

## YORKLANDS GREEN HUB

WLU GG363 CONTEMPORARY ECONOMIC GEOGRAPHY CLASS



# Overview

## Report context

This report is submitted to members of the Yorklands Green Hub (YGH) initiative as the final product from the WLU consulting project. This project began in January 2014 and was completed with a group presentation on April 1, 2014. At the first meeting with Norah Chaloner, Lin Grist and Michael Shook in early January, the vision and goals for the Yorklands Green Hub were presented to the students in the Contemporary Economic Geography class at Wilfrid Laurier University. At that time it was decided by consensus that the class would take on five projects to:

1. Develop a YGH brand and associated promotional materials
2. Review existing comparable projects outside Canada
3. Identify potential academic partners in Ontario
4. Elaborate a map to illustrate the YGH site potential, and
5. Develop a preliminary marketing plan for the YGH.

This work is presented as five separate chapters in this report.



# Chapter 1

## *Review of International Sustainability Projects for the Yorklands Green Hub*

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### **Introduction**

In order to learn about projects similar to their own, the Yorklands Green Hub group has asked for a review of sustainability and educational initiatives that have been undertaken within the last ten years around the globe. After further research and analysis, certain initiatives that involve food, energy, water, or preferably a combination of all three including education, have been discovered which our group believes would be applicable for the plans for the former correctional facility. We have analysed the initiatives and determined what aspects from them could be beneficial.

### **Food**

Food projects and various programs that bring together the goals of sustainability and education have been demonstrated globally. These programs demonstrate and educate about sustainability and would be of particular interest to the Yorklands Green Hub group. Two main avenues include school-based approaches and community-based approaches.

There have been multiple successful sustainable food projects which have revolved around the collaboration between the community and school-based organizations. This type of collaboration has the potential to fit in Yorklands model, due to close proximity of universities and other school boards in the area. The most notable food project is the Edible Schoolyard Berkley (<https://edibleschoolyard.org/>), which is an initiative meant to teach essential life skills and support academic learning through hands-on classes in a one-acre organic garden and kitchen classroom (The Edible Schoolyard, 2013). In addition to the maintenance and education of the organic garden, this program also allows students and community members to engage in a kitchen classroom setting, where they can learn about the preparation of sustainable and nutritious food. This type of project would be ideal for the Yorklands Green Hub group, due to the possibility to create an organic farm, and utilizing building space for kitchen classrooms. It is a way to incorporate students and community members, while simultaneously encouraging the education of sustainable food practices.

In addition, there are multiple examples, mainly located in USA, which involve initiatives located on school campuses to promote sustainable food practices and education. Yale University and Evergreen State College ([http://yale.edu/sustainablefood/about\\_mission.html](http://yale.edu/sustainablefood/about_mission.html)) (<https://www.evergreen.edu/sustainability/energysystems.htm>) are just two of many examples where there is a managed organic farm by the students and community members. Once harvested, this food then enters local farmers' markets to support the local economy, as well as providing food to the dining services that are located on campus. This could also be of particular interest to Yorklands, as food that is grown in the organic garden can be either be supplied to local farmers' markets, or used as ingredients for a restaurant located on site. These types of practices are successful and fully encompass Yorklands values of sustainability, education, and demonstration.

There have also been multiple successful sustainable food projects, which have revolved around community and demonstrate effective engagement of members. Specifically, *The Stop Community Food Centre* (<http://www.thestop.org/elementary-student-visit>) located in Toronto provides educational programs and demonstration centres to involve the community and teach community members of the Davenport West neighbourhood about sustainable food systems, production, consumption, and urban agriculture. This project is of interest of Yorklands, as hands-on educational activities and demonstrations are provided to a community, in which could be utilized in Guelph at Yorklands. Through "greenhouses, food system educational programs, sheltered gardens, commu-

nity bake oven and compost demonstration centres”, (The Stop Community Food Centre, n.d) *The Stop Community Food Centre* has successfully educated communities within Toronto and involves the community and students on sustainable agriculture practices. This project correlates significantly to Yorklands, as Yorklands land areas will be dedicated to innovative agriculture demonstrations, as *The Stop Community Food Centre* provided to Toronto neighbourhoods.

Many other community food projects located in the U.S.A., offer community supported agriculture educational programs that have shown to be successful. *The Food Project* (<http://www.foodedproject.com/>) adapted a Real Food Hub Model in which it provides community educational programs and provides tools, skills, resources and education to promote community supported agriculture. *Just Food Community Food Education* (<http://www.justfood.org/community-food-education>) and *San Diego Roots Food Project* (<http://www.sandiegoroots.org/index.php>) use community based approaches to educate and promote community involvement and urban agriculture. Yorklands could use all three of these projects, as each project provides successful community supported agriculture through interactive food education workshops and demonstrations in which Yorklands could plan to follow.

