Increasing Sustainable Dietary Choices through UBC Climate-Friendly Food Systems Toolkit

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Land Acknowledgment:

We acknowledge that the UBC Vancouver campus and its food system are located on the ancestral, traditional, and unceded territory of the xʷməθkʷəy̓əm (Musqueam) people. We express deep gratitude for the opportunity to learn, share, and nourish ourselves on this land. We recognize the generations of caretakers who have stewarded it long before us and continue to do so today. We also recognize that our current food system has roots in colonial and institutional practices that cause harm to both the Indigenous peoples who have always cared for this land and the land itself. These practices have disrupted Indigenous foodways, ecosystems, and communities.

As we look forward, we commit to advocating for equitable and sustainable food systems, while striving to listen to and learn from Indigenous knowledge systems that emphasize reciprocity, care, and respect for the land and community. We hope to work towards a more restorative food system where stewardship and sustainability are central.

With this toolkit we recognize that we cannot erase Canada's history of colonialism, but we are dedicated to listening, work alongside and advocating for Indigenous rights and food sovereignty.

Disclaimer:

The UBC SEEDS Sustainability Program provides students with the opportunity to share the findings of their research, as well as their opinions, conclusions and recommendations with the UBC community. The reader should bear in mind that this report is a compilation of student research conducted on the topic of climate action and food systems and should not be construed as an official position of the University. Furthermore, readers should bear in mind that these reports may not reflect the current status of activities at UBC. We urge you to contact the research people mentioned in a report or the SEEDS Sustainability Program representative about the status of the subject matter of a project/report.

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Executive Summary

The **Climate-Friendly Food Systems (CFFS) Toolkit** was developed through student-led research and collaborative partnerships between UBC students, operational staff, faculty and community.

Aligned with **UBC's Climate Action Plan 2030**, the toolkit seeks to increase awareness, knowledge, and action in advancing a Climate-Friendly Food System through three interconnected goals:

- Reducing food-related greenhouse gas (GHG) emissions
- Promoting biodiverse, resilient, and regenerative food systems
- Supporting just, sovereign, and resilient communities

The toolkit provides practical tips, tools, and resources to help campus communities, with a focus on students as primary target, take informed and actionable steps toward transitioning to a Climate-Friendly Food System at UBC and beyond.

This report presents key findings from the multiple collaborations between students, community partners and SEEDS team members evaluating the toolkit's effectiveness, accessibility, and relevance to students' needs.

The key findings are based on qualitative data collected from two surveys (m=202), four focus groups (n=21) and collaborations between SEEDS team members and various community partnerships. Most respondents found the information in the toolkit clear and easy to understand. Many reported an improved understanding of climate-friendly food systems and their role in food justice, biodiversity, and food security. Survey participants evaluated the toolkit and found that the toolkit was successful in being actionable, with useful tips and resources for integrating sustainable food choices into their daily lives with the average Linkert scale rating of 4.12/5. Students suggested more engaging formats be included such as interactive elements in how students could apply the data to themself as well as more content like the quizzes and infographics. While the toolkit was generally well received, feedback highlighted a need for more representation of diverse cultural food practices. Respondents suggested additional content to reflect a broader range of food traditions and experiences. The toolkit's layout and usability were rated positively, but minor improvements were suggested to enhance visual appeal and ease of navigation. Students experiencing food insecurity found the toolkit's resources useful, but additional recommendations included expanding resource listings and providing more localized support options.

Highlighted recommendations for Improvement from all data collected, including focus groups, meetings and surveys included additional real-world case studies to increase engagement, integrating diverse food traditions and stories to ensure inclusivity, simplifying navigation and ensure all resources are easy to locate and adding more tailored support for students experiencing food insecurity.

List Of Abbreviations and Key Terms

Agroecological Practices:

- A holistic approach to food production that uses—and creates—social, cultural, economic and environmental knowledge to promote food sovereignty, social justice, economic sustainability, and healthy agricultural ecosystems (Food and Agriculture Organization [FAO], 2021).

Biodiversity

- The variety of life in all forms, including plants, animals, and microorganisms, and the ecosystems they form, (World Wildlife Fund, n.d.). Essential for a resilient and sustainable food system!

Carbon cost

- The cost associated with burning fossil fuels is often scaled based on the carbon budget or goal set and taxed based on the amount output and the societal cost of the emission, (MIT Center for Global Change Science, n.d.).

Climate

- The average weather patterns over a long period in a specific area. Food systems both impact and are impacted by the changing climate, necessitating sustainable practices to reduce greenhouse gas emissions.

Complete Proteins

- Foods or combinations of foods that provide all essential amino acids necessary for a balanced diet. Important in climate-friendly diets that often prioritize plant-based proteins.

Food Emissions

- Greenhouse gases that are produced throughout the lifecycle of food, including production, transportation, processing, and disposal.

Food System

- The interconnected network of activities, resources, and people involved in producing, processing, distributing, and consuming food.

Food Justice

- An approach that ensures equitable access to healthy, culturally appropriate, and sustainably produced food while addressing systemic inequalities in the food system, (Glennie & Alkon, 2018).

Food Sovereignty

- The right of communities to control their food systems, including production methods, distribution, and policies, emphasizing local and Indigenous knowledge and practices, (Wittman, Desmarais, & Wiebe, 2010).

Indigenous food sovereignty: as reconnecting with land-based food and political systems disrupted by colonization. They further explain that it extends beyond mere food access, emphasizing the right of communities to self-determine their food systems and preserve their cultural traditions while reconnecting with land-based and ancestral food and political systems.

Greenhouse Gases

Gases that are released into the atmosphere contribute to planetary warming resulting in climate change by trapping heat in the atmosphere.

Land Stewardship

- The responsible management and care of land to ensure its health, productivity, and ecological balance for current and future generations, (National Oceanic and Atmospheric Administration [NOAA], n.d.).

Scopes (in the context of measuring and reporting GHG emissions)

- Categories used to measure and report GHG emissions: Scope 1 (direct emissions), Scope 2 (indirect emissions from purchased energy), and Scope 3 (all other indirect emissions, such as those from supply chains), (World Resources Institute & World Business Council for Sustainable Development, 2004).

Sustainable Practices

- Methods that meet current needs without compromising the ability of future generations to meet their own, prioritizing environmental, social, and economic sustainability.

Urban Garden

- A space for growing food in urban areas, such as community gardens or rooftop farms, which can enhance local food security and reduce food miles.

Monocropping

- Monocropping, also known as monoculture, is the agricultural practice of growing a single crop species in a specific field or area over a long period of time. This practice contrasts with crop rotation, where different crops are grown in a sequence to maintain soil health and reduce pest buildup.

Overfishing

- Overfishing occurs when fish are caught at a rate faster than they can reproduce and replenish their populations. This leads to the depletion of fish stocks and can disrupt marine ecosystems.

1.1 Introduction

1.1 Relevance:

As a leading post-secondary institution in sustainability, UBC is committed to advancing the Climate Action Plan 2030 (CAP 2030), which outlines actionable steps to reduce campus greenhouse gas (GHG) emissions. Among UBC's most significant sources of emissions are food systems—making them a priority area for climate action.

The Climate-Friendly Food Systems (CFFS) Toolkit directly addresses this priority by:

- Supporting GHG reduction goals related to food procurement and waste
- Empowering students with practical tools to make informed, climate-friendly choices
- Connecting daily food decisions to both local food justice and global climate systems
- Promoting inclusive, accessible strategies for diverse dietary preferences and budgets
- Serving as a food literacy and educational tool for classrooms, clubs, and campus events

By offering simple, actionable guidance, the toolkit makes climate-friendly eating more attainable on and off campus.

1.2 Climate Context and Institutional Commitments

UBC's declaration of a climate emergency reflects its alignment with international climate agreements including the Paris Agreement, the Intergovernmental Panel on Climate Change (IPCC), and the UN Production Gap Report. Globally, food systems are responsible for roughly 34% of GHG emissions, contributing approximately 17.9 billion tonnes of CO_2e annually (Crippa et al., 2021).

As part of its commitment to limiting global warming to 1.5°C, UBC has prioritized food systems transformation as a critical area for campus-wide emissions reduction.

1.3 Campus Emissions and Food Systems

Food is the second-highest contributor to extended (Scope 3) campus emissions, following commuting. These figures highlight the need to shift toward more sustainable food choices across the UBC community.

1.4 Strategic Opportunities for Emissions Reductions

Unlike technological innovations, changes in dietary choices and food waste reduction require no new infrastructure. Shifting food behaviors—such as choosing lower-emission meals or reducing plate waste—can significantly reduce emissions along the food supply chain. These interventions are low-cost, scalable, and inclusive, making them ideal tools for institutional and individual action.

1.5 Toolkit Development as one of a CAP 2030 Action

In support of CAP 2030's food system goals, the CFFS Toolkit was identified as a key deliverable. Based off previous research by Shalini Poornima Madushani Nanayakkara, it aims to guide students and other campus community members in making more climate-conscious food choices by providing practical tips, research-based recommendations, and accessible resources.

