Part One: What the grant achieved:

How has your initiative met the criteria of the Sustainability Projects Fund?

1. How did the project promote the reduction of ecological footprint?
   The Sustainability Fair mainly promoted the reduction of ecological footprint through educating the participants on issues such as food waste, energy conservation, carbon emission, and etcetera. Participating groups such as UBC Farm, Roots on the Roof, and UBC Sprouts raised awareness on the origin of our food source and food wastage problem. This year, groups including Evo Car Share, My Open Road, AMS Bike Coop, and Rideshare promoted and incentivized the idea of reducing carbon footprint by taking transportation modes with lower emission, such as vehicle sharing or public transit. The Sustainability Fair acted as a platform that allowed these sustainability-orientated groups to reach out and educate the students, which formed a strong connection that promoted the reduction of ecological footprint in many different ways.

   In addition, all promotional posters are printed on recycled paper to reduce carbon footprint. All the pastries offered during the Fair are served with biodegradable napkins instead of paper plates to reduce waste.

2. How did the project increase student engagement?
   The Sustainability Fair increased student engagement by providing the participants with the opportunity to become involved and learn something new.

   The Sustainability Fair featured many groups that encompass both the environmental and social aspects of sustainability, which introduced many opportunities for participating students to become personally involved. Campus-based clubs such as AIESEC and Social
Enterprise Club allowed the participants to join and personally contribute; off-campus groups such as Roots on the Roof also provided the opportunity to get hands-on experience while contributing to a sustainable cause.

Furthermore, the Sustainability Fair increased student engagement by educating students and allowing them to learn something new. The Wellness Centre and Mental Health Network raised awareness on the importance of mental health and introduced the students to many resources that they can use. Another example is that Stanley Park Ecology Society educated the students on coyotes, including their ecological importance in local areas and interactions. Since each group at the Fair had a special educational activity, students were more motivated to learn and engage.

3. How did the project contribute to the educational aspect of sustainability and how did it approach its plans for outreach on campus?

The Sustainability Fair contributed to the educational aspect of sustainability by showcasing different groups that are involved in Sustainability, and these groups were able to educate the students on various sustainability issue. The Fair provided a relaxing and fun learning environment, which is extremely important for the educational aspect of sustainability. Each group’s activity is designed to be enjoyable and thought-provoking, which motivated the event participant to apply what they learned during the event to their lives, and perhaps teach it to others around them. This helped to create the “ripple effect”.

Additionally, to motivate student engagement and learning at the Fair, an event passport system and raffle draw were set up. Each participant were given an event passport, and they collected stamps on their passport by completing activities at different booths. Afterward they collected at least five stamps, the participants traded in the passport for free snack and the chance to enter the raffle draw. Setting up these prizes helped to encourage student learning and participation at the Fair, which contributed to the educational aspect of sustainability.

In terms of outreach on campus, the Fair’s biggest achievement this year was raising awareness on social sustainability and mental health, which helped students to realize that sustainability is not purely environmental. Also, the booths were set up very close to each other, which allowed different participating groups to interact with each other and learn about their contribution in sustainability. This helped to create an inter-connected learning cycle on campus.
4. **How did the project focus on its longevity and feasibility?**

The Sustainability Fair will run annually, and modification or improvements will be made every year to reflect the changing needs for students to learn, as well as newly-emerged sustainability issues. This year, for the first time, the Fair featured many external sustainability-oriented groups to bring students a bigger perspective. This helped to spark interest in sustainability, encouraged students to think “big”, and hopefully inspired them to apply their knowledge outside of UBC when they graduate.

**What was something unexpected that occurred during the event or project?**

One unexpected turnout is that a few groups showed up to join the Fair last minute. Some of these groups did not confirm their attendance for the event, and some never sent in an application. Despite these unexpected show-ups, we were able to find booth space for them. Also, the a cappella group canceled their performance last minute; fortunately, it did not have a major impact.

**What resources were most difficult to find in order to carry through with the event or project successfully and efficiently?**

Booking the AMS space had been a particular tricky process; there were some misunderstandings and miscommunications on both side, but we managed to make a successful booking in the end. Also, arranging booth spacing was challenging and confusing. It was the first for the Sustainability Fair to be hosted in the Nest, so we had no prior experience on the physical space arrangement.

**Is there any feedback you could provide regarding the service you received from the AMS Sustainability Projects Fund?**

The application process was much faster than expected, which was a pleasant surprise.

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**Part Two: Sharing your story:**

We request that you also provide us with a blog post about your project and experience. We ask that you write a short story (accompanied by a photo) describing the impact of your project,
so that we can share it with the UBC community, on our blog
http://amssustainability.ca/category/blog/.

UBC Sustainability Fair

On Thursday, February 4th, nearly 300 students gathered in the AMS Nest and participated in the Sustainability Fair, which is an event organized by the Sustainability Ambassadors. Many sustainability-oriented UBC organizations including UBC Sustainability Initiative, UBC Farm, Common Energy UBC, and Social Enterprise Club, as well as external organizations such as Stanley Park Ecology Society or Ethical Bean Coffee showcased their involvement in sustainability at their booths.

Participants of the Fair started by obtaining their event “passport” at the registration table, and proceeded to the booths in order to collect stamps while learning about the different ways to become involved in sustainability at UBC and beyond. Each booth had prepared an activity to teach participants about particular sustainability issues, and showcased their involvement in the economic, social, or environmental aspects of sustainability.
Once they collected 5 stamps, the participants headed back to the registration table and obtained free granola bar and pastries. Additionally, the passport served as a raffle ticket for the raffle draw, which included great prizes like $25 to $100 MEC gift cards, free Hot Box Yoga passes, Aviary tickets, or the grand prize... a brand new BIKE (Congrats to the winner, Tom)! The first 50 participants who completed the passport also won a free one-class-pass for Hot Box Yoga.
List of prizes at the Sustainability Fair

This year’s Fair was a huge success! There were deep engagement and tons of passionate discussions happening at the Fair. It was incredible to see each participating group’s unique contribution in sustainability, as well as the event participants’ willingness to learn about the various issues.

Special thanks to all the participating groups, Sustainability Ambassadors, volunteers, and the event participants for making this event a huge success. Let us look forward to next year’s Sustainability Fair!