



CLIMATE OUTREACH COHORT

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Introduction

In the face of a global climate emergency, cities across the world are experiencing increased climate hazards and grappling with how to respond. In Vancouver, extreme heat, poor air quality, drought, extreme rainfall, and sea level rise pose risks to human health and wellbeing, nature and biodiversity, infrastructure, and the economy, with the potential to worsen existing inequalities (City of Vancouver, 2023). Bold, equitable action is needed to address climate change at the root by cutting carbon pollution and to strengthen resilience to these hazards by preparing for the changes that are unavoidable.

The City of Vancouver's climate work is defined by two policies, the [Climate Emergency Action Plan](#) and the [Climate Change Adaptation Strategy](#), that aim to reduce carbon pollution and strengthen our resilience to its impacts.

Public polling suggests that Vancouver residents are concerned about climate change; however, there is a lack of understanding about the local causes and solutions available to tackle it (Winram et al., 2023). The Climate Outreach Cohort will support this work by:

- Performing outreach and education in the community,
- Sharing key information about the key local hazards, causes, and solutions to climate change
- Reinforcing that information through the facilitation of interactive activities, such as trivia

Depending on availability/interest/skill sets, the Climate Outreach Cohort may also support on additional research projects for UBC (including an intercultural toolkit and a gender disparity in climate project).

By expanding climate awareness, the Sustainability Ambassadors in this cohort will help advance several priorities from the City of Vancouver as well as the Sustainability Hub, the University, and Sustainable Development Goals (SDGs).



Context

This section outlines some of the key goals shaping the work of the Climate Outreach cohort as outlined in several campus-wide and municipal strategic plans, in addition to the SDGs.

City of Vancouver Plans Supported

Climate Emergency Action Plan

- Reduce Vancouver's carbon pollution by 50% by 2030
- Become carbon neutral by 2050

Climate Change Adaptation Strategy

- Reduce Vancouver's risk to climate impacts
- Protect people, ecosystems, infrastructure, and services from changes we can't avoid

UBC Plan Supported

UBC Climate Action Plan 2030

- By 2030, achieve a 45% reduction in commuting emissions from 2010 levels
 - Decreasing commuting trips, shifting choices of transportation modes, increasing transit capacity
- By 2030, 75% of UBC faculty, staff, and students will be aware of UBC's climate action goals and participating in UBC's evolving and expanding culture of sustainability

UBC Climate Emergency Task Force Report

- Operationalize UBC's commitments to climate justice
- Demonstrate institutional leadership on climate justice
 - 2. Demonstrate and advocate for justice-based climate action
- Support community wellbeing in the face of the climate crisis
 - 3. Collaborate to expand public discourse around climate change and public health impacts
- Expand climate education opportunities and resources for UBC community and broader public
- Develop new and strengthen existing partnerships to tackle the climate emergency

UBC Sustainability Hub Strategic Plan

- Goal 13: Build strong diverse supportive and reciprocal relationships with local and regional communities to mobilize for climate action and sustainability
- Goal 15: Foster engagement that invites courageous dialogue and motivates urgent and intentional action to address pressing sustainable challenges



Sustainable Development Goals Supported

- *Goal 11: Sustainable Cities and Communities*
 - Target 11.2 – Affordable and Sustainable Transport Systems
 - “provide access to safe, affordable, accessible and sustainable transport systems for all and expanding public transport, particularly for vulnerable populations, women, children and persons with disabilities”
 - 11.6 – Reduce the environmental impact of cities
 - 11.7 – Provide access to safe and inclusive green and public spaces
- *Goal 13: Climate Action*
 - Target 13.1 - Strengthen resilience and adaptive capacity to climate related disasters
 - 13.3 - Build knowledge and capacity to meet climate change
 - “improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning”

Learning Objectives

Drawing upon the Sustainability Ambassadors Program Framework, Ambassadors in the Climate cohort will achieve the following objectives that will advance the strategic goals outlined in the previous section while ultimately expanding their own personal goals and priorities as leaders of climate action:

- Ambassadors are able to work collaboratively with individuals and organizations with a diverse range of perspectives and experiences from the Sustainability Hub, the City, and the general public.
- Ambassadors are able to actively engage and participate in interdisciplinary interactions around climate, especially with vulnerable populations, IBPOC, children, and persons with disabilities, recognizing climate engagement requires different approaches for different communities.
- Ambassadors are able to identify their personal and cultural value base and make tangible connections to their community and climate issues or goals they want to pursue.

Ambassador Projects

Primary Project: City of Vancouver’s Climate Plan Community Booth

This is a community outreach project in which Ambassadors will interact with the public at a travelling booth, using conversation and interactive activities, such as trivia, to increase awareness of the City’s climate plan as well as key climate information.



Secondary Projects:

The following are additional projects related to the cohort subject matter but that are not partnered with the City of Vancouver. These are supplementary to the City project and are to be supported/worked on as time permits.

Gender Disparity Project

This research project seeks to understand how gender is associated with attitudes towards climate change. Ambassadors will conduct a literature review on the gender disparities in not only climate knowledge but climate action, pursuing an intersectional and justice informed approach to the cohort theme.

Intercultural Toolkit

This is an ongoing, collaborative project led by the Climate Wellbeing Cohort, aimed at developing culturally meaningful and relevant climate resources for non-English speaking UBC students and intergenerational audiences. Depending on Ambassadors' workload and interest, they have the opportunity to contribute by researching different conceptions of climate action, translating resources, and/or developing accessible learning materials.

References

City of Vancouver. (2023). *Climate Change Adaptation Strategy: 2024-2025 Update and Action Plan*. <https://vancouver.ca/green-vancouver/climate-change-adaptation-strategy.aspx>.

Winram, J., Slegg, V., & Sharp, A. (2023). *City of Vancouver 2023 Public Opinion Poll*. Sentsis.