





SUSTAINABLE STOUFFVILLE REPORT -2023 FESTIVAL

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ROADMAP

SUSTAINABLE STOUFFVILLE GOALS

Educate on what a climatefriendly Stouffville looks like

- Research/compile a community listing of what local resources already exist and how individuals can contribute through their own lifestyle.
- Host activities before, during and post festival
- Hire an environmental student to take the lead: research/create opportunities;

create/distribute
educational/promotional
awareness materials;
create/oversee related
media/social media



- Efforts will begin before and during festival in a sustainability-focused festival area. There will be hands on activities, where local climate champions (businesses, residents, community groups) can engage and educate attendees. Efforts will continue post-festival to maintain momentum for waste reduction, local food production, low carbon lifestyles, and connecting local champions to create an alliance for ongoing education/awareness.
- Create survey on issues so that we can work on overcoming barriers. Include personal barriers; policy/government type issues and then categorize and create an action plan to move forward
- Research other venues/
 opportunities to engage public
 further and offer to share
 information that has been
 accumulated so it can be used
 further than the festival itself
 and to build on for future
 festivals.

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EDUCATION

MATERIALS, SOCIAL MEDIA, ACTIVITIES, SUBJECT EXPERTS

Sustainable Stouffville took on a series of education pieces to inform the public. Materials developed included lawn signs, reference guides and hands-on activities to engage participants. Subject experts were brought together in the Sustainable Stouffville Zone as vendors to provide services and information to the public. Social Media is being used in an on-going basis to educate the public on sustainable issues.





EDUCATION: MATERIALS

19 Educational Lawn Signs

were developed to showcase each area of focus and were situated next to vendors of that topic. Their goal was to educate individuals on

"What Can I do?"



SUSTAINABILITY TOPICS

Re-use, Repair, Up-cycle

Naturalized gardening

Local Food

Public Transportation

Active Transportation

Low Carbon Heating and Cooling

Sustainable Stouffville

EDUCATION: MATERIALS

The team developed a document to give away at the Strawberry Festival and other partner events. It is a tear-away sheet resource guide to help residents dispose of unwanted items by not creating trash. It includes local and regional locations of where residents can upcycle, recycle, or rehome their unwanted items. It was uploaded to the Go Green Initiative Tab of the Strawberry Festival website. A QR code was made to provide a link to the document that could be updated from time to time. It also provides a paper free alternative to folks.



550 SHEETS
WERE GIVEN
AWAY AT THE
FESTIVAL

EDUCATION: SOCIAL MEDIA

We sent out social media posts on Twitter, Instagram and Facebook. Sustainable Stouffville was introduced before the Strawberry Festival. We broadcasted our Sustainable Survey after the event and included the prize draw. This garnered another 50 participants bringing the total survey participants to roughly 400. We secured an appearance at The Stouffville Market on Aug. 12th as well.









Each post contained text that promoted our activities and where possible, included a link to our Sustainable Stouffville Survey. Going forward, posts will contain topical education pieces as they promote seasonal topics and future engagements. Materials created for the festival will be included in these posts.

EDUCATION: ACTIVITIES

We had 12 activities running throughout the festival. The Sustainable Stouffville Tent housed the Waste Sorting Game, a What does Sustainability Mean to Me Mind Board, and the Sustainability Survey.



350
PARTICIPANTS
WASTE SORTING
GAME

125
PARTICIPANTS
SUSTAINABILITY
MIND BOARDS

396
RESPONDENTS
SURVEY

EDUCATION: ACTIVITIES

We set up a long tent with picnic tables for hands-on children's activities. The first day was hosting a repurposed wood birdhouse building activity. After all materials were used up, the tent turned into a Foodland Ontario station with large Colouring Roll Sheets and crayons. After the Butterfly Way Tent finished on the first day, the Butterfly crafts joined this tent. Activities included making butterfly magnets and necklaces which used repurposed corks; making pots out of newspaper and starting seed kits with seeds and soil provided. The kits used non-recyclable black plastic containers as starter greenhouses. The MCC thrift tent up-cycled t-shirts into tote bags and forks into hangers. The Lion's Club and Hummingbird Hub had a milk bag up-cycling activity to build sleeping mats for the homeless.





