

## Fall 2022 Sustainability Scholars Program Internship Opportunity

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 sustainability across the region.

- Visit the [Sustainability Scholars Program website](#) to learn [how the program works](#) and to [apply](#).
- Be sure to review the [application guide](#) to confirm your eligibility before applying.

**Applications close at midnight on Sunday September 18, 2022.**

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### **Project title: Research to understand the effectiveness of integrated outreach methods to encourage climate action at the household level**

#### **Project Background & Overview**

Around the world, climate activists and governments have found it hard to do successful climate outreach to the public, especially among the “middle majority” who accept that the climate crisis is real, but for one reason or another have yet to do anything to reduce their personal emissions.

Discovering how to motivate this group to change their behaviour is a crucial piece of the climate puzzle. Our project, based in the Nanaimo region, has adopted an integrated, multi-pronged approach to learn what works. If we can demonstrate success, we will seek to expand our outreach project with the goal of launching it in every municipality across BC. We are also seeking information on what works in similar climate outreach projects around the world.

Community Climate Connectors is an integrated climate outreach project of the Nanaimo Climate Action Hub. The project will be launched in fall 2022. Our core mechanism is a points-based pledge system, roughly correlated to CO<sub>2</sub>e reductions for initiatives that reduce household emissions. We will present information in a printed brochure and on our website, and trial five methods of dissemination to assess which gains the most traction. Discovering which are the most effective methods is the primary goal of this Sustainability Scholar project.

#### **Project Scope**

The Scholar will undertake two primary tasks:

1. A review of household-focused climate action projects around the world, to compare methods and efficacy. Such a study has to our knowledge never been done and would likely be suitable for publication. We will offer the Scholar a starting list of similar projects, and it will be at the scholar’s discretion to determine which and what to include in their analysis.

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2. Spearhead the Nanaimo project's data collection and analysis:
  - Design the post-action survey methodology and create the requisites for data collection;
  - Conduct follow-up research (including phone interviews) to gain granularity as to what did, or did not, motivate climate action;
  - Analyze the collected data;
  - Compare our data with data from similar projects elsewhere;
  - Create a final report that combines the project's results with data gathered from projects elsewhere, and makes recommendations for future climate outreach initiatives.

## Deliverables

- A report summarising the comparative study of climate outreach projects elsewhere around the world.
- A report on the effectiveness of our central mechanism (the points-based Climate Pledge), our foundational assumptions, our marketing/messaging, a granular analysis of the results, and a comparison with results obtained in similar projects elsewhere.
- Recommendations for a future Phase Two of the project.
- A slide show (deck) that could be used in seeking funding for a second, expanded phase of the project.
- A final report for the online public-facing [Scholars Project Library](#).

## Time Commitment

- This project will take 250 hours to complete
- This project must be completed between October 17, 2022 and March 15, 2023
- The Scholar is expected to work approximately 10 to 12 hours per week.
- The Scholar will have flexibility in their scheduling for most duties. A mutually agreeable schedule for meetings will be created in collaboration with the project mentor.

## Required/preferred Skills and Background

- Excellent research and writing skills
- Demonstrated interest in sustainability
- Familiarity with research methodologies and survey techniques
- Statistical analysis
- Community engagement experience
- Strong analytical skills
- Ability to work independently
- Deadline oriented
- Comfortable interacting with strangers to conduct in-person interviews
- Familiarity preparing feasibility studies

## Additional project requirements

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The Scholar must have access to a computer, a reliable internet connection as well as basic software such as MS Word, MS Excel, or free applications such as Google Docs, Google Sheets, Skype and Zoom to complete this project.

Applications close **midnight Sunday September 18, 2022**

Apply here: [Click here to apply](#)

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

## Useful Resources

Below are some links to useful resources to help you with your resume and cover letter (there are many more online). Some of these resources also provide information on preparing for your interview.

<https://students.ubc.ca/career/career-resources/resumes-cover-letters-curricula-vitae>

<https://www.grad.ubc.ca/current-students/graduate-pathways-success>

<https://www.grad.ubc.ca/cover-letter-cv-resume-templates-ubc-career-services>

## Some background on the Community Climate Connectors Program outreach project

The brochure will be distributed using the following methods:

1. By Community Groups: We will invite a wide variety of community groups to distribute the brochure to their members, and to complete an online survey.
2. By Youth: In collaboration with the BC Sustainable Energy Association's "Cool It" program, we will ask students to take the brochure home to their parents and grandparents.
3. By Mail: We will target selected neighbourhoods and mail the brochure to each household.
4. By Conversation: We will train up to fifty Community Climate Connectors who will each give the brochure to fifty individuals, and offer personal assistance and support.
5. By Neighbourhood: We will choose one or two neighbourhoods, and the Community Climate Connectors will each visit twenty households in person.

The brochure will contain up to twenty actions that a household can take to reduce its emissions, including 'Hold a family meeting to develop a climate action plan', 'Join a local climate action group', and information on incentives and rebates. The details of how we arrive at points for actions such as eating less meat, switching to an electric vehicle, or flying less will be on the website. Families who read the brochure will be invited to take the Climate Pledge, which will qualify them to enter a draw for prizes.

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They will also be invited to sign up for a newsletter, to train to become a Community Climate Connector, and to form a Green Team to undertake a small group climate initiative, for which they can apply for funding from the City of Nanaimo. The campaign will begin in September/October 2022, with data collection, surveying and analysis from December to Spring 2023.

The Community Climate Connectors project is funded by the City of Nanaimo, the Regional District of Nanaimo, the Government of Canada (New Horizons for Seniors), and the Royal Society for the Arts (London, UK). It is being run in partnership with the City of Nanaimo and the Regional District of Nanaimo.