## Energy

Energy sustainability projects are an integral part to the formation of the Greenhub vision. There are two major avenues in which sustainable energy ideas are transmitted; through physical energy demonstrations, and educational programs.

Energy projects around the world are occurring on macro and micro levels; educating, inspiring, and renewing public thought on how we capture and convert power. One of the most renowned energy programs throughout the United States is the Department of Energy’s *Tribal Energy Program* (<http://www1.eere.energy.gov/tribalenergy.html>). The program aims to educate and develop ways to build small-scale renewable energy projects. Its emphasis is on biomass, geothermal, hydroelectric, concentrating solar power systems, photovoltaic solar power systems, and wind turbines. The most relevant to Yorklands Green Hub is the solar photovoltaic cells. These cells were put to use in Hawaii as energy sources for lamp posts in the parking lot (US Dept of Energy, 2007), and in a study done in Africa ([www.practicalaction.org](http://www.practicalaction.org)), they were used to create a solar powered water pump, which provided up to 30,000 liters a day (Practical Action, 2013). Another solar project ([www.builditsolar.com](http://www.builditsolar.com)) includes means to convert solar energy to heat, which proved to provide 85% of the domestic hot water energy supply (Build It Solar, 2012). Other key energy projects proposed are ones used by the *Alone Project* ([www.aloneproject.eu](http://www.aloneproject.eu)), which heat and cool the buildings through thermal systems instead of unsustainable electrical means. Through the findings, solar energy projects were the best in this context, although when focusing on education based energy promotion, wind, thermal, and reclamation are key areas of focus.

In addition to the practical energy demonstrations, it is important to note certain educational initiatives that could be of use to Yorklands. Virginia’s *Wind for School* program (<http://energy.gov/articles/students-learn-about-wind-power-first-hand-through-wind-schools-program>), aims to educate students at high school and college levels through the building of their own wind turbines and evaluating the data involved in. The idea is to create a wind energy knowledge base while producing measurable amounts of energy and also promoting engineering, science, and assembly. This project allows for a hands on experience with renewable energy. Another educational project is the *Living City Campus* (<https://www.thelivingcitycampus.com/demonstration/archetype-sustainable-house>) in Toronto, Ontario. This campus showcases educational demonstrations of renewable energy and water practices. Focusing on solar, thermal, and water reclamation, the Archetype Sustainable prototype house is a focal point within the campus. The house specifically is LEED certified, amongst many other certifications, which are key examples of how the modifications at the Yorklands Green Hub project could take place. This would involve grey water reclamation, and rainwater collection. The house and prison could take on the modifications to becoming

self-sustaining as well as maintaining efficiency through the practices at the Living City Campus, from the building practices and to educating others on these practices.

## Water

Numerous projects centred on improving water sustainability have been found around the world. Reaching out and educating communities about superior water management is an element that is common to many of the projects located during our research. Project WET (<http://projectwet.org>) and the University of Dundee Centre for Water Law, Policy and Science both use training workshops and community water events to educate people at a local level about sustainability, and the Iowa Flood Center uses seminars (Project WET, 2014; University of Dundee, 2014; University of Iowa, 2014). Others, like the Australian Sustainable Schools Initiative (<http://www.environment.gov.au/topics/sustainable-communities/sustainability-education/aussi>), teach schools how to be more sustainable and orient their curriculums around sustainability (Australian Government, 2014). Working with schools is also a key aspect of the Water Education Foundation's (<http://www.watereducation.org>) education initiative, producing materials for teachers to use in class (Water Education Foundation, 2014). Finally, the International Water Centre (<http://www.watercentre.org/>) offers courses designed to teach clients about water sustainability (International Water Centre, 2014). The production of classroom teaching materials and the creation of course packages would be an excellent addition to the Yorklands Green Hub project, particularly in the early stages of its existence. It would spread awareness of both the Green Hub and sustainable practices while requiring only moderate inputs. The use of seminars would also be a good policy for education, which could be integrated with the teaching materials to teach students. Offering larger courses-particularly online ones-would be inadvisable in the early stages of the project.

The creation of regular publications is also an interesting strategy used by sustainability groups. With the exception of the Australian Sustainable Schools Initiative, all of the previously mentioned organizations released some type of publication. While some like the Iowa Flood Center and Project WET publish books and journal articles, this is not recommended for the Green Hub project, due to the amount of academic research involved (Project WET, 2014; University of Iowa, 2014). A better option would be to release newsletters or short magazines (either print or online versions), similar to those released by the International Water Centre and the Water Education Foundation (Water Education Foundation, 2014; International Water Centre, 2014).