225
PARTICIPANTS
BIRDHOUSES
BUILT

160
PARTICIPANTS
COLOURING
ACTIVITY

170
PARTICIPANTS
BUTTERFLY
CRAFTS

2
CONSTRUCTED
SLEEPING MATS

250
PARTICIPANTS
POTS, SEEDS AND
KITS

EDUCATION: SUBJECT EXPERTS

Our vendors represented all our focused sustainability topics and while some were selling products made in sustainable or for reusable ways, others held information booths for festival goers to engage with on the topics. The Rouge National Urban Park, Metrolinx and the Oak Ridges Trail association discussed transportation options both active and public. Renewable By Andersen, Enermatrix and Windfall Ecology Centre discussed about low carbon heating and cooling options. The Toronto Zoo discussed various topics from naturalized gardening to habitat protection.

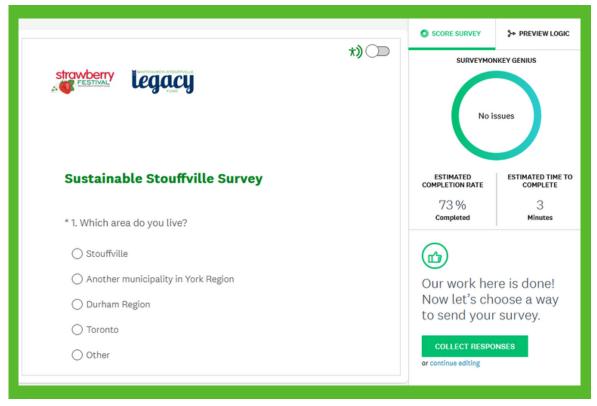


21 VENDORS PARTICIPATED 1100 INTERACTIONS TORONTO ZOO

7 SUSTAINABLE TOPICS

SURVEY

For the survey component of our program, we utilized SurveyMonkey to develop and analyze the data received. We received 396 responses from The Strawberry Festival and subsequent social media post up until July 12th. Despite the software estimating a 73% completion rate, we actually achieved a 95% completion rate. Those that did not finish were not interested in providing their contact information however we still received all data entered for analysis.



To encourage participation in the Survey, we sought out prizes from our Sustainable Stouffville vendor partners. Prizes included 4 single admission passes to the Toronto Zoo, A gift box including soap and cream from Front Porch Refillery, an upcycled Fanny Pack from Roncy Packs, Treats by Nonna Mary giftcards for butter tarts, giftcards for jams from We Be Jamminnn, Tote and Drawstring Bags from Metrolinx, and a Rain Barrel from Windfall Ecology Centre. Prizes valued at over \$400. Every respondent by July 12th received a 10% coupon code for one of our Zero Waste vendors, Naked. The prize draw had a significant impact on survey participation. We purchased 3 Refurbished Chromebooks that could also turn into tablets to provide kiosk terminals at the festival and subsequent events. We also provided a QR code for those wanting to complete the survey on their personal devices. Wifi was supplied by the Program Developers' personal data. 2/3rds of the survey were completed by Chromebook.

