

PRIORITIES AND KEY INITIATIVES COMMITTEE – NOVEMBER 14, 2011

GREEN DIRECTIONS VAUGHAN EDUCATION STRATEGIES

Recommendation

The City Manager and the Manager of Environmental Sustainability in consultation with the Senior Management Team recommends that:

1. That the update on the Green Directions Vaughan Employee Education Strategy be received; and,
2. That staff initiate the implementation of the external environmental education strategy targeted at businesses and citizens as set out in Attachment 2.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in *Green Directions Vaughan*, the Community Sustainability and Environmental Master Plan:

- Action 5.1.5 provides that the City, “develop an environmental education strategy to familiarize staff with the provisions of *Green Directions Vaughan* expanding into an on-going education program”.
- Action 5.1.7 provides that the City “develop an environmental education strategy for businesses and citizens” which will highlight the steps that citizens and businesses can take to create a more sustainable Vaughan.

Economic Impact

Existing resources will be used to deliver the core components of the on-going environmental/sustainability staff education program as well as the *Green Directions Vaughan* Business Education Strategy and Citizen Education Strategy. Should components of these programs and/or strategies require funding above and beyond existing budgets; these components will proceed only when additional, external funding resources have been secured. In addition, partnerships with external organizations will be pursued wherever practical to help offset the costs of delivery.

Communications Plan

A communications plan is not required at this time. It will evolve with the development of each of the initiatives within the strategies targeted at staff, residents and businesses. Implementation progress on the staff environmental education program and the environmental education strategy for businesses and citizens will be tracked and reported on along with other actions specified within *Green Directions Vaughan*, our Community Sustainability and Environmental Master Plan, on an annual basis

Purpose

The purpose of this report is to provide the Priorities and Key Initiatives Committee with a status update on the environmental education strategies that target employees and another focusing on businesses and citizens and receive direction to continue to proceed.

Background - Analysis and Options

Employee Education Strategy

In April 2009, Council approved *Green Directions Vaughan*, the City's first Community Sustainability and Environmental Master Plan. On December 14, 2009 the Environment Committee considered a report which provided an implementation update on *Green Directions* and the outlook for 2010. The Environment Committee adopted the following recommendation: "That staff provide an internal cultural plan in anticipation of the move to City Hall". Discussion surrounding this item included the role of culture change in achieving a more sustainable city, how staff education can play an important role in this process and the opportunity that the opening of the new Leadership in Energy and Environmental Design (LEED) Gold City Hall presented an educational opportunity both as an individual initiative and as the starting point for a broader educational plan. Following the March 9, 2010 update on the employee education strategy, the Environment Committee directed staff "to proceed with the development of a comprehensive environmental/sustainability education strategy to familiarize staff in all facilities with the policies of *Green Directions*, which can be expanded into an on-going program.

Extensive research of best practices of public and private organizations delivering environmental education programs to employees as well as an on-line staff survey provided good baseline information for development of the strategy. In addition, an Employee Environmental Education Internal Advisory Team, consisting of ten employees from various City departments, met regularly over 2010-11 to develop a series of programs and campaigns to help create awareness of key issues and integrate environmental sustainability into the core culture of City staff.

On January 31, 2011, a report to the Priorities and Key Initiatives Committee outlined the components of an Employee Environmental Education strategy including the thirteen components and campaigns/programs. A formal launch and open house was held on April 8 in the City Hall atrium. The open house featured a poster display of all the initiatives that would fall under the *Green Directions Vaughan*-Employee Education Strategy. A dozen, short introductory presentations were also made to outside staff and Vaughan Public Library staff over the first four months of 2011.

The Employee Education Strategy consists of four existing initiatives and nine new initiatives. Some of the existing initiatives such as the Employee Trip Reduction Program and the Lunch 'n' Learn series, have multiple campaigns within the initiative. Other existing initiatives such as Earth Hour and the 20 minute makeover are shorter campaigns that are delivered at specific times of the year annually.

As for the nine new initiatives, LEEDing by example and the new normal fact sheet are targeted towards employees moving into the new City Hall. Both initiatives have enhanced employee knowledge about the green attributes of the building and how staff can contribute to a positive environmental impact within the building. The e-Newsletter and the Vaughan On-line *Green Directions*-Employee Education web page provide information on key initiatives and success stories; resources that help build the foundation for a strong environmental ethic among employees. "Caught Green Handed" is a new employee recognition program linked with the "We are Vaughan" program. Vaughan Unplugged is a one week, inter-departmental, energy reduction, challenge event. The final initiatives involve developing a reporting mechanism to highlight key metrics and incorporating environmental sustainability into the future revision of the Employee Handbook. Attachment 1 provides an update on the programs and campaigns and relevant metrics.

