

Sustainability Week Update

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Sustainability Week was October 26th-29th. It ran from 10am-2pm on a different campus each day. Overall I would say that it was as big a success as one could reasonably expect.

PLANNING

For the most part the planning and execution of these events went smoothly, and the response from the various groups here at KPU was almost overwhelming in their enthusiasm. However, the response from external sources was unfortunately the opposite. I reached out to nearly ten non-profits in the community and I heard back from less than half. Of those only one could actually attend – the Drizzle Conservation Society.

There are a few takeaways from this for next year. The first is that The Drizzle Conservation Society is run by an alumni of KPU and is an enthusiastic participant who has asked to be informed if there are other areas we can cooperate with his organization.

The second is that a few organizations showed regret that they couldn't attend, namely: BC Hydro, the City of Surrey, and the Ecojustice Canada. The last of which informed me that they were working on having a team for exactly this thing and would be very interested in coming next year.

CLOVERDALE

The first day was at Cloverdale, and while I wasn't able to attend personally, Kulpreet Sasan managed the event in my stead. I understand that the event was quiet, but no more or less than an average day on the Cloverdale campus anyway.

One of the great struggles with Cloverdale from an organizational perspective was finding presenters for that campus. I planned to have a six minimum per location, but Cloverdale was the only one that didn't even meet that criteria, much less exceed it.

I discovered too late that Kulpreet had been brought on to help out with the event planning on that campus, and one of the big takeaways for next year is to communicate with him much earlier in the process in an effort to find some Trades and Tech themed booths. I believe genuinely that had we worked together earlier Cloverdale would have had a much larger turn out.

RICHMOND

The Richmond campus was a big success, arguably the biggest. Part of this has to be attributed to location, an element of this that we need to really consider closely next year. The Richmond rotunda is a high traffic area which saw our booths busy and crowded with people for most of the day.

Sustainable Agriculture and the participating soils class had a lot to do with the success at Richmond as well. Their tables were engaging and I feel like any future Sustainability Weeks would be at a great loss without them. I would say that the best plan would be to try and get them to more campuses next time around.

SURREY

Surrey was well staffed with booths and presenters, but it was betrayed by low foot traffic. I'm not sure if it was just the rain or bad luck, but Surrey Main was a ghost town for most of the day. Which was unfortunate because the Biology Club had a strong showing, and definitely should remain on the contact page for next year.

LANGLEY

Langley was somehow even quieter than Surrey was. That's about the only point on Langley, operations went smoothly, and there just wasn't anyone there. We may want to think more about location and timing next year for Langley.

NEXT YEAR:

- Work closely with Kulpreet to try and bring some Trades and Tech specific booths into Cloverdale.
- Really consider location. This isn't an event that we are heavily advertising and expecting people to come to, this is a thing that people stop at on their way somewhere else, so location is key.
- We should try to get the bigger more interesting booths (Biology Club, Soils, Sustainable Agriculture) to each campus, or at least a few of them.
- Invite at the very least The Drizzle Conservation Society, and Ecojustice Canada to next year's event as they have shown interest.