

# Project: *Now*

## PROGRAM HANDBOOK

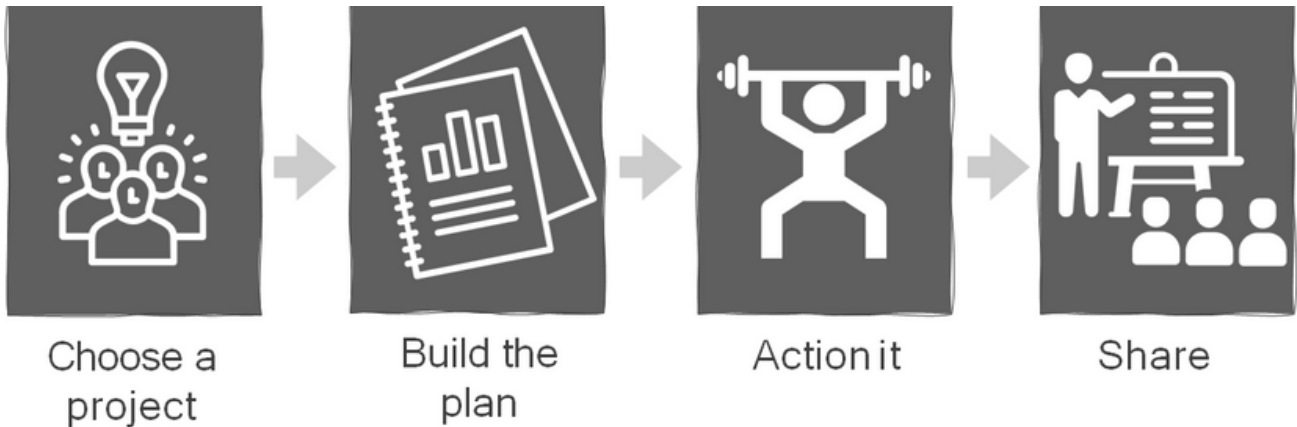


**Action starts here.**



# What is Project Now?

Project Now is a youth mentorship program centered around climate action and engagement. Over the next few months you will engage in multiple sessions to plan and implement a climate action project within your school or community. You will have the opportunity to work individually or in teams on a project of your choosing and each project will be paired with an expert mentor to assist you in bringing the project to life.



## **The 3 core goals of this program are:**

1. Educate on the impacts of climate change both globally and locally
2. Empower action and long lasting engagement
3. Introduce the basics of project management

# Why was Project Now created?

Project Now was created in response to actions taken in 2019 by youth in Whistler and across Canada. It's clear that Climate Change is a priority for many young Canadians and that more work needs to be done by individuals, governments and businesses if we want to ensure a healthy future for all. The aim of this program is to provide you with the tools and support needed to help you turn your ideas into real action.

# Who is Project Now For?

This program has been designed for high school students and is open to any student who is currently studying Grades 8 - 12 in Whistler.

## Why should you participate in Project Now?

### Certificate of Completion

- Resume (experience/volunteer)
- Letters of reference

### Networking

- Opportunity to meet leaders within the community

### Development of Practical Skills

- Project management experience
- Framework that can be used in future projects
- Glimpse into business case development
- Tips to effectively communicate ideas

### Other

- Learn more about topics of Sustainability you're interested in
- Gain a better understanding of local government policies + practices
- Visibility + talents showcased
- Potential for recognition + awards

## What do we expect from you?

If you choose to register for Project Now, here's what we expect from you...

- Commit to planning & implementing a project of your choosing related to climate action (this will require additional volunteer hours outside of the program sessions)
- Attend all mandatory sessions outlined on the schedule
- Participate in conversations with your team and/or mentor outside of sessions
- Track all the hours you spend on this program (these will be considered volunteer hours)
- Participate in surveys throughout the program and tell us your honest opinion of the sessions!



## CLIMATE ACTION

The following pages provide some information on what's happening both globally and locally around climate change.



# Think Global, Act Local

"The Sustainable Development Goals are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The 17 Goals were adopted by all UN Member States in 2015, as part of the 2030 Agenda for Sustainable Development which set out a 15-year plan to achieve the Goals."