SURVEY: SUSTAINABLE STOUFFVILLE SURVEY QUESTIONS

*are mandatory questions	
1. Which area do you live? *StouffvilleAnother municipality in York Reg.	5. What does Sustainability mean to you? *
Durham RegionTorontoOther	6. What are your Barriers to living moreSustainably? (check all that apply) *Lack of community programs
 2. What age are you? * 12-17 18-34 35-54 55-74 75+ 	 Time Cost Not enough knowledge on how to do it Lack of motivation Holding on to habits No barriers. I do whatever I can Other
 3. What Sustainable initiatives do you currently participate in? * Low carbon heating & cooling (E.g., Solar panels, heat pump, geothermal) Growing and eating locally produced food Naturalizing gardens as habitats for bees and butterflies Reducing waste through upcycle, reuse, repair Active Transportation (E.g., walking or riding a bike to work or for groceries) Other 	 7. Are you interested in volunteering for sustainable programs in Stouffville? * Yes No If yes, what are you interested in? Repair café (e.g., fixing items such as sewing, electronics, small appliances, bikes, jewelry, computers) Naturalized gardening in the community Community Grown Food Programs Other Contact information (needed for the prize draw) *
 4. What Sustainable initiatives would you like to participate in? * Low carbon heating & cooling (E.g., Solar panels, heat pump, geothermal) Growing and eating locally produced food Naturalizing gardens as habitats for bees and butterflies Reducing waste through upcycle, reuse, repair Active Transportation (E.g., walking or 	prize draw) * Name Email Can we contact you with future updates * • Yes • no

riding a bike to work or for groceries)

• Other _____

SURVEY: ANALYSIS

Q3 What Sustainable initiatives do you currently participate in?



•	Growing and eating locally produced food		54.29%	215
•	Naturalizing gardens as habitats for bees and butterflies		26.77%	106
•	Reducing waste through upcycle, re-use, repair		77.53%	307
•	Active Transportation (E.g., walking or riding a bike to work or fo	r groceries)	45.45%	180
•	Other (please specify)	Responses	9.09%	36
Tot	al Respondents: 396			

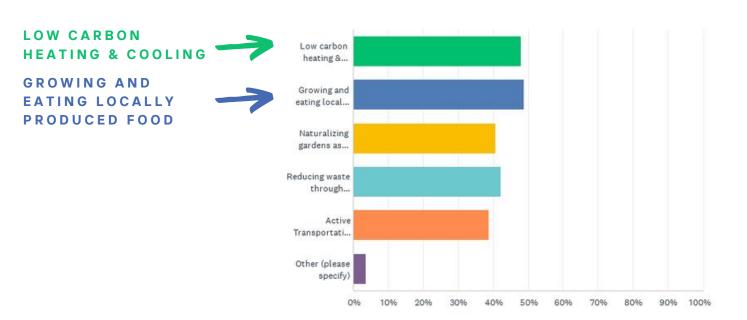
When filtering for just Stouffville residents, the top three responses were statistically similar to overall respondents except **growing and eating locally produced food** was significantly higher at 61%. This is not surprising for the country close to the city.

78%
RESPONDENTS
LIVE IN YORK
REGION

52%
RESPONDENTS
LIVE IN
STOUFFVILLE

SURVEY: ANALYSIS

Q4 What Sustainable initiatives would you like to participate in?

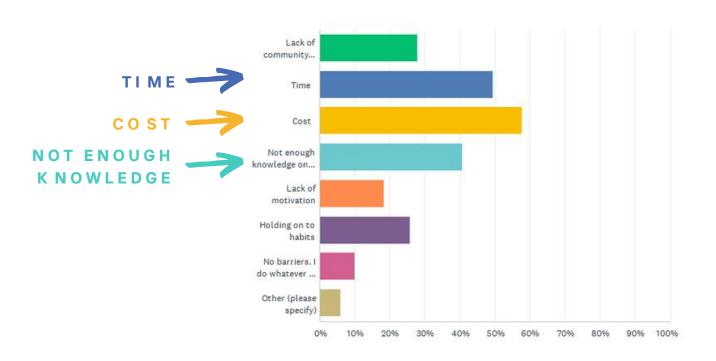


ANSWER CHOICES	RESPONSES ▼
▼ Low carbon heating & cooling (E.g., Solar panels, heat pump, geothermal)	47.98% 190
	48.74% 193
 Naturalizing gardens as habitats for bees and butterflies 	40.66% 161
▼ Reducing waste through upcycle, re-use, repair	42.17% 167
▼ Active Transportation (E.g., walking or riding a bike to work or for groceries)	38.89% 154
▼ Other (please specify) Responses	3.54% 14
Total Respondents: 396	

When filtering for just Stouffville residents, the top two responses were similar but statistically higher than total respondents. Low carbon heating and cooling was 54% and growing and eating locally produced food was 51%. The latter initiative is also one of the most participated in, thus growing and eating locally produced food is a top priority in Stouffville. It is important to note that there is a fairly even spread of participatory interest across all sustainable initiatives mentioned. For other responses, a couple people mentioned Free Public Transit and Car Share as initiatives they would like to participate in Stouffville.

