CONSERVATION ACTION

UNDERGRADUATE SEMESTER IN DIALOGUE

FALL 2010
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>5</td>
</tr>
<tr>
<td>Authors</td>
<td>7</td>
</tr>
<tr>
<td>Executive summary</td>
<td>8</td>
</tr>
<tr>
<td>Introduction</td>
<td>11</td>
</tr>
<tr>
<td>Part I: Dialogue as a Tool</td>
<td>13</td>
</tr>
<tr>
<td>Part II: Energy Ideas and Actions</td>
<td>22</td>
</tr>
<tr>
<td>Conclusion</td>
<td>45</td>
</tr>
<tr>
<td>Appendices</td>
<td>47</td>
</tr>
</tbody>
</table>
ConservACTION: Designing North Burnaby’s Energy Future was a public dialogue event organized and facilitated by the students of Simon Fraser University’s Undergraduate Semester in Dialogue. The community of North Burnaby was invited to explore the topic of energy by envisioning a different future for the community and planning how to make that vision a reality.

The Fall 2010 SFU Undergraduate Semester in Dialogue (UGSID) class was composed of 18 students from a variety of disciplines. Our focus for the semester was energy. We used the tool of dialogue to highlight the importance of civic responsibility, passion for improving society, and the development of conversational tools to facilitate content-rich communication. On November 17th, 2010, we implemented what we had learned at our ConservACTION Public Dialogue.

Why did we write this report?

This report summarizes and reflects on the process that led up to the dialogue and on the outcomes of the evening. The ConservACTION dialogue was designed to bring energy issues to light and to create space for the citizens of North Burnaby to have their voices heard in the format of an open, respectful, informed, and actionable conversation. With these goals in mind, ConservACTION was a success.
**WHY SHOULD YOU READ THIS REPORT?**

This report is intended for two audiences. It is first a reference for the participants of the event. It will provide them with the details of the structure of the dialogue and the visions and actions that they created as a community. It is also intended for those who were unable to attend the event but have an interest in joining and furthering the conversation.

The ConservACTION report contains a detailed analysis of the dialogue process used to create the event, and would be useful to those interested in dialogue as a tool for public engagement.

Finally, the report is intended to serve as a reference document and an inspiration for the local businesses and governmental bodies of North Burnaby. Many intriguing and actionable ideas were put forth by the citizens of North Burnaby at the ConservACTION Dialogue. These ideas were specifically designed to be distributed and implemented in the community. The information collected is a useful resource for enriching the business and administrative activities of the community, particularly in regards to developing energy conservation plans.
AUTHORS

Graham Anderson
Robyn Ashwell
Drew Boivin
Kim Burgess
Fiorella Calderoni
Samantha Corpuz
Raissa Dickenson
Tana Jukes
Tanyss Knowles

Ashleigh Kolla
Brittany Mario
Graeme McNish
Sara Miles
Lynn Osler
Heidi Pridy
Josh Regnier
Sarah Thompson
Amy Weiss
EXECUTIVE SUMMARY

The SFU Undergraduate Semester in Dialogue (UGSID) provides opportunities for students to focus on critical public issues through the dialogue model of intensive, multi-level learning. Students in the program are offered the opportunity to challenge traditional educational processes, and to address topics and themes from many different perspectives. Eighteen students of various disciplines focused on ENERGY during the Fall 2010 semester.

As a final project, students planned and facilitated a public dialogue designed to engage residents of North Burnaby to explore the theme of energy. Called ConservACTION, the event utilized action-oriented conversation to examine the energy future of North Burnaby. We offered an active, engaging approach to energy conservation by devising personal and community solutions to the community’s energy challenges. This report is designed to provide a detailed overview of the ConservACTION dialogue. It is split into two main parts: first, a presentation and analysis of the process of using dialogue as a community-oriented engagement tool to obtain particular content-related results, and secondly an account of the actions and ideas generated throughout the night around the theme of ENERGY.

The introduction section of the report explains the evolution of our initial perception of passive energy conservation as deprivation, to the concept of active, positive ‘ConservACTION’. The choice of location for the ConservACTION Dialogue is explained by North Burnaby’s importance as a Lower Mainland hub of transportation, oil, energy production, and community.
Part I is a process-focused review of both the class structure and the public dialogue event. The practice of dialogue is presented as a collaborative, inclusive method of facilitating content-rich conversation. The use of this tool allowed us to create a successful event: through dialogue, each member of our class became a confident, practiced facilitator who was able to fully engage participants. Our class was exceptionally well-coordinated because of the consensus-based planning process that we developed. Our extensive preparation also allowed us to successfully experiment with the unconventional practice of incorporating participant-created media presentations into the dialogue. Based on the feedback we received from participants and on our own reflections, our planning helped us to create a safe environment for participants to network, and exercise and explore their creativity. Our dialogue would have been more strongly grounded in the community if we had drawn a wider range of participants directly from North Burnaby, but for those community members who attended, the event was a huge success.
Part II of the report delves deeper into the meaning of energy. At the ConservACTION Dialogue, participants created visions for the future of food, electricity, human spaces, lifestyle and personal energy, community, fuel sources and green energy technology, waste management, and transportation in North Burnaby. The fundamental importance of individual commitment supported by strongly engaged, healthy communities was highlighted for the path to realizing all the visions produced at the dialogue event. From strengthening local food systems, to producing electricity at home, to dealing with waste at the municipal level and creating attractive alternatives for auto transport, leadership and engagement at the community level were recognized as the crucial elements of change. Strong community commitment was identified as a catalyst for large changes in culture, technology, policy, economics, and institutional behaviour.

The dialogue event attested to a mountain of desire for civic engagement on energy issues in North Burnaby. Through ConservACTION, the community of North Burnaby demonstrated real vision for their energy future, and laid a foundation for realizing their vision through audacious, tangible action.
**INTRODUCTION**

On Wednesday, November 17, 2010 the SFU Undergraduate Semester in Dialogue class hosted a public dialogue for nearly 100 residents, business owners, employees and others who lived, worked and transited through North Burnaby. *ConservACTION: Designing North Burnaby’s Energy Future* was created to engage participants in action-oriented conversation to explore the energy future of North Burnaby.

