



goBEYOND 2011 Annual Report

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Post secondary institutions are ideally situated to lead the way as we work toward a climate-neutral society by 2050. By transforming education, challenging ourselves to conserve energy, planning for a better future and training students to take action, goBEYOND has made concrete progress toward the vision of a truly green, post-carbon university. Our programming is grouped into four pillars: education, challenges, planning, and training. Key activities between January 2010 and May 2011 are as follows.

Education

The goal of the education pillar is to educate students about the science and solutions for climate change in B.C.

goBEYOND continued two highly successful initiatives in this pillar. We ran our third and fourth *Teach-In* on climate change. The *Teach-In* is continually evolving. Last year we created tiers of engagement ranging from a 15-minute discussion to full course assignments. This year's *Teach-In* focused on the links between course content and climate change and collected the most important insights from each discussion.

Building on a successful model in the US we created the *Sustainability Education Across the Province* (SEAP) workshop to respond to instructor demand for more in depth guidance on incorporating sustainability into their curricula. Thirty instructors from across BC received world-class training from Geoffrey Chase, chair of the Association for the Advancement of Sustainability in Higher Education board (AASHE). The project was run as a partnership between goBEYOND, Common Energy, Walking the Talk and SFU. A second SEAP workshop took place at Capilano University May 25-27, 2011.

Target	Outcome
Get 400 faculty to participate in the Teach In	210 instructors participated in our 2010 and 2011 teach-ins
Train 50 faculty on integrating climate change into coursework	30 faculty participated in the SEAP workshop
make 4 youtube videos on climate change solutions and impacts	Completed four videos: 1.Teach-In 2010 2.Teach-In 2011 3.YAG 2010 x2

Challenges

The goal of the challenges pillar is to inspire youth to reduce greenhouse gas emissions and make carbon smart lifestyle choices.

Focus shifted in this pillar from challenging students individually through our online carbon calculator, to engaging groups of students living in residence in a competitive energy challenge modelled on the US Campus Conservation Nationals. In the fall of 2010 goBEYOND partnered with the UBC Campus Sustainability Office to pilot the initiative in BC. Participants at UBC conserved 9000 kWh of electricity, prevented 750kg of GHGs from entering the atmosphere, and placed second among competing schools.

Following this success the program was expanded to nine BC campuses in March 2011. This time students collectively reduced nearly two tonnes of CO₂ and 124,000 kWh and saved universities close to \$7000 in energy costs.

goBEYOND also promoted BC Hydro's Invent the Future competition which solicits energy conservation ideas from youth across the province and gives winning entries support to see their ideas implemented.

Target	Outcome
Sign up 4,000 youth to take the Personal Carbon Challenge.	Emphasis shifted to the Residence Energy Challenges. We do not have exact metrics on how many people actually participated but we are confident that we touched at least 4000 students and staff. Planning is under way for the 2012 Energy Challenge and will include more robust evaluation.
Improve student engagement after taking the challenge by 10 per cent	We are unable to report a specific quantitative change in student engagement largely because of the difficulty of knowing who we touch. Nonetheless our programming is constantly striving to reach new students in new ways. Our focus is beginning to shift from trying to directly engage ever increasing quantities of students to identifying opportunities for building capacity whether it be in a single student or a group of students.
Get 150 youth to enter Invent the Future Contest	We also have some evidence that behaviours learned in the residence energy challenge are sticking. 21 submissions and an estimated 20,246 impressions

Training

The goal of the training pillar is to identify young climate leaders and ensure that they have the skills and confidence necessary to take action and pursue a career in sustainability.

goBEYOND ran its third Youth Action Gathering at Camp Capilano in 2010. The event brought together 20 post-secondary and high school students for 5 days of training in sustainability action.

goBEYOND also partnered with the Sierra Youth Coalition to run the Sustainable Campuses NOW! conference at UBC in March 2011. 96 participants attended from across western Canada to participate in 30 workshops, to hear Dr. Michael M'Gonigle's keynote address and to begin discussions on future campus initiatives.

