RETHINK FOOD
SUSTAINABILITY INNOVATION CHALLENGE
FINAL REPORT

NOV 5, 2015
EXECUTIVE SUMMARY

On November 5th 2015, 170 high school students from 17 different high schools from across Metro Vancouver arrived at the Telus World of Science to participate in ReThink Food: A Sustainability Innovation Challenge. ReThink Food was a part of the SFU Public Square 2015 Community Summit: We The City.

Creating youth focused events and providing opportunities for youth to engage and contribute is core to SFU Public Square’s Community Summit and program. When deciding on what aspect of city building the youth-focused event should address, we turned to high school students to ask them what issues were most significant to them. Those consultations, along with others with our partners and supporters, helped us arrive at the theme of food sustainability.

ReThink Food asked students to design real-world projects that addressed the question: How do we approach food more sustainably in our schools?

Projects and ideas could focus on one of more of the following three categories:

- Reconnecting us to the source of food
- Cultivating healthy eating and healthy school communities
- Reducing food waste

The design of this one-day innovation challenge was fast-paced and focused on giving high school students the chance to make a lasting impact in their schools while learning new skills and making new connections. In a seven-hour day, students were guided through four short sessions and workshops delivered by experts, while spending the remainder of their day working collaboratively within their teams to form a finalized project idea. They also were able to network with leaders in the fields of sustainability, food, health, social innovation, and more.

In total, 20 teams pitched their projects to a panel of judges and 10 of these teams were each awarded $1000 in seed funding to implement the projects in their schools. These project ideas include: community gardens, greenhouses, a documentary on food sourcing, healthy alternatives to soda vending machines, and a food ordering app. The 10 winning projects will be implemented over the next six months by the student teams with help from their sponsor teachers.

ReThink Food presented the opportunity for students to develop an idea which could lead to working on a project with real life applications. Students thrived when given the opportunity to create projects that addressed a prominent issue. The students who participated in ReThink Food produced innovative and effective project ideas that will not only be implemented in their own schools, but can serve as examples and inspiration for other schools in Metro Vancouver.

ReThink Food helped me understand the concept of food sustainability – a topic that I had only passively heard about in the past. I was placed in a group with individuals from all over the Lower Mainland, and our group was given the funding to film a documentary about local food sustainability. We’re going to be interviewing local farmers and address these issues with workshops in both elementary and secondary schools!

— Alice Xu, Churchill Secondary Student
Connect the Dots Team
ACKNOWLEDGEMENTS

Thank you to our partners and supporters, our volunteers, participating students, sponsor teachers, and staff for making ReThink Food a success. We would like to acknowledge the 20 student teams and 14 teacher sponsors who participated and provided their time, creativity, passion, and whose ideas will continue to have a positive impact in their high schools. We give special thanks to Kurt Heinrich for providing the inspiration for this event. His support throughout the process was invaluable.

We would also like to acknowledge the generous support of the Jarislowsky Foundation and Dr. Stephen Jarislowsky. As a member of SFU Public Square's Founding Council, Dr. Jarislowsky's continuing record of philanthropy and civic leadership stands as one of the best examples of global citizenship and democratic engagement.

A special thank you to the Vancouver Foundation for generously supporting this event, with particular thanks to Kevin McCort, Mark Gifford, and Trina Prior. Thank you to the Vancouver School Board, in particular Ron McDonald and Robert Schindel, who contributed to the planning and programming of ReThink Food, and assisted by promoting the event to VSB students and teachers. Thank you to Bruce Ford, Karen Stroebel and Veronika Bylicki from Metro Vancouver, who played a key role in supporting the event through their staff time and communication channels, but most of all, by providing their Metro Vancouver Sustainability Toolbox students the opportunity to contribute to the planning and mentoring on the day of challenge.

We would like to thank all of our judges and thought leaders who donated their time and expertise: Crecien Bencio, Veronika Bylicki, Sarah Carter, Matthew Kemshaw, Winnie Kwan, Adrienne Levay, Brent Mansfield, Sandra Mills, Kathy Romses, Karen Stroebel, Sumara Stroshein, Donovan Woolland, Brian Wong, and Brandon Yan. We also thank our team of volunteers who offered their time and enthusiasm and without whom we could not have done this event: Katherine Korovnikov, Maria Korovnikov, Michelle Chen, Jenny Eng, Helen Bezverhaia, Chelsea Pacunana, Precidia Tom, Diane Huynh, Sonya Chatterjee, Mohamed Abdelrahman, and Heba Abdelrahman.