We initially saw conservation as a passive concept, meaning to go with less, to hold back and deprive of resources, to save for later. This perspective changed and developed into ConservACTION, which shifts the focus of conservation to active, community based solutions rather than the former passive and individual concept. ConservACTION is about making proactive choices about our energy use. It is about collaborating to find solutions to problems and creating positive change in a fun and engaging way.

The ConservACTION dialogue was based on the concept of back-casting: envisioning an ideal future, then working backwards through the steps needed to make this future a reality. Our dialogue began with participants creating a broad vision for the future, then breaking into small groups to focus on visioning for narrower issues such as electricity, transportation and urban planning. Once each group had developed an issue-focused vision for the future, they planned specific actions to achieve their vision. From skill share co-ops aimed at reducing consumption, to a late-night Skytrain sit-in protest, to a reality show documenting an energy-efficient retrofit of a home, the ideas generated were aimed at creating a bright, audacious energy future for North Burnaby.
Our class saw many advantages to hosting a dialogue about energy in North Burnaby. In the Lower Mainland, anywhere that is not Vancouver is frequently overlooked when discussing energy issues, even though energy is a broad and crucial issue in every community. Simon Fraser University is part of the North Burnaby community. The oil refinery and pipelines in the community mean that North Burnaby has a key role to play in determining the energy future of the Lower Mainland, British Columbia, and Canada. Finally, Hastings Street, one of the busiest roads in the Lower Mainland, runs the length of North Burnaby and is a focal point both for heavy commuter traffic and for a vibrant, active community. Simply put, North Burnaby is an energy hub.

North Burnaby is an active community, hungry for political and public involvement. We were excited to share our concept of ConservACTION with the community, to work towards operational solutions to future energy demands. We invited residents and energy experts to sit down at the same table and use the tool of dialogue to collaboratively elaborate a positive plan for the future. Energy is a dynamic concept that influences everything from peak oil and transportation to lifestyles and personal energy. The opinions and expertise is varied within this community. Dialogue was a valuable tool for facilitating content-rich conversations that included every opinion about what energy means.

This report is divided into two parts. The first section looks at the process of creating the ConservACTION event, and reflects on how dialogue can be used as an effective tool in community engagement. The second focuses on the ideas and actions that were developed by participants at the ConservACTION dialogue. What visions did the community generate for the future of energy, and how do they envisage those visions being achieved? We hope this report can be used as a jumping-off point, not only for the actions that were created, but also for starting conversations in other communities, businesses, and organizations. The energy, enthusiasm, and community engagement that permeated the ConservACTION dialogue was inspiring and the ideas produced were relevant to the local community, as well as regionally and provincially.
PART I: DIALOGUE AS A TOOL
**WHAT IS DIALOGUE?**

*Good communication is as stimulating as black coffee, and just as hard to sleep afterwards!*

- Anne Morrow Lindbergh

Dialogue is much different than debate. Its purpose is to bring multiple views and opinions together to find mutual and collaborative solutions. It allows for every voice to be heard, providing space for everyone to contribute to conversations that encompass various points of views. Opportunities for positive action emerge through mutual understanding around sources of agreement and disagreement. Dialogue allows for open and content-rich conversations.

Our class spent the semester learning the value of the dialogue process. We engaged in this process throughout the semester and were inspired to share what we learned with the community. As a result, we were able to provide North Burnaby with confident facilitators to spark conversation and to guide the dialogue at each table.
PROCESS & FORMAT OF THE PUBLIC DIALOGUE

On the evening of November 17th 2010, Lochdale Community Hall in North Burnaby was filled with colourful decorations and tables. Upon arrival, the guests were directed to a colour-coded table, where a facilitator welcomed them for dinner and conversation on issues of energy and community.

To make our event accessible, we held our dialogue in the evening and provided dinner for the employees, small business owners, families, students and energy professionals of North Burnaby. We filled dinner tables two at a time to ensure that each table was full, encouraging dinner to be a social time to meet other members of the dialogue.

We started by establishing a Community Agreement with the help of all participants. A Community Agreement is a list of conditions that the participants agree will allow everyone to feel safe in the conversation. The agreement we created included respect for others’ opinions, active listening, patience and explaining jargon.
One of the main purposes of the event was to create a vision for the future. During dinner and the initial break-out session, dialogue students sat at each table as designated facilitators. We helped to focus the conversation on visioning: what would a bright, efficient, energy-future would look like for the community?

In planning the event, we intended the first break-out to act as an imagination warm up. Once imaginations were active, we asked them to begin envisioning the future by topic. The topics, divided by table, included transportation, food, electricity, community, fuel sources, personal energy, urban planning and design, and waste reduction and management.

*We have two ears so that we can listen twice as much as we speak.*

- Epictetus
The second break-out group was asked to report its vision through creative media. These media included poetry, theatre, letter writing, tableau, collage and mural. This was an important aspect of the event, as it showed that there are many creative and engaging ways to communicate ideas.

Reporting back ideas that were generated in small groups is an important component of dialogue, because it informs the entire room about the conversations happening on each subject. Presenting the visions in different media was designed to illustrate the many ways individuals have of expressing themselves and taking action around issues.

Breakouts I and II were the first part of the back-casting process: creating an ideal vision for the future. For Breakout III, the intention was to consider and discuss how to make our visions come true: Action Planning.

Facilitators encouraged their tables to explore how to go about creating change. They empowered their tables to come up with actionable methods that can be taken to achieve their visions. Participants were given the chance to discuss who they need to talk to, what the next steps are, and what they need to learn more about.

Tables were then invited to choose two actions to present to the room. We posted the actions on an Action Board so that they were visible and accessible to the rest of the room. Everyone was invited to contribute by suggesting resources, adding comments, and leaving their contact information. Those interested were connected via an online forum, where they can take their actions out into the community. The action planning activity achieved its goal of illuminating the range of actions that are possible and the scale of mutual interest in the community for creating change.

The goal of our event was to start a conversation about energy. ConservACTION was only the beginning of this conversation.
As a class, we were very proud of ConservACTION, and felt that the dialogue had been a success. We recognize, however, that feedback from our guests was an important indicator in gauging our achievements that evening. Our accomplishments were generously acknowledged in participant feedback. Feedback also helped us evaluate areas in need of improvement. What follows is a general summary of the feedback from the participants and the organizers.

Participants congratulated us on a well-planned and thought-provoking event. The biggest indicator of the success of ConservACTION was that participants went home feeling empowered, informed, and determined to take the ideas that they had discussed at the dialogue into their own lives. This was evident in the feedback forms. One participant wrote, “I’m more inspired to share info and make personal changes AND inspire community change!” Another commented that, “I want to get started on the action that we shared today!” Many participants shared their motivation to take personal actions, and also to get involved and create networks within their communities to work toward larger forms of change.

“My brain feels well exercised and coming up with something to say has become difficult.”

- ConservACTION participant
According to the feedback provided by participants, the most interesting ideas came from the breakout sessions. The use of creative media inspired thoughts on creative ways to make change, such as poetry as an educational tool. It speaks to the engaged and open-minded nature of our participants, that they found the creative presentations a fun and inspiring way to express their group’s message. Participants pointed to the supportive environment and skillful facilitation in the room.

Our feedback forms allowed participants to provide interesting and constructive recommendations. These included reducing the amount of topics for a more focused event and increasing the length of the event. Upon reflection as a class, we felt that we could have made the third breakout session longer. Adding another 10 minutes would have given participants the chance to focus on the planning and development of their actions. Having a co-facilitator at each table would have helped to smooth facilitation, as well as improving note taking during the event.

We also faced challenges in accurately representing North Burnaby in the makeup of our guests. While North Burnaby residents were present, our audience was not exclusive to the community. This meant that the action planning had less of a local focus, and was not as effective in producing concrete actions. However, the action planning was still thought-provoking and inspiring for participants from all communities, and many participants left with ideas and inspiration to bring back to their respective communities. Finally, at our event, some groups that we hoped to draw were not represented. Youth, seniors, and the rich cultural diversity of North Burnaby were underrepresented. A true cross section of North Burnaby's population would have strengthened the event. This could have been achieved through greater community outreach such as announcements at more local events, more canvassing, and advertising in local papers.
ConservACTION participants noted the emphasis on community building which came out of the dialogue, as well as the keen interest that the community showed in being engaged when given the opportunity. Many enjoyed networking at the event, and were impressed by the creation of a website for future social networking.

According to participants, the well planned out event allowed for guests to feel safe and to trust the facilitators at each table. By integrating small breakout sessions and leaving people the space to express themselves in various creative media, participants felt they could connect with people about different issues. People left feeling inspired and wanting to attend more events that use a similar structure.

*Communication leads to community—that is, to understanding, intimacy and mutual valuing.*

- Rollo May
PART I SUMMARY

ConservACTION was intended to redefine the concept of conservation from passive behaviour to an inspired and action-oriented way of interacting with the concept of energy. Participants left the dialogue smiling, talkative and engaged. With this in mind, we found the process of the dialogue to be a resounding success. We have three key reflections on the ConservACTION dialogue process:

First, it would be valuable to have more community dialogues, like ConservACTION. Perhaps a program similar to ours could be made accessible and easy to transfer into other communities.

Second, the presentations through creative media changed what could have been seen as a ‘stuffy public consultation’ into an event that was exciting and convivial, while remaining an excellent forum for learning, discussion, and finding common stories in the community.

Finally, the dialogue allowed participants to connect with one another, helping to build a feeling of contribution, sharing and community.

We are pleased with the success of ConservACTION and are confident about the value of this dialogue format. We are proud of the North Burnaby community and grateful for the participation and engagement of all our guests. We are convinced that additional community events in this dialogue format, both in North Burnaby and elsewhere, would benefit the individual communities and Greater Vancouver area as a whole.
Part II: Energy Ideas & Actions
**Introduction: “A Dialogue About Energy”**

"If the structure does not permit dialogue the structure must be changed"

— Paulo Freire

When we signed up for a course about energy, we did not anticipate the dramatic impact it would play in all of our personal lives. By studying energy issues such as oil and gas production, renewable resources, and transportation, we discovered how inextricably linked energy is to everything that we do. As a result of four months of study, we became conscious consumers and users of energy.

We structured our public dialogue so that the community could examine and reflect on the importance of energy in their lives, as we had been able to do throughout the semester. We did not choose just one topic, instead selecting eight interconnected themes, representative of the entire energy system: designing human spaces, food, transportation, waste management, personal energy, fuel sources and green technologies, community and electricity.

Over the semester, we learned that small changes are not enough, and that big changes require us to work together. By engaging in a discussion with the local community, the first steps were taken to create meaningful, sustainable change.

We engaged with North Burnaby residents in three thought-provoking breakout groups. Breakout I focused on broad visioning. Breakout II divided into topic-focused visioning and concluded with creative presentations. Finally, breakout III involved action planning. The thoughts, ideas, proposed solutions, and planned actions that came from these discussions are shared in the following pages.
The Food Table discussion focused on local food from the Fraser Valley, British Columbia, Canada and Washington State.

Participants expressed particular concern about maintaining plant and wildlife biodiversity, which led to an agreement that encouraging personal connections to the land may help us maintain this balance. Home gardening and purchasing at local markets were brought forward as ways for people to connect with their food and where it is grown. Some participants suggested ways to do this included small actions, like window planters and home herb plants as well as larger projects, like community gardens.

The SFU Pocket Farmer’s Market and the Harvest Box programs were identified as good examples of local food projects. In addition, we agreed that communities in Metro Vancouver need more frequent and accessible farmers’ markets. The greatest impediment to buying local produce experienced by participants was the lack of individual power in the face of large chain stores, where profit is the bottom line.