As a last point, the possibility of obtaining government support for the Green Hub should be considered, as the cooperation of local governments is seen as important for training by Project WET, and was critical to the creation and funding of the Iowa Flood Center (Project WET, 2014; University of Iowa, 2014).

To conclude, an overview of sustainability projects centred around water reveals that the Yorklands Green Hub could benefit from the production of school materials, the running of workshops, the creation of regular publications, and government support.

## Combination of Water, Food, and Energy

The most notable of all the sustainable initiatives, includes the automated agricultural irrigation system that is implemented in India ([www.sparktherise.org](http://www.sparktherise.org)) which incorporated all three sustainability elements of food, energy, and water. It is a fairly simple system that uses solar energy to power an automated irrigation system for crops.

Automated irrigation can improve crop yield by up to 65% (Mahindra & Mahindra, 2014). This is significant to the Yorklands Green Hub project due to their plan to grow crops. A self-sufficient irrigation system, using the water on the Yorklands property would encompass sustainable food, energy and water. The concept could be demonstrated for educational purposes.

## Conclusion

From a wide variety of sustainability initiatives centred on food, energy, and water, several projects were identified that merit by consideration from the Yorklands Green Hub project. As community education of communities is a cornerstone of the project, the use of onsite classes, workshops, demonstrations, or seminars would be excel-

lent opportunities to explore. Many international projects studied as part of this document have used these strategies to spread sustainability ideas at a local level. By involving people in the learning process, a much more efficient exchange of knowledge should occur. The creation of class materials for schools could support these activities by reaching out to students to encourage participation. A lesson plan that integrates class activities with the Green Hub is another potential opportunity. Methods utilised in the sample sustainability projects is the creation of a regular publication which can either be produced in print or released online. This would be a relatively simple way to keep communities up to date regarding the project and sustainability in the region. Government support should also be involved in the project. It would make reaching out to local communities easier and may even result in greater funding. To have government involvement and funding would aid in overcoming the main obstacle that is present for most of these initiative, which includes the high start-up costs. Although these sustainable practices could eventually pay for themselves, it could take an incredibly long time, which would therefore require initial funding to help get the projects started.

Through our research of sustainable practices around the world, our group firmly believes that these practices outlined above would be most effective and beneficial to the Yorklands Green Hub group. Providing education, innovation and engagement of land, food and water, Yorklands can bring together organizations, people and businesses of all ages, creating an educational and sustaining hub.

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# Chapter 2

## *Yorklands Green Hub Map*

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Caleb Lobraico*

### **Introduction**

Maps are an extremely important and useful tool to help visualize and orchestrate a plan. In any map it is important to include elements such as a legend, title, scale and north arrow. It is also beneficial to reduce clutter so that different features are easily defined (Dent 1985). Mapping of the Yorklands Green Hub (YGH) is important as it provides a visual of what the future plans for the initiative will look like. Many elements must be taken into consideration when creating a land use map for YGH including: proximity, soil quality, foliage and lasting infrastructure. The main objectives of the initiative along with the spatial and environmental constraints were taken into account in the formulation of this plan. The location of certain features is highly important because different demonstrations and green technologies would be better suited at specific locations while also maintaining an easily accessible layout. The features and activities being proposed need to be placed in suitable areas that make them work the best. This map was made with consideration to political, environmental and social components so that potential benefits could be seen through all standpoints. By encompassing all of those categories people will be more aware and hopefully more interested in this project.

### **Map Layout**

The placement of the map features was determined based on several factors. Certain demonstrations and activities will require the land space to be used successfully. Figure 1, identifies the areas that have been designated as good locations for features to be placed.