We are grateful to the City of Vancouver, RADIUS, CityStudio, Environmental Youth Alliance, Vancouver Coastal Health, and the Vancouver Youth Food Policy Council for providing guidance and support as advisors and partners in ReThink Food.

Finally a big thank you to the ReThink Food lead organizing team: Raaj Chatterjee, Amelia Huang, Tesicca Truong, and Shea O’Neil, and to SFU Public Square, SFU Centre for Dialogue, and SFU Vancouver staff who made this event and this report possible: Shauna Sylvester, Janet Webber, Averly Artibise, Mark Beaty, Jason Kim, Kala Harris, Robin Prest, Sebastian Merz, Jenna Dunsby, Kelvin Chan, Linda Bannister, Gerilee Mc Bride, Michael Small, Keane Gruending, Betsy Agar, Kathryn Sheps, Sarah Rosenthal, Mark Winston, Brenda Tang, Benita Kangas, Ian Bryce, and Wan Yee Lok.

Tesicca Truong and Shea O’Neil are the primary authors of this report. Mark Beaty and Janet Webber provided edits. Jason Kim designed the report layout.

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RETHINK FOOD: A SNAPSHOT

Hosted at
Telus World of Science
NOV 5, 2015

ATTENDEE BREAKDOWN

170 Students
17 High Schools
7 Cities
15 Community Thought Leaders

17 participating schools came from 7 cities across Metro Vancouver

HOW DID WE RETHINK FOOD?

3 IDEATION SESSIONS:
- Healthy Food and Healthy Communities
- Sourcing Food
- Food Waste

3 SKILL-BUILDING SESSIONS:
- Project Planning
- Budgeting
- Pitching

RESULTS

20 student projects pitched
$10,500 in funding awarded
INTRODUCTION

ReThink Food was part of SFU Public Square’s 2015 Community Summit: We The City. Through a series of imaginative and interactive events from October 30th to November 7th, we explored the theme of city-building. Inviting residents to consider the power they hold in shaping their city, we deliberated on possible futures where everyone can thrive. We invigorated the public conversation on how people can connect with cities, find their voice, and enjoy increased participation in civic life.

Youth play a vital role in building our communities of today and tomorrow. Giving high school students a voice and an opportunity to contribute to this conversation us a priority for SFU Public Square. On November 5th, 2015, 170 high school students from across Metro Vancouver converged at Telus World of Science for ReThink Food, a day-long sustainability innovation challenge hosted by SFU Public Square with support from our partners. The objective of ReThink Food was to engage high school students in tackling sustainability issues and supporting them with knowledge, resources, and connections to create positive change in their schools.
WHY A SUSTAINABILITY INNOVATION CHALLENGE?

The idea for our sustainability innovation challenge (SIC) came from the hackathon model used in the tech and business sectors where teams get together to tackle a challenge question and build a prototype in a short amount of time. Recognizing the time limitations presented by a one-day event, we modified the model and ended up with a project design/idea challenge as a final product.

Our challenge to students was: How do we approach food more sustainably in our schools? We prompted students in grades 8-12 to build real-world projects that would address one or more of the following three areas:

- **Reconnect us to the source of food**
- **Cultivate healthy eating and healthy school communities**
- **Reduce food waste**

Throughout this day-long challenge, students were given the opportunity to connect with and learn from thought leaders and experts in sustainability, health, and social innovation. With the tools and information they needed to get started, students spent the majority of their time working efficiently and collaboratively with their teams to create a finalized idea by the end of the day. Students were invited to build on an existing project or create a new project to improve food sustainability in their school community. They also were given flexibility to tackle the challenge through a variety of lenses including, but not limited to: technology, education, communications, community building, and infrastructure change. The possibility of winning seed funding created friendly competition and provided an additional incentive to create implementable projects.

HOW WERE STUDENTS INVOLVED IN THE PLANNING?

From shaping the challenge question and design of the day to helping lead the planning of the event, students were at the core of every part of ReThink Food. To determine the focus of the challenge, we hosted an “Idea Jam” with students from the Metro Vancouver Sustainability Toolbox course. We pitched the idea of a sustainability innovation challenge and then asked them three questions about sustainability in their schools and one about the challenge itself:

1. What big sustainability challenges do you see at your school?
2. What are the barriers you see in tackling these challenges?
3. What do you need to be able to tackle these challenges?
4. What questions do you have about this event?