SURVEY: ANALYSIS

Q6 What are your Barriers to living more Sustainably? (check all that apply)



ANSWER CHOICES	*	RESPONSES	,
 Lack of community programs 		28.03%	111
▼ Time		49.49%	196
▼ Cost		57.83%	229
 Not enough knowledge on how to do it 		40.66%	161
▼ Lack of motivation		18.43%	73
 Holding on to habits 		25.76%	102
No barriers. I do whatever I can		10.10%	40
 Other (please specify) 	Responses	6.06%	24
Total Respondents: 396			

Time, cost and **not enough knowledge on how to do it** were the top 3 barriers to living more sustainably. More than a quarter of respondents noted **lack of community programs** as a barrier. See ahead in our roadmap to how we are addressing these barriers.

WORD CLOUD

Word clouds or tag clouds are graphical representations of word frequency that give greater prominence to words that appear more frequently in a source text. The larger the word in the visual the more common the word was in the document. We developed a word cloud from the question "What does sustainability mean to me?"



What does sustainability mean to me?

This question illicited the greatest variety among respondents however the themes were consistent. A multitude of solutions would be needed to tackle the crisis in Stouffville. Each of the following sentiments were given more than 20 times in the question.

SUSTAINING	22
PRESERVE RESOURCES	33
REDUCING	37
LIVING WITH SMALLER FOOTPRINT	39
MINIMAL	50
ENVIRONMENT FOR FUTURE GENERATIONS	83
WELL-BEING	100

DELIVERABLES: BREAKDOWN

Equip residents with knowledge and resources for taking local climate action, sharing what others are doing and what is currently taking place

19 Educational Materials

1 Tear-Sheet

4 Social Media posts

10 Video Testimonials

10 Educational Activities (Waste Sorting, Milk Bag Mats, Flower Pots/Green Houses, Upcycling forks/Shirts, Bottle Cap Magnets/Cork Jewelry, Repurposed Wood Bird House Building, Local Foods Colouring Sheet),

21 Vendors (Re-use, Repair, Upcycle; Naturalized gardening; Local Food; public transportation; active transportation; low carbon heating and cooling; Sustainable Stouffville)

2270 Educational Giveaways

Establish a **LOCAL alliance** of residents/ BUSINESSES/ORGANIZATIONS who can continue working on **local sustainable initiatives**. **6** Community Partners Going Forward: Lion's Club, Butterfly Way, Community Gardens, Library (Speaker Series, Repair Cafe), Care and Share, The Stouffville Market

77 Volunteers - 3 Lists (Community Grown Food, Naturalized Gardening, Repair Café)

77
RECRUITED
VOLUNTEER LIST

2270
GIVEAWAYS
EDUCATIONAL

10 ACTIVITIES EDUCATIONAL

CONSTRUCTED
SLEEPING MATS

250 CRAFTERS POTS, SEEDS AND KITS

SUSTAINABLE STOUFFVILLE DELIVERABLES

- Research/compile a community listing of what local resources already exist and how individuals can contribute through their own lifestyle.
- Host activities before, during and post festival

 Hire an environmental student to take the lead: research/create opportunities;

create/distribute
educational/promotional
awareness materials;
create/oversee related
media/social media

 Efforts will begin before and during festival in a sustainabilityfocused festival area. There will be hands on activities, where local climate champions can engage and educate attendees 1
DONATION
GUIDE
PAPER AND
WEBSITE

10
FESTIVAL
ACTIVITIES
EDUCATIONAL

1
SUSTAINABILITY
PROFESSIONAL
HIRED ON MAT
LEAVE

2026
ACTIVITY
PARTICIPANTS
EDUCATIONAL

SUSTAINABLE STOUFFVILLE DELIVERABLES

- Efforts will continue post-festival to maintain momentum for waste reduction, local food production, low carbon lifestyles, and connecting local champions to create an alliance for ongoing education/awareness.
- Create survey on issues so that we can work on overcoming barriers. Include personal barriers; policy/government type issues and then categorize and create an action plan to move forward
- Research other venues/ opportunities to engage public further and offer to share information that has been accumulated so it can be used further than the festival itself and to build on for future festivals.

