

## UBC SUSTAINABILITY SCHOLARS PROGRAM - Summer 2019

The UBC Sustainability Initiative (USI) is pleased to offer current UBC graduate students the opportunity to work on funded sustainability internship projects. Successful candidates work under the mentorship of a partner organization, and are immersed in real world learning where they can apply their research skills and contribute to advancing organizational sustainability goals.

For more information about the Sustainability Scholars Program and to apply to work on this project, please visit the [Student Opportunities](#) page.

Please review the application guide (PDF) before applying.

Applications close **midnight Monday February 25, 2019.**

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**Research project title:** Developing a Strategic GreenCare Communications Plan to Increase Engagement and Participation in Sustainability Practises in Healthcare

### **Sustainability Goal or Operations Plan objective**

*Operations Plan:* Workplace Leadership Staff Engagement Strategy and Action Plan 2019 - 2022

*Objective 1:* Advance a strong, recognizable GreenCare brand that fosters collaboration and raises awareness of the many programs, services and opportunities to participate in energy and environmental sustainability workplace practises in healthcare.

### **Outline scope of project and why it is of value to your organization. Describe how and when the Scholar's work will be actionable.**

The Energy and Environmental Sustainability (EES) Team sits within the Lower Mainland Facilities Management (LMFM) Unit. This unit is responsible for a range of activities across four Lower Mainland Health Authorities (Fraser Health Authority, Vancouver Coastal Health Authority, Providence Health Care and the Provincial Health Services Authority). EES works under an initiative and brand called GreenCare. The purpose of GreenCare is to promote an environmentally conscious culture that is actively aware and engaged in creating sustainable solutions for healthy lives and a healthy community in healthcare. As we move into the next phase of GreenCare engagement, with a revised staff engagement strategy and a refresh of the GreenCare Community website in the works, our goal to create healthy workplaces, healthy communities and a healthy environment relies on the effective communication and engagement of partners, collaborators and staff across the Lower Mainland Health Organizations (LMHOs).

Now with over five years' experience managing the [GreenCare Community website](#), alongside on-the-ground engagement initiatives, we have a baseline understanding of communications and engagement opportunities, as well as the challenges and complexities of the organization and systems we work within. Moving forward, our communications and engagement will focus on strategic optimization of existing channels in order to produce stronger outcomes. Our aim is to create online content and activity that will gain more consistent attention from

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senior leadership, while simultaneously fulfilling the need to engage, educate, inspire and connect health care staff with each other.

We would like to engage a Scholar to work with the EES Team Engagement and Communications Lead (Sarah Currie), to develop a strategic GreenCare Communications Plan and set of accompanying communications tools. This communications plan will be a support strategy to the EES Staff Engagement Strategy, which has recently been developed. The Strategic Communications Plan will formally define who should be given specific information, when that information should be delivered and what communications channels and tools should be used to deliver the information, based on the findings of the staff engagement strategy and through research and consultation. The intern will also have an opportunity to contribute to the GreenCare website redevelopment, updating social media channel content and supporting EES engagement activities.

### **Deliverables**

- Using the staff engagement strategy as support, develop the Strategic GreenCare Communications Plan, which includes defining goals, identifying and profiling target audiences, developing messaging, researching appropriate communications channels and identifying activities and materials.
- Working closely with the Engagement and Communications Lead, conduct interviews and/or focus groups with the EES Team and other key stakeholders to assess communications needs to inform plan.
- Develop a shared internal communications calendar as a key communications tool for the EES team in order to more effectively communicate with key stakeholders and target audiences.
- Present plan and provide a summary of recommendations to successfully implement plan and the resources required.
- Final report for the UBC Sustainability Scholars online project library

### **Time Commitment**

- This project will take approximately **250** hours to complete.
- In consultation with the approved candidate, to determining the appropriate work schedule, the project and associated hours will be completed between May 13, 2019 and August 12, 2019
- The Scholar is to complete hours between 9am-5pm, Monday-Friday.
- Primary office location: 500 – 520 W. 6<sup>th</sup> Avenue, Vancouver.

### **Required/preferred Skills and Background**

- Strong strategic planning, communication, and marketing skills. This includes an emphasis on creativity, with experience identifying target audiences and devising messaging that engages, informs and motivates.
- Strong research and analytical skills.
- Up-to-date with latest trends and best practices in communications/marketing tools and techniques for effective customer/staff engagement.
- Self-motivated, with the ability to work independently on tasks.
- Comfortable engaging with stakeholders and presenting in front of groups.
- Project management and organizational skills.

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- Personable and detail oriented.
- Familiarity with Drupal, Google Analytics and other website content and analysis tools is a plus.

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Apply here:

<https://sustain.ubc.ca/student-opportunities>

To learn more about the program here:

<https://sustain.ubc.ca/ubc-sustainability-scholars-program>

Read the application guidelines to confirm your eligibility to participate in the program here:

<https://sustain.ubc.ca/student-opportunities>

Contact Karen Taylor at [sustainability.scholars@ubc.ca](mailto:sustainability.scholars@ubc.ca) if you have questions.