The answers provided by the students led us to the theme of “rethinking food” and shaped the content and resources we included in the challenge.

Two SFU students, both graduates of CityStudio, joined the SFU Public Square core team (many of whom are SFU students and alumni) to support the planning and outreach efforts for ReThink Food. Of this SFU team, two who are currently students acted as co-facilitators for the day.

OUTREACH

With only two months to recruit our desired 150 student participants, it was all hands on deck for the outreach portion of the event methods planning. Our main forms of outreach included a weekly newsletter that goes to all teachers and staff in the Vancouver School Board (VSB) district; emails to all district superintendents in Metro Vancouver, emails and phone calls to school administrators, targeted outreach to high school environmental and food clubs, and finally, outreach to students through Facebook and Twitter. Although there was some initial interest from a few teachers and a few individual students, it was not until three weeks before ReThink Food that outreach efforts began to show through registration numbers. Teachers from various schools districts and cities contacted us to register their environmental clubs, their foods classes, and in some cases multiple classes from the same school.

After evaluating our process we determined that the outreach to the superintendents and to the teachers was the most successful in recruiting students. A few days before ReThink Food we had 170 students from 17 different high schools in seven different cities registered to participate. Most of these teams were attending with at least one teacher sponsor, while 8 students registered to attend as individuals and formed a team upon arriving. Due to resource constraints we were forced to turn away several teachers who found out about ReThink Food after the registration deadline.
HIGHLIGHTS OF THE DAY

A week before ReThink Food, students were given a resource guide created by SFU Public Square (see Appendix A) that provided information on the challenge as well as resources to allow students to begin thinking about project ideas. Some student teams arrived with ideas, some had not yet thought about how they might tackle this challenge.

After a brief informal networking session, Audrey Siegl | sxetxwimmawt from the Musqueam First Nations opened ReThink Food with a welcome and provided cultural context and appreciation for the subject of food. Tesicca Truong and Raaj Chatterjee introduced the challenge and the program for the day. Students were then led through an inspiration session by Brent Mansfield, followed by ideation sessions on: Healthy Food and Healthy Communities, Sourcing of Food, and Food Waste. Each of these sessions was run by experts in these fields and the students were able to choose which of the three they attended. After these introductory sessions, the students set off to start working.

Throughout the day, we brought the students together three skill building sessions. The first session was on project planning and led by Karen Stroebel. The following two sessions were on budgeting with Shauna Sylvester, and project pitching with Donovan Woollard. These sessions were spaced throughout the day at specific intervals to help keep students focused towards meeting the tight timelines and allowing them to readily pitch their projects by the end of the day.

At 2:00 pm, 20 student teams pitched their projects to our panels of judges. The top 10 projects won the Judge’s Choice Awards, each worth $1000 in seed funding. Two additional projects were awarded the People’s Choice Awards, decided upon by the student participants and each worth $250 in seed funding. For a full agenda see Appendix B.
JUDGING AND PITCHING

Due to the number of student teams that registered for ReThink Food, and the restrictions on space at Telus World of Science, we had two judging panels, each in a different room. There were a total of nine judges who had been chosen based on their expertise. Each judge was given a list of judging criteria (see Appendix C) as well as a score sheet (see Appendix D). The judging criteria included implementability, impact, innovation, project planning, pitch delivery, and project stewardship. Each category was to be marked on scale of 1–4. The judging panels were given 30 minutes following the pitches to decide on their five top teams out of the 10 who had presented their projects to them.

“I really enjoyed participating as a judge in the ReThink Food event. Students came up with some innovative ideas to address the challenge of offering sustainable food in schools. It was inspiring to hear their ideas and I look forward to the possibility of supporting Vancouver students to implement their plans.”

— Kathy Romses
Vancouver Coastal Health
Thought Leader/Judge
THE PROJECT WINNERS

Through the combined support of the Vancouver Foundation and Jarislowsky Foundation we provided seed funding to 10 projects from across the lower mainland.

The 10 projects that received a Judge’s Choice Award worth $1000 each are:

1. New West Secondary Team - Start a mentoring program with elementary school classes to educate elementary students about food sustainability and encourages growing local food.

2. Kiwi Green Team from Queen Elizabeth Secondary - Build a greenhouse at Queen Elizabeth Secondary. They hope to demonstrate the importance of educating students about the process and work that is put into growing produce.

