

green 
learning.ca

2019

ANNUAL REPORT



Message from the Leadership: Supporting the Youth Climate Movement



Dear Friends,

2019 was the year of climate strikes as Greta Thunberg, Autumn Peltier and Vanessa Nakate rallied youth across the world to speak up on behalf of the environment, bringing global attention to climate change issues.

So many youth raised their collective voices on climate change protests across Canada and the world. They skipped school in a world-wide Fridays for the Future campaign and their efforts in galvanizing adults and leaders to take action was nothing short of inspiring.

As students led the conversation on climate change, catalyzing heightened awareness around the need for more environmental education and action in school settings and beyond, it drew attention to GreenLearning's work. We responded with new experiences and supporting tools to create climate action in their communities. By listening and shifting, GreenLearning continued to be a leader in 21st century approaches to education – offering learning that shapes the future and engaging youth to create their own real solutions at their local community or school level.

Many school boards and organizations in private and public sectors have also experienced an awakening. Some reports were released underlining the importance and urgency of combating the climate crisis. One of such was the report on **Canada, Climate Change and Education: Opportunities for Public and Formal Education.**

According to the report, educators want more opportunities for professional development on the topic of climate change. GreenLearning has been well-suited to meet this need through its vast experience in working with school boards to equip teachers with the tools and resources required to engage youth in climate change education effectively.

Our work is to provide education that fosters environmental solutions because youth want to be at the forefront of helping to solve the world's most complex challenges. We also recognize the vital role of educators in preparing youth for the future and the need for access to science-based resources.

Please continue reading as this annual report highlights some of our top achievements from the year.

Mary McGrath
Executive Director

A handwritten signature in black ink that reads "Mary McGrath". The signature is written in a cursive, flowing style.

ALIGNING WITH EDUCATORS AND LEARNERS

GreenLearning offers hands-on, practical environmental education programs so that...

- Teachers are better able to engage their students in learning and action on energy, climate change and green economy in a solutions-focused way that saves time and meets provincial curriculum.
- Students and youth can have an increased sense of personal urgency, better knowledge and understanding of their behaviours' impact on the environment so they can contribute to sustainable, prosperous and resilient communities.

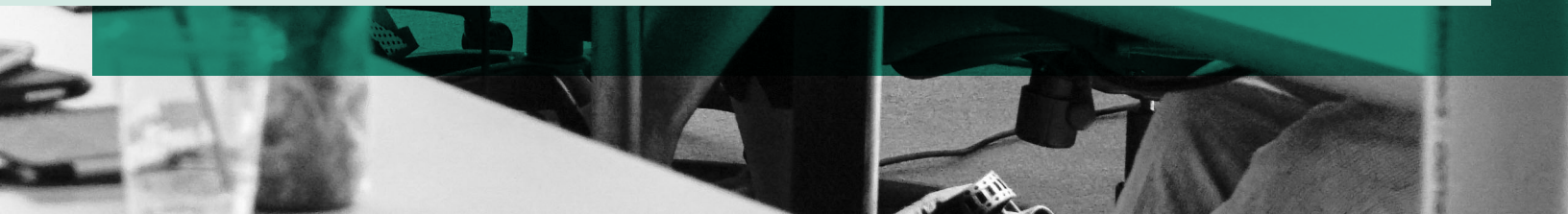
To build our programs, we combine input from national surveys and consultations with teachers and education professionals to inform our teacher writers. All of our lessons are piloted with teachers and school boards and revised based on their feedback before we make them available.

Our 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.

Our Vision

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





OUR MISSION IS ACHIEVED BY:

RESPONDING TO TEACHER NEEDS with resources developed by teachers to accommodate students' varied learning styles.

ADDRESSING COMPLEX AND CONTROVERSIAL ISSUES to provide students with opportunities to explore, test and participate in solutions.

DIRECT WORK WITH STAKEHOLDERS through our open module development process for educational resources.

MULTIFACETED LEARNING TECHNIQUES such as critical thinking, curiosity and collaboration that are integral to our activities.

BUILDING ACTION COMPONENTS IN OUR LESSONS to give students an opportunity to make a difference.

ALIGNMENT WITH PROVINCIAL CURRICULA for easy classroom integration.

ONLINE ACCESSIBILITY, which removes barriers to rich educational experiences.

