



Climate Change Showdown 2012-13



The Climate Change Showdown educates elementary school students on climate change solutions while challenging them and their families to participate in a take-home contest to reduce their personal and household energy use.

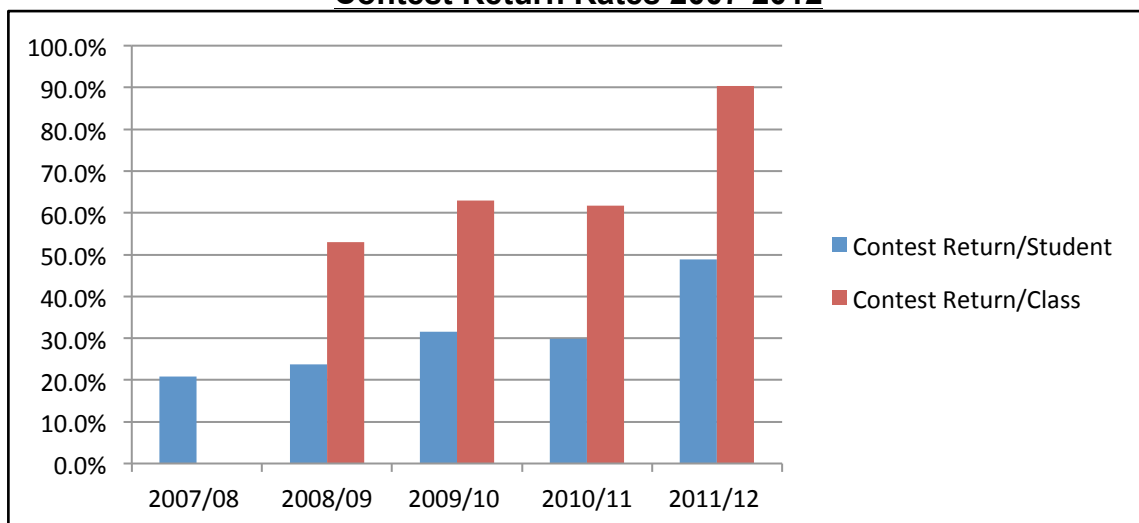
A fun-filled 90-minute workshop educates about climate change, the environmental consequences, and real solutions that can be adopted to address the challenges. The students take the Showdown Contest home and work with their families over four weeks to reduce their greenhouse gas emissions and energy use, with a chance to win individual and class prizes.

Since 2006, the program has:

- Reached 54,000 Grade 4 to 7 students in British Columbia.
- Reduced GHGs in BC by an estimated 37,207 tonnes
- Facilitated over 2100 workshops in elementary school classrooms
- Worked with over 20 municipalities and regions within BC

Program impacts go far beyond reducing GHGs. Students become agents of change, encouraging “green” behaviour choices including waste reduction, water conservation and local foods. We are educating and empowering the future leaders of our province today, giving the students the tools and knowledge that they can bring home to share with their families and neighbours. This enhances public support and action for environmental and energy sustainability in any community.

Contest Return Rates 2007-2012





New and Improved CCS

This year the overall provincial contest participation rate was our highest ever! The program was able to increase individual contest returns to 48.8% (from 30%). The percentage of classes that returned contests also went up significantly to 90% (from 60%). From a greenhouse gas perspective, the program reduced GHG emissions by over an estimated 3661.7 tonnes, the equivalent of taking 651 cars off the road for a year.

The program saw a significant increase in results even though our level of funding was less than previous years. The reason for this is a result of changes made to the program after our strategic planning session in June of 2011.

During the 2011-12 school year the new workshop format was offered as a pilot in most regions, using the old pricing model, and we realized that we were not covering our costs. We've now re-evaluated our pricing model per workshop. We recognize the value in including the 2nd follow-up visit for all workshops going forward. The cost of each workshop has increased but with significant gain in results and success of the overall program. The BCSEA wants to ensure the value of each dollar spent is more meaningful and know that our supporters will see improved success and GHG's avoided within their communities. We look forward to launching our 7th year with better-than-ever results!

New Pricing Model

Price Model		
# of Workshops	\$/wkshop	Total Funding
Under 10	\$485	\$1000-\$4550
11-20	\$450	\$4950-\$8500
21-35	\$430	\$8820-9030
35+	\$415	\$14400+

Watch how our program has impacted these students and teacher in Kamloops!

<http://vimeo.com/38944968>





Ideas & Photos with Students:

