

# Environmental Outreach

Online Public Education and Engagement Tools  
Climate Change Program



## Vision for Outreach in 2020-2025

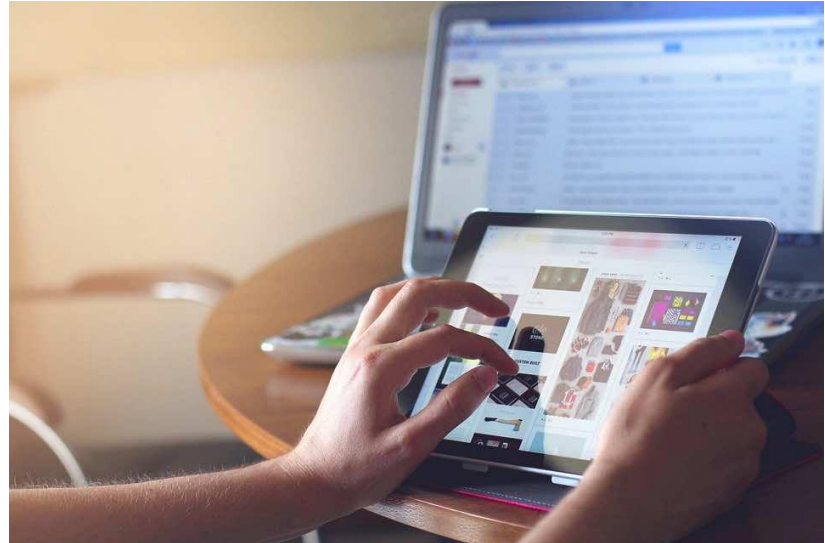


Facilitating continuous engagement with the public and mobilizing all residents and stakeholders to advance climate action for the Corporation and in the community

# Climate Change Outreach in 2020



Focus on digital, online engagement



# Climate Change Outreach in 2020

Campaign	Engagements	Retweets /Shares	Likes	Reach	Impressions	Event registrations
#SaugaClimateReads (Jan-Aug)	1617	234	197	4567	<b>53667</b>	
Earth Hour (March)	192	26	69	662	<b>5792</b>	
Sauga Earth Days At Home (April)	291	30	50	958	<b>12741</b>	
Amazing Green Race (May)	165	13	26	422	<b>2527</b>	38/344
World Environment Month (June)	2557	136	708	25052	<b>27457</b>	200+
Blooms and Berries (July)	813	185	62	5976	<b>16859</b>	152

# Climate Change Outreach in 2020-2021

## Community Stakeholders and Partnerships



**Action #20:** Inspire and Showcase Climate Action



**20-3:** Develop targeted outreach and engagement opportunities for youth in Mississauga

**MISSION  
TO  
EARTH**



Climate Change Youth Challenge

Transform Mississauga to a world-class green city and save the city before it's too late

- Learn
- Innovate
- Transform
- Connect

**Fall 2020 – Spring 2021**

# Mission to Earth



**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD



## 1. Electric City

- Case #1 – renewable energy
- Case #2 – building retrofits



## 2. Connected Communities

- Case #1 – transportation
- Case #2 – emergency management



## 3. Nature & Wellness

- Case #1 – biodiversity conservation
- Case #2 – food system



## 4. Circular Waste

- Case #1 – single use plastics
- Case #2 – litter mitigation



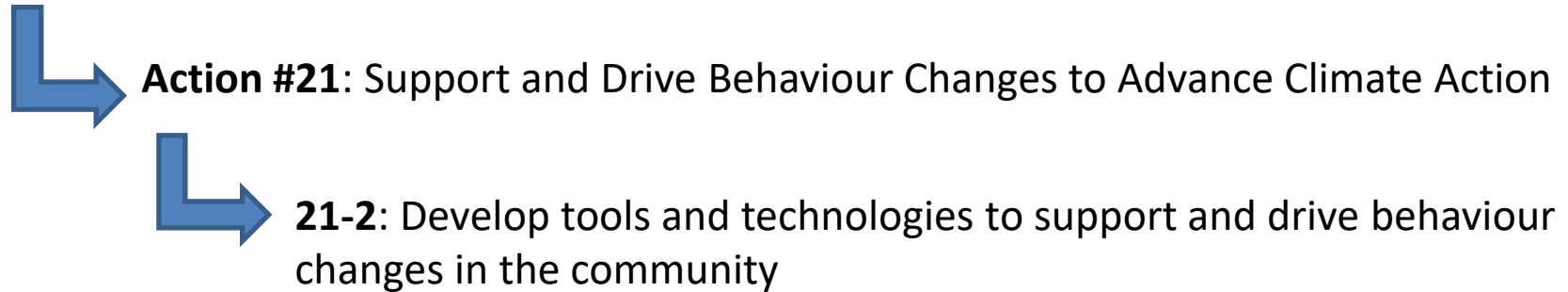
# Mission to Earth

## Community Stakeholders and Partnerships



# Climate Change Outreach in 2020-2021

## Community Stakeholders and Partnerships



### Mississauga Climate Coolkits

- Encourages residents to engage online or in person (physically distanced) to talk about climate change
- Leads residents through a series of activities that provide an opportunity to take local level climate action together
- Links to new Project Neutral Calculator
- Delivered online via new mississauga.ca webpages