In reaction to this feeling, participants wanted to create a feeling of empowerment when facing food choices. As a result, skill sharing workshops were a popular concept to aid in the learning of gardening skills, nutrition information, indoor and outdoor composting techniques and seasonal food selection. Finally, we discussed the importance of a personal commitment to shop for local produce while acknowledging the obstacles consumers face to making that choice, such as accessibility.
The Food Table’s creative presentation was a collaborative poem. Each person was asked to contribute 5 words (one verb, adverb, noun or place, colour or number, and an article) to the literary mix. The words were then mixed up, split into two sets, with one set allocated to each of two groups of wordsmiths. Each group then created one stanza of a poem from their assortment of words, resulting in several funny and insightful phrases. The group members were also asked to decide on a title, as well as which stanza would go first and who would present the poem. It was astonishing to see what meaning we could create from previously unrelated words:

A Green 2010

 Quickly grow the front-yard garden,
  Slowly run the back-yard farm,
  Easily distribute ethical action,
  And six those 10 B.C.

 Learn the efficient fresh individual,
 Replace the office building rooftop -- a community garden,
 Collaboratively sustaining everyone
 Innovate our neighbourhood efficiently.
 One Green.
The discussion from this group resulted in two main actions:

**Make a commitment to buy local food**
This action was intended to demonstrate demand for local food. It was also immediately actionable for individuals within the group. Many participants were keen to join a food co-op or Harvest Box program, citing the convenience of the program as a good incentive.

**Help residents eat seasonally and locally through skill-sharing and workshops**
This action was intended to help develop community and self-reliance in food production and consumption by empowering residents to grow their own food.

Related ideas: A "local economy” token system where low-income and homeless residents could provide work on community gardens in exchange for credit to buy food produced in the garden or canned/preserved from it.
**Electricity**

**Visioning**

Although the discussion began with insights into electricity use and production, education quickly became the focus of discussion at this table. Participants agreed that more informed discussion is needed around electricity production and uses, beginning with education. It was suggested that learning about electricity generation and the importance of conservation could be built into the high school curriculums and paired with field trips to increase impact and awareness.

The idea of individuals being able to produce electricity at home and sell it back to the grid, turning homes into mini power plants, was an extremely popular notion. Many other ideas were expressed, including the collective vision of greater equity in global electricity use, emphasis on less waste in developed countries and more equal access to electricity for the world’s developing nations.

**Presentation**

The electricity table also wrote a poem for their presentation. Participants were split into pairs and each pair brainstormed a rhyming couplet about electricity, reflecting important parts of the table’s vision for the future of electricity.

“is it a fact—or have I dreamt it—that, by means of electricity, the world of matter has become a great nerve, vibrating thousands of miles in a breathless point of time?”

- Nathaniel Hawthorne
Envisioning the Future of Electricity

We are sick of the futility of dealing with facilities
That limit our ability to contribute to utilities.

BC Hydro gets to pay me
For my home-made electricity.

Beyond the matter of our demand and efficiency,
We must answer the issue of global inequity.

Living off-grid with respect for power production,
No waste, more alternative energy inventions.

Careful, responsible consumption and generation
Require discussion and education.

Public transportation and small electric cars,
And more conservation--the power is ours!
**ACTION PLANNING!**

The electricity table generated some wonderful ideas to carry their discussion into the community, with a focus on the idea of educating around the topic of electricity.

**Reality show: Energy efficient & electricity producing home**
A Vancouver home that produces more electricity than it consumes, built collaboratively by members of the energy sector. The group recognized the value of showing the public and policy-makers the potential for green energy and how it really works. For example, it could be valuable to demonstrate what it would look like to sell electricity back to the grid.

**Documentary on electricity production & consumption in BC**
This action would raise public awareness about energy issues and specifically about how electricity is generated in BC. Effective renewable energy policies could be highlighted, such as Ontario’s feed-in tariff system. It would have the potential to develop grassroots support for new renewable energy policies, especially regarding issues highlighted in the film.

**Increased government support for research & development of renewable energy technologies**
The group wanted to see more research into affordable, deployable, small-scale solar panels, for use in developing countries as well as research and development for renewable technologies. Letter writing may be one avenue to promote this vision.
DESIGNING HUMAN SPACES

VISIONING

The Designing Human Spaces table focused primarily on reducing automobile use, urban density, protecting public spaces, and energy efficiency. A major topic at the table was the concept of 10-minute neighbourhoods - in which many daily needs could be met within a 10 minute walk or cycle ride from a community member’s house, thereby greatly reducing auto dependence. Branching from this idea, the group talked about advocacy from many members on reducing unnecessary driving by encouraging children to walk in the envisioned compact, safe neighbourhoods, and reframing transit as a safe alternative.

Community gardens, banning plastic bags, protecting and designating public spaces and a need to rebrand ‘urban density’ were other popular topics. Shared living spaces were promoted within the group as a way of creating density, increasing energy efficiency, and harnessing the power of community to making it easier to live a low-impact life by sharing the work of composting, gardening, washing, and other time-intensive activities.

PRESENTATION

The table created a set of improvised skits that incorporated the top 5 ideas discussed in the group: kids walking to school, shared living, 10 minute neighbourhoods, community gardens, and banning plastic bags. The participants were split into two groups, one consisting of actors and the second consisting of idea generating directors for the skits. The director group called out the concepts, such as “Reusable bags are important!” and the actors rehearsed short skits that would convey this to the audience. Because the directors had so many concepts, the actors began to weave the ideas together into larger, coherent skits.
Youth Pass: Reduce unnecessary parent driving with a “Y-Pass” for transit
This action was created to promote a Youth-pass, a ‘U-pass’ for high school and elementary school children over the age of 10, to help address resident concerns around excessive and unnecessary parent driving.

Community Walks: Creating safe spaces
A locally-guided tour would draw attention to neglected areas, historical sites, and effective, compact community areas. This action was intended to increase the connections between neighbours to make the area safer for children to walk places, increase residents’ investment in their neighbourhood, and draw attention to spaces that could be reclaimed by the public.