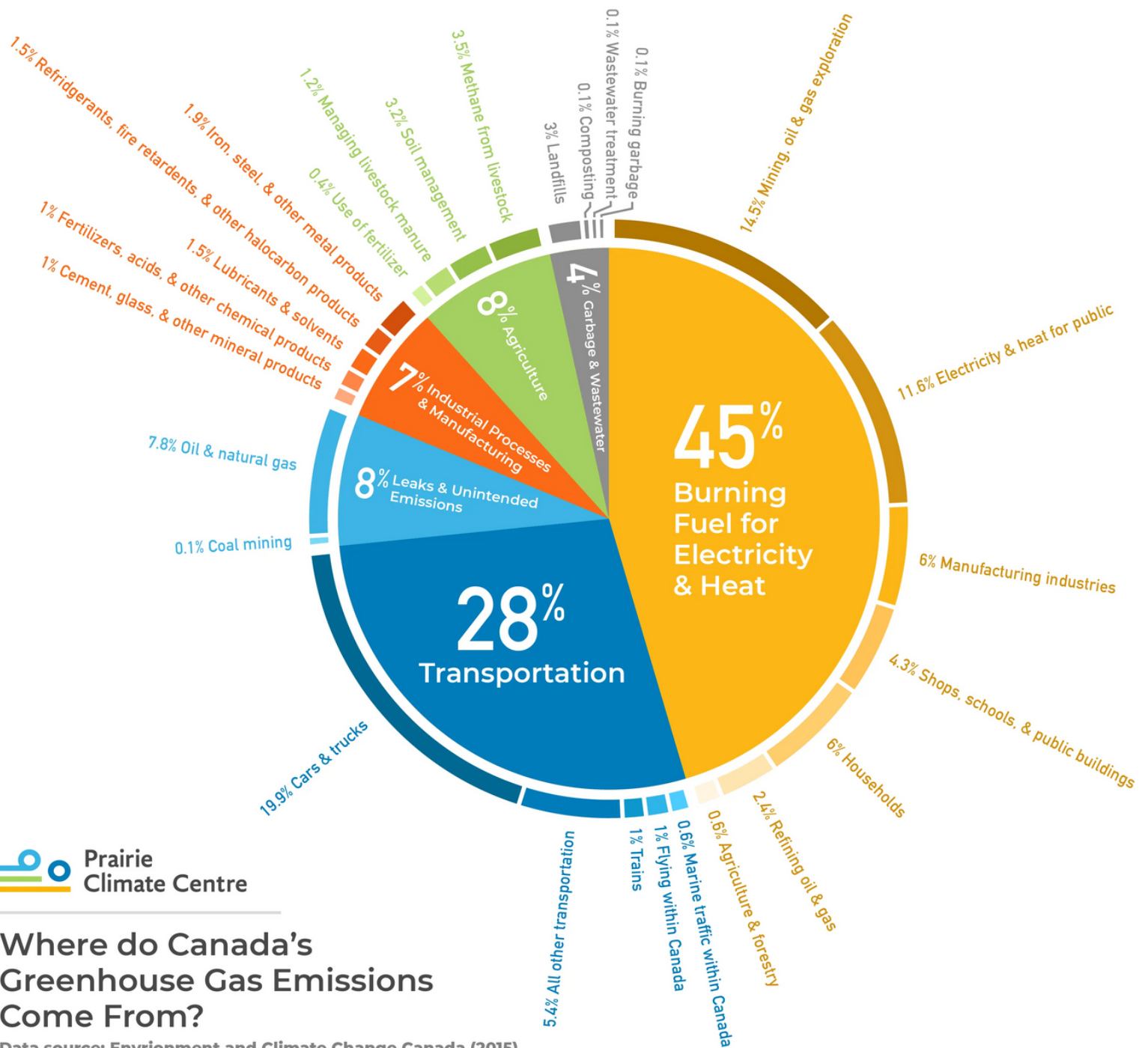


"With just 10 years to go, an ambitious global effort is underway to deliver the 2030 promise—by mobilizing more governments, civil society, businesses and calling on all people to make the Global Goals their own."

<https://www.un.org/sustainabledevelopment>

# What are the main drivers of Climate Change?

Understanding the source of where emissions are coming from is the first step in understanding where you can have an impact. This type of information helps decision makers identify their biggest opportunities and strategize where they should place their budgets & efforts. Below is a breakdown of Canada's emission sources from 2015.



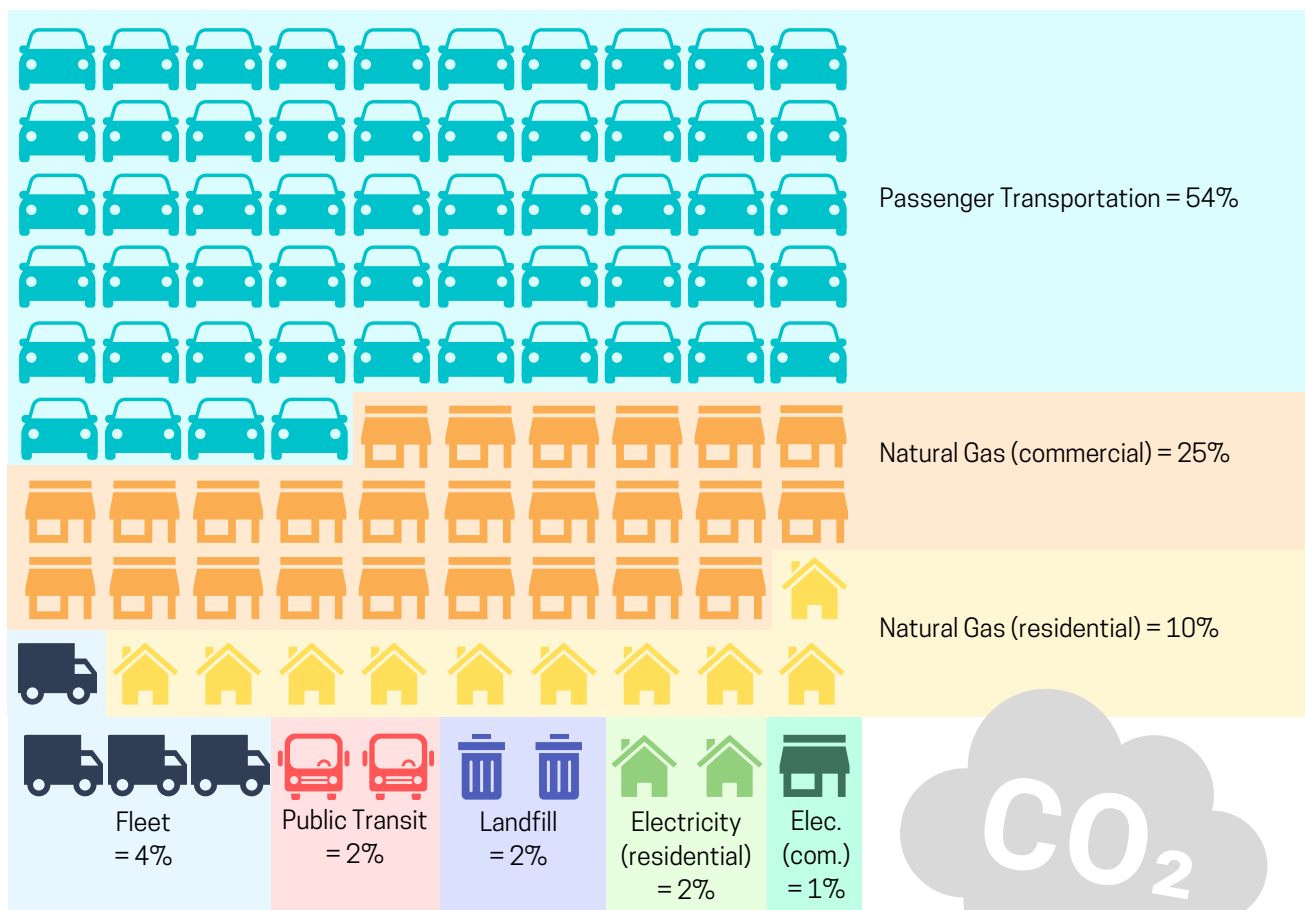
## Where do Canada's Greenhouse Gas Emissions Come From?

Data source: Environment and Climate Change Canada (2015)

# What's happening in Whistler?

## Whistler's Emissions

About 90% of Whistler's greenhouse gas emissions are from **vehicle transport** and **natural gas** use in buildings. Natural gas is primarily used for cooking and heating.



## Whistler's goals

1. 2030: 50% reduction in GHG's
2. 2050: 80% reduction in GHG's
3. 2060: 90% reduction in GHG's



...below 2007 levels  
(this is called a baseline and is required to compare and measure success)



# Whistler's Plan

Whistler's Climate Action Big Moves Strategy focuses on six Big Moves that will have the biggest impact to reduce the community's contribution to greenhouse gases & energy consumption.