The City of Vaughan participated in The Natural Step Canada project "Embedding Sustainability in the Core Culture of Municipal Organizations" over the third quarter of 2011. The project followed up the cutting edge report in 2010 on Embedding Sustainability in Organizational Culture by the Network for Business Sustainability. The report presents a portfolio of practices gleaned from a systematic review of the entire body of research on sustainability and organizational

culture. Based on the portfolio approach to embedding sustainability into organizational culture, 10 municipalities including the City of Vaughan, provided comment on whether the approach was relevant to them, what they would adjust, and what their best practices and challenges were. This project presents a snapshot of examples of the best of what is happening right now in Canadian municipal organizations to build and nurture cultures of sustainability. These examples are intended to inspire ideas and provide input to those leading culture change initiatives in the municipal context. Early results from the project were presented by The Natural Step Canada at the Eco-City World Summit in Montreal in August 2011.

The Embedding Sustainability in the Core Culture of Municipal Organizations project report will be of great benefit to the Environmental Sustainability Employee Engagement Internal Advisory Team. This team, formerly known as the Employee Environmental Education Internal Advisory Team, will meet quarterly to review and provide insights to the Environmental Sustainability Office on continual improvement opportunities for the employee environmental education program and environmental sustainability employee engagement practices.

Business and Citizen Environmental Education Strategy

In order to develop the business and citizen environmental education, consultations were held with a number of stakeholders. Internal stakeholders included Economic Development, Vaughan Small Business Enterprise Centre, Public Works-Solid Waste Management, Recreation and Culture and Parks Operations. External stakeholder's consultation included the Region of York Environmental Promotions Division, Vaughan Chamber of Commerce and Sustainable Vaughan.

To help scope the business component of the environmental education, a research project was conducted in the fourth quarter of 2010 by a volunteer student intern to identify areas of importance to small and medium sized enterprises (SMEs) in Vaughan that will make concrete contributions to sustainability. The sustainability focus was on maintaining business growth and prosperity while addressing issues of waste management and recycling, water conservation, climate change, toxics reduction, and air quality. The research identified the primary motivations for SMEs to take environmental action, and their primary barriers to doing so. It also made recommendations for the content of the environmental education strategy based on these motivations and barriers. The recommendations covered issues such as training, recognition, mentoring, informational resources and incentives.

The Green Directions Vaughan Business Education Strategy consists of five initiatives. Two of the proposed initiatives, the 20 minute makeover and Earth Hour, are existing initiatives that will be promoted more extensively to the business community. Both these initiatives are shorter campaigns that are delivered at specific times of the year annually.

As for the new initiatives, the Information Sharing project provides short, success stories of Vaughan businesses to generate awareness among peers. The Award/Recognition program with a connection to the Vaughan Chamber of Commerce awards will recognize businesses that are leading efforts to minimize their environmental footprint. The Business Education webpage, which will be a dedicated site on our external Environment webpage, will be based on the pillars of outreach/news, tools and resources.

The Green Directions Vaughan Citizen Education Strategy consists of nine initiatives. Two of the proposed initiatives, the 20 minute makeover and Earth Hour, are existing initiatives that will be continued. Another two proposed initiatives, the Citizen Education web page and the City Hall LEED Gold promotion, build on the work that has been initiated previously. The existing external web page work will be augmented with additional resources and tools to promote environmental sustainability. The interactive tool promoting the environmental features of City Hall will also be promoted to the public via the City of Vaughan website.

As for the new initiatives, the information sharing initiative proposes to use a variety of existing newsletters, newspapers and social media outlets to generate awareness and highlights on topical environmental sustainability issues. The Partners for a more Sustainable Vaughan

initiative involves creating a registry of volunteers to participate in outreach events and activities that educate and inspire others to take action on key environmental issues. Both the Target-youth and Target-multi-cultural groups are specific engagement activities intended to build momentum towards environmental sustainability with key subsectors within the City of Vaughan. Finally, the 300,000 acts of green initiative is a web based challenge which encourages residents to commit to small behaviour changes that benefit the environment. Each commitment is tracked with the goal of achieving 300,000 over the course of a pre-established period of time.