**UBC Collaborative for  
Advanced Landscape  
Planning**



# Mississauga Climate Coolkits

## CLIMATE COOLKIT

### A CITIZEN GUIDE FOR COMMUNITY CLIMATE ACTION

**DRAFT**

CONVERSATION → MAPPING → VISIONING → ACTION

facebook.com/Sauagreen  
twitter.com/MLivingGreen

## CLIMATE CHANGE IS REAL

### CLIMATE CHANGE IS HAPPENING

The main **CAUSE** of climate change is **carbon emissions** produced by day-to-day human activities (e.g. driving cars, heating our houses), which create the greenhouse effect, trapping heat and further warming the Earth's surface. Mississauga has declared a climate emergency and has a long-term goal of becoming a net-zero community.

#### WHAT WILL HAPPEN IF GLOBAL WARMING CONTINUES?

**Mississauga's Climate Change Action Plan**

2020	2050
52% of GHG* from non-buildings in our community	Goal: Reduce GHG emissions by 80% by 2050
Over 32% of GHG* from transportation	Goal: Reduce GHG emissions by 80% by 2050
6.2M tonnes of eCO <sub>2</sub> ** (equivalent to 1.2M tonnes of oil)	Goal: Reduce GHG emissions by 80% by 2050

**Action Plan**

- Approve \$1.5 Billion Investment
- Build Pathways
- 21 Actions

**Mississauga has committed to reduce its carbon emissions to:**

- 40% below 1990 levels by 2030
- 80% below 1990 levels by 2050

**MORE FLOODS & DROUGHTS**  
Hotter, drier summers, & more intense rainstorms will cause more severe and frequent floods and droughts.

**RIISING SEA LEVELS**  
Estimated increase in sea level by 2100 is 1m to 1.5m (an estimated total of 1.2m to 1.5m by 2050)

## START A CONVERSATION PHOTO EXPLORATION

**Why do this?** To recognize things you value around your block and how they relate to climate change.

### PHOTO GALLERY HOMEWORK ASSIGNMENT

Each person/family takes a picture of:

1. Their favourite place or view in the neighbourhood
2. Their favourite tree in the neighbourhood
3. Something in the neighbourhood that they connect to climate change

Option: Collect old photos of the neighbourhood to compare changes over time

**Start your photo gallery**

You will need:

- 1-1.5 hours
- a phone or camera

Print your photos or start an online album

After reviewing the photos, discuss what you learned and how you want to complete the photos so you can share your findings with your family, friends

## START A CONVERSATION CALCULATE YOUR CARBON FOOTPRINT

**Why do this?** Calculating your carbon footprint is a great first step to take climate action. You will learn the size of your carbon footprint, and which activities of yours create the most amount of greenhouse gases. This will help you understand how you can make changes in your day-to-day life so you can decrease your footprint!

Visit [www.projectneutral.org/mississauga.ca](http://www.projectneutral.org/mississauga.ca)  
or [feedtheconversation.ca](http://feedtheconversation.ca)

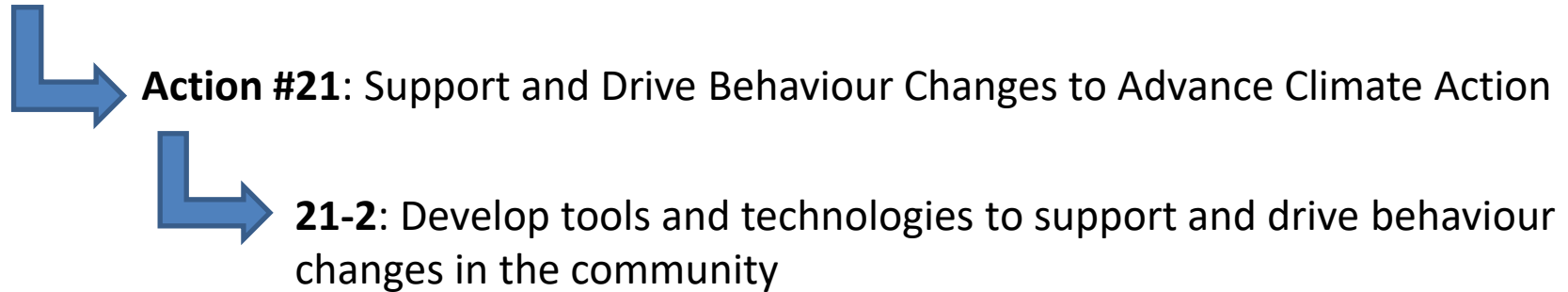
**5 categories**

1. Home energy
2. Daily commute
3. Travel
4. Food
5. Waste

**Take action!** Discuss your results with family, friends, and neighbours.

# Climate Change Outreach in 2020-2021

## Community Stakeholders and Partnerships



### Carbon Footprint Calculator – Fall/Winter 2020 launch

- Residents calculate their carbon footprints and get a list of top actions to take to reduce their footprint
- Online calculator hosted by Project Neutral
- Will be integrated into community workshops and internal Green Leaders program
- Dashboard will display Mississauga specific data

