



Sustainable Action Fund Grant Program

SMALL GRANT FINAL REPORT GUIDELINES

Project Name: Climatefest

Project Team: Jill MacIntyre Witt, Steve Hollenhorst

Project Advisor: Steve Hollenhorst

Project Stakeholder(s) : Steve Hollenhorst

Date that project was worked on from start to finish: 9/24/2015-2/29/2016

Awarded Funds from Sustainable Action Fund Grant Program: \$4,372.50

Actual Project Cost: \$4,372.50 (approximately \$7,500 in total with outside funding sources)

One of the most important functions of this grant program is to keep track of projects funded by the Sustainable Action Fund and report back to the student population. The information in this final report will provide important feedback/advice for future projects. Please submit this report to the Sustainable Action Fund Grant Program Coordinator upon final implementation of your project.

1. PROJECT SUMMARY

a. Accomplishments and successes – what went well?

The event ran smoothly considering there were a lot of moving parts, including distribution of programs, audience participation, tabling, audio visuals, and the general flow of the event.

b. Goals of the project

a. What did you set out to accomplish?

The goal was to have 1000 people attend the conference and have them participate in a climate change workshop. The hope was they would carry the things they learned back to their own lives and communities.

b. What campus need were you trying to fill?

I hoped to help promote the sustainability values Western has expressed and to show their commitment towards climate.

c. Challenges and obstacles

c. What were the challenges/obstacles in this project and how did you handle them?

One of the major challenges of the event was the choice in date. It was set for October 18th for a variety of reasons, even though it was conflicting with a Sunday when the Seahawks played. This inadvertently interfered with people's schedules. Also, weekends are times students in particular liked to sleep. To try to accommodate for this, the program schedule was set to start a little later in the day so people could still sleep in. There was no way to address the Seahawks conflicting date, but to compensate there was a particular effort to do

outreach and advertising on campus to generate interest. While I hoped to get 1000 participants, I ended up with about 400 instead.

- d. What did you have to change from your original application submission?
No major changes were needed on the application. The only minor change came in the elaboration of budget details as SAF and other outside funding sources contributed. The SAF donations helped provide the richness of the program after the fact, because it contributed to paying for the filming and compilation of the event materials that will be made publically available soon.
- e. What would you like to have known before you started the project?
As the project organizer, I was very grateful for running into Nate and that he expressed SAF's ability to help. The grant process helped lay out the details and the to-do list that led to more clarity with planning the event, and this helped with the logistical details through the roll out of the planning process.
- f. What improvements or recommendations would you change about the grant process?
There was about a month delay between submission of the application and notification of award. This made planning the event (as there was outside funding that had already come through and the date of the event was already in place) a bit more difficult. I had to plan as if I did not have access to that funding. That was ok, as this was the original plan, but had I received notice earlier, then it would have made a difference in the direction of the planning process.

2. SUSTAINABILITY IMPACT

- a. Did your project tie into any broader campus sustainability initiatives? If yes, please describe.
Mostly the project just ties into the University's themes of sustainability in general. I don't know of a particular initiative with which it aligns.
- b. What quantitative and/or qualitative sustainable impacts did your project have? For quantitative impacts, please provide documentation for the data you provide (if applicable, include sources and equations).
There were no specific measurements made, except a rough count of attendants. I collected a few hundred letters to deliver to the WWU Foundation on divestment. Also, public comment cards on oil export rail facility expansion at the Anacortes refinery were collected. Each participant filled out a pledge card of climate action, along with a feedback form of what parts of the program they found to be inspirational.
- c. Do you expect on-going benefits (annual cost savings, etc.)? Please include estimates of these impacts. Please include documentation for the benefits you provide (if applicable include sources and equations).
There are no direct fiscal benefits, but hopefully I will be able to keep the spirit of the event and effort alive through the Climatefest Facebook page and access to event materials and speaker videos. Also, because the participants filled out pledge cards, hopefully the participants are continuing to take action. There is a proposed pledge card

museum exhibit slated for the fall of 2016, which will also provide an additional benefit. This project is a result of the Climatefest, with hopes of continuing to move people to climate action.

3. **SAF PRESENCE:** The SAF works to reach out to students, staff, and faculty from a range of backgrounds and areas of study.
 - a. How did you or your team learn about the Sustainable Action Fund Grant Program?
Nate White mentioned it.
 - b. What convinced you to pursue a grant for your project?
The event was already in the planning process and was securing outside sponsorships, but Nate suggested that this was an opportunity to provide additional funding and collaboration.
4. **SAF IDEA LABS:** These info sessions, a.k.a. "Idea Labs," are designed to familiarize potential applicants with the SAF grant process, and to encourage them to apply for grant funds.
 - a. What did you like about the Idea Labs?
N/A
 - b. What could have been better?
N/A
5. **ONE-ON-ONE MEETINGS WITH THE SAF GRANT PROGRAM COORDINATOR:** These meetings were to help flesh out your application, troubleshoot any problems, and strategize for success.
 - a. What did you like about these meetings?
There were a few phone conversations to sort out grant details, but no formal meetings.
 - b. What could have been better? N/A
 - c. Was the meeting frequency enough? If not, provide alternative ideas. N/A
6. **CONCLUSIONS AND NEXT STEPS**
 - a. Will your project continue on into the future, and if yes, who will be carrying on the project?
This was a one-time event, though I know that Huxley and the Office of Sustainability have interest in making it annual and possibly attaching it to the Earth Week events. As of now, the Audio Visual Services Department is working with Huxley to create and post the speaker videos from the event. They will be posted on the Huxley YouTube channel and on the Huxley and SAF social media.
 - b. What are the next steps for this project?
The next steps include following up with the videos until they are completed, writing a final check to Audio Visual Services, and working to promote the videos. Also, Jill will maintain the Climatefest Facebook for a temporary time, unless further action is needed.

- c. How should this project be replicated in other areas on campus?
If the project were to happen again, I have received the suggestion that it occur as a keynote event for Earth Week. This probably couldn't happen until April, 2017. The hope is that if it happened at the end of Earth Week, the participants all week could be learning about the problems they face in the climate battle and they could end on this event, which would arm participants with direction for action.

- d. What could the Sustainable Action Fund Grant Program staff have done better to advise or help your project?
The staff was good overall. The main thing that would have been more helpful was better timeliness in award notification and more assistance with the event promotion.

- e. What group of students, academic department(s), or faculty/staff on campus do you want to know about your project that might not know about it?
Everyone!