How wonderful it is that nobody need wait a single moment before starting to improve the world.

- Anne Frank
Lifestyle & Personal Energy

Visioning
In the Lifestyle & Personal Energy break-out, participants felt a strong connection between the ideas of ConservACTION and being personally energized, because revitalized personal energy helps us reach our ideal energy future. Ideas revolved around energizing activities such as farming or gardening, bicycling, learning, and socializing. The group also discussed how their energy levels could be positively and negatively affected. The group felt that if we are internally satisfied, the pressure to consume is lessened. The Lifestyle table agreed that the energy future we wanted to see would be one with less energy consumption.

The group envisioned replacing every motorboat with a kayak, and inspiring residents to bike and live closer to nature. When considering barriers to our envisioned energy future, the table recognized the problematic nature of the Western tendency to equate accomplishment to material goods. The Lifestyle table agreed that a shift in personal and cultural perceptions of “accomplishment” is needed to reach our vision.

Creating a community that values personal energy balance would help us reach an energy future with less use of fossil fuels and electricity. However, the group was concerned about the lack of human connection within local communities. They felt that if there was the space to create community connection, residents would be more invested in that community. This focused the conversation to local market spaces that would help communities to recognize the value of the processes involved in making products. In this way, consumers would inevitably have a different perspective and appreciation for the items, and potentially consume less while looking inward for their personal energy and happiness.
PRESENTATION
This table presented with a creative movement exercise, using the theme of a garden to express ideas. Participants were asked to form a ‘tableau,’ or frozen picture with their bodies. Their poses expressed an emotion or action to represent something that motivates them (a rose), something that brings them down (a thorn) and then something that re-inspires them (hedge clippers). Although each person had their own individually inspired pose, the group performed together to create an interactive scene.

The script that the group posed in their personal tableau was:

“To express personal energy and lifestyles we are going to use the analogy of a garden. In our lives there are things that bring us down, deflate us: those are our personal thorns.” (Group tableau in deflated pose.) “All hope is not lost! Luckily, we have a few gardeners in our garden. They come along and re-energize our rose bushes with hedge clippers.” (Group tableau in re-inspired pose). “Once we are all re-energized and the sun comes back to our garden, we are all ready to show our motivations, or roses.” (Group tableau in motivating pose.)
Below is a list of personal motivators and inhibitors of change. These lists were created by the group and some of the ideas were creatively displayed in each of the three tableaus.

A rose represented positive personal energy activities and hobbies such as: Bicycling, a farm, learning, looking out the window to see outside, personal mission to improve society, discovery, friends and family, money, socializing, presenting a realistic opportunity for growth to my students, people, nature, and community.

A thorn represented negative personal energy activities and hobbies such as: Boring lectures, driving cars, not knowing how to apply learning to make a contribution, feeling like efforts are insufficient, to-do lists, bills for school (university), deadlines, rude people, lack of sense of direction, the enormous amount of energy I still consume despite trying to be efficient, housework, paperwork, world crises, and apathy.

Hedge clippers represented sources of inspiration and motivation such as: Discussion with other students; gardening, time with family and friends, people she admires, prioritizing that list and focusing on the things that make a difference, blind faith that it will work out, caffeine, coffee, sleep, music and alcohol, meditation, garden, nature, people, friends and family, yoga and meditation, and singing.

The only journey is the journey within.

- Rainer Maria Rilke
In order to create actions on the challenging topic of personal energy and lifestyle, we looked to the community level. The group focused their actions on the potential of creating bonds within their community. Increased bonds within communities can help reduce energy use by sharing resources and spaces.

We began by talking about municipally planned community “squares” with both indoor and outdoor space in every neighbourhood. In the square would be small local businesses, farmer’s market-type food vendors, community gardens and social space with local art. An alternative strategy was to turn community centre parking lots into a mini-mart with local artisans’ work, or gardening on abandoned grass space.

The group also focused on educating citizens and creating a culture of positive personal energy, which could also be achieved through a documentary series. Schools or businesses could create social groups that valued low-impact activities, such as kayaking.

*He that will not reflect is a ruined man.*

- *Asian Proverb*
The participants at this table agreed that communities play an important role in solving energy problems, as they are able to create a critical mass around energy issues. A noteworthy point from this table was role of sports, art, and culture in developing a strong community with active citizens. Strong community participation is required for a substantial shift in energy consumption and conservation to occur. There was also a strong interest in how suburban communities could underscore a sense of culture and inclusivity. The group discussed more sidewalks, fewer cars, shared spaces, and neighbourhood meetings. In addition, the group also agreed that there is a need for more robust waste management and recycling systems.

VISIONING

The participants at this table agreed that communities play an important role in solving energy problems, as they are able to create a critical mass around energy issues. A noteworthy point from this table was role of sports, art, and culture in developing a strong community with active citizens. Strong community participation is required for a substantial shift in energy consumption and conservation to occur. There was also a strong interest in how suburban communities could underscore a sense of culture and inclusivity. The group discussed more sidewalks, fewer cars, shared spaces, and neighbourhood meetings. In addition, the group also agreed that there is a need for more robust waste management and recycling systems.

PRESENTATION

The group expressed their ideas and thoughts in the form of a letter writing activity. The participants collaboratively brainstormed a template to write letters to politicians, and then took five to ten minutes to personalize the letter template, addressed to the appropriate recipient on a topic of their interest that related to energy in their community. Common themes were unifying community, education, and reducing consumption at all levels. A notable presence at the table was Mr. Richard T. Lee, MLA (Burnaby North).
The Community table focused their action plan on skill-sharing and tool-sharing. Building community through the sharing of skills and ideas would create connections and bring residents together based on skills that could then expand to others. Skill-sharing and tool-sharing would build and strengthen communities and serve as a point of outreach to further the theme of ConservACTION.

