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## NEWS RELEASE

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Ministry of Environment  
BC Hydro  
B.C. Campus Climate Network

### **PROVINCE, BC HYDRO SUPPORT STUDENT CLIMATE INITIATIVE**

VICTORIA – The Province and BC Hydro have contributed close to \$157,000 to the first phase of the B.C. Campus Climate Network’s ‘Go Beyond’ campaign to educate and inspire B.C. students and youth about ways they can make carbon-smart lifestyle choices, Environment Minister Barry Penner announced today.

“These funds are helping build a campaign by B.C.’s youth, for B.C.’s youth, to educate students in our province about the science of and solutions to the issues of climate change,” said Penner. “The B.C. government wants to encourage youth to help raise awareness not only of climate change and the dangers of doing nothing, but also of ways that young people can really get involved in conserving energy and make a difference in this global challenge we’re facing.”

B.C.’s contribution of \$106,850 and BC Hydro’s contribution of \$50,000 will support the design of the ‘Go Beyond’ campaign, including research assistants and youth training, as well as the launch of the campaign on three B.C. campuses. Already, the B.C. Campus Climate Network has developed the ‘Go Beyond’ brand, logo and website.

“Young people who engage their peers on conservation lifestyles and behaviours are the energy ambassadors of tomorrow,” said Bob Elton, BC Hydro president and CEO. “This project will help us meet our future energy challenges by fostering a conservation culture that will begin with youth who will, in turn, inspire British Columbians of all ages to conserve electricity.”

Through a four-pillar process, Go Beyond will engage students through lectures, workshops, presentations and other challenges to encourage and educate them about ways to make carbon-smart lifestyle choices, as well as how to make a difference in their school and their community. The campaign will also work with professors and other post-secondary administrators to develop climate action-related course material and other resources that will better inform students and the community-at-large on ways to become carbon-neutral.

“The four pillars of the Go Beyond project will harness the energy and enthusiasm of youth and the unique capacity of the post-secondary sector to do more to help solve the problem of climate change,” said Maggie Baynham, Go Beyond project manager. “The Challenges pillar will teach youth about the impacts of their lifestyles, the Education pillar will transform the classrooms to create climate solutions, the Planning pillar will engage students in institutional planning processes, and the Capacity Building pillar will provide training to give students the skills to go beyond.”

The Go Beyond pilot was launched earlier this month at the University of British Columbia, the University of Victoria and Thompson Rivers University in preparation for a larger-scale launch at up to six campuses across B.C. in early 2009.

“Students are integral to shaping a sustainable future, and UBC is extremely pleased to support campus leaders through the B.C. Campus Climate Network,” said Charlene Easton, director of sustainability at UBC. “This project will provide students with the knowledge, the resources, and most importantly, the ways to meaningfully engage and take action on the climate agenda.”

For more information on the Go Beyond campaign, visit [www.campusclimatenetwork.org](http://www.campusclimatenetwork.org). To learn more about how choosing to be carbon-smart can save you money, visit [www.livesmartbc.ca](http://www.livesmartbc.ca).

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1 backgrounder(s) attached.

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