Development of the toolkit was informed by the CFFS Action Team—a collaborative working group of faculty, staff, and students. The team offers strategic direction and ensures the toolkit remains aligned with both institutional goals and student needs.

1.6 Project Purpose, Goals, and Objectives

1.6.1 Purpose

To create a UBC student resource to make climate-friendly eating an easier option both on and off the campus by providing tips, research and resources.

1.6.2 Goal

The CFFS Toolkit's goal is to highlight SEEDS student-led climate action and food systems research that supports UBC's Climate Action 2030 goals. This toolkit was made by students for students.

1.6.3 Objectives

- Define the characteristics of a climate-friendly food system (CFFS)
- Promote inclusive, affordable, and diverse climate-friendly dietary options

- Equip students with tools to reduce food-related emissions
- Raise awareness of food systems' role in climate justice
- Support increased food and climate literacy within the UBC community

1.6.4 Vision

To empower students to take tangible actions toward a more climate-resilient, just, and sovereign food system—on campus and beyond.

1.6.5 Mission

To co-create meaningful and inclusive student research initiatives that influence institutional food policies and practices, while addressing the intersections between food systems and climate change.

2.Methods

2. 1 Resource Assessment:

An initial review of existing research was conducted to inform the development of the climate Friendly Food Systems Toolkit (CFFS). This includes:

- Reviewing Shalini's report, content and evaluation
- Building off the Spring 2024 LFS 450 Student Toolkit Project
- Incorporating CFF Label Data and toolkit evaluation
- Reviewing UBC Food System research, scoping briefs and case studies
- Use of external food system research, innovative campaigns and guides, such as, Becoming A Sustainable Foodie"

2.2 Toolkit Development & Iteration

The toolkit was refined iteratively based on collected feedback from SEEDS meetings, the 2024 SEEDS Symposium, and community partners:

- **Draft 1:** Based on initial SEEDS and community partner input
- **Draft 2:** Revised based on survey responses
- **Draft 3:** Revisions made after student submission to SEEDS

2.3 Participant Incentives:

Participants were offered incentives for contributing to the project:

- **Survey**: Two $50 UBC Bookstore gift cards via email draw
- **Focus Groups:** $15 honorarium per participant

2.4 Survey Development & Implementation

- Approval and revision of survey tools in consultation with SEEDS
- Launch during UBC Imagine Day using an interactive map activity to spark engagement
- On-site promotion with QR codes, toolkit previews, and food access resource recommendations
- Participants were prompted with three guiding questions:
    - What do you look for when grabbing food on campus?
    - Do you consider sustainability when choosing food?
    - What does "climate-friendly food" mean to you?

2.5 Focus Groups:

To complement survey findings, four focus groups were conducted (3 online, 1 in person) with a total of 21 student participants. These sessions:

- Were scheduled based on participant availability
- Used SEEDS-approved questions aligned with study objectives (see Appendix 4A)
- Informed refinements to toolkit content and presentation

Thematic codes applied (see Appendix 6A):

- Satisfaction, Concerns, Suggestions
- Design, Clarity, and Inclusivity
- Student Impact, Resources, Food Language

2.6 Collaboration & Stakeholder Review

Toolkit development includes ongoing collaboration with:

- SEEDS staff and Climate Action Team
- Faculty of Land and Food Systems
- AMS Food Bank and UBC Food Hub (cooking workshop)
- COMM 468 student team (marketing and implementation plan)
- Collaborated with an Indigenous food systems professor to integrate key insights into the writing.

Activities included:

- Food literacy workshops
- Cooking demos using AMS Food Bank items to improve accessibility

2.7 Data Analysis & Next Steps

A thematic analysis of survey and focus group data informed the final toolkit revisions. Codes were generated and tracked (Appendix 6A) to capture:

- Content clarity
- User feedback and suggestions
- Opportunities for improved messaging, inclusivity, and accessibility

2.8 Dissemination & Implementation

Final deliverables and findings were shared with:

- SEEDS Climate Action Team
- Community partners and stakeholders
- COMM 468's marketing plan team for promotion support
- UBC social media and website teams for public dissemination

3. Results

3.1 Survey

(see appendix 1A and 1B for survey questions)

3.1.1 Survey 1: Imagine Day Pilot Survey

Launch: September 2- 12, 2024 *(n=24)*

Launched during Imagine Day 2024, to collect first impressions of the toolkit revisions by engaging in person with students and the UBC Community. The Event was fast paced and very busy so while we talked to many students, the survey did not receive many responses due to the length and fast-paced environment. Though, the survey was left open for 2 weeks following Imagine Day to allow for students who opened the survey during Imagine Day to then have time to complete it.

Quantitative feedback:

Students were asked to rate the Toolkit's design and usability using a 5-point scale (n=4).

Indicator	Mean	Min	Max	Std. Dev
How visually appealing did you find the toolkit?	3.50	2.00	5.00	1.12
How easy was it to navigate and find information in the toolkit?	3.25	2.00	5.00	1.09
How would you rate the overall usability (ease/accessibility)?	3.25	3.00	4.00	0.43

Table 1. *Linkert Scale results of survey 1 indicating feedback for usability and accessibility of the toolkit*

These early results indicated that students found the toolkit appealing, but there were opportunities for clarity and accessibility.

Qualitative Feedback:

Key Findings on Climate Friendly Food Systems:

Students identified several learning outcomes from the toolkit:

- Appreciation for the diverse types of climate-friendly food beyond plant-based diets (e.g., local, organic, minimally processed)
- Recognition of personal responsibility in building a climate-friendly food system
- Importance of taking low-carbon food actions in daily life

"*Laying out all the different options for climate-friendly food outside of a plant-based diet emphasized that climate-friendly diets are much more comprehensive than we think."*

"We all play a role in ensuring a climate-friendly food system."

Most appreciated tips for reducing GHG emissions:

- Choosing lower-impact foods (e.g., less packaging, more organic options)
- Recipes with GHG emission comparisons
- Clear labeling guidance (e.g., "where to find the labels")

"The 'where to find the labels' box really stands out and grabs your attention."

"Plant-based recipes with associated GHG emissions were helpful."

Student's Impact

- GHG emissions comparisons across food types
- The role of biodiversity in sustainable diets
- Page 4's clarity and layout were highlighted as especially effective

"*I've never thought of biodiversity as a value I can bring to food. That really stuck with me*."

Additional Themes:

- Toolkit praised for its design, layout, and content organization
- Students wanted:
    - More culturally diverse examples and recipes
    - Enhanced interactivity (e.g., waste-reduction tips, visual food swaps)
    - Greater integration with social media (*IG*) and web platforms (Website)

These insights were used to inform the second draft of the toolkit and the second survey to determine if we had improved the opportunities identified in the first survey.

3.1.2 Survey 2: Main Student Survey

Launch September 19, 2024 (n= 178)

Following the feedback provided for draft 1 and survey 1, adaptations were made, and the survey was distributed using posters, digital marketing (Campus TV ads) and word of mouth. This survey was meant to collect a broader audience and collect further feedback regarding the toolkit's relevance, clarity, usability, design, content clarity, and distribution preferences. The new survey was adjusted to be shorter, more direct and less time-consuming.

Demographics:

- Age: Majority between 18-24 years of age (111/161 participants).
- Cultural Identity: Indigenous Peoples in Canada, Chinese Canadian, English Canadian, French Canadian, Other European Canadian, South Asian Canadian, West Asian Canadian, Other Asian Canadian, Other, prefer not to say
- Most selected Identity: Chinese Canadian (41/ 132)
- Gender: predominantly female identifying
- Work Status: student only (68%), 16% working part time

Toolkit Design and Usability:

Indicator	Average	Min	Max	Count
Visual appeal of the toolkit	3.77	1	5	108
Ease of navigation and finding information	3.66	1	5	111
Clarity and usability of toolkit content	3.90	1	5	109

Table 2: This table suggests students found the toolkit engaging and well-structured but could improve the design and navigation with a few minor improvements regarding text and visual balance.

Toolkit Content Evaluation:

Evaluation Criteria	Average	Min	Max	Count
Guidance on actionable food-related decisions	3.92	1	5	118
Actionability of tips and resources	3.80	2	5	116
Relevance to students facing food insecurity	3.73	2	5	114
Depth of content on climate-friendly food systems	3.99	2	5	115
Level of engagement and interest generated	3.48	1	5	113

Table 3: *This table suggests that the toolkit was well received by students, suggesting the content was actionable, relevant, engaging and clear.*

Confidence and Comprehensive:

When students (*n=112*) were asked "*Did the toolkit provide context on how to contribute to a climate-friendly food system?*" The Linkert scale score was *4.12 out of 5.*

This suggests students generally found the toolkit improved their confidence in connecting food choice to broader food system changes.

