

FALL 2019

# ENVIROLAB: LIGHTER FOOTPRINT FINAL REPORT



envirolab



Hosted by:



**CityHive**

Report made by:  
Sophia Yang

## ABOUT THE ENVIROLAB

The Envirolab is an innovation lab that acts as a bridge between youth and solutions, policy & decision-making spaces that are tackling the climate crisis.

The Envirolab is a series of thematic labs that engage individuals from a variety of backgrounds - cultural, academic, professional and lived experiences - to do a deep dive into pressing urban sustainability challenges and create projects that address them.

Using human-centred design thinking, the labs are facilitated in a process that empowers participants to identify current opportunity gaps alongside local governments and community organizations.



## THE MISSION

The Envirolab helps to place youth at the intersection of learning, relationship building, and solutions design.



To empower and equip Metro Vancouver youth (aged 18-30) to tackle urban environmental challenges through pop-up think-and-do tanks that will:

- Build literacy around environmental issues
- Provide networks, space and partnerships to support solutions design and capacity building
- Catalyze collaborative, meaningful youth-led actions and projects that address environmental challenges.



## ABOUT



# CityHive

CityHive is on a mission to transform the way that youth are engaged in civic processes, tackling urban sustainability challenges and decision-making in Metro Vancouver. We are a Metro Vancouver-based non-profit that works with municipal governments and city-shaping institutions to create meaningful youth engagement practices, and simultaneously works with young people to provide opportunities to address urban challenges. With a knack for convening, community-building and tackling complex challenges, we act as a bridge builder between institutions and young people, to harness the immense untapped energy, talent and brilliance of young people.

**Although a young organization, CityHive has collaborated with over a dozen partner organizations, more than 6 municipalities, and attended two international conferences since 2017.**



## THE INSPIRATION

CityHive previously hosted two 30Network cohorts with Youthful Cities in 2017 and 2018 focused on the themes of Civic Engagement and Housing & Affordability.

While the Envirolab is inspired by the success and model of the 30Network, it addresses a new niche and working area within the Metro Vancouver region--collaborating with organizations, businesses, institutions, and municipal governments on identifying urban sustainability challenges with youth and seeing how we can build a better path forward in ensuring that engagement and innovation is not tokenistic, but working in conjunction with groups who are interested in this line of work.





## THE THEMES

Over two-and-a-half years, there will be 5 separate labs, each focusing on specific urban sustainability challenges in Metro Vancouver. Each lab will consist of 6 lab sessions (one of which is the final public pitch event) over 2 months. Each lab will build off of the last, in an effort to slowly take participants from issue identification towards launching their new program, initiative, action, business or campaign.

**More information on lab themes and the theme selection process can be found on our website at: <https://cityhive.ca/innovation-labs/envirolab/>**

To kick off our first lab, right in CityHive's home of beautiful Metro Vancouver, we chose the theme 'Lighter Footprint.' Lighter footprint represents the practice and process of limiting one's overall environmental impacts that result from day-to-day behaviour. This concept is applicable for individuals, businesses, municipalities and nations. These environmental impacts can include: resources used (e.g. energy, food, water etc.), the amount of waste generated, the amount of greenhouse gases emitted, and more. This idea of measuring and limiting our individual and collective environmental impacts is based off of the ecological footprint concept, which was developed by Dr. William E. Rees in 1992 right here in Vancouver!



## PROGRAM DESIGN

We utilized the A to D framework throughout 4 full-day Saturday sessions and one evening session in order to help participants build on their understanding of lighter footprint. The efforts and knowledge learned during these sessions culminated in our public pitch event open to the greater Vancouver community. Each session was designed sequentially to guide the cohort from understanding the problem space, to producing relevant, solution-oriented projects which can take off using the A to D framework.

Through the time commitment of the sessions and community building exercises we implemented during the duration of the program. We found that participants better developed friendships, cultivate professional and personal relationships, and walked out with a deeper understanding of lighter footprint and sustainability.

## A-D

1. Where are we **At** and where do we want to **Be**?
2. What can we **Create together**?
3. How to **Develop** these projects?
4. How do we **Deliver it**?





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KYLIE PETTIFER



KEVIN LIANG



SUNIL SINGAL



CAROL CHAN



JASMIN  
SENGHERA



MOLLY JOHNSTON



AMANDEEP (AMY)  
GILL



DAVID (DAVE)  
BAILIE



EDWARD SIM



JERRY ZHU



TAMMY MA



JULIE HARTMAN



CEIRE TIERNAN



LOUISA HSU



RACHEL CHEANG



BONNY YU



MAX SERPA



HEATHER VAN  
TASSEL



DENA JAVADI



EU KING TAN



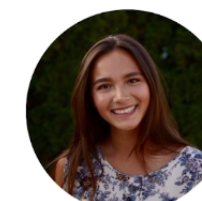
ROWAN KING



ANWEN REES



FARIMA GHORBANI



ZOE LE HONG



envirolab



SCOTT  
MACDONALD



MATTHEW  
SHIELDS



DARYL-LEE  
SCHALM

## SESSION 1: ENVIROLAB INTRODUCTIONS & COMMUNITY-BUILDING

October 1st, 2019 (6-9pm)  
@Vancouver Economic Commission

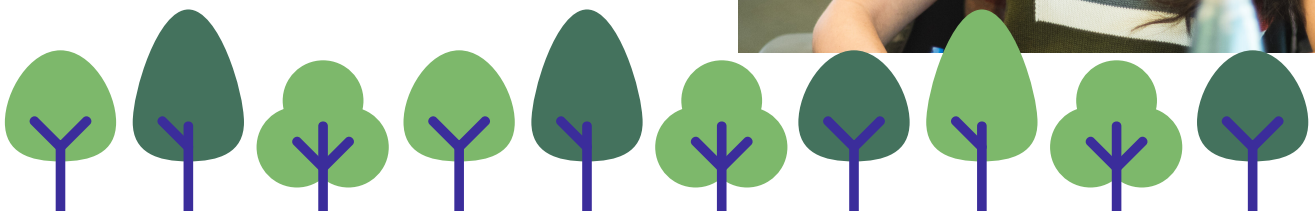


Our first session of the Envirolab was focused on introductions and community building. Most of the youth coming into the program did not know one another. To help break the ice, we got every cohort member to bring in two items--one old, one new, to share a story about something that has been with them for a long time and something that has entered their life recently. CityHive values the creation of a community agreement in the beginning of every program. We see this as a way to build mutual respect and honour collaboration in these innovative spaces. We believe that in order to meaningfully engage youth, the foundation of our programs must be built on respect and understanding.

We then got the cohort to self-organize into groups of 3 for three sets of questions in order to get to know one another better. The questions were:

1. Tell us what brought you to the Envirolab on Lighter Footprint?  
(how did you get here?)
2. What does lighter footprint mean to you?
3. What do you hope to achieve through the Envirolab?

We spent some time sharing our personal understanding and connection to lighter footprint and hopes for the program. We quickly learned that we had different experiences of belonging and community, as well as different ideas about to what extent individual action can help with sustainability issues and the climate crisis in our world today. Recognizing that there were many missing voices in the room, we invited each cohort member to interview 3 to 5 people in their community from diverse age ranges and occupations between the first and the second session. The questions in the survey or interview process were built together by compiling suggestions from each of the cohort members, so each interview explored the same 10 questions.





After Session 1's group discussion, cohort members conducted surveys in their communities. By Session 2, \* 75 interviews were conducted, the responses were analyzed, with the key findings were reported back to the group. The cohort then gave their edits to the key findings, which are summarized in the next few pages (please contact us for the full interview questions and result data).

## SESSION 2: DEEP DIVE & FUTURE VISIONING: WHERE ARE WE AT AND WHERE DO WE WANT TO BE?

Saturday, October 17th  
(10-4:30pm) @Vancity  
Head Office



There were a few keywords that kept appearing in most people's responses when asked:

**"What does lighter footprint mean to you?"**

As you can see from above, we compiled these keywords and inputted them into a word cloud in the order of most recurring words.

The top 4 most used words are 'reduce', 'impact', 'mindful', and 'conscious'.

- 
1. LESS EMISSIONS AND WASTE
  2. RESOURCES
  3. CONSCIOUSNESS
  4. ACTIONS AND DAILY CHOICES
  5. SYSTEMIC CHANGE

\* The 75 surveyed individuals span from communities such as Squamish all the way to Langley. We synthesized people's long answer responses and summarized the top 5 ideas on the sticky note above.



## **SESSION 3: DEEP DIVE & FUTURE VISIONING: WHERE ARE WE AT AND WHERE DO WE WANT TO BE?**

**Saturday, October 17th (10-4:30pm) @Vancity Head Office**

In this session, participants moved to creative idea generation, building off of the discussions of the previous sessions. The cohort generated several hundreds of ideas in the matter of an hour through an 'idea blast'. Smaller teams were responsible for refining the ideas into their top five, which were all pitched back to the group. Those top ideas were voted on through an interactive dotmocracy activity to narrow down the list to the top 10. To provide feasibility and project scope, we showed our participants 7 creative criteria parameters in order to further conceptualize the ideas.

After lunch, Envirolab participants self-selected into the projects and groups of their choice and had the rest of the afternoon to identify their problem framing, refine their ideas to a basic concept, and present it back to the group for feedback. By the end of the day, six teams had formed—each with three to six members, a solid idea, and next steps.





## SESSION 3: DEEP DIVE & FUTURE VISIONING: WHERE ARE WE AT AND WHERE DO WE WANT TO BE?

Saturday, October 17th (10-4:30pm) @Vancity Head Office

This was a full-day working session for the teams to further define and refine their projects through the use of a project framework and with the support of project mentors from the community and Envirolab Steering Committee. Each team pitched their further refined project and got feedback from their peers, the project mentors, and the Envirolab Organizing Team.

### Project Development Mentors

- Bruce Ford, Lucy Duso - Metro Vancouver
- Rosemary Cooper - Share Reuse Repair Initiative
- Leah Bae - Civic Tech, CityHive
- Krista Loewen - Vancity
- Igor Bjelac, Reihane Mirjani - Immigrant Link Centre Society



## Business Development Mentors

- Nicola Jones-Crossley - Futurepreneurs
- Tara Lamond - Vancity
- Anna Bohn - Lighter Footprint app, Etho Studio
- Petros Kusmu - Deloitte
- Manisha Narula - League of Innovators
- Meg O'Shea - Vancouver Economic Commission
- Emily Pearson - Vancity

## SESSION 5: FINAL PRESENTATIONS & PROJECT DEVELOPMENT DAY

Saturday, November 23rd (10-4:30pm)  
@CityStudio

The purpose of session 5 is to tie up any loose ends before the public pitch event. But, we also saw the value in bringing in business development expertise to advise groups on how they can workshop their projects further when they go into the business plan or funding stage.

Our participants enjoyed speaking to some of the past mentors that they heard from in our previous sessions in order to build on their expertise and form a stronger relationship. We brought in business development and innovation leaders in their field within Vancouver to provide our cohort on mentorship and guidance.



“The Envirolab exceeded my expectations because of the variety of sessions and experts brought into the program. I really enjoyed learning about how to develop business ideas, non-profits, and other similar initiatives--Because that's an area that I don't know as much about, and the Envirolab planted the seed.”





## **LAUNCH EVENT: YOUTH SOLUTIONS FOR A LIGHTER FOOTPRINT: ENVIROLAB SHOWCASE**

**Wednesday, December 4th (6-9pm) @ SFU Centre for Dialogue**

Youth Solutions for a Lighter Footprint is the culminating event for CityHive's first Envirolab cohort. 6 youth-led project teams shared their ideas for a lighter footprint in cities to a room full of community members and judges from Vancity, One Earth, and the City of Vancouver.

Audience members from across the community learned more about the Envirolab process, voted for their favourite team, with the cohort celebrating their accomplishments.

The evening was a resounding success with powerful conversations, a diverse audience, and strong momentum in favour of the Envirolab to continue the important work they'd initiated in the cohort. We made meaningful connections with the greater community at large and are so thankful for the support our wonderful community showcased by being present at the event. Whether it's talking to our cohort about more ways to stay involved in the projects, talking to us about collaboration opportunities or providing suggestions, we look ahead to future Envirolabs with more energy than ever.

# COHORT 1 PROJECTS



## CO-LEIDOSCOPE

**Team Members:** Rachel, Molly, Louisa, Jasmine

**Description:** Co-leidoscope provides newcomers with sustainability education tailored to their location, knowledge gaps and interests in a way that is accessible, inclusive and interactive. We also hope to be able to incorporate and share their lived experiences and stories around sustainability.



## ENRICH

**Team Members:** Kylie, Max, Anwen, Ceire, Zoe, Farima

**Description:** Enrich is an educational website that empowers young people to make their money work for themselves and the environment. Enrich makes it simple by allowing users to select a personal goal of Save, Spend & Invest and breaks those down into key concepts to learn, practical actions to take, and local connections & resources to help users take charge and embed these ideas in their lives.



## DISHERY

**Team Members:** Edward, Julie, Dave, Eu King, Bonny

**Description:** Dishery does your dishes so you don't have to. We are on a mission to transform the cutlery and dishes landscape in Vancouver.



## HABIT@LAB

**Team Members:** Heather, Dena, Scott

**Description:** Helping individuals lessen their consumption and build community through workshops, events, and knowledge-sharing.



## HAS-BEAN

**Team Members:** Tammy, Matt, Carol, Darryl-lee

**Description:** Project Has-Bean is a food recovery network map that connects the many food recovery projects budding in Vancouver to the potential actors in saving food and eating food.



## ROUND

**Team Members:** Jerry, Amy, Sunil, Rowan, Kevin

**Description:** Around promotes lighter ecological living by fostering a culture of community and abundance. Around is a platform where people can give away stuff for free, share their time and skills within their community, and conveniently find sustainable businesses and services around them.





# Our Steering Committee

To guide, nurture and shape the impact of the Envirolab, we brought together key players and organizations to make up our Steering Committee. CityHive is very thankful for the support that the Envirolab Steering Committee has provided us; without their generous support, the Envirolab simply would not have been possible. For future Envirolabs, we're ensuring that we continue to utilize a transparent model, striving to work in a culture of collaboration and ensuring meaningful outcomes for partners, youth, and everybody. Our wonderful Steering Committee comprises of Vancity Credit Union, Vancouver Economic Commission, One Earth, City of Vancouver, Evergreen, Burnaby Board of Trade, and the Share Reuse Repair Initiative.

Each of our partners was actively highlighted throughout the Envirolab process via Facebook, Twitter, our in-session content, media interviews, branding, the Launch Event, and in thanks after the cohort. Through sharing our supporters and modelling collaborative work, we hope to be collectively shaping the narrative around meaningful youth engagement in lighter footprint issues. Our story-telling and sharing of our partners reached approximately 25,000 people, with 29,900 post engagements.



## LAWSON FOUNDATION

Vancity Credit Union and the Lawson Foundation are our two funding partners. Not only have they provided financial resources, they've also provided project and mentorship support for the current Envirolab as well as our past programs. We thank them for making this possible.

We would also like to thank the SFU Centre for Dialogue for their support in providing a home for this project.



# WHAT'S NEXT?



Us here at CityHive are strongly committed to continually improving our programs based on feedback from our community and program participants. We hosted a focus group in late January after the public pitch event so teams had time to meet with their groups and decide on a course of action after they've become an alumni of the program.

The focus group provided us with great insight on what participants thought worked well and didn't work well in the inaugural Envirolab. This in-person feedback in tandem with our participant survey gave us a good idea regarding what we can do better, one of the biggest suggestions we had, is the induction of the Youth Hub.



# THE YOUTH HUB

Ensuring project continuity & support within youth innovation



The Youth Hub is an idea that has been conceptualized since the inception of CityHive.

Over the years we have had over 150 program alumni who've participated in programs such as the 30Network, Envirolab, CityShapers, New West City 101, and the North Shore Young Citizen's Forum. As you can imagine, so many great project ideas pass through our organization, and we want to ensure that we continuously build on this momentum.

With regards to the Envirolab, we now have 30 Envirolab alumni who are working with Steering Committee members, businesses, technical experts and City Staff in scoping out their projects and figuring out where they wish to take them. We have conducted regular check-ins with the Envirolab project teams to see their progress and offer support in any way that we can. CityHive always has an open-door policy in supporting our alumni. While these check-ins have been helpful, we're working to better formalize this process by the induction of the Youth Hub--which we also wish to build out through conducting a consultation process with other youth organizations we work with to see how we can best support various youth projects across multi-mediums.

One of the biggest takeaways from the inaugural Envirolab cohort on lighter footprint we realized is how many actors and different projects there are currently tackling this space. Sometimes it can be hard to know what other projects are out there and how to get connected. Through the induction of the Youth Hub, we will be able to better connect youth to projects already in development who need people power to take on, as well as catalyze better synergies and nodes of collaboration in the sustainability space.

