b>	<b>2559.03</b>
<b>Event 4: Green Jobs</b>	
Event Space	650
Microphones	25
Projector	75
Catering: Coffee, Tea, Water	637.5
Catering: Bagels	550
Catering: Fruit	600

Catering: Yogurt with granola and berries	550
Catering Service charge 20%	467.5
Speaker Gift (Donated)	
Survey Prize (Donated)	
Photographer (Mohawk Student)	0
<b>TOTAL</b>	<b>3555</b>
<b>TOTAL COST:</b>	<b>10925.43</b>

<b>FUNDING</b>	
FWI	5000
Smart Commute	450
Sustainable Hamilton	500
Private Donation	1000
Economic Development (Glen Norton)	500
Student Success Centre	500
Other (Engineering)	1500
Other (Provost)	1500
Other (W. Booth School \$500)	300
Other (Mac Alumni \$500)	500
Other (\$500 Grad Studies)	500
<b>TOTAL FUNDING</b>	<b>12250</b>
<b>VARIANCE</b>	<b>1324.57</b>

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