Distribution Preferences:

Student's preferred multiple formats for product distribution,

- Website/Online access: 86%
- QR Code on Posters/Summary Cards: 47%
- Printed Hard Copy: 27%

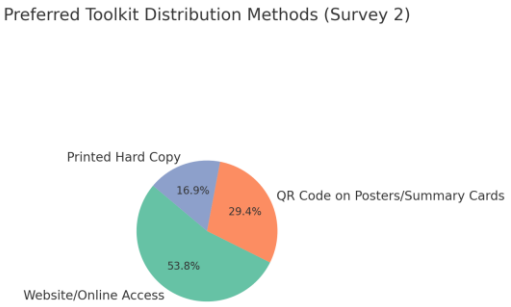

Figure 3: *Survey results indicating the preferred method of toolkit distribution*

Open-Ended Feedback:

In the survey, participants had the option to expand on their responses and write additional explanations or comments below their selection. This was offered at each subsection of the survey.

Content Suggestions:

- Condense length: "*Toolkit is way too long. No one has time to read all that in real life.*"
- Improve accessibility: "*Too much information. Unclear who it is for.*"
- Provide clearer benchmarks: "*Add context when citing data, e.g., compared to other campuses or averages.*"
- Enhance engagement: "*Use storytelling or interactive prompts to help readers reflect on their habits.*"

Affordability Concerns:

"Local food is often too expensive for students. Address cost barriers if you want more uptake."

This response suggests that the various budget options within the toolkit were unclear, not applicable to all and/or not defined enough to be found.

Tone and Inclusivity:

Students appreciated the effort to cover *cultural, economic, and accessibility topics*, but recommended further clarification around:

- Who the toolkit is for
- Budget-friendly tips for diverse audiences (diverse recipes and shopping suggestions)
- More integration of lived experiences and peer insights

3.2 Focus Groups

(*see Appendix 2A for Focus group facilitation guide*)

Date	Format	Participants	Notes
Oct 9, 2024	Virtual	3	1 facilitator, 1 notetaker
Oct 10, 2024	In-person (Workshop, Food Hub)	11	1 facilitator, 1 notetaker
Oct 15, 2024	Virtual	4	1 facilitator, 1 notetaker
Oct 16, 2024	Virtual	3	1 facilitator, 1 notetaker
Total	—	**21**	—

Table 4: *Focus group summary of participants, format, date and attendance.*

Participants were diverse in backgrounds and interests. Sessions were transcribed and coded thematically. Key themes are summarized below.

3.2.2 Thematic Analysis Summary:

Satisfaction

- Toolkit was frequently described as engaging, professional, and comprehensive.
- Most appreciated features included:
    - *Recipes and protein swaps*
    - *Food waste tips*
    - *Myth-busting page*
    - *Climate-Friendly Food Asset Map*
    - *Back-of-book resources*

- Many students noted that the toolkit positively impacted their food choices.

"*The toolkit helped me understand how even small food swaps can make a big difference.*"

Concerns

- Toolkit was sometimes seen as too dense or overwhelming in content.
- Navigation and purpose were occasionally unclear — some questioned whether it was intended to be educational, practical, or both.
- Perceived lack of affordability guidance, particularly for students on tight budgets.

"*It's not accessible to everyone—too much information, and not sure who it's really for*."

Suggestions

- Provide a 1-page summary, index, or interactive checklist
- Release content in modular format, e.g., social media series
- Add:
    - *More culturally diverse recipes (e.g., rice dishes, halal options)*
    - *Student testimonials and "why it matters" sections*
    - *Shopping lists with cost estimates*
    - *Easy-to-follow swap tips*
- Include more white space, bigger font, and better section contrast

Design

- Toolkit praised for its aesthetic (colors, visuals), but students requested:
    - *Larger font for accessibility*
    - *Clearer headings*
    - *Reduced word density*
    - *Visual dividers or infographics for faster skimming*

"*Beautiful layout, but some pages felt really packed—it needs more room to breathe*."

Student Impact

- Many participants reported a change in their food awareness:
    - *Increased attention to protein sources and carbon footprints*
    - *Greater motivation to reduce food waste*

- *Preference for local/seasonal foods when feasible*

"*This toolkit helped me see how food waste and climate are connected. I never thought about that before.*"

Inclusivity

- Participants appreciated budget and local resources, but asked for:
  - *Representation of diverse dietary needs (halal, gluten-free, vegetarian)*
  - *Tips for solo cooking or limited kitchen access*
  - *Culturally responsive recipe content*

"*It was very general—not everyone eats the same way. More cultural relevance would help*."

Resources

- Suggestions included:
  - *Adding land acknowledgment*
  - *Providing links to student blogs or community resources*
  - *Enhancing seasonal/local charts for easier use*

Food Language

- Students preferred a hopeful and actionable tone over guilt-based framing.
- Many responded positively to sections that emphasized personal empowerment.

"*I liked that it didn't shame people—just gave ideas I could actually do*."

Content Clarity

- Toolkit was praised for connecting food and climate change effectively.
- Students requested clearer explanations for:
  - *Different types of proteins*
  - *Purpose of the toolkit (practical vs educational)*
  - *Who the toolkit is for*

Distribution Preferences

Students shared a range of preferred formats:

- Website access and digital download
- Social media series (e.g., *Instagram* toolkit tips)
- QR code on posters or keychains
- Printed summaries at libraries or AMS spaces
- Newsletter/email chain

"*A physical copy is great, but I'd love to see a QR code at food vendors or while waiting in line*."

4.0 Discussion

4.1 Key Insights from Collected Survey Data:

Reoccurring themes:

Content Clarity:

Survey feedback from both surveys indicated that the students valued the practicality (e.g. food swaps and waste reduction tips). These highlights were consistent and rated positively with the average score for action and content clarity being average rating was about 3.8 to 4.1 out of 5. However, a common opportunity that students identified was the need to make more space on the pages and increase the font size as they liked the content but there was too much on each page and it made it harder to read.

Relevance and Subject Depth:

Scores for content relevance and depth ranged from 3.7 and 4.2 out of 5. Students appreciated the content but specified they would have liked to see more practical applications that they could apply to their lifestyle.

Frequently noted was the "*Myth Busting*" section as students appreciated its ability to simplify and translate complex topics, such as protein.

Inclusivity and Cultural Representation:

Students suggested incorporating more *diverse recipes, visuals,* and *options for those with dietary restrictions (e.g. Gluten free)*. Many enjoy cooking traditional meals but rely on imported ingredients, highlighting the need to balance cultural food choices with climate-friendly eating.

A note from the researcher: a climate-friendly diet should be adaptable rather than restrictive, acknowledging that ***sustainable eating should complement, not replace, cultural food traditions.***

Accessibility and Food Security

Affordability was a major concern. Students requested:

- Budget-friendly recipes
- Cost indicators for ingredients and meals
- Clearer guidance on eating sustainably on a student budget

Engagement and Usability:

Students consistently appreciated:

- GHG emission comparisons between food options
- Food swap suggestions
- Zero-waste and food storage tips

However, the format was sometimes considered overwhelming. Suggestions included:

- Creating a digital series
- Dividing the toolkit into smaller, more digestible sections

Preferred methods of distribution:

Many respondents preferred *digital copies (86%)* of the toolkit, followed by *QR codes on marketing materials* such as posters and/or handbooks (47%). However, still *25% preferred a physical copy* as they like the option of flipping through it but returning to various parts when needed.

Students also mentioned that they wanted multiple options, to have the handbook or mini summary version (brochure or one-page summary) but also have a QR code to a digital copy.

Generalized Feedback and Suggestions:

- More engaging summaries and use of interactive media (videos, infographics, games or social media posts)
- To include more clear-cut and actionable climate-friendly advice for UBC specifically.
- Adding hyperlinks and QR codes to the digital version for additional resources and references.

4.2 Why Demographic Information Was Collected

Understanding who the toolkit is serving is essential for ensuring relevance and inclusivity. UBC is home to a diverse student population, and collecting demographic data helped identify:

- Cultural dietary patterns
- Barriers based on economic status or dietary restrictions
- Representation gaps in the toolkit content

This data supported more tailored revisions and guided additions such as culturally diverse recipes and budget indicators.

4.3 Key Insights from The Focus Groups:

Student Impact:

- Participants described the toolkit as a catalyst for:
- Greater awareness of climate and food system connections
- Shifting toward plant-based and low-waste eating habits
- Making more mindful purchasing decisions

Content Tone and Clarity:

Preferred tone: friendly, empowering, and practical was preferred over guilt-based. Participants valued clear distinctions between general knowledge and actionable tips.