6108
PARTICIPANTS
SUSTAINABLE
STOUFFVILLE
ZONE

8
PLANNED FUTURE
ACTIVITIES
EDUCATIONAL

396
RESPONDENTS
SURVEY

COMMUNITY
PARTNERSHIPS/
VENUES

WS LIBRARY
SPEAKER SERIES
REPAIR CAFE
2023-2024

LESSONS LEARNED

Sustainable Stouffville was successful in educating the public and conducting the Sustainable Survey. There were a few improvements to note for the future.

The **Vendors** that were outreaching and educating could be successful when engaging the public with physical hands-on activities. Those that sat in their booths without reaching out to festival-goers would have a harder time interacting.

The Vendors with sales would have benefitted from being in the regular vendor strips. The vendors on the end with food items or with regular foot traffic generally did well, others were less successful.

One month to prep for the Festival was a tight timeline but experience allowed for deadlines to be met in terms of **developing and printing** materials.

Social Media beforehand was limited in number by the general Festival Posts. Posts for the year will be developed well in advance and setup with a calendar for timelines.

The **student volunteers** were great when it came to setting up stations, displaying signage and helping vendors with setup.

In terms of running activities, this was dependent on the individual personalities. Most students were introverted or adverse to interacting with adults in an outreach capacity.

Surveys completed. The Program Developer gave short term goals and ran a training session on outreaching for the surveys. The PD spent most of the time encouraging the students to step into the foot traffic and reel in participants. There was an attempt to attract the right volunteers for this role at training, however age and shyness played a major factor. This type of role would need an adult or at least university students that don't mind engaging.

The Chromebooks were tethered to the Program Developers' wifi for the survey. However this limited the ability to take photos with her phone. Having a dedicated **photographer** would have been beneficial.

SUSTAINABILITY VIDEO



ROAD MAP

1 MONTH

- SURVEY RESULTS COLLATED
- SPEAKER SERIES SETUP
- PARTNERSHIP DEVELOPMENT WITH LIBRARY

3 MONTH

- SPEAKER SERIES 1ST DELIVERED
- VIDEO COMPLETED
- SURVEYS CONTINUE



6 MONTH

- SPEAKER SERIES 2ND
 DELIVERED
- OUTREACHING FOR CAPACITY BUILDING
- BUILDING UP CASE FOR ORGANIZATIONAL DEVELOPMENT
- REPORT DELIVERED
- SURVEYS CONTINUE



- SPEAKER SERIES 3RD AND 4TH DELIVERED
- RECRUITING VOLUNTEERS
- LAUNCHING ORG AT STRAWFEST 2024

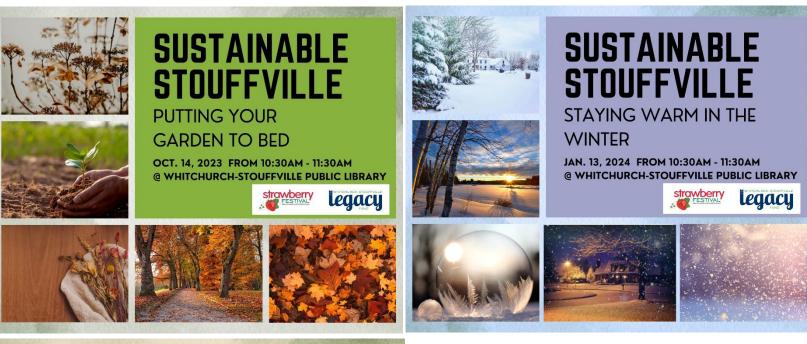








SPEAKER SERIES





Stay tuned for more