



KPU Sustainability Week 2017 Report

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Where thought meets action



KPU Sustainability Week 2017 Report

Overview

Sustainability Week 2017 ran from Oct 23-26 and included these events:

11:30am-1:30pm across each campus

Monday, October 23

Cloverdale Tech Campus – Student Lounge

- KPU Facilities

Tuesday, October 24

Langley Campus – Langley Library Corridor

- KPU Facilities
- Sci & Hort Sustainability Poster Showcase

Wednesday, October 25

Surrey Campus – Arbutus Gallery, entrance to the library

- Facilities
- KPU Vegan Student Club
- POST & PSYC 4150 Students - Food Waste Showcase

Thursday, October 26

Richmond Campus – Main Atrium

- KPU Facilities
- Wilson School - Product Design Showcase
- KSA presents “Ride the Divide” was presented at **GrassRoots Café in Surrey**

Event Activation

I arrived at each campus around 10:00am for set up each day and Facilities had set up tables and power supplies as described. It was very easy for participants to jump in and set up their presentation booths.

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Marketing & Promotion

Marketing Services provided us with an updated poster, digital signage, webpage (www.kpu.ca/sustainabilityweek) and social media support. The final poster took about a two week turnaround. Here was the poster, which served as lead creative for the campaign.



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Uptake

Planning for Sustainability Week this year was very tight due to having only about a month to organize. I started with a call for participation from departments and faculties, past participants and student clubs to join in. Unfortunately, the feedback was that it wasn't enough notice to schedule in class/teaching schedules and the ability to staff tables. Further to this, Sustainability Week ran parallel to competing week long events on campus, Thrive Week (www.kpu.ca/thrive) and Bike to Work Week, where marketing and promotion of those events had been ongoing, and therefore competing, for weeks. The organizer of Thrive Week did cross promote our programming on their end, as well.

In terms of participation because there were only at most 1-3 tables and not a lot of interactivity associated, there wasn't a lot of traffic to our booths, mainly foot traffic.

Opportunities

For future Sustainability Weeks, I think it would be ideal to begin planning a least two months prior, ideally in early August. The calls of participation early on is key, as instructors and students can look to this week before the start of semester (one comment from POST instructor was if he knew what week Sustainability Week was, he would have worked in a project into the syllabus!) Also although we reused the creative from last year, final proofs of the posters still took about two weeks to finalize, which limited the ability to promote online and bring awareness to the campaign. Given a bit more time next year, it would be ideal to refresh the creative to something a bit different so it's not the same image recycled year over year.

Working Codie and his team to incorporate Thrive was very positive; many of their wellness mantras fit some of the themes of Sustainability. Having met, we did decide that it's likely not best to run Sustainability Week and Thrive during the same weeks, as the messages though related, really run parallel to each other (basically, Green vs. Mental/Self-Care wellness). We felt that both Thrive and Sustainability have very different approaches and given enough time to call for participation, they could easily stand alone in having their own Weeks.

Another opportunity for Sustainability would be to reach out to local companies in the area surrounding each campus (car dealerships around Langley, Richmond for example) and invite them to showcase or participate in having a booth. This could raise the level of interactivity in terms of booths/offerings, as well encourage community engagement and capacity building.