SUPPORTING TEACHERS through professional development opportunities.

COLLABORATION with related organizations and agencies.

INCREDIBLE TEAMS that are small but effective with the experience, innovation and entrepreneurial skills required to grow GreenLearning into the future.

TOP 2019 HIGHLIGHTS

30,861

educators visited our website



155,614

page views on our programs from educators and youth



2ND YEAR

of Energy Revealed pilot engaged 24 schools in Alberta



HOSTED TEACHER FOCUS GROUP

on July 10, 2019 at the Kitchener office



HIRED

a User Experience and Product Designer to work on new website



PROVIDED EMPLOYMENT EXPERIENCE

for four summer co-op students



PROGRAMS: AT A GLANCE

CLIMATE ACTION 150

An extension of our Climate Change Where I Live program, Climate Action 150 is a national youth dialogue on climate change in which young Canadians investigated the challenges and opportunities of climate change in their communities and launched over 50 action projects.



COME ALIVE

Every year in the Spring as plants start to grow and flowers begin to bloom, students will have an opportunity to get their hands into soil, clay and a range of learning activities to make the vital topic of water and climate change come alive in the the classroom.



RE-ENERGY

The Re-Energy program inspires and engages youth as the innovators and architects of a green energy future. The program is a suite of four modules, each one focused on harnessing a different kind of renewable energy – solar, wind, water and biogas.



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.



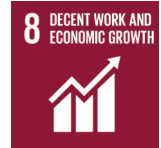
FLOOD:ED

Flooding is the most common natural disaster in Canada. 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.



LENDING A HAND

Students are introduced to the world of green economics as they engage in critical thinking and collaboration while learning about microfinance. Students connect to experts and become lenders as they select borrowers from around the world and witness the impact of their lending activities.



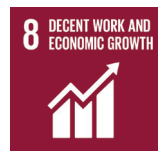
MAKE A SPLASH!

Everything from water quality and water levels in the lakes to the length of the outdoor skating season is changing. Using the Spiral Inquiry Method, students not only explore how climate change is affecting freshwater recreation but they also brainstorm the solutions and take action.



NEWSPARKS

The aim of Newsparks is to improve media literacy amongst youth by distilling the news into a format that easily enables classroom discussion. With each topic, students engage more fully with current affairs and become critical and perceptive consumers of media.



OIL SANDS EDUCATION DIALOGUE (OSED)

OSED teaches students about the oil sands from a variety of perspectives. They learn about oil production processes, how oil prices are set, and examine the environmental, social and economic impacts of an oil sands project through a simulated hearing and consultation.



SUCCESS STORIES

RE-ENERGY

With the help of a co-op student, GreenLearning filmed a series of tutorial videos for Re-Energy - namely the wind turbine and biogas generator construction activities.

In many parts of the world, biogas is a form of renewable energy that is used to heat and light homes, to cook, and even to fuel buses. Flammable biogas can be collected by using a closed tank in which animal manure is stored and where the gas accumulates.

Building the biogas generator involved taking a trip to Steckle Heritage Farms in Kitchener - a charitable organization committed to providing educational and recreational opportunities for children, youth, and families to connect them with the importance of agriculture. At the Farm, the GreenLearning collected animal manure for the biogas generator and also filmed part of the tutorial as well. The video can be viewed at the following links:
Wind Turbine: <https://youtu.be/1fVV5EG-jkM>
Biogas Generator: https://youtu.be/Pj_3lbt-6Gg

This year, 9,717 users visited www.re-energy.ca (total of 19,544 page views) to get resources and lesson plans on renewable energy and clean technologies to use in their classrooms or home learning environments.

Over 30 schools across Canada registered for this year's Solar Oven Challenge - an annual competition that merges science and engineering with culinary arts.



"I could not be more impressed with this challenge and the learning opportunities it provided my students. The students were extremely engaged and the learning that took place went beyond my expectations."

- Teacher, Hillside PS Mississauga, Ontario

ENERGY REVEALED:

Energy Revealed is a unique program for youth across Canada that is aimed at changing the way youth understand and interact with energy. By making energy visible as tangible data, youth can become expert energy managers in their own schools - having the opportunity to monitor their usage and measure both short and long term reductions in greenhouse gases.