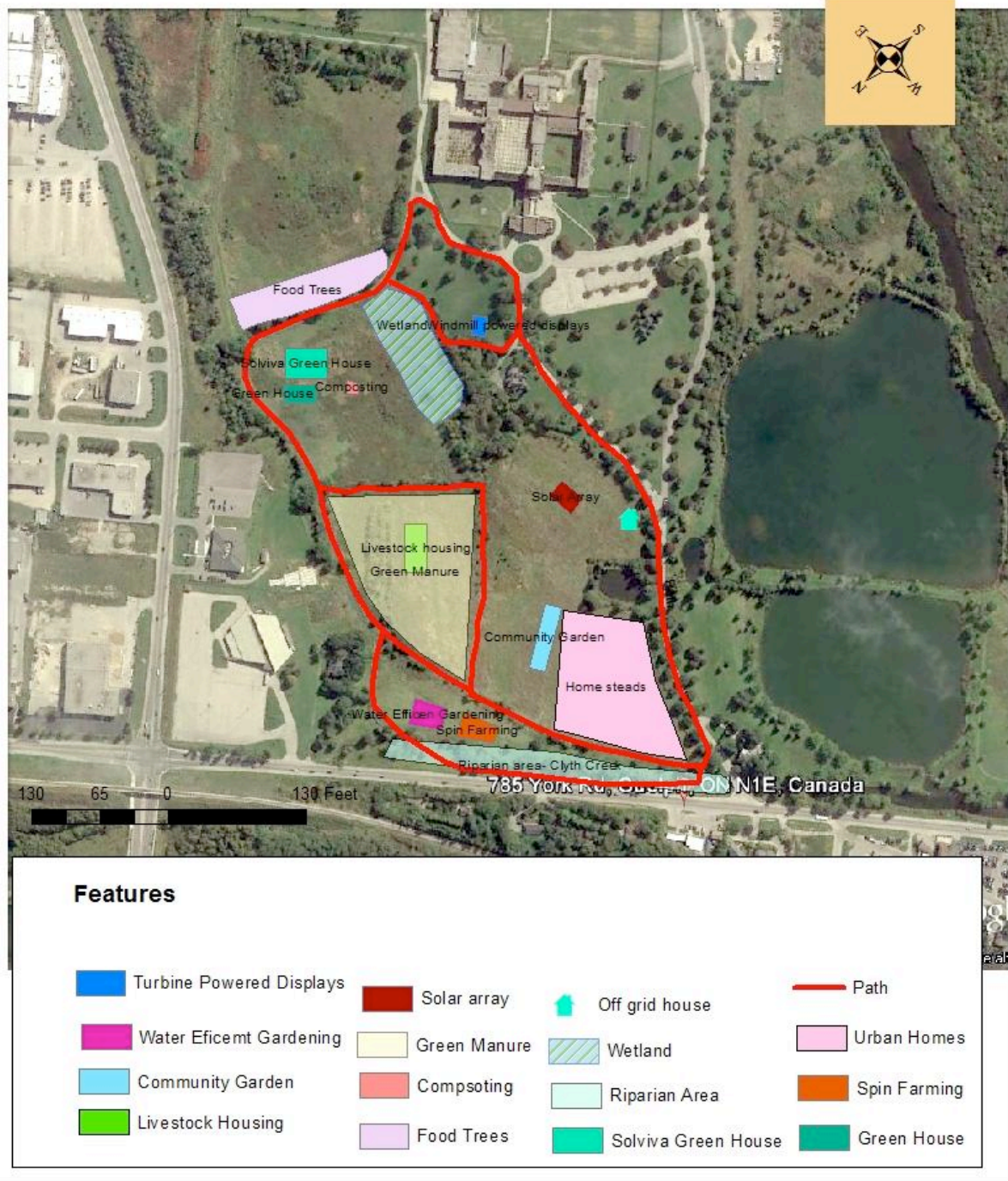
D1 contains sufficient open space to host large outdoor demonstrations for alternative energy projects. It is also located conveniently to the front of the Green Hub making it easily accessible for the public is an important feature for public education. F1 has the best soil for growing vegetables, which is why it will be used for agriculture demonstrations such as SPIN farming methods and water efficient gardening (aquaponics). The land in F2 has a stoney gravel base. This would provide a good foundation for urban homesteads to be constructed without taking away from valuable soils. F3 contains good soil for growing vegetables making it a suitable location for the community garden. The garden would be close to the walking path to make it convenient for people to access and observe. The aim of the community garden is to promote the growth of good within ones own home and community so as to decrease the dependency of individuals on imported goods. F4 is a stony area with a gravel base and could host an off the grid house. It is open and receives direct sunlight making it a good area for the Solar array as well. F5 contains poor soil along with many rocks. Livestock Housing would be suitable in this location so that valuable room in a more fertile area is not taken up. The Green Manure area would be located there because it is close to the Livestock housing creating easy access. F6 could accommodate both of the Greenhouses as the soil is poor in that area, and it is also along the walking path where people can easily view it. The greenhouses can be created to withstand seasonal changes so that food cultivation can take place year round. Another feature to be included along the side of the greenhouses is a vertical garden demonstration, that can be combined with aquaponics to showcase how gardening in this way can save space and money while also being sustainable. A compost will be placed in F6 so it can be near the Greenhouses for easy access. Food trees will be placed in F7 because it is a large enough area to plant the trees and also sufficiently out of the way of other features. The Superintendent's House will be the main area for offices, classrooms, and smaller demonstrations.



