

# Mission Sustainable Report: Don't Tread On Me



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## Summary

Utilizing the power of technology and direct connection with participants, I was able to engage students and the public at large about the issues surrounding environmental sustainability. An information booth was set up at the Students Union building that asked students to take an online test, known as an Environmental Footprint Analysis. This test asked users to answer 16 questions about their personal living arrangements and consumption habits. After the information was entered, the test showed the participants how many planet earths it would take to sustain the global population if everyone else on earth were to adopt the same patterns of consumption. Information was then provided about what the principles of environmental sustainability were and a 9 point checklist was given to participants who wished to reduce their personal impact on the planet through adopting easy and available solutions. Information was also provided about the organizations that already exist on campus that promote environmental sustainability and how to get involved with them. The purpose of my program was to get people to take stock of how they lived in the hope that a connection could be made between the way in which we in the western world live and the serious environmental impacts that our over-consumption is having on the earth.

## Evaluation Data

Over the course of my project, (Jan 29- Mar 26) I was able to get 51 participants to take the test. I also handed out 150 handbills and 40 Earth's General Store gift certificates.

## Summary of Evaluation Data

Although the number of participants who took the test is relatively small, the way in which the test made personal what is often an abstract concept was the most useful and rewarding aspect of the mission. Participants didn't just listen to a speech or watch a program about what was happening to the earth as a result of seemingly unmanageable and remote forces, they entered data about their everyday living arrangements and received a (usually) sobering illustration about their lifestyle and its impact on our planet and its limited resources. I don't think that anyone who walked away from that test totally forgot about the number of planets he or she uses. However, the sheer

number of people walking past my display (roughly 200 per 3 hour shift) who ignored the booth shows that there is still much to be done to raise the profile of environmental sustainability at the University of Alberta. Overall, this was a very rewarding and enjoyable experience and I am very grateful to the Recycling Council of Alberta for allowing me to design and implement such a project.

