



Annual Report 2020

Letter from the Leadership

This year has been an historic one for GreenLearning, full of learning and introspection about building resilience in the midst of tough challenges, while using technology and innovation as tools to further the important work of environmental education. And while changing focus is not always easy, most times, it is necessary. The global COVID-19 pandemic of 2020 necessitated physical distancing, isolation and ultimately, a shift in how we develop and deliver environmental education at GreenLearning.

Reflecting on the State of Education and Digital Tech

At the onset of the pandemic, a sudden rise in the number of e-learning platforms and the prioritization of online school over in-class instruction meant that our team had to constantly innovate and pivot, working very hard to meet the growing needs of teachers and educators who unlike before were now grappling with the demands of teaching via a computer screen plus all the resulting technical know-how it required. Through creativity and innovation, teachers created exceptional Google classrooms and virtual learning environments for their learners.

As school communities adjusted to the realities of online teaching, we were also faced with new challenges. And at the same time, delivering on environmental education through the lens of diversity, equity and inclusion became a necessary and highly important piece of our work. Through it all, we found new ways to develop innovative programs, pivot our marketing efforts and foster strategic partnerships, all of which enabled us to not just survive but thrive. Pivoting has taken our organization through various seasons and we have learned to embrace the changes by staying flexible and nimble in our approach.

Despite a tough year, teachers have risen to the challenge by adapting to technology. They created innovative Google classrooms and integrated digital tools. Traffic to our website is also an evidence of teacher adaptation and we foresee that this will only increase even when in-person classroom instruction returns.

Finally, in 2020, GreenLearning also turned 10 years old and we would like to thank you for sticking with us in our goal of empowering learners towards a greener world. If you are new here, we hope you will join us on an exciting and rewarding journey!



Mary McGrath
Executive Director



Making A Difference Through Environmental Education!

GreenLearning creates free education programs about energy, climate change and green economy that engage and empower students to create positive change for our evolving world. Our programs include both hands-on and critical thinking activities to equip teachers with the educational tools they need to help students understand complex environmental issues.

To build our programs, we combine input from national surveys and consultations with teachers and education professionals to inform our teacher writers. All of our lessons are piloted with teachers and school boards and revised based on their feedback before we make them available.

Mission: To develop innovative teaching tools and rich educational experiences that empower youth to effect positive social, economic and environmental change in their own lives, schools and communities.

Vision: A generation of youth who are informed and inspired to actively create a sustainable and just world.

Our Philosophy



Create Change

Students identify and research issues that matter to them, and then create solutions. By building connections with experts and the community, they put their solutions into practice, and measure their resulting impact.



Inspire Educators

We have designed our materials to meet a broad range of curriculum expectations using an inquiry driven approach and an emphasis on leveraging technologies to meet learning outcomes.



Engage Youth

Our model focuses on building global competencies that are essential for youth to successfully navigate the evolving demands of life, work and learning in a world that is shrinking as the need for local actions grows.

2020 Highlights



11

Education Programs



164

Resources



6

STEAM Challenges



49,111

Website Users



138

Countries



690,246

Kg of GHGs Saved



Top Programs

Like most organizations, GreenLearning's program schedule and activities for the school year were interrupted by the global COVID-19 pandemic. However, the team swung into action - making swift and quick adjustments in order to accommodate the new at-home learning environment of students across the country. It was no easy feat but by working together as a team, we launched a series of five new programs suitable for in-class instruction, virtual school and hybrid learning environments. A summary of these programs and resources are detailed below.



Decoding Carbon

In the spring of 2020, we launched Canada's first ever education program on climate change policy - Decoding Carbon. This program informs learners about climate change, and the need to have good climate policy. Three teachers helped inform the development of the module with numerous experts who acted as advisors and lent their expertise in the review of the program, including members of the Canadian Institute for Climate Choices and Climate Action Network Canada.

Decoding Carbon includes an Indigenous activity which explores the need to understand and incorporate Indigenous perspectives when developing climate policy. The program culminates into a challenge where learners come up with a new climate policy for Canada as youth advisors. In the Spring of 2020, a teacher from Crescent Heights High School in Calgary Alberta successfully completed the challenge with her grade 10 science class during a time when most schools began the switch to a distance learning environment.



In 2020, Decoding Carbon received a total of 2,332 website users and 1,494 page views



Energy Revealed

In this program, youth across Canada explore what it takes for their schools and communities to become more energy efficient. By gathering baseline data on real-time energy consumption at school using innovative technologies, students undertake key actions to achieve energy savings. In 2020, the two year pilot of this program in partnership with Alberta Council for Environmental Education (ACEE) came to an end.

A School Earth Hour Challenge was developed in the winter of 2020 as a way to measure the energy saving impact of a school's lights out event. However, with the COVID-19 lockdown of Spring 2020, we pivoted the program and developed a Home Energy Audit Challenge in order to respond to the needs of educators and learners who were now working and learning from home.

This Home Energy Audit provided hands-on learning for digital classrooms as well as enabled families to heighten their understanding of their energy use while having fun at home. The program came complete with a fun, yet informative activity page, educator resources and a home energy 'detective' worksheet. A specific communications plan was put into place for this which included paid Facebook Ads. This also provided a way for us to engage funders in social media posts.



In 2020, Energy Revealed received a total of 3,740 website users and 10,007 page views.



Flood:Ed

Using interactive tools to assess and share their school's flood preparedness, Flood:Ed helps students understand the impact of flooding and invites them to explore ways they can prepare against a flood event at home and school. With the generous support of Intact Foundation, we made significant updates to our Flood:Ed program to facilitate the shift to distance learning and online education.

While preparing to launch the new activities for a busy March to May season, we quickly adapted to the emergence of major disruptions to the school year by continuing to innovate in the area of learn-at-home and distance education activities, taking advantage of educator interest in digital resources. We created new activities and tools for learning at home, which resulted in high levels of traffic to the program but with a minor downside of not being able to capture the youth engagement in ways we might typically do within a classroom setting.

In the height of the first COVID-19 lockdown it became apparent that families and educators needed fun activities they could do at home. In order to meet those needs a Home Flood Protector Scavenger Hunt was developed as part of the Flood:Ed program. This home-based activity was great for digital learning, as well as provided an opportunity for the whole family to learn more about how to protect their home from flooding.

Additionally, to provide a more cohesive experience for educators and learners, the Stormwater Challenge was merged with the Home Flood Protector Scavenger Hunt to create a cohesive Flood:Ed challenge, which encourages learners to create a flood resilience plan for their school. A microsite was also developed to reflect the changes.



In 2020, Flood:Ed, Stormwater Challenge and the Home Flood Protector Scavenger Hunt received a total of 5,035 website users and 10,368 page views.



Re-Energy

This year, our most popular program, Re-Energy which teaches youth about renewable energy and clean technologies went through a number of key updates. Re-Energy is one of GreenLearning's legacy and most loved programs. In 2020 the program was expanded to include an Electric Vehicle Module as well as Energy Storage Module in collaboration with People for Energy and Environmental Literacy (PEEL).

The two new modules included new activities as well as construction plans of models of these technologies including an electric vehicle, penny battery and flywheel module. Two separate microsites were developed to house the new modules. We also recorded an instructional video on "How to Make a Biogas Generator." Finally, we created take action or challenges for all the modules in and merged them into one all-encompassing program called Re-Energy Challenge.



In 2020, Re-Energy, Re-Energy Challenge, Electric Vehicles and Energy Storage received a total of 14,607 website users and 29,383 page views.