33 schools participated in the program on a national level. The program was piloted across Alberta and in Peel Region, Ontario. Here is what one of our teacher participants had to say:

"I believe that real-world energy monitoring is the single most valuable way to enhance student learning. Many of the environmental or energy education activities that students engage with are through after-school clubs. Energy Revealed is finally something we can do with the class."

- Teacher, WestWood Community HS, For McMurray, Alberta

"We are thrilled to have been able to partner with an organization like GreenLearning to launch Energy Revealed, a program that we believe will heighten awareness of environmental issues among our students and give them the tools to effect real change,"

- Peter Joshua, Director of Education at Peel District School Board.

STORMWATER CHALLENGE

This year saw the development of an exciting challenge around stormwater. By engaging students to create action plans for their schools, this challenge empowered students to mitigate the threats of flooding in their community. We were excited to see so much enthusiasm for the launch of this new challenge.

283 educators used our Flood:Ed resources and 242 of them downloaded the Stormwater Challenge with over 80 schools registered to participate in the Challenge.



Teacher Engagement:

In 2019, over 30,861 educators visited greenlearning.ca and its online assets to access our range of environmental programs and resources for youth, making for a combined total of 155,614 page views.

The pages visited cut across different categories from climate change to energy efficiency, clean transportation and more.

On social media, our community in 2019 was highly engaged with a number that spans over 3,500 educators on Facebook, Twitter and Instagram.

ENERGY REVEALED

WRAP UP EVENT

Strategic and long-term relationships with education partners are paramount to the work we do at GreenLearning. In 2018, we were awarded a seed grant from the Ontario Trillium Foundation (OTF), which allowed us to pilot the Energy Revealed program in Ontario and partner with the Peel District School Board (PDSB).

In May 2019, we held a wrap up event to celebrate the pilot program's success and discuss next steps. This event took place at PDSB's head office where our staff were joined by their PDSB partners Tracy Appleton, Sustainability Specialist and Benjamin Ratcliffe, Energy Coordinator.



Three Trustees also attended including Stan Cameron, Balbir Sohi and Robert Crocker. Other additional PDSB staff in attendance included Jaspal Gill, Associate Director, Operational Support Services and Shahid Naeem, Manager of Sustainability. Special guest - Mississauga - Malton MPP Deepak Anand also joined the event and presented GreenLearning with a plaque.

Other collaborators in the Ontario pilot were Waterloo Global Science Initiative, and Karen Farbridge, former Mayor of Guelph and expert on Community Energy Planning. The event was covered by local media: <https://www.insauga.com/an-innovative-program-has-come-to-schools-in-mississauga>

REVAMPING THE DIGITAL EXPERIENCE

Innovation and technology is moving at a rapid pace - one that GreenLearning plans to keep up with in order to stay relevant and relatable. Our team spent a half-day retreat in Toronto on April 24, 2019 discussing creative ways to engage more teachers by building a unique user experience around all our programs.

All the teaching tools, lesson plans and classroom resources we provide are virtual and accessible online. However, an improved digital experience is central to enabling educators navigate seamlessly through all the web content. To make it easier for teachers and educators to access our programs in a way that allows us to track and measure success, we have embarked on a new website project. We cannot wait to unveil it to you soon!

A major part of our market research phase included hosting Teacher Focus Group meetings with educators and partners. We also sent out a survey as well to get their point of view on what makes a great user experience.



TEACHER FOCUS GROUP ON DIGITAL EXPERIENCE

On July 10, 2019, GreenLearning hosted a Teacher Focus Group and the purpose was to gather insights from teachers and educators about the ideal online experience around STEM-based, environmental programs for youth.

This research also took into consideration ways to improve GreenLearning's website and its digital assets. We followed up in the Fall with a survey and that also provided valuable data with which to make key decisions. Here is a summary of what educators had to say below.



STRUCTURE

According to the survey results, the top elements of the website's structure that matter the most in no particular order are the programs and resources, curriculum connections, videos, images and blogs/stories.

TRAFFIC

41% said they would visit our website monthly. To that end and on the new platform, we aim to provide you with new and up-to-date content on a regular basis such as blogs, infographics and case studies.

CONTENT

A whopping **60%** said they liked images and videos in addition to another **23%** who selected strongly like. This makes a total of **83%** of people who said image and video content was important.

EDUCATOR OUTREACH AND CONFERENCES

As part of our outreach and engagement initiatives, GreenLearning had a strong presence at a series of various conferences in 2019 to highlight our various programs and engage with educators on a personal level.