Less formal activities have also served to build the skills of staff and volunteers. Our project manager visits each participating campus at least once every year to meet with student leaders, learn more about what is happening on each campus and strengthen the provincial network. More regular conference calls serve the same purpose of strengthening the network and allowing ideas and best practices to spread.

Target set in the funding agreement	Outcome
No specific targets were set	Provided 5 days of training in sustainability action to 20 youth (high-school and post secondary) at 2010 Youth Action Gathering Provided 3 days of training to 96 post secondary students from schools across BC at the 2011 Sustainable Campuses Conference.

Planning

The goal of the planning pillar is to support post secondary students, faculty and staff in planning campus and community initiatives that will conserve energy, reduce greenhouse gas emissions and change the way people and institutions operate.

GoBeyond ran its first official planning in connection with the SEAP workshop at Capilano University in May 2011 (see Education). Capilano University wished to bring together university staff and faculty to initiate a sustainability visioning process. goBeyond persuaded Capilano University to be more ambitious and drive towards a high-level sustainability plan. We helped coordinate a collaborative planning workshop on the third day of SEAP, attended by the President of the University and 50 other staff, faculty, and students. The planning workshop was facilitated by Duane Elverum of Emily Carr University. We are in the process of evaluating the impact that this has had on Capilano University.

In late 2010 goBEYOND submitted a successful proposal to the Capital Regional District and BC Hydro to launch a pilot planning project titled *Ready, Set, Solve: The CRD Student Climate Challenge* which will engage post-secondary students in solving small but real energy efficiency and climate related challenges that exist among the member municipalities of the Capital Region.

The goals of the Project are to:

- Identify and solve 9 unique community challenges that relate to energy and climate change through applied learning projects for post-secondary students in the Capital Region through a fun and engaging competition.
- Educate organizations and student teams on local, regional and provincial energy conservation and GHG reduction goals.
- Build a model for future partnerships to link applied learning with curriculum in areas of Engineering, Business, Geography, Writing and Environmental Studies so that teams are able to receive course credit for their work rather than prizes.

The pilot is set to run from September to December 2011. Work is currently under way to hire a Project Coordinator at Royal Roads University.

Other Activities

- goBEYOND became an incorporated society in the spring of 2010
- Held our first annual general meeting in May 2010
- Created a more cohesive outreach strategy which focuses on sharing stories of post secondary climate leadership and encouraging goBEYOND staff and directors to get involved in related initiatives
- Launched an individual donor program in the spring of 2011
- In the process of building an alumni network and documenting the career path and achievements of past volunteers and campus organizers

Challenges and Opportunities

Managing turnover and student burn-out continues to be a challenge for us. Our board of directors, which is composed of student volunteers, has until now played a very active role in executing projects, getting involved in the details of daily operations. This has placed a significant burden on individuals who are also juggling school and work priorities. To address this challenge we are taking steps to provide leadership training to our volunteer board members and provide structure that will facilitate an ongoing strategic conversation.

All elements of goBEYOND's operations have come to be viewed as opportunities for training and leadership building. Through our campaigns we engage volunteers, many of whom get hired as campus organizers and then go on to become core staff and board members. If we need to hire a graphic designer, we turn first to graphic design students.

Preserving institutional memory and cultivating new leadership have been priorities. Efforts have been taken to record the story of goBEYOND's creation and build an alumni network.

goBEYOND is limited by its internal capacity. At present we have barely 1 FTE of core staff capacity of which 25 hours per week are devoted to project management and 10 hours per week are devoted to fundraising and community development. We are addressing this challenge by seeking new funding sources including individual member donations and corporate partnerships. Our ideal staff capacity is 2 FTE: a Project Manager and a Development Manager at 30 hours per week, and a Finance Manager at 5-10 hours per week.

Statement of Activity

jan 1 2010 - feb 28 2011

Income	
University	\$12,500.00
Foundation	\$20,000.00
Corporate	\$25,000.00
Other Grants	\$5,750.00
Earned Revenue - Events	\$13,652.47
Earned Revenue - Sales	\$419.46
Interest Income	\$12.84
Total Income	\$77,334.77
Expenses	
Campus Organizers – Salary and Honorarium	\$18,069.51
Campus Organizers - Camosun Interurban Organizer	\$2,125.00
Campus Organizers - Camosun Lansdowne Organizer	\$2,100.00
Campus Organizers - Capilano Organizer	\$5,494.51
Campus Organizers - Royal Roads Organizer	\$3,700.00
Campus Organizers - UVic Organizer	\$4,650.00
Campus Organizers – Miscellaneous	\$750.00
Sustainability Education Across the Province (SEAP)	\$7,909.64
Teach-In	\$521.00
Youth Action Gathering (YAG)	\$5,447.71
Regional and Provincial Training Summits	\$3,005.01
Carbon Calculator and Personal Challenge	\$1,302.00
Invent the Future	\$252.60
Core Staff – Salary and Honorarium	\$31,971.90
Salaries and Honorariums - Project Manager	\$22,260.17
Salaries and Honorariums - Development Manager	\$8,828.64
Salaries and Honorariums - Finance Manager	\$400.00
Salaries and Honorariums - CPP/EI Contributions	\$460.69
Salaries and Honorariums - Payroll Fees	\$22.40
Outreach and Communications	\$3,121.66
Administration	\$1,843.60
Total Expenses	\$74,194.63
Net Income	\$3,140.14

Personnel

Board of Directors

Maggie Baynham

Maggie Baynham is a graduate student in Urban Planning at UBC and a founding member of the goBEYOND Project. She believes that colleges and universities can be innovators of sustainability solutions and that these solutions can be developed through hands-on learning in the classroom of every discipline. Maggie has been involved in supporting youth-driven sustainability and climate initiatives on campuses for six years: she started off by volunteering for local student organizations on her campus and then worked as the BC Coordinator for Sierra Youth Coalition's Sustainable Campuses Project. She was the first Project Manager for goBEYOND and has enjoyed continued involvement through the Steering Committee where she is able to offer experience and institutional memory. Maggie hopes to continue on as a director for 1 year as goBEYOND matures and help to foster new leadership and energy within the organization.

Spencer Rasmussen

Spencer Rasmussen has been goBEYOND's longest running employee. Spencer has spent two years as UBC coordinator of this fantastic project, helping build Common Energy UBC from an organization of 4 people to 20. He even remembers when goBEYOND was called Get Evolved. Last summer, Spencer organized the 2009 goBEYOND Youth Action Gathering, and this summer he will be working on program development. Through it all he has learned a thing or two about what works and what does not in student organizing. In his spare time, Spencer studies political science and economics and also serves on UBC's Senate. Spencer believes passionately in the role that universities can play in addressing climate change and he is ready to bring that passion to the goBeyond's board of directors.

Theresa Fresco

Theresa Fresco has been an active member of the goBeyond steering committee since 2009 and is also a Masters student at UBC's School of Community and Regional Planning. She was one of the representatives for goBEYOND at the United Nation Environment Program's 'Sustainability Generation' workshop in Nairobi, Kenya in April 2009 and has since been the chair of the International Working Group. Partnering with Kenyan students met at the workshop, the IWG participated in and helped organize goBEYOND's first international Teach-In on climate justice. The Teach-In mobilized over 100

interdisciplinary faculty and students in Canada and at Kenya's Jomo Kenyatta University to speak about climate justice in their classes and formulate projects.

In addition to these activities, Theresa works at UBC's Sustainability Office as the coordinator for the Residence Sustainability Coordinator (ResSC) Program which encourages and supports sustainability initiatives for and by students in the residences on campus. She is also the Alma Mater Society representative for the Planning Students Association. Her areas of interest include climate and environmental justice as well as climate issues within the field of international development.

Gary Guo

Gary Guo is a student in engineering at Capilano University. He is an international student and comes from China Beijing. Before he came to Canada, he was the organizer of the environmental group at Northern China University of Technology and a co-organizer for Green Camp China, a national youth environmental group. Gary also works and volunteers for Greenpeace China and Greenpeace Canada.

Gary has been involved with the goBeyond project since May 2008, while the first goBeyond summit was hosted at Langara College. After the first summit, he attended most goBeyond events and conferences and has often acted as the official photographer for most goBeyond events. In the future, Gary hopes to be involved in this project at a deeper level. Gary will use the strength of his Chinese and international student background to engage more international and Asian students in climate action.

Brendan Guy

Brendan Guy is a graduating UBC student majoring in Natural Resources Conservation. Brendan's passion is educating and engaging students in dialogue about climate change and sustainability issues. He has been a member of the student group Common Energy UBC for the past two years. In his second year with the group, Brendan coordinated two groups of students working on climate change education and dialogue. Successful initiatives put on by these two groups included a two-day conference on climate action, facilitation of the goBEYOND Teach-In, and a campaign to show student support for UBC's Sustainability Academic Strategy.

Brendan is eager to take his experience gained through working with Common Energy to continue to move BC's post-secondary institutions beyond climate neutral. He will be returning to UBC in September to work towards his professional biologist designation as well as taking courses towards his Masters degree. Brendan plans on having plenty of

time to devote to collaborating with campus community members to foster a culture of climate action at BC's post-secondary institutions.

Adam Thomas

My name is Adam Thomas and I am a Carrier man from a reservation called Saik'uz First Nations. Saik'uz First Nations is located 10 miles south from Vanderhoof, British Columbia, and is one of eight First Nations communities that comprise the Carrier Sekani Tribal Council. As a member of the Grouse clan, and a University student, I am continuously learning my Carrier ways and the Traditional Ecological Knowledge of my territory. Currently, I am a second year Environmental Planning student, majoring in First Nations Planning here at the University of Northern British Columbia (UNBC). Respect, passion and leadership are the driving forces which have helped me achieve all of my goals during my time at UNBC. Among other things I am an advocate for Indigenous rights and climate justice, and am involved with organizations that pressure our government to take action against climate change and cut our addiction to oil and gas.

During the past year at UNBC, I have been a part of the Northern Undergraduate Student Society (NUGSS) as the First Nations Representative, and I have been keenly learning about sustainable initiatives from the Associate Director of Campus Sustainability. Currently, I am working to fill a seat on the Green Committee, allowing for a First Nations perspective on campus sustainability, which would integrate sustainability into the First Nations Representative position.

Wes Hartman

Wes attended the University of Victoria where he pursued his interest in environmental issues through a minor in Environmental Studies (political ecology focus) and a major in Economics. In his first year he was lucky enough to become involved with Common Energy, a network of students, faculty, and staff working on climate change issues in partnership with goBeyond. Through CE he was able to become more involved with goBeyond, first as a campus organizer then as a member of the board of directors. Also while at UVic, Wes sat on the Office of Campus Planning's Sustainability Advisory Committee and the UVic Sustainability Project's Board of Directors. He also co-founded and co-directed the UVic Progressive Economics Club. Wes is excited about the future and grateful for the skills and knowledge he gained from his work with goBeyond and Common Energy.

Managing Staff

Sarah Stoner - Project Manager (Outgoing)

Sarah Stoner has been involved with goBEYOND since 2008 when she attended the first Project Development Summit where the organization was given its name! Since, Sarah has served on the board of directors, various working groups and, presently, as the project manager. Her passion and commitment to sustainability, conservation and climate solutions were fostered at a young age through regular outdoor adventures and inspiring environmental education experiences. Sarah completed her BA in Geography and Environmental Studies at UVic in 2008 and dove straight into her MA- researching and evaluating community based vulnerability and resilience to natural hazards. Sarah is also active with Pacific Wild and Sierra Club BC where she plans and organizes photography exhibits and film screenings shedding light on development issues threatening BC's pristine North Coast. When she's not schooling or working, Sarah spends time in the natural places that inspire her- whether it's backcountry skiing in the mountains, surfing off of BC's rugged coast or playing with her furry friend Bowie at the park.

Melissa Kendzierski - Project Manager (Incoming)

Melissa believes that we have the power to effect the future! As goBEYOND's project manager her desire is to support and empower those who share in the vision to see campuses and communities go beyond climate neutral. Melissa has been with goBEYOND since it's beginning- when it was just an idea, yet to be the fabulous project it is today. Her experience as a student activist while at the University of the Fraser Valley, and later in her position as UFV's Sustainability Coordinator Assistant, speaks to her knowledge, dedication and enthusiasm for campus sustainability. In her spare time, Melissa loves spending time with her husband, experiencing the wilderness and exercising her alter ego as a roller derby superstar!

Ashley Webster - Development Manager

I am a Masters candidate in Urban Studies at Simon Fraser University studying community engagement, municipal governance, social economy, and urban resilience. I have been a research assistant with the BC Working Group for Sustainability Education where I co-authored a report on how post secondary institutions in BC are responding to carbon neutral legislation. My long and diverse professional experience includes business governance and management, sales and marketing, event management, volunteer coordination, information technology, and quality assurance. You may find my resume on [LinkedIn](#) and I am publicly accessible on [Google+](#).

Trevor Stokvis - Finance Manager

Trevor Stokvis is a fourth year Commerce student at the University of British Columbia. He will be completing his BCom degree with a specialization in Management Information Systems in April of 2011, and a Diploma in Accounting in December of 2011. After school, he will be pursuing a Chartered Accountant designation. Through his degree, and various employment experiences such as Operations Manager, Trevor brings a business-oriented mindset to the team. He is passionate about strengthening goBeyond's financial systems so that we may be more effective.

The Year Ahead

The Youth Action Gathering is being postponed for this year pending a closer evaluation of the continued need for such a project. We have found there is considerable duplication between the Youth Action Gathering, our own regional training summits, and the work of other nonprofits like Next Up and Check Your Head.

The YAG has served the additional goal of training our own Campus Organizers. In its absence we will coordinate regional training sessions for our Campus Organizers in Metro Vancouver, Vancouver Island, and the Okanagan throughout September.

Work is under way right now to renegotiate funding to hire Campus Organizers at universities for the 2011/2012 school year. We have confirmed organizers at UBC, Camosun, Royal Roads, UVIC and BCIT, and we anticipate funding for Capilano, UFV, SFU and TRU. We are also building new relationships with Okanagan College, UNBC, and Vancouver Island University.

Innovative campaigns like *Ready, Set, Solve* and the *Residence Energy Challenge* are generating much excitement and we are focusing our efforts in this area.

Ready, Set, Solve: The CRD Student Climate Challenge will run from September to December and will conclude with an awards event hosted by the CRD.

The 4th annual Sustainable Campuses conference, annual *Teach-In* and the second provincial *Residence Energy Challenge* will take place in early 2012. The 2012 energy challenge will include a major research component to better understand the role that social media can play in shaping behaviour and social norms. The research is being funded by PICS.

We are beginning to organize social events like “movie nights” and “green entrepreneur panels” at various campuses as a way to train sustainability oriented student clubs to raise support and money for their green own initiatives.

Your friendship and support has been incredibly important helping us build additional partnerships. We have leveraged your support to build relationships with Metro Vancouver, the Capital Regional District, the Pacific Institute for Climate Solutions, FortisBC, many faculty and staff within universities, and the private sectors. We have reached out to like-minded groups such as SIFE, YesBC, the Institute for Environmental Learning, Green Drinks, Emerging Green Builders, and many more. We are continuously working to build community support for the vision of a transformational, post-carbon university.

Contacts

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***Updates Since First Publication:**

- Added Personnel section
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