(Figure 1) Google Inc. (2009). Google Earth (Version 5.1.3533.1731) [Software]



## York Lands Green Hub Proposed Features



(Figure 2) Google Inc. (2009). Google Earth (Version 5.1.3533.1731) [Software].

## Environmental

The Yorklands Green Hub is working towards the introduction of sustainable solutions for the environment. This section of the project will be introducing transformative environmentally sustainable ideas and rationale for the formerly known Guelph Correctional Centre. Conservation of agriculture, energy and water use have been set up suitably within the region to establish humanity's best hope for a completely sustainable environment.

The Yorklands Green Hub aims to design and build structures and projects that improve the ecological health of the ecosystem (Yorklands Green Hub, 2014). By attempting to reverse the process of landscape degradation and contamination, waste management will be designated to the F6 area for composting human and agricultural waste. Livestock housing and agricultural farming, along with its applied use of green manure can be positioned inside site F5 to help improve and enrich poor soil in this area. Urban Homesteading will be situated in F2 so that the solar/alternative energy sources, harvesting rainwater, community food-sourcing, composting, edible landscaping, and public transportation are all easily implemented, as well as accessible.

The rainwater demonstrations will be installed where rainwater can be absorbed efficiently. The superintendent's house is perfect for demonstrating environmentally sustainable methods that involve collecting fresh rainwater. It is notable that the superintendent's land is situated directly in front of a natural underground stream that connects the area by the wetlands to a pond in the west of the conservation area. Through the water demonstrations including drip irrigation, rainwater harvesting, and water conservation, it is evident that Yorklands rainwater harvesting and use can be maximized as it's soil can be easily infiltrated.

Sustainable use of essential resources such as food and water can be placed in the fields adjacent to the tenant's building. The community garden located in region F3 and the greenhouse in region F6 can feature sustainable ways to support a garden. In regards to water management a potential partnership could be formed with the University of Guelph to showcase research being conducted at their aquaculture centre. The research being conducted at the University of Guelph Aquaculture Centre is mainly aimed at aiding rural fish farmers in Ontario, which fully fits the aims of the Yorklands Green Hub (University of Guelph, 2012).

Several orchards could be placed within the York Lands Green Hub area within the region of F7 on the corresponding map. This spot would serve as a good location for visitors to go on leisurely strolls through an organic orchard (Alston 1998). In the summer the potential for harvesting could be offered to educate children and students, and to provide a small income. Seasonal changes will require alterations to some of the sites at Yorklands Green Hub and can result in various different uses for different months. The location of the museum should showcase a variety of different farming practices that are sustainable, while also demonstrating the historical evolution of mechanized and sustainable farming practices. (figure 2).

## Political

The Yorklands Green Hub project is a wonderful opportunity for the city of Guelph to bring sustainability to an urban environment. Politicians on the municipal, provincial and federal level have been working on building a sustainable society. This project would allow the public to come and see the science and technology behind a sustainable future, and learn about the benefits and costs associated with urban farms, solar power, wind power and geothermal technology. The YGH gives the city of Guelph an education centre, tourist attraction, urban park and a new source of economic development. The area will be transformed from a former prison which, to a facility that provides a multitude of direct and indirect benefits.

The introduction of parks and green spaces has been proven to have very beneficial impacts for the municipi-

palities or cities that encompass them. The proposal of this new land use by the Yorklands Green Hub could have a positive impact on the political landscape of Guelph, Ontario. In a study produced by the APA (American Planning Association) they discussed how cities can use parks to spark economic development. Municipal revenues are increased through the introduction of parks, “The presence of a greenbelt in a Boulder neighbourhood was found to add approximately \$500,000 in property tax revenue annually” (Lewis, 2002). The Boulder economic council and the city of Guelph list their respective populations as very similar at: Boulder 101,808, Guelph 114,940. Even though the increase cannot be directly applied to Guelph and the transformation of the Yorklands Green Hub, the case of Boulder is very applicable to Guelph’s situation because of their comparable populations . Another benefit of the introduction of green spaces discovered by the APA is the increased attraction of homebuyers. People love to live around parks and are willing to spend more money for this privilege,

All around the U.S. real estate brokers and homebuilders are advocating parks as one of the top residential selling points. The desire to live near parks also translates into real dollars... 57 percent of voters would choose a home close to parks and open space over one that was not... 50 percent of voters would be willing to pay 10 percent more for a house located near a park or protected open space. (Lewis, 2002)

This increase in economic activity through the purchase and building of new homes could help the municipality of Guelph through an increase in financial support for their political objectives. The YGH map shows how a small area of land can become extremely valuable to the city by repurposing the land.