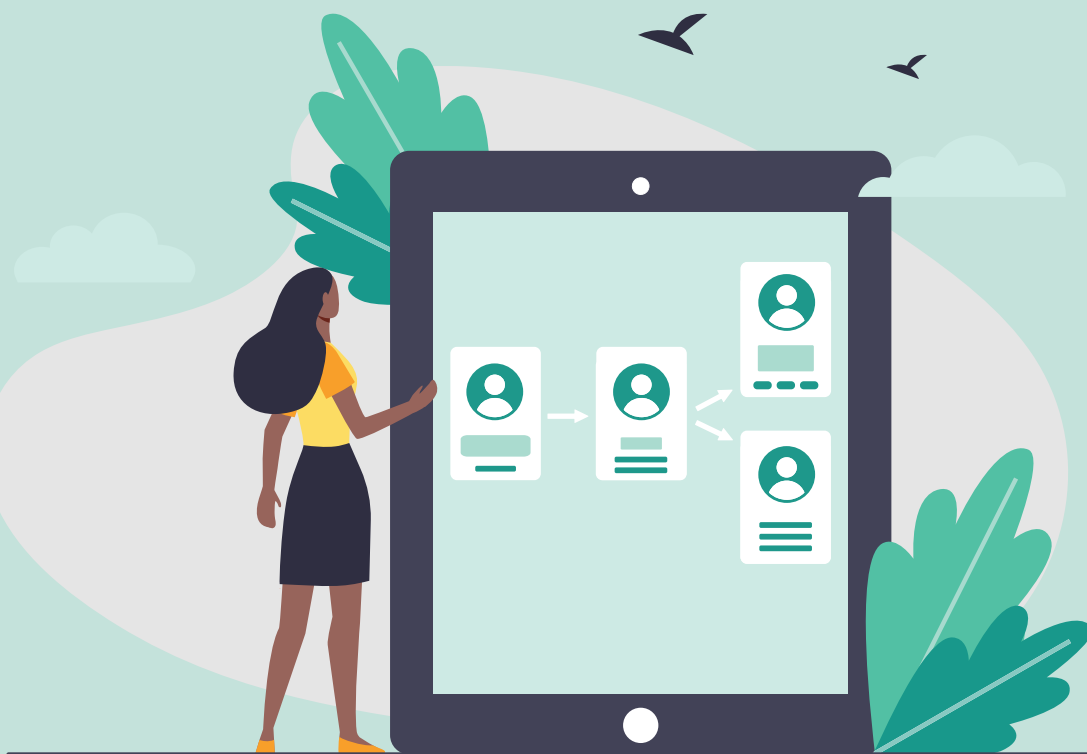


Monthly Activity Calendars

Activities in the form of a monthly calendar full of daily, bite-size lessons were created for the entire school year - September - June. These calendars related to important dates in the calendar (for example World Wildlife Week) and provided entry points into GreenLearning's materials. A monthly spark activity was also created for each school month leveraging GreenLearning's spiral inquiry model.



In 2020, the monthly calendar received a total of 387 website users and 1,196 page views.



Digital Success Stories

In 2020, GreenLearning realized how well-prepared we were as an organization for the rapid shift to virtual learning. This was because we already had been operating as a virtual organization with tonnes of amazing digital resources and experiences. However, we learned so much through this period of innovation that there are so many new tools available. So we spent a great deal of time listening to educators and youth while becoming more invested in building the foundation of a new online platform and experience for GreenLearning's audience.

Building on the previous year of market research and collection of feedback from our target audiences, we now had enough content and material to inform major design decisions. It was time to start designing our new web platform, taking into consideration all the input we had received from both our community and experts. With help from our User Experience and Product Designer, we were able to sketch a detailed blueprint and framework for our new website, taking into consideration the entire customer's journey road map.

At this time, we consulted with Lesley Warren Design Group on branding and visuals, held meetings with an inbound and digital marketing expert at GrowFox while relying on technical and web development expertise from The Well Creative Consultants. Together, all stakeholders working on this project delivered to the deadline on their tasks, paying attention to details towards the anticipated launch of the website, which we expect will happen next year!