On February 14, 2019, we were at Ontario EcoSchools' SuperConference where the year's theme was "Building Environmental Leadership." As one of Canada's leading providers of education programs in energy, climate change and green economy, we were very excited to be working towards improved synergy between our programs and Ontario EcoSchools certification.

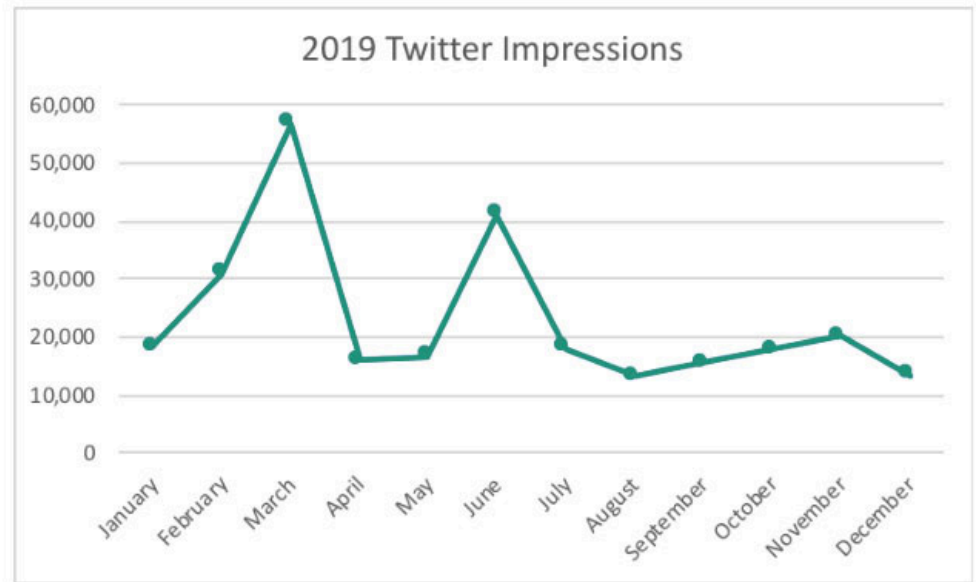


@GREENLEARNING

SOCIAL MEDIA IMPACT:



Highest number of 56,800 impressions in March and June



Page Reach: 25,262
Most popular post had a reach of 1,840



Page Reach: 9,594
Top countries: Canada and United States
Top cities: Edmonton and Toronto

CONVERSATIONS FROM TWITTER



Peelschools @PeelSchools · May 10, 2019

How exciting! Three of our schools, @MayfieldMavs, @SandalwoodH_SS & @SLSSPeel were asked to be a part of @GreenLearning's #EnergyRevealed pre-pilot program for their great work in support eco-friendly goals and raising awareness of environmental issues! #PeelProud



GreenLearning @GreenLearning · May 10, 2019

Key stakeholders met today to discuss the future of #EnergyRevealed as a learning initiative that brings real-world energy monitoring and management directly into the hands of students and teachers. #EnergyEfficiency #ClimateAction #Climate Cc: @PeelSchools @PDSB_eco @SohiBalbir



ACEE @AlbertaEE · May 29, 2019

Had a great time with @yyCBEdU schools today learning about energy use with @CircuitMeter technology! #EnergyRevealed





Tag us in your tweets!

@GREENLEARNING

You Retweeted



Michelle Stone @MrsStoneRocks · May 24, 2019
 Ss doing last minute tune ups to their solar ovens. Pre-heating about to begin. Thank goodness for a sunny day! @HaltonDSB @ChpsMilton #solarovenchallenge @CHPSLibrary #solarpower @greenlearning #Campinghacks



You Retweeted



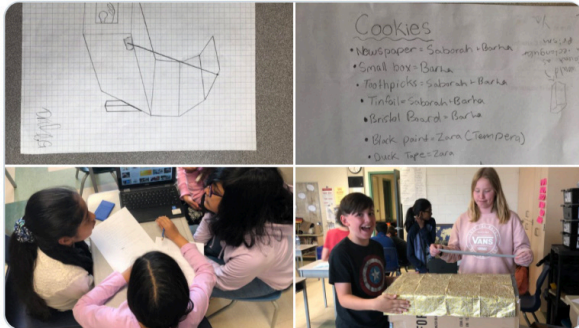
Michelle Stone @MrsStoneRocks · May 24, 2019
 The clouds rolled in and Mr. Sun hid behind the trees! Despite the bad luck we are going to trouble shoot our ovens and try again after Ramadan so that every one can share our delicious snacks. @ChpsMilton #solarovenchallenge @GreenLearning @CHPSLibrary #cloudyday