## SMALL STEPS for **BIG MOVES**



### Big Move 1

#### Move Beyond The Car

*By 2030, 50% of all trips in Whistler are by transit or active transportation.*



### Big Move 2

#### Decarbonize Passenger and Commercial Transport

*By 2030, 50% of all vehicle kilometers travelled are from zero-emission vehicles.*



### Big Move 3

#### Reduce Visitor Travel Emissions

*By 2030, Whistler demonstrates leadership in redefining tourism in a low carbon world.*



### Big Move 4

#### Build Zero Emission Buildings

*By 2030, all new buildings achieve the top step in B.C.'s Energy Step Code, use only low carbon heating systems, and embodied carbon emissions drop by 40%.*



### Big Move 5

#### Make Existing Buildings Better

*By 2030, reduce emissions from residential buildings by 20% and from large commercial buildings by 40%.*



### Big Move 6

#### Close The Loop And Shift Toward Lower Carbon Consumption

*By 2030, reduce waste sector emissions by 95% and reduce embodied emissions from products and services.*

# What can you do?



Bike More. Drive Less.



Public transit over private.



Reduce. Reuse. Recycle/Compost ...In that order.



Say no to single-use products.



Eat less meat.



Choose to reuse.



Buy second-hand.



Unplug electronics.



Turn down the heat, put on a sweater.



Speak truth to power. Make your voice heard.



Attend events and support others (peacefully!).

**We don't need a few people doing EVERYTHING we need a lot of people doing something!**

**Do what works for you. Remember, this will be different for everyone.**

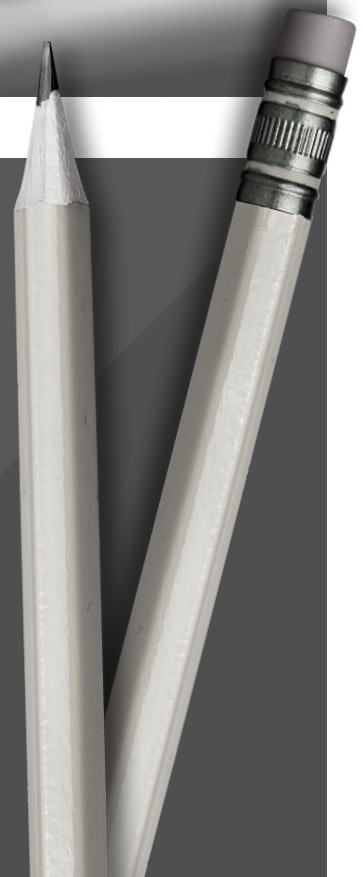
**Shame is paralyzing. Let's focus on what people ARE doing and stop dwelling on what they're not.**

**Momentum is POWERFUL. Bring on the positive recognition.**



## PROJECT PLANNING

The following pages provide the framework for project planning that will be covered throughout this program.



# Project Planning 101

## Start by thinking about:

1. What do you want to know or what do you want others to know? Is there a specific behavior you want to change?
2. How will the outcome of your project benefit the environment?

## Types of Projects

There are many different types of projects and almost all of them involve multiple elements. You don't have to choose just one type of project, your project can be a combination of many!

- Challenge
- Skills Building/ Workshop
- Event
- Awareness/ Educational Campaign
- Product/ Service
- Recognition
- Research
- Investigative
- Advocacy
- Networking




## Things to Consider When Planning Your Project...

- Think about the audience you want to address and consider what type of project will resonate with them.
- Look at who is already working on similar initiatives and partner wherever possible. Momentum is powerful, so be strategic and try to avoid reinventing the wheel!

# Project Planning Board

This project planning board had been designed to help you think through all the different elements of planning a project and provides a framework for setting SMART targets (specific, measurable, achievable, realistic, timely). These targets will keep you organized and help you measure the success of your project!