Attachment 2 highlights the elements of both the *Green Directions Vaughan* Business Education Strategy and Citizen Education Strategy.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the Vaughan Vision 20|20 strategic goal of providing service excellence to citizens and the strategic objective to lead and promote environmental sustainability. This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

N/A

Conclusion

Green Directions Vaughan has established that sustainability is a shared responsibility among government, our citizens and businesses. Education has long been recognized as a necessary means for advancing sustainability within a community with key concepts and actions. As the implementation of *Green Directions Vaughan* moves forward, education of employees, citizens and businesses will continue to be a priority. Continuing to implement the Employee Education program will help foster the transition to a corporate culture of sustainability. Many of the initiatives that encompass the Employee Education Strategy are at various stages of implementation with metrics being tracked.

The Employee Education Strategy has set the foundation for the environmental education strategy for citizens and businesses. Some of the same elements have been incorporated in all three approaches. The *Green Directions Vaughan* Business Education Strategy and the Citizen Education Strategy, consisting of five and nine initiatives respectively, are well positioned to provide information for individuals to learn from and take action on as well as challenge individuals to establish new behaviours.

It is recommended that staff continue with the implementation of the environmental education program for employees and proceed with initiating the implementation of the environmental education strategy targeted at businesses and citizens as set out in this report.

Attachments

1. *Green Directions Vaughan*- Employee Education program metrics
2. *Green Directions Vaughan*- Business Education Strategy and Citizen Education Strategy.

Report prepared by:

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Respectfully submitted,

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ATTACHMENT 1-GREEN DIRECTIONS VAUGHAN(GDV)-EMPLOYEE EDUCATION STRATEGY -METRICS

<i>Project Name</i>	<i>Key elements</i>	<i>Timing</i>	<i>Metrics</i>
Caught Green Handed	<ul style="list-style-type: none"> ▪ Recognition program linked to the existing HR initiative – ‘We are Vaughan’ ▪ Thank employees taking action that minimize environmental impact through a green e-card ▪ Recognition of three employees annually nominated through existing channel for commitment to environmental efforts 	<p>Q1,2011</p> <p>Q2, 2011</p>	<ul style="list-style-type: none"> ▪ # thank-you sent ▪ #nominees received for awards -3 ▪ \$ savings of initiatives implemented -TBD
LEEDing by example	<ul style="list-style-type: none"> ▪ Learning piece that is intended to inform employees occupying the new City Hall of the key features of LEED that are deployed ▪ Intro animation followed by interactive piece which allows users to rollover a 3d model to learn more about the buildings key LEED aspects. ▪ Piggybacking on work that was initiated by IT 	Q1,2011	<ul style="list-style-type: none"> ▪ #staff pre-viewing at launch event - ~80 ▪ # times tool down-loaded from GDV -TBD
New normal fact sheet	<ul style="list-style-type: none"> ▪ Summary of changes in routines implemented to minimize environmental impact with move to new City Hall. ▪ Areas include office areas, cafeteria, sustainable transportation, kitchenette and overall building. 	Q1, 2011	<ul style="list-style-type: none"> ▪ # emails sent – 494 ▪ # questions regarding sheet - 8 ▪ # hits on B & F site- TBD
Electronic Newsletter	<ul style="list-style-type: none"> ▪ Short, quick highlights of progress, success stories and informative educational topics of interest. ▪ Quarterly newsletter 	Dec 2010	<ul style="list-style-type: none"> ▪ Qualitative comments received-15 ▪ #submissions for newsletter name - 8
VOL-GDV Employee Education webpage	<ul style="list-style-type: none"> ▪ Dedicated site on Vaughan On Line will be used to convey information about key programs, activities, and initiatives. The site will be based on the pillars of outreach/news, resource centre and programs/campaigns. 	Dec 2010	<ul style="list-style-type: none"> ▪ #website hits/month on main page-TBD ▪ #website hits/month on tip of week-TBD ▪ # downloads of newsletter - TBD
Vaughan Unplugged	<ul style="list-style-type: none"> ▪ A friendly one week, inter-departmental challenge to reduce power consumption by 	Q1, 2011	<ul style="list-style-type: none"> ▪ # depts. Participating ▪ Est. quantity of electricity saved

