

CBE Sustainability Framework 2030 Engagement & Communication Plan



Calgary Board
of Education

dialogue)))

November 2, 2021

1. CONTEXT

As Calgary's public school system, we have a responsibility to contribute to a sustainable future. As a leader in environmental education and energy management on both an individual school and system level, our staff and students have demonstrated a significant commitment to environmental stewardship and sustainability since 2007. The CBE Sustainability Framework is aligned with CBE Governance policies, the CBE Education Plan and Alberta Education's *Education Act*.

The current CBE Sustainability Framework set targets for the year 2020. It is time to review, reflect and check with our community on the work we still need to do to be a leader in sustainable practices and behaviours and to set new targets for 2030.

2. PURPOSE: WHAT IS TO BE DECIDED?

By the end of January 2022, the Calgary Board of Education will have an approved CBE Sustainability Framework 2030, and targets within it.

3. DECISION MAKER(S)

Dany Breton, Superintendent Facilities and Environmental Services

4. ENGAGEMENT PLANNING TEAM

Olena Olafson, Sustainability Coordinator

Deb Hamilton, Communication and Engagement Services

5. IN SCOPE OF ENGAGEMENT (FACTORS STAKEHOLDERS CAN INFLUENCE)

Aspects that will be considered within the scope of this engagement are as follows:

- The actions CBE prioritizes.
- Evaluation of progress to date, in achieving targets.
- Addition of new priority target areas and actions.

Stakeholders will have the opportunity to provide feedback related to the three aspects noted above. The CBE will need to consider budget, resources and other factors to develop a plan that will be sustainable over time.

6. OUT OF SCOPE/GIVENS (FACTORS STAKEHOLDERS CANNOT INFLUENCE)

Givens are those aspects of strategy development that are outside the scope of influence by stakeholders for this engagement. Givens are not constraints to engagement, rather they provide predictability and structure to stakeholder conversations that will influence decision making. The givens for this engagement will include the following:

- CBE values will be upheld.
- Decisions must comply with municipal, provincial, federal legislation.
- Limited budget to be able to act on proposed actions or target areas.
- Resourcing/staffing.
- Curriculum is established by Alberta Education.
- The CBE is reliant on currently available technologies, which may change over time.

7. OPPORTUNITIES & RISKS

Opportunities

The CBE has the opportunity to increase awareness of good stewardship of resources (financial and environmental), encourage internal and stakeholder involvement in target setting, and celebrate CBE sustainability successes.

Risks

Federal, provincial and municipal legislation might may impact a target, how it is worded and whether it is included.

8. IMPACT ON STAKEHOLDERS

Impact	Stakeholder Group	Rating (High, Medium, Low; + or -)	Overall Rating
(new) 2030 CBE Sustainability Framework and Targets	Students	+, low – a focus on sustainability at the CBE is of benefit to students	+ low to medium
	Parents	+, low – a focus on sustainability provides a measure of confidence to parents that there is an organizational focus on sustainability	

	Staff	+, medium – some of the targets might mean a different or new way of doing things (i.e., waste & energy management)	
	Nearby community	+, low to medium – some schools may demonstrate their commitment to sustainability through community initiatives	
	Public	+, low to medium – some schools may demonstrate their commitment to sustainability through community initiatives	

9. ENGAGEMENT & COMMUNICATION STRATEGIES

Engagement

Staff In-Person

- One on one meetings with Superintendents for one hour to review draft 2030 targets.

Student In-Person

- 5-10 classrooms/student groups – may be done by school staff or the Sustainability Coordinator.

Online

- Online survey and Idea Board for staff and the public.
- Idea Board for students.

Communications

- Inform Education Directors in an existing group meeting to summarize 2020 achievements, review 2030 draft, and invite to complete the survey.
- Inform with Service Unit Directors in a group meeting to summarize 2020 achievements, review 2030 draft, and invite to complete the survey.
- Principal toolkit to promote engagement opportunity to students and staff.

- School councils.
- The Week Ahead/Link Online.
- Websites including corporate and Insite – banner story.
- CBE Twitter.

10. ENGAGEMENT & COMMUNICATION OBJECTIVES

Engagement Objective: check that proposed 2030 targets are in line with stakeholder perspectives and priorities. Is anything missing?		
Level of Engagement	Outcomes	Outputs
Work Together	Superintendent support of proposed targets	Proposed 2030 targets for inclusion in online survey
Gather Input	<p>Staff, students and the public are aware of CBE's proposed targets</p> <p>Staff, students and the public support the CBE's sustainability priorities</p>	<p>Prioritized targets</p> <p>List of suggested missing priority areas</p> <p>New 'what community said' section of Sustainability Framework</p>

Communication Objective:		
Inform & Communicate	Outcomes	Outputs
	Staff, students and the public are aware of the opportunity to provide feedback	Superintendent approved 2030 Sustainability Framework shared with the Board or Trustees and publicly on the CBE website.
	Staff, students and the public participate in setting CBE sustainability priorities	

11. KEY MESSAGES

The Calgary Board of Education (CBE) has a considerable legacy of leadership and success in environmental stewardship and education on both an individual school level and at a system level, making good progress towards achieving 2020 targets.

The CBE is setting new sustainability targets for 2030, aligned with local, national and international direction.

Your feedback will help us prioritize our actions.

12. BUDGET

CBE has an operational budget for the CBE Sustainability Framework development and implementation.

13. ENGAGEMENT & COMMUNICATION TIMELINE

Note: timeframe may change depending on Superintendent Team and Trustee confirmation of survey questions.

	Key Stakeholder Interviews	Develop a Plan	Communicate and Educate	Engage Internally	Engage Externally	Report back
Timeframe	October 2021	October 2021	November 2021			January 2022
Key Actions	1:1 meetings with superintendents Design online engagement	Share draft engagement and communications plan with advisory group and adjust based on feedback.	Create awareness of the engagement through communication channels.	Post online engagement survey, encourage participation.	Post online engagement survey, encourage participation.	Finalize 2030 CBE Sustainability Framework; Report to Superintendents' Team for decision; Report to Board for information
Techniques, outputs, communication channels	Online meetings. Interview notes.	Finalized plan, timeline for communications.	Insite, corporate website, social media, principal toolkit.	Online survey, Idea Boards, in-school/class discussions.	Online survey, Idea Boards, in-school/class discussions.	Supts Team report Board report Insite, corporate website, social media