Maps are an important tool and have been shown in studies to be able to hold and express a lot of information in an easy to understand format (Dent, 1985). Governments and corporations analyze and hold lots of data at any given time. A map is able to convey much of the information the Yorklands Green Hub group intends to show in a format that only takes a few minutes to analyze and understand versus the lengthy supporting documents. This is why the maps included are great introductory tools in making any kind of pitch to government, companies or citizens.

## Social

The Yorklands Green Hub would be very beneficial to the community around Guelph because it aims to establish a centre to collaborate with and educate citizens on the benefits of green technology. It will be designed as a model for green technologies and sustainable living that could be implemented by people on a smaller scale in their own homes. This map will provide a visual of how a small space can utilize green technologies. The initiative provides the opportunity for the community to learn how to alter their lifestyles and behaviors so that they can live more sustainably. There is great social value in the ideas that have been presented. The map of the Yorklands Green Hub can help for people to contextualize how attainable it would be for them to implement more green technologies at a smaller scale. The various demonstration projects make it seem possible for the community to incorporate similar ideas on smaller properties at the household scale. This map displays the features that would be included in the future. The map helps people to see how realistic it is to have their own green strategies and technologies so that sustainable living can be more widespread.

In the design of the map certain features have been included to help educate people. The placement of each feature has been thought out so that they are at accessible locations for walking tours and so that they are in places that are best suited for the activity. The map helps to educate people on how much space is needed for certain green initiatives and also what type of land are better suited for each activity. The map holds great social and educational value.

## Conclusion

The Yorklands Green Hub must be mapped so that the political, social and environmental aspects are represented accurately so that people visiting the area will be able to understand everything about the layout. The activities and features in the York Lands Green Hub all have particular social, political and environmental components. Everything from what the feature/activity is; to where they are located are important in educating people on sustainability. Features in the Green Hub need to be placed in accessible areas that are related to what the feature does, and how it functions. Some features need to be put near other related features and in areas conducive to its function (i.e. growing certain vegetables etc). Economically the green hub will improve the value of the houses in the nearby subdivision promoting economic benefit to the nearby residents. Socially it can be a gathering place to build knowledge and community awareness about the environment and suitability. The most apparent benefit is the environment as these technologies have minimal impact and increase the utility of the land. These three pillars are represented in this project and are an attractive development project for the city of Guelph and the province of Ontario to approve and invest in. Most of the time politicians seem to be fixated on the economy, but they miss out on the two other pillars that are equally important in society; the environment and the social.

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# Chapter 3

## *Connecting the Yorklands Green Hub to Local Academic Institutions*

*Brittany Sheehan, Adam Brazda & Chad Lowry*

According to the journal article “Fostering a Culture of Sustainability” many facets of life are rapidly being redefined; technology, politics, culture, social equity and spirituality are in constant flux. The article suggests that culture is the key to fostering sustainability, and influencing the direction of how we are moving as a global society. This is particularly relevant where the author suggests that museums can be the spearhead in changing the cultural ideologies toward a sustainable path. This, we believe is exactly what the Yorklands Green Hub is attempting to do (Worts, 2006). As they light the way for the local community to a more holistic future where society can learn from past experiences, sustainable practices, and new modern technology and. The Yorklands Green Hub has the potential to foster cultural change in local and regional communities through the proposed Greenhub talks, collaboration with universities, academic programs, and other community involvement initiatives, such as Waterlution and REEP green solutions.

### **Waterlution and the Yorklands Green Hub**

Waterlution is a community initiative, hosted and run by volunteers who have a passion about the state of water issues, consumption, pollution and extraction. Its goal is to provide a space to develop and build leadership on the subject of water across the community. It is a program that the Yorklands Green Hub can learn from and use for their own promotion of sustainability. Resource leaders vary by event.

At the event that we attended there were (retired) professors discussing agricultural water consumption as well as a business manager looking for ways to incorporate wise water consumption into their business practice to become a more sustainable business attract more customers. Another resource leader was looking at ways their business could be damaging the regional water table with a discussion of possible solutions. The participants varied from concerned citizens, students, graduate student researchers, local government regulators, and members of local private business. This is a similar demographic to what the Yorklands Green Hub would like to attract. The participants and the Resource Leaders are teaching and learning from each other. The organizers of Waterlution would be interested in hosting an event at Yorklands Green Hub if certain criteria are met. First and foremost, there would need to be a topic that would be discussed to tie water to the Yorklands Green Hub making it relevant to the organization, e.g how natural aquifers benefit the community locally and regionally. This would be an appropriate topic for Yorklands Green Hub to consider, as the property has a natural aquifer in the wetlands on site. A comfortable venue is imperative to stimulate conversation, something not too large with enough space for tables to sit around in the same atmosphere as a cafe. Waterlution organizers like to book their events in venues where participants can purchase refreshments as this allows participants to feel more comfortable in their surroundings and helps the organization to run on a budget of zero dollars. There would need to be availability for an evening time slot so a greater number of participants would be available. While some of these ideas may not be possible, they do provide a template for the Yorklands Green Hub to create their own “Greenhub Talks” -our proposed program that will get the community involved with the Yorklands Green Hub.