ATTACHMENT 1-GREEN DIRECTIONS VAUGHAN(GDV)-EMPLOYEE EDUCATION STRATEGY -METRICS

<i>Project Name</i>	<i>Key elements</i>	<i>Timing</i>	<i>Metrics</i>
	<ul style="list-style-type: none"> unplugging non-networked office devices ▪ Energy conservation program 		
Success stories/case studies	<ul style="list-style-type: none"> ▪ Document and feature employee initiatives to help advance environmental sustainability 	Year round	<ul style="list-style-type: none"> ▪ # success stories documented -3
Reporting	<ul style="list-style-type: none"> ▪ Develop a reporting mechanism to highlight key metrics and another report on implementation progress of the community sustainability and environmental master plan. 	Q2, 2011	<ul style="list-style-type: none"> ▪ # metrics highlighted - 8 ▪ # downloads of report - TBD
Greening the Employee Handbook	<ul style="list-style-type: none"> ▪ Incorporate environmental sustainability into a future revision of the Handbook 	TBC	<ul style="list-style-type: none"> ▪ # changes documented ▪ # handbooks documented
Employee Trip Reduction	<ul style="list-style-type: none"> ▪ Partner with Smart Commute NTV on various campaigns to raise awareness of sustainable transportation. ▪ Integrated with Clean Air Commute week in June and car free day in September ▪ New route to work week will be targeted for March 	Year round	<ul style="list-style-type: none"> ▪ # registrants for Clean Air Commute week challenge -92 ▪ # registrants for Car Free day -30 ▪ # Car poolers registered -40
Earth Hour	<ul style="list-style-type: none"> ▪ Participate in an annual event to turn off lights for one hour to demand action on climate change. 	March annually	<ul style="list-style-type: none"> ▪ Electricity savings-community wide – 8.8 % reduction ▪ # participants in community wide Earth Hour events -300
20 Minute Makeover	<ul style="list-style-type: none"> ▪ Challenge activity that encourages City departments to pick up litter for 20 minutes on designated day. 	April annually	<ul style="list-style-type: none"> ▪ # participants-City depts.- 13 ▪ # participants- Community wide- 12,500 including 37 schools ▪ Qty of waste collected
Lunch ‘n’Learn series	<ul style="list-style-type: none"> ▪ Continue to highlight topical environmental info during lunch’n’learn sessions 	Year round	<ul style="list-style-type: none"> ▪ # held - 2 ▪ Ave. # participants/ session- 14

ATTACHMENT 2: GREEN DIRECTIONS VAUGHAN(GDV)-BUSINESS EDUCATION STRATEGY COMPONENTS

<i>Project Name</i>	<i>Key elements</i>	<i>Timing</i>	<i>Rationale</i>	<i>Metrics</i>
Information sharing	<ul style="list-style-type: none"> ▪ Short, quick highlights of progress, success stories and informative educational topics of interest to business and environment – corporate social responsibility, triple bottom line ▪ Business link submissions ▪ Vaughan Chamber of Commerce partnership 		<ul style="list-style-type: none"> ▪ Generate awareness ▪ Low cost implementation 	<ul style="list-style-type: none"> ▪ # stories completed
			Partners Vaughan Chamber of Commerce, VBEC, Corp Communications, ITM, PowerStream	
Award/Recognition program	<ul style="list-style-type: none"> ▪ Recognition of businesses- micro, small, medium and large annually nominated through existing channel for commitment to environmental efforts ▪ Potentially link to Vaughan Chamber of Commerce Award 		<ul style="list-style-type: none"> ▪ Able to track metrics & monitor progress ▪ Able to build on a small commitments which could lead to larger ones 	<ul style="list-style-type: none"> ▪ #nominees received for awards
			Vaughan Chamber of Commerce	
Seminar series	<ul style="list-style-type: none"> ▪ A combination of webinars and/or short seminars featuring issues of interest ▪ Potentially delivered through VBEC or Chamber of Commerce targeting SMEs 		<ul style="list-style-type: none"> ▪ Peer to peer learning helps to simplify the effort required. 	<ul style="list-style-type: none"> ▪ # seminars completed
			VBEC, PowerStream	
GDV Business Education webpage	<ul style="list-style-type: none"> ▪ Dedicated site on external website will be used to convey information about key programs, activities, and initiatives related to Corporate Social Responsibility. The site will be based on the pillars of outreach/news, tools and resources ▪ Success stories/case studies - document and feature business initiatives to help advance environmental sustainability ▪ Direct visitors to the site to others providing support to small business on environmental sustainability 		<ul style="list-style-type: none"> ▪ Provides information and education on key areas of interest that can result in positive environmental action ▪ Using Social marketing principles such as profiling role models and peers who businesses can trust ▪ Cost effective, environmentally preferable way of promoting message 	<ul style="list-style-type: none"> ▪ #website hits/month on main page ▪ # success stories documented

