

Activity 13

Theme Days

Goals:

- Collaboratively educate your team and coworkers about environmental, social and economic sustainability.
- Draw attention to sustainable activities by designating one day to one specific issue of concern.

Outcomes:

- A better understanding of and personal relation to issues of sustainability.
- A sense of community and partnership among faculty, staff, and students.
- Heightened overall social and environmental responsibility.

Background: A theme day is an excellent tool for educating the public and raising awareness of today's environmental, social and economic concerns. By choosing a creative, eye-opening approach to environmental literacy, you can inform a broad audience while having fun and changing up your usual daily schedule.

The Government of Canada can designate a special day, week, month or year by Royal Proclamation, legislation, declaration by the Prime Minister, or by a Motion in House (Government of Canada, 2008). Non-profit organizations and international bodies such as the UN have also created special thematic times. There are many national days related to environment and social issues that your team can support. Your team's support can be shown in a variety of ways from raising awareness and educating, to collecting donations or sporting the cause's representative colors.

- For a list of annual environmental and sustainability focused days check out the "Sustainability Calendar" located on the educational material section of the Office's website

Suggested Time: 1 day

Place: Set up booths or awareness stations in your office, building, residence floor, or all over campus.

People:

- Theme Day Planner
- Promotional representatives
- Participants (as many as possible!)

NOTES:

STEP 1

- Check out the Sustainability Calendar for events and event dates
- Collaborating with team members, pick an upcoming national event your team would like to support

STEP 2

- Decide how you would like to support this event, be CREATIVE!

Choose from the activity plans to find suitably related activities. One idea would be to hold a lunch and learn session about the cause.

Try to minimize your ecological footprint by reusing materials.

STEP 3

- Promote the approaching special day by circulating emails, create a Facebook event, Create/ color posters on the back side of already used paper, newsletter, etc.

STEP 4

- Emphasize the importance of the day when it arrives by speaking to classes or holding a social event

Follow up:

- Donate any funds raised to a related, local non-profit organization.
 - Pitch your story to an on-campus media groups and spread the word and encourage others to celebrate these designated days.
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Examples:

- Waste Reduction Week: October 19-25
- Held every October to raise public awareness about how waste impacts on the environment, society and the economy. Our motto for Waste Reduction Week is *Too Good To Waste*. For more information please refer to Clean Nova Scotia's website at: <http://www.clean.ns.ca/default.asp?mn=1.377.389.434.437>
- International Day for the Elimination of Racial Discrimination – March 21.
 - Established by the United Nations in 1966, the International Day for the Elimination of Racial Discrimination raises public awareness of the issue of racism through various activities that take place across Canada.
- National Wildlife Week – the second week of April.
 - Established in 1947, National Wildlife Week is celebrated during the week that includes 10 April, the birth date of the late Jack Miner, one of the founders of Canada's conservation movement.
- Aboriginal Awareness Week – May 20-23.
 - Aboriginal Awareness Week aims to increase awareness of Aboriginal cultures among public service employees.
- Canadian Environment Week – June 1-7.
 - Canadian Environment Week coincides each year with World Environment Day (5 June) and aims to raise public awareness of the environment and of the benefits linked to its protection. The week encourages and celebrates local community action.