



## UBC Okanagan Three-Year Campus-Wide Conservation Awareness and Action Strategy Executive Summary



UBC Okanagan's Campus Planning & Development's Sustainability Office, in consultation with key campus stakeholders, has developed a new three-year Campus-Wide Conservation Awareness and Action Strategy as a key implementation strategy of the 2016 [Whole Systems Infrastructure Plan](#) (Plan) to achieve its outcomes and 2050 Goals. Engagement of the UBC Okanagan campus community at the technical, organizational and *behavioural* levels have been identified as essential to ensure the Plan is successfully implemented and its outcomes attained. The new strategy intends to enhance the campus' capacity to support these achievements on the behavioural level through conservation awareness and voluntary actions employed by campus constituents.

The three-year strategy broadens the existing Power of You Program while remaining true to the program's primary message: to promote voluntary behaviour change and awareness programs targeting conservation of resources at UBC's Okanagan campus. Programs directly impacting all performance areas - energy/carbon, water, waste, ecology and biodiversity - have been developed for implementation by all campus constituents working and residing in all buildings on campus.

Drawing from the successful inaugural run of the Power of You, the strategy intends to build on the foundations established in each previous year; aims to move the target audiences from "action-based" initiatives to established commitments; and, build best practices towards integration, where elements of the Plan become part of the cultural norm on campus. To accomplish this the awareness and action strategy includes two main areas of focus:

- conservation campaigns - to encourage conservation behaviours; and
- network and volunteer deployment - to support campaign implementation and integration of the Plan

Each fiscal year of the strategy is broken into four "campaign pushes" and will target energy/carbon, water, waste or systems. Although some campaigns target a specific performance area, they will also have an indirect impact on others, i.e. the cold water washing initiative will impact water and natural gas consumption. Specific outcomes will be measured and reported. The following calendar identifies the proposed campaigns planned for launch in 2017 by the Sustainability Office:

Year	Target Audience	Energy (Jan-Mar)	Systems (Apr-Jun)	Waste (varied)	Water (Oct-Dec)
2017	Faculty & Staff	<i>February</i> <ul style="list-style-type: none"> <li>Better In a Sweater Campaign</li> <li>Better In a Sweater and Heater Trade-In Event</li> </ul> <i>March</i> <ul style="list-style-type: none"> <li>Lights Out Campaign</li> <li>Lights Out Challenge</li> </ul>	<i>April</i> <ul style="list-style-type: none"> <li>Plug Load Campaign</li> <li>Plug Load/Power Down Awareness Program (pilot)</li> </ul> <i>June</i> <ul style="list-style-type: none"> <li>Green Office Certification (pilot)</li> </ul>	<i>March</i> <ul style="list-style-type: none"> <li>Launch of Power of You: Sort It Out site</li> </ul>	<i>October</i> <ul style="list-style-type: none"> <li>Wishy, Washy Dishwasher Campaign</li> </ul>
	Residence	<i>March</i> <ul style="list-style-type: none"> <li>Last Up, Lights Out Campaign</li> <li><i>Optional: Participate in global Earth Hour</i></li> </ul>			<i>October</i> <ul style="list-style-type: none"> <li>Laundry Campaign</li> </ul>
	Laboratories	-	<i>May</i> <ul style="list-style-type: none"> <li>Research Lab: Plug Load (pilot)</li> </ul>	-	-
	Volunteers	<i>January</i> <ul style="list-style-type: none"> <li>Check-In Event</li> <li>Training event</li> </ul> <i>Ongoing</i> <ul style="list-style-type: none"> <li>Participation in campaign &amp; pilot events</li> </ul>	<i>April</i> <ul style="list-style-type: none"> <li>Recognition Event</li> </ul> <i>May</i> <ul style="list-style-type: none"> <li>Strategic Planning Event</li> </ul> <i>Ongoing</i> <ul style="list-style-type: none"> <li>Participation in campaign &amp; pilot events</li> </ul>	<i>Ongoing</i> <ul style="list-style-type: none"> <li>Participation in campaign &amp; pilot events</li> </ul>	<i>Ongoing</i> <ul style="list-style-type: none"> <li>Participation in campaign &amp; pilot events</li> </ul>
	All Audiences	-	-	<i>March</i> <ul style="list-style-type: none"> <li>Launch of Power of You: Sort It Out site</li> </ul>	-

Proposed programs for years 2 & 3 have been developed; however, will be further refined based on early implementation feedback and outcomes, and where new opportunities and needs for conservation awareness emerge.

In the first year of strategy implementation, the primary target audience is office staff and student residents working and residing in all buildings on campus. The targeting of smaller audiences with a high impact on campus performance areas, such as food services staff, will be integral to the success of the strategy and have been identified as key stakeholders to engage in future years. Strategic partnerships are also critical in the implantation of the strategy, including those fostered between Facilities Management, Risk Management, University Relations and Student Services departments. Development of additional programs with input from these stakeholders will progress the implementation of more advanced initiatives.

As the new strategy is one of many integral plans being deployed by the Campus to support the successful implementation and achievement of the Whole Systems Infrastructure Plan, synergies between planning and operational projects currently underway will be sought where possible further to enhance the campus' ability to collectively achieve the 2050 Whole Systems Goals.

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