Secondly, the group identified that resources on a neighbourhood scale could foster lower environmental impacts while building connections within communities. In addition, the organization of skill-sharing and tool-sharing initiatives through social media outlets like Facebook and Twitter were recognized as ways of communicating this action plan.
Discussion at this table began with creating a 50-year vision of the future of energy on a global scale. There was passion for reducing our global reliance on oil, and general frustration towards the fuel and energy consumption of large corporations. The discussion took a positive turn when a participant shared a recent scientific discovery: butterfly wings have tiny solar collector scales that fuel their continental migrations. These scales inspired scientists to improve solar technology. The remaining discussion then re-focused more optimistically on lessening our dependence on fossil fuels by changing our mindset about oil. It was recognized that in order to make people question their reliance on oil, they need to know that there are reliable, accessible, and convenient alternatives.

Participants soon realized that a 50-year window was not an appropriate frame for discussion regarding technological innovation to meet current fuel demand. They saw the answer to our oil dependence as a culture change, in which all individuals would be personally invested and empowered. The participants felt that this type of grassroots shift typically faces barriers of accessibility and reliability which are too large to be overcome by individuals working alone.
Breakout III focused on addressing these barriers. Participants concluded that institutional support is necessary in order for human ingenuity to fully address our society’s problems of oil-dependence and to effectively implement solutions such as infrastructure retrofits. The group agreed that federal and provincial government need to support green initiatives. Financial institutions need to offer opportunities to invest in the technology and innovation that we need to eliminate our dependence on oil.

**Presentation**
The Green Technologies table made a collage with magazines, newspaper, photos, and sketches, based on favorite ideas from the discussion. The collage demonstrated three main focus points: human ingenuity, retrofitting infrastructure, and reducing dependence on gas.

**Action Planning!**
The group discussed compiling a standard for rating green products to avoid ‘green washing’ scams and promote truly sustainable choices for consumers. In addition, a reliable inventory of green energy companies and companies offering certified green products would provide options for knowledgeable investment. This could provide the basis for an inventory of banks and credit unions with diversified portfolio and "green technology" investment options.

A second action was proposed, for government backed green bonds that would empower individuals to directly support new green technology development. Participants were particularly interested in the potential of developing an option to refuse tax refunds, instead having them re-invested in new, green energy technology. This could also potentially build on the reliable ‘green inventory’ discussed for the first action.
Waste Management

Visioning
One of the main ideas put forward at the Waste Management table was to ban plastic packaging and plastic bags. Another strong idea was that the waste made in Burnaby never leaves Burnaby, which was closely connected with the concept of closing the loop. For example, a store that produces plastic bags or sells milk in bottles must accept them for reuse or recycling when a consumer returns them. It was also suggested that recycling factories and landfills for Burnaby’s waste should be based in Burnaby in order to facilitate a closed loop process. Participants felt strongly that education about waste reduction and management is very important, starting from kindergarten and continuing until graduation. Further, they agreed that the need for increased public education and campaigns to improve waste management knowledge is greatly needed, for example at music festivals and public events. Other suggestions made to reduce waste include paying deposits on reusable plates, banning bottled water and selling cheap reusable water bottles.
Presentation

This table created a mural as their creative medium. Each participant was encouraged to artistically represent their favorite idea from the discussion, using paints, markers, crayons, sparkles, and other craft supplies to enhance their artwork. The ideas represented on the banner included composting human waste, keeping waste created in Burnaby within Burnaby, improvement of waste sorting, recycling rainwater, Mechanical Biological Treatment of waste, banning plastic packaging, closing the consumer loop, and questioning the time spent consuming versus time spent dealing with waste.

Action Planning!

The Waste Management participants focused on community waste reduction strategy meetings as their primary action plan. They felt that having community meetings represented a grassroots effort that would reveal a demand and interest for policy solutions for the region. Community meetings would help the public spread and share strategies and ideas for waste reduction and waste management. In addition, the group felt that this type of meeting would have the potential to use creative presentation media such as theatre, art, writing, and dance for engaging presentations.

“I feel more confident than ever that the power to save the planet rests with the individual consumer.”

- Denis Hayes
The Transportation table discussed many depths to the many questions surrounding transportation. They envisioned having half as many roads, with every other road as green space. This idea raised questions of feasibility and compliance of local businesses. The group agreed that this idea could increase foot traffic, and provide space for community gardens. This would require our society to move to a clean transit system with electric cars, bikes and an electrically run underground subway. Another noteworthy point was envisioning the SkyTrain running 24 hours a day. This would result in fewer cars on the road, less accidents and safer ways to get places at all hours of the day and night. Furthermore, participants reached a consensus that cycling could be a healthy and clean alternative to driving in Burnaby, and agreed that bike storage lockers and showers in every business building should be required to allow for cycling convenience.

The Transportation table presented using a Banner Painting. Each participant added something to the image a previous participant had painted. One of the first drawings on the banner was a gondola going up Burnaby Mountain for SFU students. The next image was to make every other street a green space for community gardens. The banner gradually grew to include farm animals to help provide local food, all-night SkyTrains with parking lots close by, narrower roads, car pooling, commuters walking or cycling to work on safe bike and foot path, and affordable housing to reduce commuting time. Lastly, a crown was drawn to represent the politicians in power to help make these changes.
**Action Planning!**

The Transportation group’s key action plan was to lobby for all night SkyTrain service since the demand for late night transit is increasing with the new drinking and driving laws. It was agreed that the lobbying could be a combination of rational letter-writing and petitioning to gain attention from government and institutions, and radical actions, which would be a planned SkyTrain late night sit in to increase public awareness and attract media attention.
PART II SUMMARY

Our public dialogue’s eight interconnected energy themes encompassed a wide variety of innovative ideas for North Burnaby’s energy future. By bringing community members together to share and envision their community’s energy future, more change is possible. The broad visioning allowed participants to be open-minded and audacious with their visions. The presentations helped share ideas creatively and in engaging formats, and the action plan specified a detailed plan to implement change in North Burnaby.

“The open-minded see the truth in different things: the narrow-minded see only the differences.”

- proverb
The ConservACTION dialogue that took place on November 17, 2010 cultivated a new and innovative vision for the energy future of North Burnaby. It was successful in bringing people together to share their ideas and imagine a future designed by the community, for the community.

Energy was an extremely appropriate topic, as it has an impact on every one of our lives. Citizens have the most power over their energy consumption through conservation, but individual conservation is not enough. This dialogue expanded the definition of conservation beyond individual reduction to imply community based actions to reduce demand for energy.

The structure of this event required participants to step outside of the status quo, both through the audacity of their ideas and also through creative presentations. Though this structure had an inherent risk, the quality of the ideas and performances showed the enthusiasm and commitment that this community had in shaping its future.

There is a mountain of desire for civic engagement at many community levels, demonstrated clearly in the community of North Burnaby. Evidently, there is real potential to organize successful dialogues and other community building events to tap into this enthusiasm. This dialogue demonstrated that enabling residents with the opportunity to envision their own future can be empowering, and that these residents are both willing and capable planners.

On November 17th, the community showed an energetic desire to connect, collaborate, and find proactive solutions; this was dialogue at its finest. We encourage you to tap the inspiration generated at this event to develop further outlets for the enthusiasm of this community and all other communities in need of a vision. The power is yours!
APPENDIX I: THE PLANNING PROCESS OF THE PUBLIC DIALOGUE

PLANNING CONSERVATION took the commitment and effort of eighteen students, a world of patience, and a fascinating collaborative process to make it happen. The planning process was not designed from the beginning, but took shape as we went along. It was based upon inclusion and equality between all the members of our class.

Our first choice on process concerned how decisions would be made. We agreed that we would make decisions on a consensus basis, setting ourselves up for a complicated process, but in return providing inclusivity for ownership from everyone involved.

We broke into committees to plan the details, including venue, concept, budget, food, advertising, and programming. Each committee was composed of 4-6 members who did preliminary research on their subject and then reported back to the class with ideas and proposals. All members of the class were able to give their input on major decisions.

This structure meant that we frequently met in a large group for lengthy meetings, facilitated by a rotating designated student. As a result, all of us had the opportunity to practice facilitation skills before the event. Our process was lengthy and at times tedious, but because we came to consensus on decisions and made major decisions as a whole group, every student in the class felt ownership throughout the planning. This helped to create a cohesive and successful event that was relevant to the local community and also was an invaluable learning experience.
Bring your imagination... 
Join SFU’s Undergraduate Semester in Dialogue in redefining conservation. 
Through action-oriented conversation, we will explore the bright energy future of North Burnaby. 
What does it look like? 
How do we get there? 
*The power is yours!*

**CONSERVATION ACTION**

**Designing North Burnaby’s Energy Future**

DINNER 5–6PM + DIALOGUE 6–9:30PM

LOCHDALE COMMUNITY HALL
490 SPERLING AVENUE  BURNABY

WEDNESDAY NOV. 17, 2010

FREE • RSVP DIAL@SFU.CA

[www.conservaction-dialogue.com](http://www.conservaction-dialogue.com)
This event could not have happened without advertising! Members of the dialogue class used flyers as an aid to let local residents know about the event, and in door-to-door advertising in the local neighbourhood. The second of the flyers included here is a reminder for participants leaving ConservACTION that there is an avenue to continue the discussion via an online forum.

APPENDIX III: FLYERS
APPENDIX IV: EVENT SCHEDULE

5:00-6:00pm: Dinner
- Welcome participants at the tables
- Orientation to the space, time to engage with the passive programming in the room
- Facilitated introduction at tables

6:00-6:20: Introductions
- Creative presentation from members of the UGSID based on the theme “What is ENERGY”
- Introduction by MCs
  - Official Welcome (including guests, sponsors, special guests)
  - Community Agreement
- Explanation of Breakout I

6:20-6:30pm: Breakout I - Broad envisioning
Our first breakout group was focused on the broad visioning of a bright energy future
- Discussion to explore perceptions of:
  - What is energy?
  - What needs to change in North Burnaby?
  - What are participants’ visions for the future of energy in North Burnaby?
This was a quick “brainstorm” to explore the diversity of issues related to energy.
10-minute break

6:40-7:55pm: Breakout II – North Burnaby’s energy future
Tables were assigned one of eight specific topics. Participants were asked to choose a table:

- Electricity
- Waste Management
- Food
- Transportation
- Designing Human Spaces
- Fuel Sources
- Personal Energy & Lifestyle
- Community

A different creative medium was used to present each envisioning discussion to the entire audience. Groups presented using theatre, painting, poetry, collage and letter writing.

10-minute break

8:20-8:50pm: Breakout III – Actions
Each table brainstormed actions that could turn their visions from the previous session into reality.

8:50-9:10pm: Closing
- Sharing of actions via the Action Board
  - Representatives of each group presented their key action ideas by posting to the Action Board and briefly explaining each key action
- Closing remarks
- Networking period (continued until 9:30pm)
### Appendix V: Guest List