### **Greenhub Talks**

Green Hub Talks would be similar to the Waterlution seminar events, following a similar “world cafe” style of interaction (<http://www.theworldcafe.com/about.html>). There would be an overarching theme for each discussion. Each “Resource Leader” would sit at a table and have their own unique topic or question pertaining to the main theme. The participants would choose seats and discuss the topic/question sharing ideas. After an allotted time slot the participants would move to a different table where they would meet a different Resource Leader and discuss their

topic or question. The goal is to disseminate information to interested members of the community at the Greenhub Talks, and aid the Resource Leaders with their question or topic, making the Greenhub Talks a two-way flow of knowledge. With any luck those who participate in the Green Hub Talks would share the information they learned with members of their social circle, informing the public and increasing interest in the Yorklands Green Hub itself and, more importantly, sustainable practices in food, water, and energy. Whereas Waterlution is a single threaded organization, focusing on water- the Greenhub Talks could contain any one of the sustainable practices that define the Yorklands Green Hub such as water, food, and energy. This would bring together a myriad of academics, professionals and enthusiasts involved in these fields that could be used as Resource Leaders. The Resource Leaders would contribute on a volunteer basis, alleviating the budget stress on the Yorklands Green Hub. There could be a cafe of some sorts located within the building showcasing the food grown on the land using sustainable farming practices. This could serve as an income generator for the Yorklands Green Hub and demonstrate the value of 'learning by doing'. The best part of The Greenhub Talks is their flexibility. They can be put on before the acquisition of the grounds. Hosting these satellite talks following the model that Waterlution has set—using a space accessible by public transportation and holding the event in the evening—would be relatively simple. Local establishments will usually not charge to rent out a space as long as the event will provide some revenue for them. Holding such events in public spaces also provides the additional benefit of raising the awareness of other patrons of the venue and passers-by. This will establish a base participant group for future Greenhub Talks and cultivate support for the actual acquisition of the land.

### **REEP Green Solutions**

REEP is a non-profit organization that empowers communities towards healthier homes and sustainable living. It provides services, tools and programs people need to use energy and water wisely within the Waterloo region. REEP obtains funding from local partners, provincial contracts, grants and client fees. Yorklands Green Hub could benefit by speaking with REEP to launch a relationship with their established partners which could provide them with funding (REEP Green Solutions, 2013). Connecting Yorklands Green Hub with REEP could be extremely beneficial. Yorklands Green Hub could also look at REEP as a learning opportunity; it is a great example of how a non-profit green organization has connected with local academia to benefit each other. REEP was founded with the help of the University of Waterloo and has employed over 80 University of Waterloo co-op students in a variety of positions (REEP Green Solutions, 2013). Joining Green Communities Canada which is a national association of environmental community group that share programs and resources, could be extremely beneficial for Yorklands Green Hub to establish with other community groups within the local area and share sustainable plans.

### **Academic Institutional Resources**

#### **University/College Involvement**

Universities are a great asset to Yorklands Green Hub as they can provide funding as well as create an informed population. Universities have the ability to reach a wide range of people from students to faculty members. As well universities are substantial facilities that can have a serious negative impact on the environment so it is important that they practice sustainability. Most universities have Sustainability Programs as well as Geography and Environmental studies departments which Yorklands Green Hub could reach out to.

#### **Laurier**

Wilfrid Laurier University is dedicated to help make the campus more sustainable. They have an outstanding Sustainability Action Plan and would be an valuable asset to Yorklands Green Hub. Their 26 goal plan could be a template that the Yorklands Green Hub could implement at their own facility. Wilfrid Laurier's program includes a lot of community involvement and outreach programs. Yorklands Green Hub could use this program to educate

themselves about several sustainability practices. Also Yorklands Green Hub could join Laurier's already established fundraisers and events that include sustainability projects (Laurier Sustainability Action Plan, 2012).