You Retweeted



Michelle Stone @MrsStoneRocks · May 22, 2019
 Ss working on designs and starting preliminary construction of their solar ovens. Hoping for a sunny Friday to test them out! @HaltonDSB @ChpsMilton #solarovenchallenge #snacks @CHPSLibrary #solarpower @greenlearning #RenewableEnergy



You Retweeted



Gr5Rm219 @MrsVecchio · May 23, 2019
 Did you get a chance to try these delicious "Banana Oat" cookies being sold at our @hillsideTwolves Tasty Timberwolf Treats snack store? Not only are they delicious and healthy, but some of them were made in our very own solar ovens! @GreenLearning



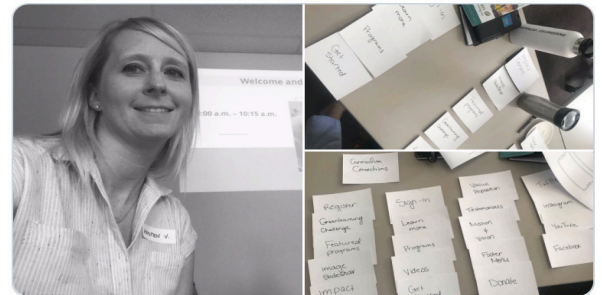
GreenLearning @GreenLearning · Jul 4, 2019
 In the news: Hillside Public School wins award in GreenLearning's renewable energy challenge! Read the full article on this story here: ow.ly/39pw50uTFQz #energy #renewableenergy #solarovenchallenge



You Retweeted



Gr5Rm219 @MrsVecchio · Jul 10, 2019
 Amazing day collaborating with likeminded peers & sharing perspectives on @GreenLearning environmental programs & web design. Lookout @hillsideTwolves this year is going to be packed with fun environmental challenges! Check out the HUGE bank of resources greenlearning.ca



FINANCIAL STATEMENT

	2019		2018
REVENUE			
Grants	\$ 522,440	\$	331,269
Individual donations	5,655		15,290
Interest	678		425
Honoraria	-		868
	528,773		347,852
EXPENSES			
Wages and wage costs	313,678		183,900
Contractor services	143,115		94,292
Project materials and supplies	19,822		7,123
Computer support	12,252		16,693
Amortization	11,078		9,300
Rent	8,780		7,080
Travel	8,129		11,200
Office	7,834		7,090
Professional fees	6,025		4,700
Unrecoverable GST	3,594		2,142
Insurance	2,619		2,549
Advertising	2,327		10,106
Interest and bank charges	608		977
	539,861		357,152
DEFICIENCY OF REVENUE OVER EXPENSES	\$ (11,088)	\$	(9,300)

SUPPORTERS AND PARTNERS

To our funders and partners – thank you for your commitment to our work. We could not have achieved everything we have done this year without your unwavering support.

SUPPORTERS

- Alberta Ecotrust Foundation
- Canada Green Corps - United Nations Association Canada
- Canada Summer Jobs - Employment and Social Development Canada
- Career Launcher
- Chisholm Thomson Family Foundation
- Dow Canada
- Energy Efficiency Alberta
- ENMAX
- Environment and Climate Change Canada
- Government of Alberta
- Intact Foundation
- Ontario Trillium Foundation
- Peter Gilgan Family Foundation
- RBC Foundation
- Suncor Energy Foundation

PARTNERS

- Alberta Council for Environmental Education (ACEE)
- EcoSchools Canada
- Intact Centre on Climate Adaptation (ICCA) - University of Waterloo
- People for Energy and Environmental Literacy (PEEL)
- Waterloo Global Science Initiative (WGSII) - Perimeter Institute
- Peel District School Board



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Peter Gilgan
Foundation



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ACEE Alberta Council for
Environmental Education
ADVANCING ENVIRONMENTAL EDUCATION IN ALBERTA





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