<table>
<thead>
<tr>
<th>Alexander Kennedy</th>
<th>Devin Arsenault</th>
<th>Jim Malestre</th>
<th>Paula Nowak</th>
<th>Sydney Behnsen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anarella Calderoni</td>
<td>Dyanne Wayland</td>
<td>JF Brandon</td>
<td>Rey Corpuz</td>
<td>Sylvia Richardson</td>
</tr>
<tr>
<td>Andrew Radzik</td>
<td>Erin Brown</td>
<td>John Hu</td>
<td>Richard Lee</td>
<td>Tazzio Calderoni</td>
</tr>
<tr>
<td>Barbara Frisken</td>
<td>George Rahi</td>
<td>Josh Carpenter</td>
<td>Robin Macqueen</td>
<td>Ted Kirkpatrick</td>
</tr>
<tr>
<td>Betty Ann Osler</td>
<td>Gigi Corpuz</td>
<td>Juan Anaya Ramirez</td>
<td>Ruth Wiseman</td>
<td>Terra Dickinson</td>
</tr>
<tr>
<td>Bob Elton</td>
<td>Gregory Bartle</td>
<td>Karleena Enns</td>
<td>Ryan Chantree</td>
<td>Tracy G</td>
</tr>
<tr>
<td>Bridget Hardy</td>
<td>Hannah Carpendale</td>
<td>Katie Gillespie</td>
<td>Ryan Klesc</td>
<td>Trish Webb</td>
</tr>
<tr>
<td>Bronwyn Larsen</td>
<td>Haydee Iglesias</td>
<td>Kevin Cooper</td>
<td>Ryan Rainey</td>
<td>Troy Nielsen</td>
</tr>
<tr>
<td>Caelan Griffiths</td>
<td>Helen Chris</td>
<td>Kyle Smith</td>
<td>Sanford Osler</td>
<td>Victoria Lawson</td>
</tr>
<tr>
<td>Casey Haber</td>
<td>Helen Ward</td>
<td>Laurel Martman</td>
<td>Sarah Herring</td>
<td>Vinu Subashini Rajus</td>
</tr>
<tr>
<td>Carmen Hung</td>
<td>Henry Pollard</td>
<td>Lindsay Langdale Graf</td>
<td>Sarena Talbot</td>
<td>Wendy Lee</td>
</tr>
<tr>
<td>Charlotte Adamson</td>
<td>Irja-Liisa Lantela</td>
<td>Loveneet Boyal</td>
<td>Scott Owens</td>
<td></td>
</tr>
<tr>
<td>Chris Swanson</td>
<td>Isaac Gilbert</td>
<td>Maria Persdotter</td>
<td>Sean Wilkinson</td>
<td></td>
</tr>
<tr>
<td>Christa Pollard</td>
<td>James McNish</td>
<td>Marilu Calderoni</td>
<td>Shannn Beers</td>
<td></td>
</tr>
<tr>
<td>Claire Mansfield</td>
<td>Jean Wilkinson</td>
<td>Mark Winston</td>
<td>Shiraz Ramji</td>
<td></td>
</tr>
<tr>
<td>Conor Chambers</td>
<td>Jen Tooley</td>
<td>Michelle Murvai</td>
<td>Sianna Wiltzen</td>
<td></td>
</tr>
<tr>
<td>Dave Dickinson</td>
<td>Jerry Lum</td>
<td>Monica Ashwell</td>
<td>Stefan Lorimer</td>
<td></td>
</tr>
<tr>
<td>David Lawson</td>
<td>Kaoru Ochai</td>
<td>Nick Duran</td>
<td>Stephanie Corpuz</td>
<td></td>
</tr>
<tr>
<td>Dawn Dickinson</td>
<td>Kate Lannon Samson</td>
<td>Olivia Brooke</td>
<td>Stuart Richardson</td>
<td></td>
</tr>
<tr>
<td>Derek Wilkinson</td>
<td>Matthew Lum</td>
<td>Paul Kadota</td>
<td>Sunny Brar</td>
<td></td>
</tr>
</tbody>
</table>
Food | Make a Personal Commitment to Buy Local Food!
Food | Help People Eat Locally and Seasonally Through Skill-Sharing Workshops
Electricity | Reality Show: Energy Producing Home
Electricity | Documentary on Energy Production/Consumption here in BC
Designing Human Spaces | Youth Pass: Reduce Unnecessary Parent Driving with a “Y-Pass” for Transit
Designing Human Spaces | Community Walks: Reduce Unnecessary Parents Driving by Creating Safe Spaces
Lifestyle & Personal Energy | Community Bond
Community | Skill Sharing/Idea Sharing: Have an interest? Why Not Organize a Skill-Share Around it!
Community | Re-Tooling/Hardware Sharing
Fuel Sources & New Green Technology | Education/Info: Create a Reliable and Accountable Document/List of "Green" Companies
Fuel Sources & New Green Technology | Push For Green Bonds: Government-Supported Investment Options for Secure Investment
Waste Reduction & Management | Community meetings to share and spread waste reduction strategies
Transportation | Rational + Radical Action: All Night Skytrain
This event could not have happened without our sponsors. Our class wishes to express our gratitude to the following organizations for their help in making this event a success:

- Cobs Bread (Kensington Plaza)
- Club Ilia
- Hills Bakery
- Natureland Products
- Gorilla Food
- Pro-Orgnics
- Anton's Pasta Bar
- Ethical Bean Coffee
- Cookies of Course
First and most importantly, thank you to the residents of Burnaby and all participants who attended ConservACTION, your ideas and actions were incredible and reached far beyond our expectations. Thank you for coming with open minds and creativity. Your willingness to be involved fully in this process shows a dedication and passion that is vital to create a mindful and involved community. You are incredible people, with amazing ideas; take them to the next level! The power is yours!

ConservACTION would not have been possible without the inspiration provided by Trish Webb, Director - Corporate Sustainability at Translink and Bob Elton, former CEO of BC Hydro and special advisor to the board. These individuals are passionate and committed to issues surrounding energy policy, management and use; it was through our dialogue with them that we discovered a vision for ConservACTION. Trish and Bob have been highly supportive of the Semester in Dialogue program, and continue to be an inspiration to the class.

A special thanks to the professors at the Undergraduate Semester in Dialogue; Ted Kirkpatrick, Barbara Frisken and our program director Mark Winston. The Semester in Dialogue program is a fantastic avenue for civic engagement. We all have the power to influence decision-making at any level, even for large issues concerning the production, consumption and use of energy. Our professors have inspired and guided this personal journey for each of the class members, and their advice will continue to guide us beyond the classroom.

Most of all, thank you to the Semester in Dialogue class of Fall 2010. We have evolved over the semester, but no matter where our personal journey takes us we remain rooted in our experiences. We helped each other grow and will always have the knowledge we shared from the unique and exceptional way in which we created this dialogue event. It was truly an extraordinary event, which reached a standard far beyond all expectations; an event that only we could have created.