Suggestions for Improvement:

- More relatable and inclusive content (e.g., halal options, rice dishes)
- Direct comparisons of cost and emissions
- More visuals, simplified layout, larger fonts
- Inclusion of a clear index, summaries, or checklists

Distribution Feedback:

- Promote through social media and posters with QR codes
- Place physical copies in accessible campus locations (e.g., The Nest, libraries)
- Offer engagement events to introduce toolkit content

4.4 Summary of Strengths and Areas for Growth:

Strengths:

- Practical, actionable tips for sustainable eating
- Visual tools such as food swaps and GHG comparisons
- Positive reception of Myth Busting and Indigenous Food Systems sections

Areas for Improvement:

- Reduce text density and improve visual formatting
- Add price indicators and cost-saving tips
- Expand culturally relevant and inclusive content

4.5 Toolkit Revisions Based on Feedback:

- Land Acknowledgment added Collaboration with a LFS450 Teacher on Indigenous food systems
- QR codes embedded throughout the toolkit for easy reference
- Clarified key concepts: protein comparisons, biodiversity, budget tips
- One-page summary created as requested Content restructured with clear section divisions and a table of contents
- Added visual infographics, e.g., milk emissions comparison Included new culturally diverse recipes: Sweet Potato & Vegetable Lentil Curry Super Tofu Scramble Breakfast Burrito Smoky Lentil Tacos Developed icon legend to indicate recipe affordability
- Added "Day in the Life of a UBC Student" example for practical climate-friendly swaps

4.6 Final Steps:

The revised toolkit draft was submitted to SEEDS for final review and preparation for campus-wide distribution in late 2025. (See Figures 4–12 and Appendices 3A, 4A, 13A for visual examples)

5.0 Conclusion:

5.1 Key Timeline:

Project Duration: July 2024 – April 2025

5.2 Key Outputs:

- **Two** full drafts of the Climate-Friendly Food Systems Toolkit
- **202 students** surveyed and 21 students/community members participated in focus groups
- **One Free cooking workshop** in collaboration with AMS Foodbank and The Food Hub highlighting UBC food security resources
- **1 CFFS marketing plan** created by a UBC student team

5.3 Project Impact:

The toolkit served as a student-informed, inclusive, and actionable resource to promote climate-friendly food systems at UBC. It supports UBC's *Climate Action Plan 2030* goals by empowering students with practical tools and promoting awareness of sustainable food practices.

5.4 Next Steps:

- Launch toolkit digitally and in print across campus Integrate toolkit into UBC and student-led events
- Develop supporting content for the SEEDS website to extend its reach

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List of Figures

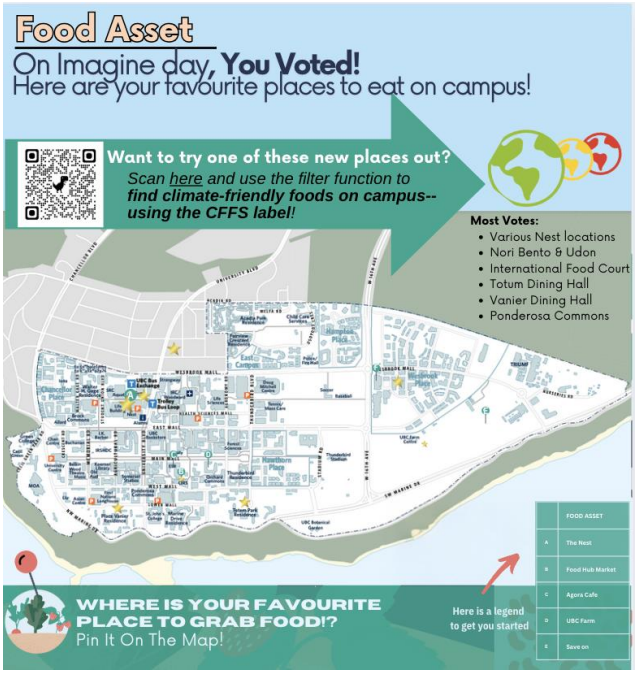

Figure 1: Imagine Day Activity- *Favourite place to eat on campus*

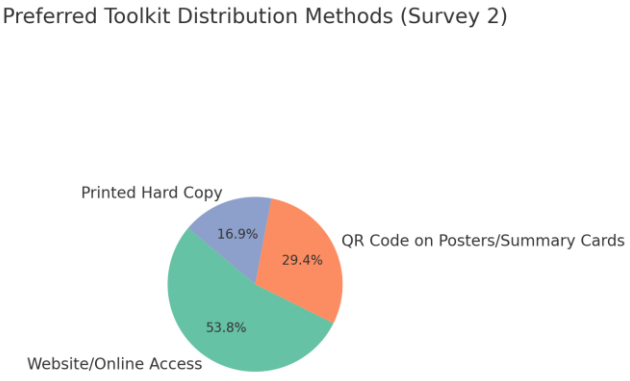

Figure 3: Survey results indicating the preferred method of toolkit distribution

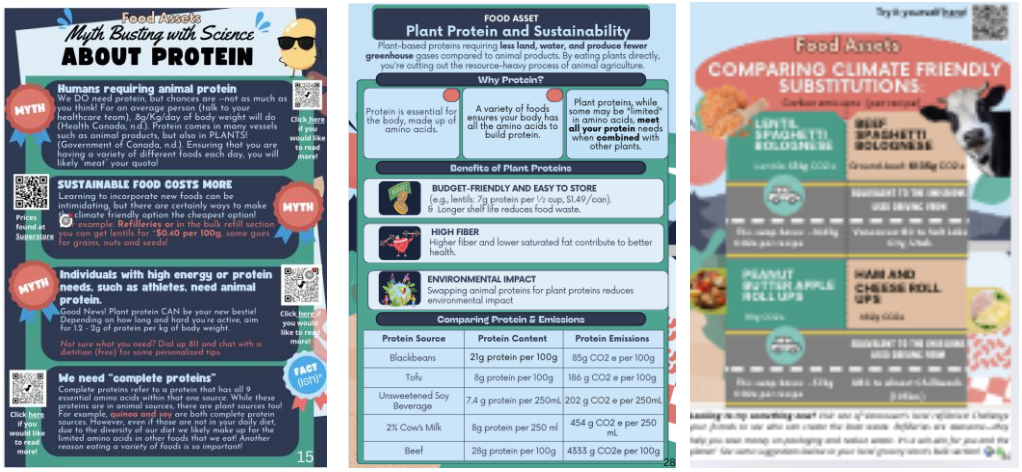

Figure 4,5,6- Examples of toolkit updates for topic clarity. Examples provided are *Myth Busting, Plant Protein Information Card, Food Swap Infographic; listed accordingly.*

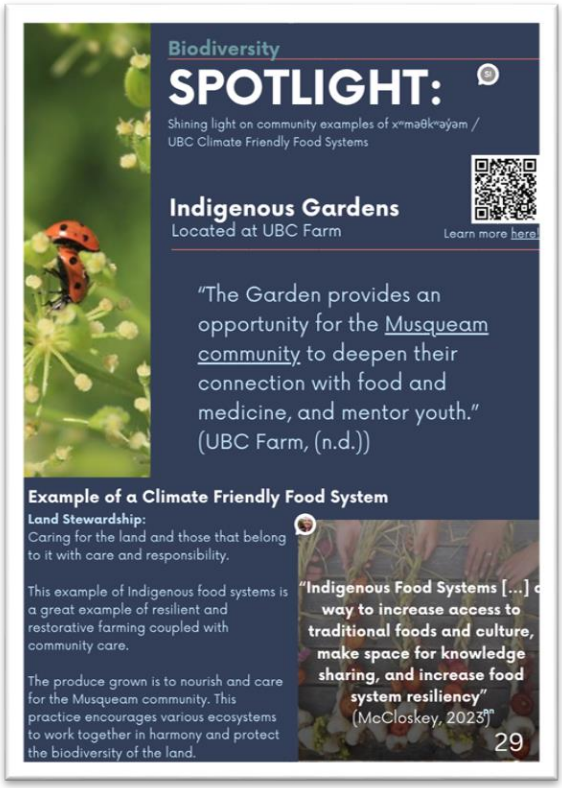

Figure 7: Indigenous Garden Spotlight: reflecting on examples of land stewardship and climate friendly agriculture examples that support local biodiversity.

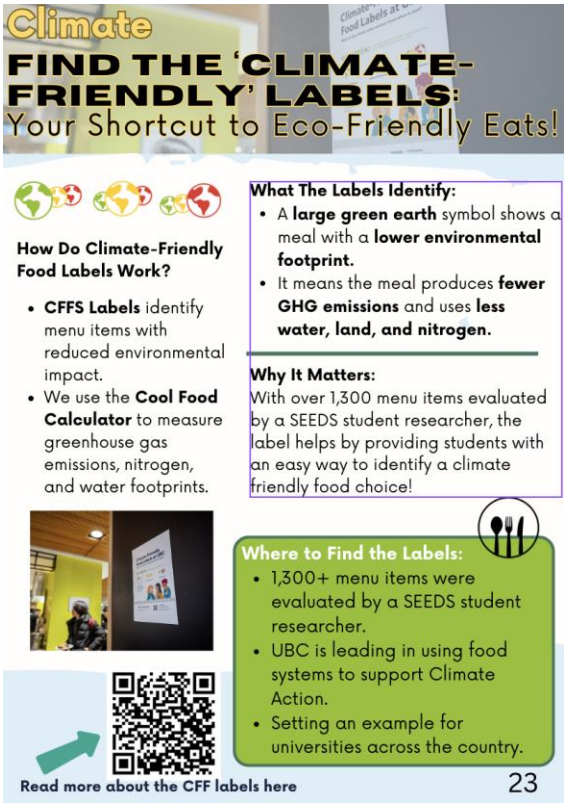

Figure 8: Further clarification on UBC CFF labels created and calculated by UBC Students and Community.