3. Connect the Dots from various schools - A short film that focuses on reducing the unnecessary transportation of food through clips of local farms and markets. They will present the film in schools along with guest speakers from community organizations and hope to measure an increase in students buying locally by 20%.

Teacher Sponsor: Chris Tse

4. Spartan Gardens from North Surrey Secondary - Build a community garden that would grow food to be used in the cafeteria. The garden will eventually be self-sustaining and help to produce food for their school. The garden would also act as a classroom environment for classes to be taught in.

Teacher Sponsor: Andrew Laudry

5. Green Gary from City School, King George Secondary - Build a greenhouse from recycled bottles to replace a garden that currently goes unused.

Teacher Sponsor: Sherry Preston

6. Speggtrum from the Spectrum Program, Killarney Secondary - Extend the school garden to increase the length of the growing season so that they can grow more lettuce through the fall & spring to be used in the school lunch program.

Teacher Sponsor: Shirley Turner

7. Trash Talkers from John Oliver Secondary - Create an app that allows students to pre-order their food. This will help prevent overproduction of the school lunches, which creates unnecessary waste. The app will also provide nutritional information to promote food literacy and connect students to the food that they are eating.

Teacher Sponsor: Jacqueline Symons

8. Heritage Team from Heritage Secondary - Improve the current composting system by purchasing additional bins, as well as improving signage. This will be done after consulting with students through a survey and contest. The results will be used to influence signage and to promote awareness of the compost bins.

Teacher Sponsor: James Zhuang

9. Carrot Sticks from Point Grey Secondary - Aiming to acquire vending machines that will sell healthy, organic smoothies and drinks. In the interim they will buy blenders to make and sell healthy smoothies to advertise getting healthier drinks inside our vending machines.

Teacher Sponsor: Sally Wong

10. Dragons from St. George’s School - In order to promote the consumption of organic food and improve food sustainability at St. George’s School, they will implement a large-scale project to expand on the preexisting organic garden at the school. This expansion will result in increased productivity for the school garden, resulting in more fresh fruits and vegetables. The ultimate goal of this expansion is to pilot an “Organic Food Sale” for the school at the end of the year, soliciting small payments for organic food directly from the school.

Teacher Sponsor: Phil Webster

Students were also given the opportunity to choose their top teams. Following the pitch presentations each student submitted their top 3 teams. One team from each room was chosen after counting the ballots. The People’s Choice winning teams were chosen separately from the Judges Choice winning teams.

The following two teams won the People’s Choice Award worth $250 each:

11. Spartan Gardens from North Surrey Secondary

12. Speggtrum from the Spectrum Program, Killarney Secondary
NEXT STEPS

Although ReThink Food was only a day-long event, the challenge of implementation has already begun. Each of the 10 winning teams were asked to submit a project form (see Appendix E) which outlined their project goals, project timeline and their estimated budget for the project. Submitting this project form was one of two requirements for receiving seed funding. The other requirement is that all teams complete a project update form (see Appendix F) before May 1st, 2016. We have also invited all of the teams to send in updates over the next 5 months, or to write blog posts so that we can share their stories on the SFU Public Square website to amplify the projects’ impact. We hope that the skills the students learned and practiced at ReThink Food such as project planning, budgeting, and pitching serve as a foundation for them to build on in the future. As for ReThink Food: Sustainability Innovation Challenge, the organizers are interested in seeing where future iterations of this model could be meaningfully adapted and applied.

“ReThink Food was an important event because it gave students a voice in shaping the food security of our Region. Youth are already having very positive impacts in our communities and it is in our best interest to support them. They bring fresh energy, perspectives, and skills to the table and truly want to be a part of shaping the world. ReThink Food acknowledged their efforts and talents by giving them space to build on their ideas with the support of mentors and their peers. Let’s continue to support youth leaders and invite them to the table as we nurture livable, vibrant, and connected communities!”

— Karen Stroebel
Metro Vancouver Youth Sustainability Toolbox Facilitator
Thought Leader/Judge

EVALUATIONS

To help measure the success of ReThink Food, SFU Public Square developed a feedback survey that was distributed to students and teachers toward the end of the day. The survey responses were measured against goals and objectives agreed upon by SFU Public Square and the event partners, and input provided by students during the collective “idea jam”.

Quantitative Feedback

We asked the students to indicate whether, as a result of attending the event, they developed skills in variety of areas. Their responses are based on a scale of 1–6 (disagree-agree).