ATTACHMENT 2: GREEN DIRECTIONS VAUGHAN(GDV)-BUSINESS EDUCATION STRATEGY COMPONENTS

<i>Project Name</i>	<i>Key elements</i>	<i>Timing</i>	<i>Rationale</i> <i>Partners</i> Going for the Green, Bloom centre, Canadian Federation of Independent Business, Green Enterprise Ontario	<i>Metrics</i>
20 Minute Makeover	<ul style="list-style-type: none"> ▪ Challenge activity that encourages City departments to pick up litter for 20 minutes on designated day. 	April annually	<ul style="list-style-type: none"> ▪ Well received in previous years with an increase in teams every year ▪ Participation of management and council helps to raise importance of event ▪ Competition between departments helps to drive acceptance of event 	<ul style="list-style-type: none"> ▪ # participants- Businesses ▪ Qty of waste collected
Earth Hour	<ul style="list-style-type: none"> ▪ Participate in an annual event to turn off lights for one hour to demand action on climate change. 	March annually	<ul style="list-style-type: none"> ▪ Strong linkage to broader community involvement ▪ A well publicized global event ▪ Raise awareness of staff to participate in a simple task both at work and at home. 	<ul style="list-style-type: none"> ▪ Electricity savings- community wide ▪ # participants in community wide Earth Hour events

GREEN DIRECTIONS VAUGHAN(GDV)-CITIZEN ENGAGEMENT/ EDUCATION STRATEGY COMPONENTS

<i>Project Name</i>	<i>Key elements</i>	<i>Timing</i>	<i>Rationale</i>	<i>Metrics</i>
			<i>Partners</i>	
Information sharing	<ul style="list-style-type: none"> ▪ Short, quick highlights of progress, success stories and informative educational topics of interest to citizens ▪ Approach Vaughan Citizen quarterly to include an article on a key environmental issue ▪ Integrate environmental sustainability into Ward Councilor newsletters ▪ Work with Corp Communications to post occasional tweets on Twitter 	Q1, 2012	<ul style="list-style-type: none"> ▪ Generate awareness ▪ Low cost implementation ▪ Opportunity to leverage senior leadership <p>Councilors, Corp Communications, Public Works, Sustainable Vaughan, PowerStream, Region of York Env Promotion and Protection Division</p>	<ul style="list-style-type: none"> ▪ # stories completed ▪ # web views of stories
Partners for a more sustainable Vaughan (P4>SusVaughan)	<ul style="list-style-type: none"> ▪ Recruit and create a registry of volunteers in all five major centres in Vaughan ▪ Volunteers would work with Env. Sustainability Office to educate, inspire and help others understand key environmental issues. ▪ Potentially approach Parks & Forestry Operations' Park Ambassadors, Sustainable Vaughan, Seeds for Change volunteers in Growing to Give, York Region Youth Environmental Network members, other social/community/religious groups ▪ Following some structured training volunteers could be asked to participate in outreach events (Farmers Market, Greening Vaughan Days, Earth Day promotions, Earth hour, etc), lead neighbourhood challenges, host learning events ▪ Recruit business partners who may be interested in promoting a more sustainable Vaughan 	Q2, 2012	<ul style="list-style-type: none"> ▪ Leverage existing human resources and organizations who have a passion for a more sustainable Vaughan. ▪ Peer to peer learning <p>Parks Operations, Clerks, Community groups, Businesses</p>	<ul style="list-style-type: none"> ▪ # volunteers ▪ # events attended