GreenLearning
@GreenLearning

Way to go! The nachos looks yummy and mini pizza sounds delish! It's amazing what your solar oven can do!



Matteo @matteo_vecchio · May 7, 2020

My solar oven can reach temperatures of at least 120F but it looks like I might need a better thermometer! I made some delicious nachos and cheese & now it's time to try making some mini pizza. Stay tuned! @GreenLearning



Matteo @matteo_vecchio

So excited to be participating in this years @GreenLearning solar oven challenge. Stay tuned to see my solar oven made out of recycled materials.



GreenLearning @GreenLearning

Our class is hard at work virtually building and testing our solar ovens for the @GreenLearning national solar oven challenge. This weekend was perfect weather for testing them out. More pictures and recipes to follow shortly! #HsAidsTwolves #HsAidsInspires



GreenLearning @GreenLearning

Wow! Your solar oven looks really cool. We cannot wait to see how it heats up and what you bake in it! 🍕

Matteo @matteo_vecchio · May 4, 2020

My solar oven is built! And now I'm testing how well it can use light and heat emitted from the sun to cook food. The plastic windows in the tube work like a greenhouse allowing sunlight to pass in while also retaining heat. @GreenLearning



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There are simple ways to save energy at home! Our #HomeEnergyDetective scavenger hunt teaches students & families how to save energy and lower utility bills. In collaboration with @AlbertaEE as part of #EnergyRevealed with financial support from @RBC @ENMAX @efficiencyAB @Suncor



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Challenge students to become Energy Engineers today! Test their design & construction skills in the Re-Energy Challenge! With financial support from @RBC @AlbertaEcotrust @efficiencyAB ow.ly/olcq50zQlbl #redchat #edutwitter #homeschooling #ReEnergyEngineer #homeschooling2020



From the Social Sphere

Conversations from Twitter!
Tag us in your posts:
@GreenLearning



Financials

REVENUE	2020	2019
Grants	444,478	522,440
Government Pandemic Support	123,236	0
Donations	1,450	5,655
Interest	378	678
	569,542	528,773
EXPENSE		
Wages and wage costs	328,166	313,678
Contractor services	99,007	143,115
Amortization	11,078	11,078
Advertising	8,499	2,327
Collaboration space	8,352	7,834
Project materials and supplies	7,149	19,822
Professional fees	6,101	6,025
Computer support	4,872	12,252
Travel	3,621	8,129
Insurance	2,962	2,619
Unrecoverable GST	2,392	3,594
Rent	1,180	8,780
Interest and bank charges	553	608
	483,932	539,861
Excess (Deficiency) of Revenue over Expenses	85,610	(11,088)

Thank You to Our Supporters and Collaborators

We would like to say a big and heartfelt THANK YOU to all our supporters and collaborators! We could not have achieved everything we did this year without your help and support. We appreciate you for supporting our projects with your time, effort and resources.

Supporters

- Dow Canada
- ENMAX
- Intact Foundation
- Echo Foundation
- RBC Foundation
- Suncor Energy Foundation
- Laidlaw Foundation
- Peter Gilgan Foundation
- Chisholm Thomson Family Foundation
- Energy Efficiency Alberta
- Environment and Climate Change Canada - Climate Action Fund
- Trottier Family Foundation
- Career Launcher - Colleges and Institutes Canada
- Service Canada - Canada Summer Jobs
- Canada Green Corps - United Nations Association of Canada
- Eco Canada
- Alberta Ecotrust

Collaborators

- Alberta Council for Environmental Education (ACEE)
- EcoSchools Canada
- Intact Centre on Climate Adaptation - University of Waterloo
- People for Energy and Environment Literacy (PEEL)
- Peel District School Board
- Green Planet Energy Analytics
- Solas Energy Consulting
- Indigenous Clean Energy
- Taking IT Global





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