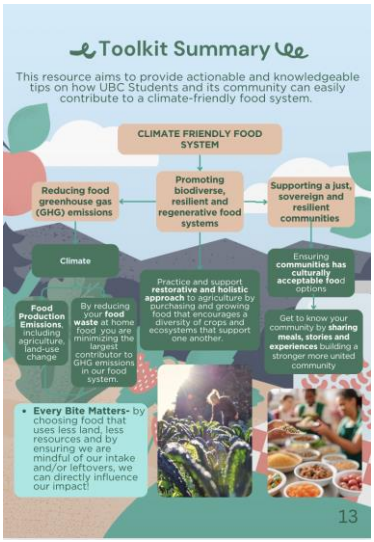

Figure 9: As requested by students, they wanted a one-page summary of the toolkit content. *(QR Code to be added).*

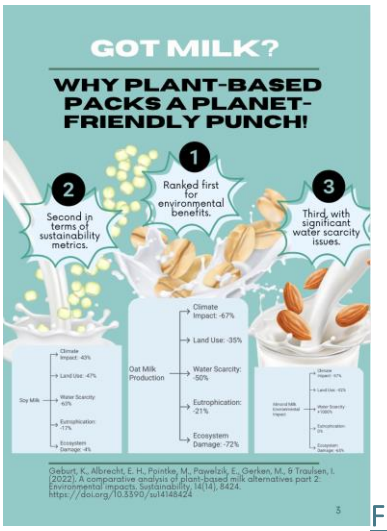

Figure 10: Example of additional content added. Additional visuals describing the difference in emissions and sustainability between a variety of milk types.

Figure 11: Budget Icon Legend created to help students identify the different price points for the various resources in the back of the toolkit.

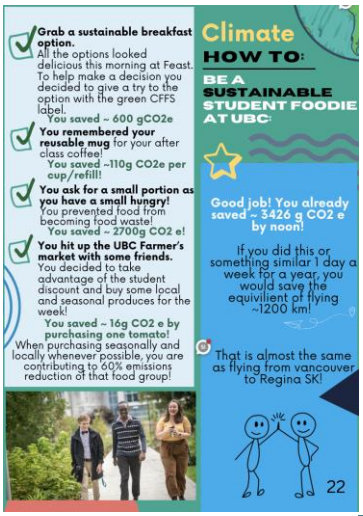

Figure 12: Everyday practical campus activity swaps that show an average student's contribution to a climate friendly resource.

Appendices

Appendix 1A: Survey 1

CFFS Toolkit Survey

1. CFFS Toolkit Content

1.1 Clarity of Information

- How clear and understandable was the information presented in the toolkit? (1 = Very unclear, 5 = Very clear)
    - [1] [2] [3] [3] [4] [5]
- After reading the toolkit, do you have a clear understanding of the definition of Climate-Friendly Food Systems? (Yes/No)
    - If No, please explain:
- After reading the toolkit, do you have a better understanding of what a resilient and just food system is? (Yes/No)
    - If No, please explain:

1.2 Relevance

- How relevant do you think the content of the toolkit is to your understanding of climate-friendly food systems? (1 = Not relevant at all, 5 = Extremely relevant)
    - [1] [2] [3] [3] [4] [5]

1.3 Depth of Information

- Do you feel that the toolkit provides adequate depth on climate-friendly food systems? (1 = Too shallow, 5 = Very detailed)
    - [1] [2] [3] [3] [4] [5]
- Is the CFFS toolkit inclusive of various cultural food practices? (Yes/No)
    - If No, please explain:
- How could the toolkit better reflect diverse cultural perspectives on food?
- How relevant are the resources for students dealing with food insecurity? (1 = Not relevant at all, 5 = Extremely relevant)
    - [1] [2] [3] [3] [4] [5]
- What other resources to support food security would you like to see in the toolkit?

1.4 Engagement

- Did the content of the toolkit engage you and maintain your interest throughout? (Yes/No)
    - If No, please explain:

1.5 Actionability

- How actionable do you find the advice and tips provided in the toolkit? (1 = Not actionable at all, 5 = Extremely actionable)
    - [1] [2] [3] [4] [5]
- How confident are you in taking climate action through your food choices after using the toolkit? (1 = Not confident at all, 5 = Very confident)
    - [1] [2] [3] [4] [5]
- What action from the toolkit resonates the most with you? Please explain:
- What specific actions or practices from the toolkit do you find most useful for reducing GHG emissions? Please explain:

1.6 Learning Outcomes

- What is one key takeaway or insight you gained from the toolkit about climate-friendly food systems?

2. CFFS Toolkit Survey Design

2.1 Design & Navigation

- How visually appealing did you find the toolkit? (1 = Not appealing, 5 = Very appealing)
    - [1] [2] [3] [4] [5]
- How easy was it to navigate through the toolkit and find the information you were looking for? (1 = Very difficult, 5 = Very easy)
    - [1] [2] [3] [4] [5]
- How would you rate the overall usability of the toolkit in terms of ease of use and accessibility? (1 = Very poor, 5 = Excellent)
    - [1] [2] [3] [4] [5]

2.2 Design Consistency

- Did the design elements (e.g., color scheme, fonts, layout) contribute to a cohesive and professional look? (Yes/No)

    - If No, please explain:
- How could we improve the design consistency or design elements?

2.3 Interactive Elements

- If the toolkit included interactive elements (e.g., recipes, links), how effective were they in enhancing your understanding of the content? (1 = Not effective, 5 = Very effective)
    - [1] [2] [3] [4] [5]
- What other interactive elements (e.g., quizzes, infographics) could be added to make the toolkit more effective?

2.4 Other Feedback on Design

- Is there any specific feedback you would provide about the design of the toolkit to improve its effectiveness?

3. General Feedback

3.1 Overall Satisfaction

- How satisfied are you with the toolkit overall? (1 = Very dissatisfied, 5 = Very satisfied)
    - [1] [2] [3] [4] [5]

3.2 Suggestions for Improvement

- What improvements or additional content would you suggest for enhancing the toolkit?

3.3 Additional Comments

- Do you have any other comments or feedback about the toolkit? Is there any topic or information missing that you feel might be helpful?

Thank you for your feedback!

We will be leading a few focus groups to gather more detailed insights. If you're interested in joining, SIGN UP HERE! We will be offering food gift cards as a token of appreciation for your participation.

Appendix 1B: Survey 2

Appendix: CFFS Toolkit Survey

Demographic Information

Q23. What best describes your ethnic origin?

- Indigenous Peoples in Canada
    - First Nation
    - Dene
- Chinese Canadian
- Black Canadian
- English Canadian
- French Canadian
- Other European Canadian
- South Asian Canadian
- West Asian Canadian
- Other Asian Canadian
- Other (please specify)
- Prefer not to say

Q2079. How old are you?

- Under 18
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+ years old

Q2080. How do you describe yourself?

- Male
- Female
- Non-binary / third gender
- Prefer to self-describe (please specify)
- Prefer not to say

Q2081. What best describes your employment status over the last three months?

- Working full-time
- Working part-time
- Unemployed and looking for work
- A homemaker or stay-at-home parent
- Student
- Retired
- Other (please specify)

Household Information

- How many people live or stay in this household at least half the time? (please specify)

CFFS Toolkit Content

Section 1: Toolkit Content On a scale of 1 (Needs improvement) to 5 (Exceeds expectations), how would you rate the following:

- Using the toolkit, do you feel that it provides useful guidance on how to impact our food system in a more climate-friendly way?
- How actionable do you find the information provided in the toolkit?
- How relevant are the resources for students dealing with food insecurity?
- Do you feel that the toolkit provides adequate depth on climate-friendly food systems?
- How engaged and interested did you feel when reviewing the toolkit?

Optional: Feedback Opportunity on the Toolkit's Content

- Do you have any feedback or suggestions to improve the content on climate-friendly food systems (general), OR how Climate, Food Justice, Food Sovereignty, Biodiversity, and/or Food Assets impact our food system?

CFFS Toolkit Survey Design

Section 2: Design & Navigation On a scale of 1 (Needs improvement) to 5 (Exceeds expectations), how would you rate the following:

- How visually appealing did you find the toolkit?

- How easy was it to navigate through the toolkit and find the information you were looking for?
- Did you find the content of the knowledge toolkit easy to use and apply?

Optional:

- Do you have any feedback or suggestions regarding the toolkit's design or navigation?
- Is there any specific feedback you would provide about the design of the toolkit?

General Feedback

Section 3: General Feedback

- What method of distribution for this Toolkit would suit your needs best? (Select all that apply)
    - Website (Digital copy)
    - Physical Copy of Toolkit (Entire handbook)
    - Poster/handout cards with QR code and web address to the digital copy/website
- Do you feel that this tool provides context on how to attainably contribute to a climate-friendly food system? Please rate on a scale of 1 (Not at all) to 5 (Yes!):
    - 1 = Not at all – I am very unclear on how I can contribute to the food system.
    - 2 = Not really – I am not confident that I know how to contribute to a climate-friendly food system.
    - 3 = N/A – The suggestions do not take my personal needs into consideration.
    - 4 = Yes, a little – I am slightly confident that I know how to contribute to a climate-friendly food system.
    - 5 = Yes! I am very clear on how my daily actions contribute to our food system as a whole.

Optional: Feedback Opportunity: Toolkit Overall

- Do you have any additional feedback or suggestions that could improve the Climate-Friendly Food System Toolkit/handbook to be more acceptable and adaptable to all students' needs? Please be as specific and action-oriented as possible.

Thank you for your feedback!

We will be leading a few focus groups to gather more detailed feedback. If you're interested in joining, SIGN UP HERE!

We will be giving away food-focused gift cards to compensate for your participation, as well as providing snacks at the event.

Prize Draw Entry If you wish to be entered to win a gift card for completing this survey, please provide your email below. Ensure that the email written is functional, as we will use it to contact you should you win the randomized draw.

Appendix 2A-

Focus Group Questions:

(See comments to better understand layout)

Student Impact:

[Goal: To get a baseline of their understanding of climate change and their perspective. This also helps create a group baseline.]

- When choosing food, either takeout or from the store, do you consider its environmental impact?
- What factors influence this decision?

Toolkit Efficiency:

[Goal: To understand how the group felt about utilizing the toolkit at first, what went well and what could be improved to make it more user friendly.]

- Did the toolkit offer useful tips for making climate-friendly food choices?
- Was there anything in the toolkit that resonated with you?
- Was there anything unclear about how you can contribute to a climate friendly food system?

Cultural Inclusivity

[Goal: Looking to see if the students could relate to the toolkit content, seeing what parts did well and what was missing.]

- Did the toolkit feel culturally inclusive, actionable, and accessible to you?
- Is there anything you think should be added or changed to make it more inclusive?

Food Security: Affordability and Accessibility

[Goal: Identifying any gaps in resources, knowledge or accessibility that may relate to food security and ensuring accurate representation for various demographics and needs]

- How did the toolkit address food security, including the affordability and accessibility of climate-friendly options?
- Did you notice any knowledge or resource gaps that would be helpful to address?

Food Feedback

[Goal: How were the recipes and item suggestions? Were all tips and suggestions acceptable to all individuals]

- How accessible and appealing did you find the foods presented in the toolkit?
- What challenges do you see in adopting a more climate-friendly diet?
- Did the toolkit help reduce those challenges?

Informative Content

[Goal: Did the information in the toolkit make relevant examples to demonstrate why students should choose climate friendly food options? [did the student's understanding of their ability to make an impact change after reading the toolkit]

- After reviewing the toolkit, did it influence your daily food choices?
- Do you feel more able to connect your food choices to their impact on global warming? Please explain.

Impact of Climate Change on Biodiversity and Sustainability

[Goal: Did the information in the toolkit impact the student's understanding of the relation between biodiversity and environmental sustainability?]

- Can you explain the relationship between biodiversity, sustainability and climate change?
- Why or why not

Applicable Content (Multiple Areas)

[Goal: verify the clarity of content within the toolkit]

- How practical did you find the tips on disposing of food waste in a climate-friendly way?
- What additional information would have been helpful?
- What suggestions do you have for improvement overall?

- What type of format or distribution would you prefer? Examples: Social media, digital (website), brochures, small cards with reference to digital copy, printed handbook, and/or a combination?

Appendix 3A: Revised Table of Contents

1. About this Climate Friendly Food Systems Toolkit

- Toolkit Purpose
- Who is this Toolkit For?
- What will you Learn?
- What is a "Climate-Friendly" Food System?
- Key Terms used in this Toolkit
- Myth-busting with science
- Making Connections
    - Climate + Food Systems
    - "Waste" + Climate + Food Systems
    - Biodiversity + Climate + Food Systems
    - Food Justice, Food Sovereignty + Climate + Food Systems

2. About Climate-Friendly Food Systems

3. How to Contribute to a Climate-Friendly Food System at UBC and Beyond?

- 5 Easy Ways to Support People and the Planet
- Your Climate Action Story
- Buying Food
    - UBC's Climate Food Labels
    - Other (awesome) Labels to Look for
    - In-Season Guide for local food options
- Preparing, Cooking & Storing Food
    - Plan smart according to your budget
    - Minimizing Food Waste/Getting scrappy
    - Mindful cooking & Reducing energy use
    - Food storage practices
    - Power Up with Plants: Embrace the Benefits of Plant-Based Protein
    - Climate-Friendly Food Recipes
    - Imagine Day - Your Results!
- Growing Food
    - Climate-Ready Food Gardens/Foodscapes
- Sharing and Connecting with Food and Land
    - Connecting with Student Groups
    - Connecting with Neighbourhood Groups
    - Eating with others
    - Land and Food Gratitude

4. Helpful Resources

5. References

Appendix 4A: Revised Student Resources

Climate: Resources supporting Climate-Friendly Food Systems by reducing emissions, promoting sustainable practices, and educating about climate-conscious choices.

Affordable Groceries and Produce: Promotes access to seasonal and local produce, reducing emissions from long-distance transportation.

Peko Produce	Surplus and "peculiar" looking produce and CSA boxes.
UBC Food Hub	At-cost groceries for the UBC Vancouver campus
UBC Farm	Markets, weekly CSA box, wholesale distribution, and online seed sales.
Acadia Food Hub	A community project at UBC supporting households with food and baby supplies.
Odd Bunch	Imperfect, affordable, yet delicious produce delivery with no commitment fee.

Nutrition and Food Literacy: Educates about climate-friendly eating habits and the environmental impact of food choices.

Campus Nutrition	Food literacy and food Assets at UBC
On Campus Dietitian	Questions about nutrition resources, dietary restrictions and healthy eating?

Cafes and Dining Spaces: Focus on sustainable sourcing and plant-based options

Agora Cafe	A student volunteer-run, not-for-profit café that aims to provide affordable, accessible, healthy, local and organic food choices
Sprouts	Healthy, affordable, and sustainably produced food accessible to everyone on campus

Biodiversity: Resources fostering ecological health through sustainable food choices and local, organic options.

Affordable Groceries and Produce: Support biodiversity by offering sustainably grown and organic options.

Peko Produce	Surplus and "peculiar" looking produce and CSA boxes.
UBC Farm	Markets, weekly CSA box, wholesale distribution, and online seed sales.

Cafes and Dining Spaces: Support biodiversity by prioritizing local and organic ingredients.

Agora Cafe	A student volunteer-run, not-for-profit café that aims to provide affordable, accessible, healthy, local and organic food choices
Sprouts	Healthy, affordable, and sustainably produced food accessible to everyone on campus

Zero Waste- Resources addressing food waste and encouraging circular food systems.

Affordable Groceries and Produce: Peko Produce reduces food waste by selling surplus and imperfect produce.

Name	About
Peko Produce	Surplus and “peculiar” looking produce and CSA boxes.
Odd Bunch	Imperfect, affordable, yet delicious produce delivery with no commitment fee.

Emergency Food Relief and Supplies: Programs like the Community Fridge repurpose excess food and prevent waste.

Community Fridge	Sprouts Community Fridge, Freezer, and Pantry aims to combat food insecurity on campus

Cafes and Dining Spaces: Donation-based meals like Sprouts Community Eats utilize surplus ingredients.

Sprouts Community Eats	Every Friday by donation, nutritious hot lunches are served; 11:30-2 pm at Sprouts Cafe.

Food Justice and Food Sovereignty- Resources that emphasize equitable food access, empowerment, and culturally relevant food choices.

Affordable Groceries and Produce: Provide accessible and affordable options

Peko Produce	Surplus and “peculiar” looking produce and CSA boxes.
UBC Food Hub	At-cost groceries for the UBC Vancouver campus

Acadia Food Hub	A community project at UBC supporting households with food and baby supplies.

Emergency Food Relief and Supplies: support students facing food insecurity.

AMS Food Bank	Emergency food relief service for UBC students in need
Sprouts Community Fridge	Sprouts Community Fridge, Freezer, and Pantry aims to combat food insecurity on campus
Student Meal Share	Application for UBC Meal Share program.

Community Meals and Dining:

LFS Wednesday Night Dinners	Wednesday nights at the LFS|US hosts dinners at the Agora Space
Indigenous Student Lunch Series	Weekly lunches for Indigenous students throughout the Winter Session.