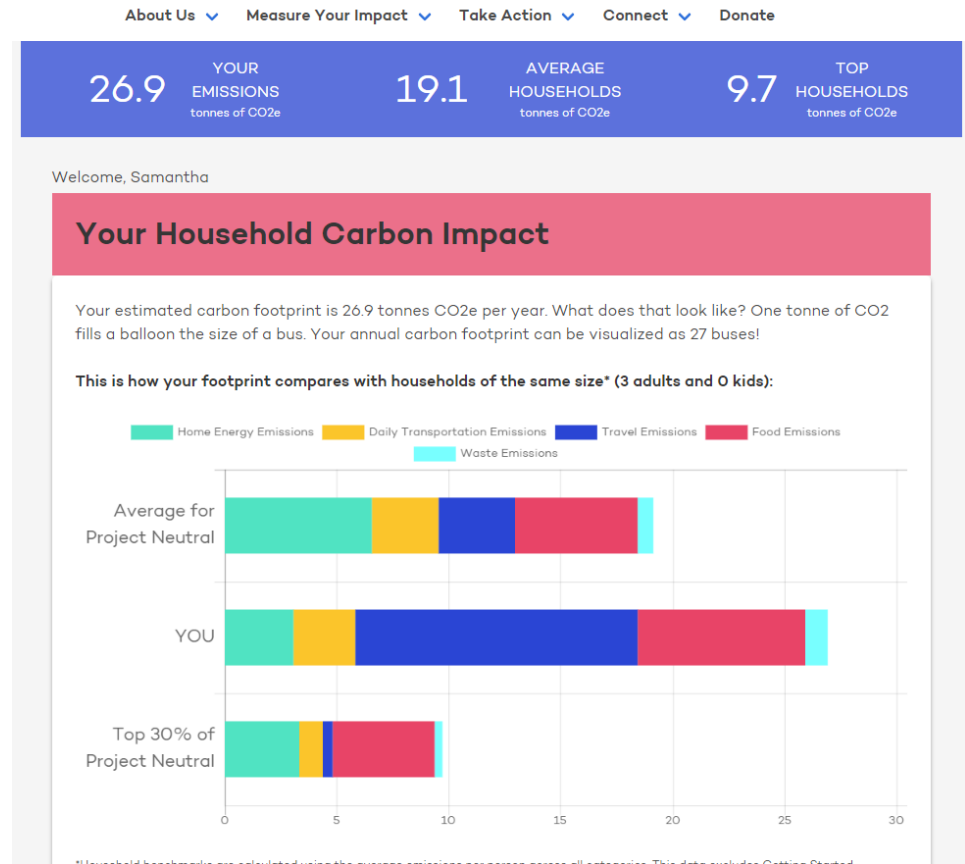
PROJECT  
neutral

# Project Neutral Carbon Footprint Calculator

Residents can measure their individual/household impact

## Results in 5 categories:

1. Home Energy
2. Daily Transportation
3. Travel
4. Food
5. Waste



# Project Neutral Carbon Footprint Calculator

Residents will immediately see what actions they can take to reduce their footprint

**Great! You have finished 6 out of 6 surveys.**  
Would you like to finish all of them for more accurate results?

Getting Started

Home Energy

Daily Transportation

Travel

Food

Waste

**Take Action!**


Below are cards from each category help you reduce your carbon footprint score. Save the card you'd like to your Action Journal to begin tracking your low-carbon actions.

- > Home Energy Emissions
- > Daily Transportation Emissions
- > Travel Emissions
- > Food Emissions
- > Waste Emissions

**Take Action!**

Below are cards from each category help you reduce your carbon footprint score. Save the card you'd like to your Action Journal to begin tracking your low-carbon actions.

**Home Energy Emissions**



**I pledge to switch to an air or ground source heat pump for heating & cooling**


Impact Rating

Difficulty Rating

Heat pumps are one of the best ways to use a clean electrical grid to heat and cool your home.

[More info](#)

[Take this Action](#)



**I will install a smart thermostat**


Impact Rating

Difficulty Rating

Heating and cooling your home inefficiently produces a lot of emissions without benefiting anyone.

[More info](#)

[Take this Action](#)



**I will use a high efficiency furnace to heat my home**

Impact Rating

Difficulty Rating

When using fuel to heat your home high-efficiency furnaces save money and reduce emissions.

[More info](#)

[Take this Action](#)

# Climate Change Outreach



## **Engagement & Partnerships**

- Empower residents to take action
- Promote positive climate action stories to increase awareness
- Create and leverage community partnerships

# Thank you!

Environmental Outreach Team

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