

SUSTAINABILITY OUTREACH AND ENGAGEMENT ASSISTANT

Ivy Venier

My Wins

Roles and Responsibilities

- Managing all of the UTSG Sustainability Office social media channels.
- Attend weekly Sustainability Office meetings to ensure that organizational targets are being met.
- Assist in planning for 2023 Fall Orientation through communication management, staff planning, and activity creation.
- Support all tasks and side projects within the Sustainability Office by acting as a key communicator between faculty members and the public.
- Creating social media content based on sustainability research, organizational projects, and personal ideas.
- Using Canva, Later, and Linktree, to develop, plan, and organize all content and relevant information for the intended audiences.

Major Projects

1. Monthly social media plans: I worked to develop distinct social media plans for the months of June, July, August, and September. Each plan detailed the type of post (grid post, story post, reel, etc), the purpose of post (what information am I trying to communicate), the caption, the relevant hashtags, and the intended date of the post.
2. Content creation: I spent a good chunk of my summer working to create the content for all social media channels from late May to the start of September. This included traveling to different areas around Toronto, including different thrift stores, parks, and waste-free markets.
3. Making sustainability a priority: One of my main goals this summer was to make sure that our social media followers were being educated on major sustainability topics. I used the United Nations Sustainable Development Goals (UNSDGs) as a framework for the theme of the posts and made sure to make monthly posts that explained the importance of the UNSDGs. I also included features on sustainable habits, waste-free living, plant-based diets, green spaces in the city, and LEED certified buildings on campus. The major point of all of this was to ensure that the viewers understood that sustainability is accessible to everyone.
4. Supporting faculty-wide projects within the Sustainability Office: I was fortunate enough to get to play a role in making sure that the 2023 fall orientation was as sustainable as possible. Additionally, I got to help the team with developing the communication plan for the Air Travel Emissions Mitigation Initiative (ATEMI). Finally, I helped to review and edit the Sustainability Office outreach and engagement plans.

- Increasing the engagement rate, reach, and follower count on both Instagram and TikTok through persistent posting and thorough planning.
- Using my knowledge and experience over the summer to personally develop a communication plan for the launch of the campus-wide scope 3 emissions survey.
- Collaborate with the faculty in the Sustainability Office to gain a greater understanding of project execution at an organizational level.
- Getting to educate both current and incoming students about all of the various sustainability programs like ATEMI, Campus as a Living Lab, the SkyGarden, Project LEAP, and the Sustainable Change Programs.

Facts & Figures

- The St. George campus is on its way to being climate positive by 2050 with the addition of Canada's largest geoexchange at King's College Circle.
- 2300 seedlings were planted this June at the Koffler Scientific Reserve as a way to internally offset emissions at UofT. This was the first project that was funded through the Air Travel Emissions Mitigation Initiative. This means that over the next 50 years, these will help to sequester about 500 tonnes of GHG emissions!
- The UTSG campus increased its solar capacity to 435 Kilowatts this year through the tenth solar panel installation on campus.
- There are four buildings on the St. George campus that are LEED certified. The Lasonde Mining Building, the Munk School of Global Affairs, the Rotman School of Management, and the Exam Centre (home of the Sustainability Office) all feature waste, water, or energy reducing components that demonstrate sustainable building practices.

Key Takeaways

- The communication of scientific data to a large public audience is challenging and must be managed carefully, especially when the communication is through social media channels.
- Social media content creation requires an extensive amount of planning and organization. It is very important to set clear objectives in order to set practical goals for outreach and engagement.
- Teamwork is crucial to getting things done. The Sustainability Office functioned as a team, we had frequent meetings and kept in constant communication via Teams. This level of involvement was conducive to a very productive and friendly working environment. Everyone in the office was happy to collaborate and help out whenever they were able to and this made my experience very engaging and enjoyable.
- Working with sustainability professionals is a very uplifting experience. I have never worked in an office environment before and it was extremely refreshing to see how passionate the faculty members are about the wonderful sustainability projects they created together.
- Sustainability is everywhere and people are making a difference. Over the course of the summer I was able to do a lot of research to find various sustainability practices around the city. I was pleasantly surprised to see initiatives everywhere I went- there were tons of second hand stores and swaps, waste-free markets, farmers markets, local vendors, and even reusable container programs popping up in tons of cafes and restaurants. Needless to say, sustainability is a growing area of interest and we are able to change the world.

Sustainability Issues



Offsets to Combat Scope 3
Emissions



Waste Management and
Mitigation



Encouraging Sustainable Practices
for Students, Faculty, and Staff