Nutrition and Food Literacy: Provides tools for students to make informed and equitable food choices.

Campus Nutrition	Food literacy and food Assets at UBC
On Campus Dietitian	Questions about nutrition resources, dietary restrictions and healthy eating?

Resident Dining Halls: Enhance food accessibility for campus residents, though less tied to sovereignty.

Feast Residence Dining Room	Residence Dining
Gather Residence Dining Room	Residence Dining
Open Kitchen Residence Dining Room	Residence Dining

Off-Campus Resources for Students: Food Access and Sustainability

Climate: Resources supporting Climate-Friendly Food Systems by reducing emissions, promoting sustainability, and building resilient local food networks.

Affordable Groceries and Produce: Provide accessible and affordable options

Lower Cost and Cultural Grocery Stores Resource	Encourages accessibility to affordable groceries, including cultural and local options, reducing the environmental cost of food imports.

City of Vancouver Free and Low-Cost Food Map:	Helps individuals access nearby food resources, minimizing travel and associated emissions.
Fraser Free and low-cost food directory	Lists of food, meal, and lower-cost grocery options.

Nutrition and Food Literacy: Provides tools for students to make informed and equitable food choices.

Vancouver Coastal Food Asset Map:	Educates communities on food resources and sustainable food practices.
Food Asset Map	Enhances community knowledge of food resources while promoting sustainable practices.

Carbon Footprint Awareness: Resources addressing the intersection of food systems and climate impact, focusing on emissions, sustainable development, and informed decision-making

My Emissions Calculator (food)	Helps users estimate and compare the carbon footprint of their recipes, directly linking food choices to climate impact.
Calculate Your Emissions:	A lifestyle carbon footprint calculator that provides insights into personal or institutional contributions to climate change.

Sustainability Progress Tracking: Resources addressing the intersection of food systems and climate impact, focusing on emissions, sustainable development, and informed decision-making

UBC Sustainability Data Porta	Provides data on UBC's progress toward CAP2030 goals, encouraging informed action to meet sustainability objectives

Carbon Footprint Awareness and Emissions Tracking: Resources addressing the intersection of food systems and climate impact, focusing on emissions, sustainable development, and informed decision-making

Identifying Cool Food Meals:	Promotes climate-friendly meal choices by linking food options to their carbon impact.
Cool Food Meals:	Highlights low-carbon meal options for sustainability.
Our World in Data:	Provides global data on emissions and food systems.
Update on SDG Goals:	Tracks progress on sustainability goals that align with climate-friendly food practices.
Sustainability Goals:	A broad overview of climate-focused targets and actions

Climate-Friendly Recipes: Resources focusing on promoting sustainable practices and reducing the carbon footprint of food choices

Climate-Friendly Recipes	Provides recipes that focus on reducing the environmental impact of food choices.
Climate-Friendly Recipe Examples:	Offers practical examples of meals designed to minimize climate impact.
Sustainable Recipes	Emphasizes recipes that support long-term sustainability in food systems.

Biodiversity- Resources fostering ecological health and biodiversity through local, sustainable, and culturally significant food systems

Affordable Groceries and Produce: Provide accessible and affordable options

Vancouver Indigenous Food Security:	Highlights Indigenous food practices, which are deeply connected to biodiversity and sustainable food systems.

Indigenous Food Systems and Sovereignty: Resources supporting biodiversity preservation through food systems and sustainable practices.

Indigenous Food Systems Toolkit:	Focuses on traditional ecological knowledge and biodiversity conservation.
Indigenous Peoples Food Systems Toolkit:	Highlights practices supporting Indigenous food sovereignty and biodiversity.
Indigenous Food Sovereignty:	Links Indigenous food systems to ecological health and sovereignty.
Indigenous Food System Network:	Promotes collaboration on biodiversity and food systems rooted in Indigenous knowledge.

Zero Waste- Resources that reduce food waste and promote circular food systems

Emergency Food Relief and Supplies: support students facing food insecurity.

Vancouver Community Fridge Project:	Prevents food waste by sharing surplus food in a community-centered system.
Muslim Food Bank	Canada-Wide Halal Foodbank

Food Waste Data and Initiatives: Resources addressing food waste and its connection to climate mitigation.

Food Waste at UBC:	Provides insights into waste generated at UBC residences and strategies for reduction.
Research & Food Waste Initiatives:	Focuses on community-driven efforts to repurpose surplus edible food and reduce waste.
Anti-Food Waste Booklet:	Offers actionable tips and knowledge to minimize food waste.
Food Waste Resource:	Educational tools and guides to combat food waste effectively.

Food Waste Reduction and Repurposing: Resources that address food waste reduction and repurposing, highlighting sustainability and circular food systems.

Research & Food Waste Initiatives:	Supports efforts to reduce food waste by redistributing surplus edible food to communities.
Find Surplus, Edible Food:	Focuses on diverting excess food from businesses to people in need, reducing waste.
Anti-Food Waste Booklet:	Provides tips and strategies for reducing food waste at home and in the community.
Food Waste Resource:	A guide or tool to help understand food waste and how to address it.
Love Food Hate Waste:	Recipes designed to use leftovers, preventing food from going to waste.

Refill Bulk Stores – Bring your own container! It's budget friendly and zero waste!

Stop And Fill
The Soap Dispensary
Refill Road
Balance Botanicals
Greenworks
The Source Bulk Foods
Livlite (delivery only)
Eternal Abundance market
Bulk Bar

Food Justice and Food Sovereignty- Resources emphasizing equitable food access, culturally relevant food systems, and community capacity building.

Affordable Groceries and Produce: Provide accessible and affordable options

Fraser Free and Low-Cost Food Directory	Provides a directory of equitable and accessible food resources.
City of Vancouver Free and Low-Cost Food Map	Expands access to free or affordable food options within the Vancouver area

Community Meals and Dining: Programs like Indigenous Student Lunch Series and LFS Wednesday Night Dinners build community and ensure inclusivity.

Vancouver Food Network	Supports community organizations working toward food security and sovereignty.

Nutrition and Food Literacy: Provides tools for students to make informed and equitable food choices.

Vancouver Indigenous Food Security	Focuses on urban Indigenous food sovereignty and culturally relevant food resources.
Vancouver Coastal Food Asset Map	Builds community capacity and connects members with relevant food assets.
Food Asset Map	Promotes social connection and health support through food literacy.

Indigenous Food Systems: resources promoting equitable, community-centered food systems that respect cultural and ecological values.

Indigenous Food Systems Toolkit:	Connects Indigenous practices with food justice and sovereignty.
Indigenous Peoples Food Systems Toolkit:	Highlights practices supporting Indigenous food sovereignty and biodiversity.
Indigenous Food Sovereignty:	Advocates for the right to self-determined food practices rooted in cultural heritage.
Indigenous Food System Network:	Builds capacity for Indigenous communities to engage in food sovereignty initiatives.

Community and Food Waste Justice: Resources that promote equitable food access, justice, and sustainability.

Find Surplus, Edible Food:	Encourages the redistribution of food waste to support those in need, fostering food justice.
Odd Bunch	Imperfect, affordable, yet delicious produce delivery with no commitment fee.

Appendix 5A: Recruitment Plan

Recruitment Plan:

Climate Friendly Food Systems Toolkit

Objectives:

Evaluate the Effectiveness: Assess how well the toolkit informs UBC community about a climate-friendly food system.

Gather Diverse Perspectives: Ensure feedback comes from people with varying backgrounds and interests.

Refine the Toolkit: Use insights to improve the content and delivery of the toolkit.

Identify Target Participants:

- Primary: UBC Undergraduate Students (Different faculties and years.)
- Secondary:
  - General Student Body: To ensure broad representation.
  - Graduate Students: Including those involved in sustainability research.
  - Student Leaders and Activists: Those already engaged in environmental or food sustainability initiatives.
  - Diverse UBC faculty representation with varying degrees of interest in climate action.

Incentives:

- Per focus group: Each participant a AMS/Food Services or Bookstore $15 value gift card (8-10 gc per focus group)
- Food and drinks provided
- For completing toolkit survey: Enter to win $50 AMS gift card gc (1-2 gc needed)

4. Determine Recruitment Channels:

- AMS sustainability team email
- AMS Social media
- Jon Garner- Faculty TVs (e.g.: LFS TV on main floor, Nest building, CIRS tv, IRES, IKB, Koerner)
- Plant-Based month with AMS
- Flyers and Posters around campus
- Simmi + social media support
- Recruitment list emailed survey- to be shared with partners and their socials

- Email by SEEDS to our sustainability groups contact lists
- Digitally advertised in FNH and Macmillan

5. Recruitment Strategies

A. Online Outreach

- Email Campaign:
    - Message: Craft a compelling email detailing the purpose of the focus groups, the importance of student input, and the benefits of participating (e.g., contributing to a more sustainable campus, gaining insight into climate-friendly practices).
    - List: Use UBC Sustainability Teams Mailing List and other "recruitment team email list"
- Use our CFFS Action Team to ask them support in survey diffusion
- Social Media:
    - Platforms: Utilize UBC's official social media channels, student groups, and sustainability-focused pages.
    - Content: Create engaging posts with calls to action, clear instructions on how to sign up, and highlights of the toolkit's importance.
- UBC Portal & Student Groups:
    - Post announcements on the UBC student portal and collaborate with student organizations to spread the word.