## Project Planning Board

Project Name:

Team Members:

Date:

<b>Project Overview:</b> Purpose <i>Why are you doing this project?</i>	<b>Project Details:</b> Actions <i>What will you do to achieve your goals?</i>	<b>Project Timeline:</b> Milestone 1:  Complete by:  Milestone 2:  Complete by:  Milestone 3:  Complete by:  Milestone 4:  Complete by:	Follow up plan: <input type="checkbox"/> Execute plan & collect data <input type="checkbox"/> Analyze data and report metrics to AWARE <input type="checkbox"/> Provide feedback/thank you's to relevant stakeholders <input type="checkbox"/> Create a presentation for peers <input type="checkbox"/> Other:
Goals <i>What are you trying to change? BE SPECIFIC</i>	Resources <i>What will you need?</i>		
Stakeholders <i>Who will be involved? Target Audience? Supporters?</i>	Metrics <i>How will you measure success?</i>		
Location <i>Where?</i>	Communications <i>What is your target audience and what is your main message for them?</i>		
Date/Time <i>When?</i>	Potential Barriers/ Challenges <i>Real? Perceived?</i>		



## PROJECT EXAMPLES

The following is a collection of examples to help spark creativity and inspire projects that you may choose to action within your community.

**BE BOLD.  
BE HEARD.**



# CHALLENGES

Incentivize change through competition.

Examples:

- 30-Day Garbage Challenge
- Bin-it to Win-it Sorting Game
- Go By Bike



## THE LANDFILL RESISTANCE

After 30 days of carrying their garbage around, a Ziploc bag is all these guys have to show for their monthly landfill contribution.



# SKILLS BUILDING/ WORKSHOPS

Teaching a specific skillset or understanding.



Examples:

- "Garbage Food" Webinar Series
- How to make your own...
- How to fix a...

# EVENTS

A thing that happens on a specific date or across multiple dates.

Examples:

- Film Screening
- Clothing Swap
- Community Clean-Up
- Community Garage Sale
- Webinar



They went  
out in the  
same look!

## Who wore it BETTER

Turn down the thermostat, put on a sweater.

From building maintenance... Troy, Charlie or Mark?



From fleet maintenance... Dan, Jason or Simon?

# EDUCATION/ AWARENESS CAMPAIGNS

Provides information to intrinsically motivate people to change their behaviors.

Examples:

- Anti-Idling Campaign
- Energy Awareness
- Art Installation
- Social Media Campaign
- "Make a Pledge" Campaign



# PRODUCTS / SERVICES

Creating awareness for a cause by offering something in return.

Examples:

- Mission Roots Cafe
- Operation Take Two



[missionrootscafe.weebly.com](http://missionrootscafe.weebly.com)  
[operationtaketwo.com](http://operationtaketwo.com)

# RECOGNITION

Increase momentum through positive reinforcement

Examples:

- Zero Heroes
- Green Awards

Congratulations Benjamin Gambling!! Our Zero Hero Winner this week!  
Benjamin has implemented a process in which the ski passes at Ride Tribe schools can be reused rather than having to be replaced every time another school arrives. This has resulted in over 50% of passes being returned which can be reused for another school and above all, helping to reduce our waste!  
Thanks Benjamin!



2 Comments  
Like Comment Share

# RESEARCH

Analyzing information already available and drawing conclusions from the review of your findings.

Examples:

- Report
- Presentation
- Guidebook



# INVESTIGATIVE

Acquiring new data from your own sources such as surveys, focus groups, interviews, experiments, etc and drawing conclusions.

Examples:

- Waste Audit
- Energy Audit
- Interview
- Mini-Documentary
- Presentation/ Report



Overall, the percentage of respondents who believe WB provides excellent/above average training on waste disposal is up 63% from last year.

There was a 68% increase this year in respondents who answered that they recycle **EVERYTHING**

Top recycled items:

1. Cardboard
2. Refundables
3. Mixed containers

The majority of respondents answered they are NOT composting, but 96% agreed they would if it was easier or they knew how to.

THIS WINTER GLACIER HOUSING REDUCED THEIR LANDFILL WASTE BY 9TONS!

Top comments for improvement:

1. More disposal locations
2. Increased education through signage and information at check-in
3. Incentives and contests for recycling/composting
4. More motivational awareness posters
5. Consistency in workplace environments



# ADVOCACY

Provokes change through awareness and social pressure.

Examples:

- Fridays for future
- Letter writing campaign
- Connecting with local elected officials



# NETWORKING

Relies on collaboration and knowledge sharing to catalyze change.

Examples:

- Mock COP (Youth Conference)
- RMOW Committees of Council
- Enviro Club



**DO  
SOMETHING  
NOW.**



Association of  
Whistler Area Residents  
for the Environment