GREEN DIRECTIONS VAUGHAN(GDV)-CITIZEN ENGAGEMENT/ EDUCATION STRATEGY COMPONENTS

<i>Project Name</i>	<i>Key elements</i>	<i>Timing</i>	<i>Rationale</i>	<i>Metrics</i>
			<i>Partners</i>	
Citizen Education webpage	<ul style="list-style-type: none"> ▪ Dedicated site on external website will be used to convey information about key programs, activities, and initiatives related to environmental sustainability. ▪ Site will be based on the pillars of outreach/news, tools and resources ▪ May be worthwhile to segment on topics – water, air, land ▪ Success stories/case studies - document and feature initiatives to help advance environmental sustainability ▪ Dedicated site with links to other City dept with key info i.e.) cycling 	Q4, 2011	<ul style="list-style-type: none"> ▪ Provides information and education on key areas of interest that can result in positive environmental action ▪ Using Social marketing principles such as profiling Vaughan role models and peers who citizens can relate to and trust ▪ Cost effective, environmentally preferable way of promoting message <p>Corporate Communications</p>	<ul style="list-style-type: none"> ▪ #website hits/month on main page ▪ # success stories documented
City Hall-LEED Gold promotion	<ul style="list-style-type: none"> ▪ Using LEEDing by Example interactive tool as a baseline, create a web version targeting citizens for posting on the City of Vaughan website ▪ Develop a tour script and station signage for key locations within City Hall for everyday tours, special tour 	Q3,2011	<ul style="list-style-type: none"> ▪ Contribute to a growing green building knowledge base ▪ Exemplify leadership <p>Building & Facilities, Rec & Culture, Corp. Communications</p>	<ul style="list-style-type: none"> ▪ # tours provided ▪ # downloads of interactive tool
20 Minute Makeover	<ul style="list-style-type: none"> ▪ Challenge activity that encourages community groups, schools to pick up litter for 20 minutes on designated day. 	April annually	<ul style="list-style-type: none"> ▪ Well received in previous years with an increase in teams every year. ▪ Participation of management and council helps to raise importance of event ▪ Competition helps to drive acceptance of event 	<ul style="list-style-type: none"> ▪ # participants-

GREEN DIRECTIONS VAUGHAN(GDV)-CITIZEN ENGAGEMENT/ EDUCATION STRATEGY COMPONENTS

<i>Project Name</i>	<i>Key elements</i>	<i>Timing</i>	<i>Rationale</i>	<i>Metrics</i>
			<i>Partners</i>	
Target-youth	<ul style="list-style-type: none"> ▪ Host Youth Environment Network of York Region (YENYR) 2011 annual conference ▪ Participate in the promotion of Eco-schools and related programs to Vaughan area schools ▪ Participate in Recreational programs targeting youth (i.e. eco-camps, active transportation programs) in order to promote GDV ▪ Establish a poster contest with City's youth summer eco-day camp program 	2011-2014	<ul style="list-style-type: none"> ▪ Helps to fulfill GDV goal5 to be leaders in education on sustainability issues ▪ Engages a highly motivated and potentially influential group. 	<ul style="list-style-type: none"> ▪ # Vaughan HS attending ▪ # events completed
Target- Multi-cultural groups	<ul style="list-style-type: none"> ▪ Work with Recreation and Culture to develop a list of potential multi-cultural groups to target. ▪ Assess the level of interest and opportunity to work with identified groups ▪ Conduct outreach to a minimum of 3 groups annually. ▪ Identify short term projects that will help establish relationships and a foundation for future projects 	2012-2014	<ul style="list-style-type: none"> ▪ Helps to fulfill GDV goal5 to be leaders in education on sustainability issues 	<ul style="list-style-type: none"> ▪ # participants engaged ▪ # groups engaged
300,000 acts of green - Vaughan	<ul style="list-style-type: none"> ▪ Create and promote 300,000 acts of green-Vaughan to residents. This builds on a Canada wide event to show how each individual, organization and community can act on their own, but contribute to a greater good 	2013-14	<ul style="list-style-type: none"> ▪ Challenge project ▪ Small commitments may lead to larger ones 	<ul style="list-style-type: none"> ▪ # participants engaged ▪ # groups engaged
Earth Hour	<ul style="list-style-type: none"> ▪ Participate in an annual event to turn off lights for one hour to demand action on climate change. 	March annually	<ul style="list-style-type: none"> ▪ Strong linkage to broader community involvement ▪ A well publicized global event ▪ Raise awareness of staff to 	<ul style="list-style-type: none"> ▪ Electricity savings-community wide ▪ # participants

GREEN DIRECTIONS VAUGHAN(GDV)-CITIZEN ENGAGEMENT/ EDUCATION STRATEGY COMPONENTS

<i>Project Name</i>	<i>Key elements</i>	<i>Timing</i>	<i>Rationale</i>	<i>Metrics</i>
			<i>Partners</i>	
			participate in a simple task both at work and at home.	in community wide Earth Hour events
			Schools, Community groups.	