B. In-Person Outreach

- Campus Events:
    - Tabling: Set up information booths at high-traffic areas (e.g., student union building, library, cafeterias).
    - Workshops/Seminars: Host brief introductory sessions about the toolkit and its goals.
- Flyers and Posters:
    - Distribute these around campus, focusing on areas frequented by students (e.g., academic buildings, dormitories, common areas).
- Class Announcements:
    - Partner with faculty to announce the focus groups in relevant classes or lectures, especially those related to sustainability, environmental studies, or food systems.

6. Focus Group Design

A. Structure

- Number of Sessions: Aim for 3-5 focus groups to capture diverse perspectives.
- Group Size: 8-10 participants per session to ensure in-depth discussion.
- Date: End of September TBA October (regarding the survey participation for now)
- Time: around 45min per focus group
- Location (various locations): ask food hub if we can use their space, Food hub, policy lab, Nest Building, SHCS, and/or online
- BREB application: every two weeks (Ally to check with Faculty member support)

B. Recruitment Process

- Registration: Set up an easy online registration form (e.g., Google Forms) for students to sign up.
- Screening: Use a brief questionnaire to ensure a mix of backgrounds and interests.
- Poster for Sign up:
- Tell us what you think!
- Sign Up Here! [QR Code to survey to sign up- JotForm, Qualtrics etc...]
- Thank you for helping us support the student lead initiative that this work led to the development of campus-wide campaign on dietary and sustainable choices, which is one of the goals of the climate action plan. Action Plan 2030, so we can provide supportive tools for students to take climate action! Additional Information here: https://planning.ubc.ca/cap2030
- Information to be displayed or posted: Join our Climate friendly focus group! We are looking for a diverse group of individuals to help us improve our Climate Friendly Food System Toolkit.

Compensation:

$15.00 gc to food related item and snacks/drinks will be provided at event

C. Facilitation

Moderator: Have a trained facilitator to guide discussions and ensure that all voices are heard.

Discussion Topics: Include topics such as:

- Overall impressions of the toolkit.
- Clarity and usability of the information.
- Suggestions for improvement.

- Specific areas of interest or concern regarding climate-friendly food systems.
- Toolkit Ideal Distribution

D. Develop a Screening Process: -completed

Goal: To capture a sample of undergraduate students with varying backgrounds and climate action and sustainability.

Inclusion Criteria:

- UBC Undergraduate student
- Name/Contact
- Faculty
- Availability
- Exclusion Criteria:
- More than 3 people per faculty
- More than 3 similar answers to the question
- Criteria to what is deemed “too similar”
- Same age (year)
- Same faculty
- Same housing background (residence, with parents, off campus with roommates within 1 hour of travel to campus, off campus with roommates exceeding 1 hour of travel to campus, living on your own off campus (<1 hr), Living on your own off campus >1 hr, other).
- Similar food preferences or food acceptability (vegan, carnivore diet, omnivorous, diabetic diet, gluten free etc...)
- Currently working (ft/pt/casual)
- Incomplete screening forms
- Ages 17 and under

E. Schedule and Logistics:

- Group size: 8-10 students for a diverse dynamic conversation
- Multiple dates (pending on survey sign up)
- Time Commitment:45 min – 1hr (snack break in the middle)
- Plan (prior) for facilitator/note taker training -Jackson to assist in facilitating focus group
- Probing for additional information
- Systematic coding
- Theme identification
- Summary report

** ensure consistency of information collected to reduce potential bias.

- Ensure the same facilitator/notetaker works the same role at both sessions for continuity.
- Prepare consent forms- ensure participants have given informed consent.
- Prepare Focus Group Investigation Cards for Facilitators
- Plan Icebreaker
- Record – Bring phone charger (ensure consent)

F. Follow-Up and Confirmation:

- Follow up with students after screening and confirm time, date, and location.
- Follow up 2 days prior to session to confirm their attendance.
- Save all communication.

Feedback Collection: Use surveys or follow-up interviews to gather additional feedback from participants.

G. Post-Session:

- Incentives and Thank Yous
- Ensure participants get their incentives (gift card)
- Send thank you email for their participation
- Ensure snacks are provided during the focus group

7. Analysis, evaluation & Implementation:

Method: Systematic Coding and theme identification

Analyze Feedback: Review focus group discussions and survey responses to identify common themes and areas for improvement.

Report: summary of key findings and recommendations (see SEEDS report template- ask SEEDS coordinator for the last template version)

Refine Toolkit: Incorporate feedback to enhance the toolkit's effectiveness

8. Timeline

Weeks 1-2: Develop and finalize recruitment materials and strategies (August-September)

Weeks 3-4: Launch recruitment campaigns and begin focus group registration (mid September)

Weeks 5-6: Conduct focus group sessions (October)

Weeks 7-8: Analyze feedback and refine the toolkit (November)

Week 9: Prepare and distribute the final report (November-December)

9. Evaluation of Recruitment Plan

Effectiveness Metrics: Track the number of participants recruited, the diversity of participants, and the quality of feedback received.

Adjustments: Adjust the recruitment strategy as needed based on initial response rates and feedback.

Target Demographic	Approach	Contact name	Date	More information
Students (general - 1-4 year)	Focus groups with AMS clubs and constituents	AMS Sustainability (Andie and Isabel)	TBC	In the Nest (to confirm)
	Survey respondents	Ally	TBC	In the CIRS building (wellbeing space)
	LFS TAs	TA and mentor Lindsay G	TBC	Ally reached out (Sept 26) to TA seeing if she could share the focus group sign up with the classes she is TA-ing or other networks with UBC
Students (general - 1-4 year)	Survey respondents SCRF	Jackson	TBC	Jackson to be advertising sign up and communicating with Ally
	AMS student body	AMS Sustainability (Andie or Isabel)	TBC	In the Nest (to confirm)- Ally emailed Sept 24 to arrange
	Food hub market	Food Hub market Staff Phoebe and Sophie C.	Wednesday 9 from 4-6pm	Jackson will support this focus group lead by Ally with the note tacker

	Sustain Hub	Focus group: Hunter, Kshamta. Email kshamta.hunter@ubc.ca. Ask for her input – and suggest the Student Ambassadors	TBA	Ally emailed Sept 26
	Sustainability Hub/Climate Hub	Survey already shared		
	UBC Farm	Kyne – Shared survey and also asked to invite work learn students and practicum students to a focus group.	TBA	Ally emailed Sept 26- Kyne agreed to advertise survey as well as ask student groups about a focus group. Waiting to hear back.
	LFS450 teacher (network)			Meeting Scheduled Oct 10
	LFS Newslettuce & LFS Advising	lfs.advising@ubc.ca	TBA	Ally emailed Sept 26
	AMS council??	Sophie?		
Students (residence) 1rst years	Student Newsletters at various faculties	SHCS?		
Students with no knowledge on food systems	Survey/Interviews online with a broader audience	AMS email AMS Social media SEEDS social media Flyers and Posters around campus Faculty TVs (e.g.: LFS TV on main floor, Nest building, CIRS tv, IRES, IKB, Koerner)	Email sent in September	Emailed Andie and Isabella Sept 24 about a focus group for both the broad student demographic and AMS students

	LFS/ FNH TVs	LFS and FNH TVs sharing survey link with focus group sign up until Oct 1	Confirmed & done	
	UBC Newspaper	The Ulysses	Applied to have focus group information shared (Poster and focus group sign up sheet attached)	Waiting to hear back – Sept 26

Appendix 6A: Code Book

Code Book

Code	Definition
Satisfaction	participant is agreeable to the content at its current capacity
Concerns	participant identifies opportunity for improvement
Suggestion	Content Suggestion change or add
Design	Participants mention usability and/or design elements they like or don't like
Student Impact	Participants discuss impact of toolkit and their potential development or change in understanding of climate change, biodiversity and/or sustainability
Inclusivity	Participants mention the toolkits inclusivity (Cultural, Social Economic Status, Accessibility etc)
Resources	Participants mentioned resources that are helpful, need to be added or are not relevant
Food Language	Participant providing feedback regarding recipes, tone of topic, engagement of participant in food related topics.
Content Clarity	Participants mention practicality of information provided; missing information to enhance topic clarity, feedback regarding toolkit content usability or clarity.
Distribution	Participants mention preference in distribution method of the content. Examples: Social media, digital (website), brochures, small cards with reference to digital copy, printed handbook, and/or a combination?

Appendix 13: PDF Jan 2025 Toolkit

Link to pdf