On average, students agreed that they developed skills, with project planning and pitching scoring particularly well. Public speaking, on the other hand, was a skill area that students indicated they did not have the same ability to develop. This is understandable given the time constraints of the day, and as it was naturally difficult to find a way for all 170 students to speak in front of the entire group. However, for future planning, we could attempt to build a more inclusive structure for sharing the delivery of the pitches, thereby creating more opportunities for more students to experience public speaking.

We also asked students a number of questions around whether the event achieved its goals of creating greater awareness and action on food sustainability. Generally, there was strong agreement from students that they found the event to be inspiring and worthwhile overall.

Qualitative Feedback

ReThink Food was our first attempt at the sustainability innovation challenge model, and we learned a lot from the process. From the open-ended survey questions, we heard that participants found this event worthwhile, and some uncovered new ideas around food sustainability. Generally, students found the day to be too rushed with not enough time to work on their projects with their teams, particularly towards the end of the day when preparing for the pitching session. Students also noted a lack of opportunity to connect with students from other teams and schools. In future iterations of the event, we would like to accommodate those needs by extending the day or spreading it over two days. We saw that there is an overwhelming passion from students for food and sustainability, but more importantly for taking action and making a positive impact.
INTRODUCTION

Food is essential not only to our survival, but to the way we live our lives, and how we interact with each other in society. A strong connection to food – to eating, its production, preparation, nutrition, and disposal – is key to achieving resilience and sustainability of our food systems and communities.

Bring your ideas to the ReThink Food Sustainability Innovation Challenge and help transform the food systems in your school to help build community and achieve sustainability. This Resource Guide is designed as a starting point for your ideas, and provide avenues for your research.

Your Challenge:
How do we approach food more sustainably in our schools?

Your Solution:
Build real-world projects that address one or more of the following three categories:

- Reconnect us to the source of our food
- Cultivate healthy eating and healthy school communities
- Reduce food waste

Your project could address unexplored areas of opportunity or build on existing initiatives at your school. Tackle the challenge through a variety of lenses, including technology, education, communications, community building, infrastructure change, a combination of the above, or others.

Throughout the day, you will have the chance to connect with your peers and mentors to build your skills through workshops on ideation, project planning, budgeting, and pitching. Snacks and lunch will be provided. Bring your creativity and passion for local food, zero waste, and healthy schools. The possibilities are endless!
Evergreen - www.evergreen.ca
Fresh Roots Urban Farm - www.freshroots.ca

Foraging our food – Foraging is an important part of food security, and a way for our society to redevelop some Traditional Ecological Knowledge that has been lost. It’s as simple as picking blackberries from a bush, but there are many other benefits waiting to be discovered when you look for food in our forests.
Resource: www.foragerfoundation.org

City of Vancouver Food Strategy - “It is a plan to create a just and sustainable food system for the city. It builds on years of food systems initiatives and grassroots community development, considering all aspects of the food system, from seed to table to compost heap and back again.” vancouver.ca/people-programs/vancouvers-food-strategy.aspx

Fair trade initiatives – Fair trade certification ensures that the food has been produced by workers that are paid a fair wage and given proper working conditions. It means connecting to the human aspect of our food system, and gives consumers a choice to support workers in the food industry.
Resource: www.fairtradevancouver.ca

A Sustainability Lens: Consider the resources going into the food we eat. Not all foods are created equal, and it is important to realize the potential harm that our food can do to our environment. In fact 15% of all greenhouse gas (GHG) emissions worldwide are a direct result of agriculture. Here are some of the impacts of the food we eat:

- Meat: High use of water, land, and methane emissions, potential animal cruelty
- Seafood: Unsustainable fishing practices, damage to ocean ecosystems
- Produce: Pesticides, monoculture, soil depletion, fertilizer and runoff
- Palm Oil: Rainforest loss, endangered species at risk
- GHG Emissions of various foods: www.theatlntc/1buVh3J

Potential projects:

- Meatless Mondays – Many schools run initiatives like meatless Mondays where students are encouraged to go vegetarian for at least one day a week.
  Resource: www.meatlessmonday.com

- Consumer Awareness Projects – Initiatives against certain products have worked in the past. For example, one important campaign targets palm oil (which is associated with rainforest destruction) and encourages consumers to boycott companies using it in their products.
  Resource: www.saynotopalmoil.com

CULTIVATING COMMUNITY AND HEALTHY EATING

Food is a powerful tool in building community. In many cultures the preparation of food is an important community practice that brings people from all walks of life together. Accessible food and good eating habits are key to living healthy. Ensuring that all students have access to nutritious food in schools is necessary to build thriving school communities and personal sustainability.

A sustainability lens: Social sustainability starts from community. Community is created when people share a space, a conversation, a neighbourhood, and have meaningful interactions with each other. Food is often the centre of community gatherings, and despite all our differences, the need for nutritious food unites us all. Preparing food together allows for cross-cultural understanding, and it’s a lot of fun! Understanding the needs of the community and making sure no one goes hungry is vital to creating strong and connected societies.

Resources and Initiatives:

- Hives for Humanity: “We foster connectivity to nature and to each other; we participate in local sustainable economies; we support at-risk populations of people and pollinators, and we do so with respect and joy.”
  Resource: www.hivesforhumanity.com

- Environmental Youth Alliance - This non-profit organization raises awareness around environmental issues and actively engages young people to see, taste and touch their surrounding environments. It helps children and youth in urban environments have experiences with nature.
  Resource: www.eya.ca
The Transition/Village Movement - “Village engages individuals, neighbourhoods & organizations to take actions that build sustainable communities & have fun doing it.”
Resources: [www.transitionnetwork.org](http://www.transitionnetwork.org), [www.villagesurrey.ca](http://www.villagesurrey.ca), [www.villagevancouver.ca](http://www.villagevancouver.ca)

Food Bank – The Food Bank is a key food centre in the community that many people depend on as a source of food.
Resource: [https://www.foodbank.bc.ca/](https://www.foodbank.bc.ca/)

School Breakfast Programs - Nutritious food is a foundation for our lives, and ensuring that everyone starts the day with a healthy breakfast is essential. Many schools have breakfast programs for students that need it the most. For example, the H.T. Thrift School Breakfast Program.
Resource: [www.breakfastforlearning.ca](http://www.breakfastforlearning.ca)

School Cafeterias – The School cafeteria is the centre of food in the school. Many schools have cafeteria programs. The cafeteria is a great place to start innovative programs.

Potential projects:

Community Kitchens – Community kitchens can be an event or a program where people come together to cook and eat together. It build stronger community bonds by reconnecting people to the preparation of the food and to each other and are often based from a community centre or a school.

Student cooking programs – Schools that have cooking classes allow students to cook and cater for events

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**REDDUCING FOOD WASTE**

Organics and food-related waste (plastic cups, utensils, wrappers) make up a large portion of the waste in our landfills. However, organics composting is revolutionizing our food waste system. Food waste not only fills landfills, it produces harmful greenhouse gases if left to decay in the dump. Many schools have food scraps collection programs, however a growing challenge is education and using them properly. Some schools even compost on-site, which is an excellent medium to learn about the composting process. The last step of the food cycle is crucial in closing the gap and producing soil to grow more food!

Resources and Initiatives:

Metro Vancouver Waste Reduction Plan: The challenge for Metro Vancouver, which manages the region’s waste, is to increase awareness that reducing and reusing waste are a priority to managing waste sustainably.

Student Networks: These networks connect Green Teams and Environmental Clubs across high-schools, and provide students with ways to collaborate and share ideas amongst their peers, allowing them to be more successful than ever before. For example, Surrey, Burnaby and Vancouver all have Youth Sustainability Networks.

Resources:

Surrey Youth Sustainability Network: [http://www.projectpage.info/sysn](http://www.projectpage.info/sysn)
Burnaby Youth Sustainability Network: [http://bysn.tumblr.com/about](http://bysn.tumblr.com/about)
## APPENDIX B: Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30am</td>
<td><strong>First Nations Opening</strong></td>
<td>Audrey Siegl</td>
</tr>
<tr>
<td>8:35am</td>
<td><strong>Welcome &amp; Challenge Instructions</strong></td>
<td>Tesicca Trung and Raaj Chatterjee</td>
</tr>
<tr>
<td>8:50am</td>
<td><strong>Inspiration Session</strong></td>
<td>Brent Mansfield</td>
</tr>
<tr>
<td>9:00am</td>
<td><strong>Ideation Session and Q&amp;A</strong></td>
<td>Reconnecting to the source of food: Matthew Kershaw and Crecien Bencio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Healthy food, healthy communities: Adrienne Levay</td>
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<tr>
<td></td>
<td></td>
<td>Reducing food waste: Winnie Kwan, Brian Wong, and Sandra Mills</td>
</tr>
<tr>
<td>9:15am</td>
<td><strong>Group Work on Ideation</strong></td>
<td></td>
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<tr>
<td>10:15am</td>
<td><strong>Break</strong></td>
<td></td>
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<tr>
<td>10:30am</td>
<td><strong>Project Planning Session and Q&amp;A</strong></td>
<td>Karen Strobel</td>
</tr>
<tr>
<td>10:45am</td>
<td><strong>Group Work on Project Planning</strong></td>
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<tr>
<td>12:00pm</td>
<td><strong>Budgeting Session and Q&amp;A</strong></td>
<td>Shauna Sylvester</td>
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<tr>
<td>12:20pm</td>
<td><strong>Working Lunch</strong></td>
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<tr>
<td>1:00pm</td>
<td><strong>Pitching Session and Q&amp;A</strong></td>
<td>Donovan Woollard</td>
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<tr>
<td>1:15pm</td>
<td><strong>Group Work on Pitching</strong></td>
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<tr>
<td>2:05pm</td>
<td><strong>Introduction to Judging Round and Project Pitching</strong></td>
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<tr>
<td>3:25pm</td>
<td><strong>People’s Choice Award Voting</strong></td>
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<tr>
<td>3:40pm</td>
<td><strong>Closing &amp; Announcement of the Winners</strong></td>
<td>Tesicca Truong and Raaj Chatterjee</td>
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<tr>
<td>4:00pm</td>
<td><strong>Innovation Challenge Closes</strong></td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX C: Judging Criteria

Project Planning (1-4 pts)
- How detailed is the project plan?
- How detailed and realistic is the budget?
- Did the team submit a budget and planning documents that were clear and easy to understand?

Implementability & Feasibility (1-4 pts)
- Can the project be implemented within 6 months?
- Will the project involve administration and student participation?
- Has the team assessed the required infrastructure, permissions, tools, and technology to implement the project?

Impact (1-4 pts)
- How well does the project address one or more of the following three categories?
  1. Reconnecting us to food
  2. Healthy Food, Healthy Community
  3. Reducing waste
- How well does the project address needs in the school system?

Innovation & Creativity (1-4 pts)
- Is it a new idea?
- Is it a new look on existing ideas?

Pitch Delivery (1-4 pts)
- How well did your pitch explain your project and the issues it’s addressing?
- Was your pitch captivating and concise?

Project Stewardship (1-4 pts)
- How will this project be supported in your school?
- How will your school community be involved with the project?

APPENDIX D: Judge’s Score Card

TEAM NAME:

SCORING SCALE: 1-POOR 2- AVERAGE 3- GOOD 4- EXCELLENT

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<th>1/4</th>
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<tr>
<td>PROJECT PLANNING</td>
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<td>IMPLEMENTABILITY &amp; FEASIBILITY</td>
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<td>INNOVATION &amp; CREATIVITY</td>
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<td>PITCH DELIVERY</td>
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<td>PROJECT STEWARDSHIP</td>
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Comments:
APPENDIX E: ReThink Food Project Form

To be submitted to the judges at 2pm today

Project Name: ________________________________ School: ________________________________
Participant names: __________________________________________
Contact Person: ____________________________ Contact Email: ______________________________

Project Description: Project Goal: Project Timeline:

Budget:

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<th>Description</th>
<th>Quantity (number of items)</th>
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Total

Revenue

Organization Amount ($) 

Total

Do you intend to implement this project (circle one): Yes No

Additional comments or questions:

APPENDIX F: ReThink Food Project Update Form

To be submitted by May 1st, 2016

Responses must be typed and can be in point form or in paragraphs. Please keep responses between 100 – 300 words.

Questions? Email Shea O’Neil at: soneil@sfu.ca

Project Name: ________________________________ School: ________________________________
Project Lead: ____________________________ Team Members: ____________________________

What is the status of your project? Please indicate if completed, in progress, stalled, etc. and explain.

What has your team accomplished since ReThink Food on November 5th?

What have you learned while implementing your project?

What worked well? What were some challenges?

What were some changes that you made to your original project idea?

Have you shared your story (links to blogs, media – if applicable).

Would you like to have your story featured on the SFU Public Square Blog? Yes or No

Please provide an updated estimated budget:

Expenses

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Total

Revenue

Organization Amount ($) 

Total

Additional comments or questions: