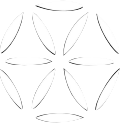
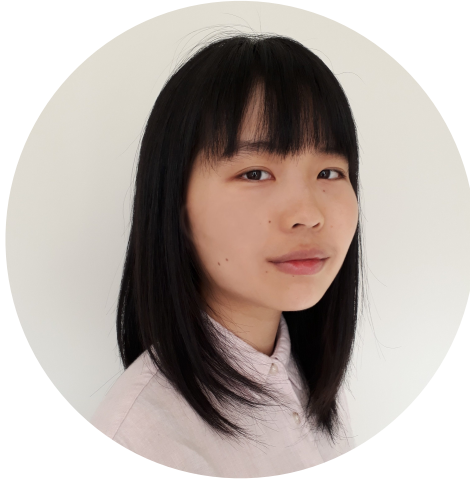


# Co-leidoscope

Tailored sustainability resources for newcomers



# Meet the Team



**Louisa Hsu**

4th Year, Geography



**Molly Johnston**

3rd Year, Communications



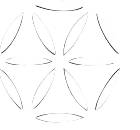
**Jasmin Senghera**

4th Year,  
Environmental Sciences



**Rachel Cheang**

3rd Year, Geography



# Problem Statement

Despite the fact that immigrant communities represent 42.5% of the city's population, there exists **no single resource** to disseminate information on sustainability in an accessible and culturally competent way.

Our team arrived at the understanding that...

- Newcomers to Vancouver are eager to learn more about environmental stewardship, but can face a steep learning curve when adapting to the varying technicalities of the city's sustainable practices.
- As a result of lack of access and availability of central resources, this significant part of our population is left out of Vancouver's growing sustainability narrative.





# Purpose

We aim to provide newcomers with sustainability education tailored to their location and interests in a way that is inclusive and interactive while incorporating and honouring their lived experiences. This project is necessary as newcomers make up a significant portion of Vancouver's population.

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# Vision

Newcomers in Vancouver will become sustainability leaders and key knowledge keepers thereby allowing them to share their learnings to others.

This process of learning and teaching will be both inclusive and de-stigmatizing to ensure that no one will be left behind as we progress towards being the world's Greenest City.

# Theory of Change



If newcomers are finding it difficult to access sustainability information in Vancouver, then this organization will be a useful resource that provides accessible information on sustainability based on their needs and interests.

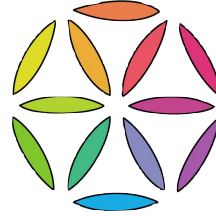
Furthermore, if newcomers are often left out of the sustainability narrative, this platform will provide them with the opportunity to be a part of the sustainability movement and become knowledge keepers and holders.

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Our assumptions based on this theory of change are that...

- Community agencies do not have the resources (labour/funding) to consolidate sustainability information or it is not a priority
- Newcomers are finding it difficult to access sustainability information
- Newcomers are eager to learn about sustainability in Vancouver
- Newcomers would be incentivized to participate





T H E   B I G   I D E A

# Co-leidoscope

There are a number of organizations working to include new Canadians in the sustainability movement in Vancouver, but there is still no central, easily accessible platform, website or organization that exists to disseminate essential information.

Our concept is unique as it fills this gap, consolidating existing information and circulating information in a fun and interactive way.



# Launch Plan



## Community Outreach & Consultations

Our team will begin by hosting community consultations with newcomers from three main age groups:

1. Elementary school children (and parents)
2. University students
3. Middle-aged individuals



## Community Engagement Workshops

Our team will identify specific sustainability topics to focus on (e.g. composting, food waste, recycling practices).

We will then work with sustainability and education experts and immigrant service providers to design and deliver workshops on topics mentioned during the consultations.



## Develop Prototype

Following the workshops, we will consolidate feedback and prototype solutions, which potentially include:

- Developing an online resource and education platform
- Developing curriculums for further workshops
- A set of tangible toolkits for immigrant service providers to adopt for their clients



# Partners

## Primary partners

### Immigrant service providers

- ISS of BC
- PICS
- S.U.C.C.E.S.S
- PIRS
- Mosaic
- United Way
- ESL Schools
- International Student Offices

### Cultural communities

- Cultural committees/  
interest groups

## Community partners

- Shades of Sustainability
- UBC SEEDS
- LEVEL
- Green Jobs for All
- Cultural groups
- Neighbourhood houses

## Potential funding

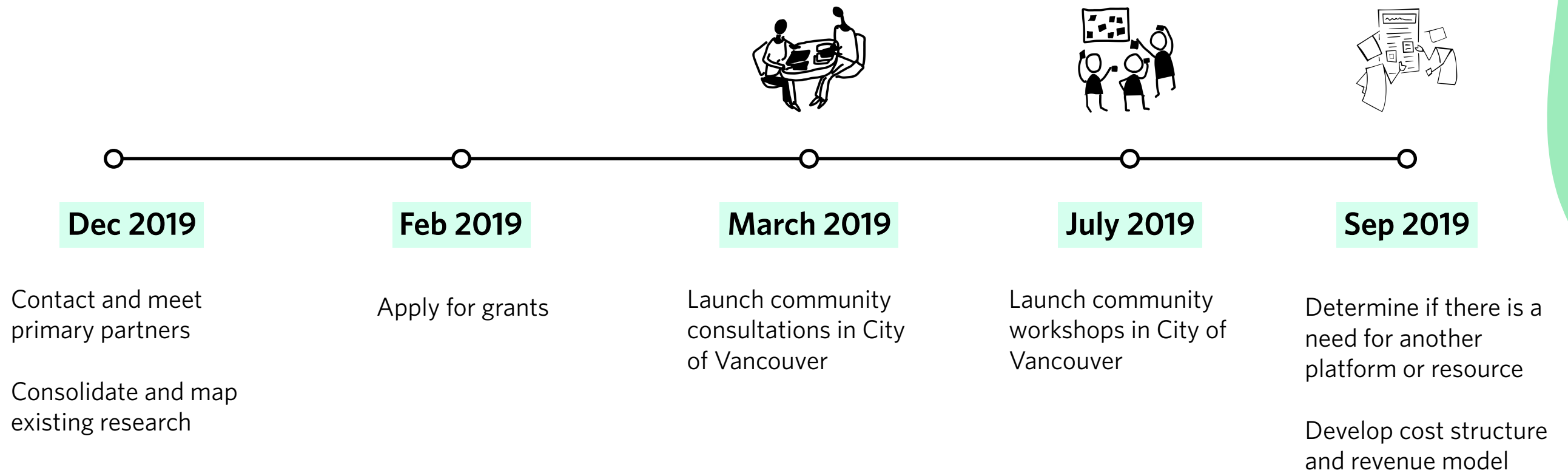
- Vancity Community Foundation
- Vancouver Foundation
- Rising Youth







# Timeline





# Launch Budget

## LAUNCH COST

Community consultations (\$5,000)

- Venue rentals
- Food
- Bus tickets
- Honorarium
- Supplies

We will operate as a  
**not-for-profit social venture.**



## POTENTIAL COSTS

Website design and development (\$25,000)

- Software developer
- Domain hosting

Content creation (\$8,000)

- 2+ sustainability and education experts

## RECURRING COSTS

Website maintenance (\$7,000)

Content updates (\$10,000)

- 2+ student researchers/ facilitators