## **Guelph**

Guelph is a school that is known for its many green and sustainable processes. They have entire courses devoted to agriculture and agri-food, working hard to create healthy and sustainable food practices. Guelph also has an outstanding sustainability program "...that's aim is to be an institutional culture of sustainability, as well as empower individuals to take part in the universities commitment to practicing institutional ecology " (University of Guelph, 2014). "The University of Guelph is also a member of the [Association for the Advancement of Sustainability in Higher Education](#). AASHE's vision is to see higher education take a leadership role in preparing students and employees to achieve a just and sustainable society, with the campus itself serving as a model of sustainability, with curriculum and operations reflect an integrative approach to learning and practice" (University of Guelph, 2014). The University of Guelph could be an asset to Yorklands Green Hub- the resources on campus could be used as a learning tools, as well as model for sustainable practices with specific regards to agriculture.

## **University of Waterloo**

There is another great partnership to be made with the University of Waterloo, as it is within driving distance and they have many relevant departments. Their Earth and Environmental Sciences, Environment and Resource Studies, their School of Environment, Enterprise and Development, Geography and Environment, and Engineering departments could all be able to support the Yorklands Green Hub vision and plan as it diversifies and transforms the land. The Yorklands Green Hub facility would be an excellent place to do field study on snow water equivalent test, water runoff and discharge, soil sampling, water sampling, and because it is so diverse in what the land has to offer there are endless applications for studies to take place. A feature that is located in the University of Waterloo is the "Living Wall", a wall that has plants naturally grow along the wall and below it indoors, "we addressed living walls as a potentially effective method for improving air quality, and lowering energy costs." (Knowles, n.d.). The living wall would be aesthetically pleasing as part of the Yorklands Green Hub. It would be a place for companies that design and install these types of systems to showcase their work, and with such a large space they would have lots of room to really show case their green wall features. Having companies once again using this area to showcase their products is among the most feasible option, eliminating and at the same time draw institutions and attention to the Yorklands Green Hub.

## **Conestoga College**

Conestoga College has many programs that could be of benefit to the Yorklands Green Hub. By providing the hands on experience and viewing of actual practices. In the Architectural programs offered at Conestoga College, there are many individual courses across different programs that could be very beneficial to both the Yorklands Greenhub, and the College. 'Energy and Design' and Architectural Design' are two courses that teach sustainable design processes and architectural design, and the Yorklands Greenhub would be a great place for to view different types of sustainable energy options and architectural designs. They could use Yorklands Greenhub as the subject for how to make the existing buildings more sustainable. 'Building Environment Design' focuses on sustainable development strategies in regards to HVAC systems and this would be a great subject to get involved with geothermal. 'Build it Green' is another course that involves Green Building Rating Systems and would be a perfect opportunity for students to get out in the field and do an actual rating of the facility and how to achieve the certification Leadership in Energy and Environmental Design. LEED is something the Yorklands Green Hub should be trying to achieve, as that is a major part of what the facility will show case and could be beneficial for marketing and to keep ongoing fixed costs low for the Yorklands Greenhub. "From a builder's perspective, there are two clear benefits to green building: financial gains due to increased building performance and financial gains due to increased marketability." (Matisoff, 2014). The 'Energy Systems of Engineering Technology' focuses on renewable energy sources, which would be ideal to coordinate with the Yorklands Green Hub. 'Introduction to Renewable Energy' has a focus on photovoltaic and battery technologies, solar technology at the YGH could be a great way for students to go see an actual system

and how the battery technologies and their importance to a solar energy system. This course also ties into their Renewable Energy Practice course, a course which requires students to apply, “necessary calculations to size, solar arrays and batteries required.” The costs of implementing all of these technologies such as a solar powered system and geothermal system would ideally come from companies wanting to showcase their product at work (the manufacturers), or even a company that sells renewable energy systems. These are all great examples of how a partnership with Conestoga College could benefit from and maximize the Yorklands Green Hub.

### **Trinity College**

There are opportunities to reach out to private institutions like the private school, Trinity College in Port Hope Ontario, and other high school and elementary schools. Courses such as biology, where students would be able to get out in the field at the Yorklands Green Hub and possibly do some animal watching or plant studies. Environmental science offered at Trinity College would be a perfect subject to coordinate with Yorklands Green Hub to implement a project and to educate students on renewable and sustainable practices for water, food, and energy. Yorklands Green Hub is a place that students could do in two visits, one during the winter to view indoor features like the living wall, solar systems, and geothermal systems, and a spring or fall visit where students are more able to get outside and learn about on the plant growing practices and wildlife. These field trips would really just require an educator on site, which would be very feasible for the facility to provide. Geography is a subject that gets introduced to students at Trinity College as well as Environment and Resource Management in grade twelve, and the Yorklands Green Hub would be a great place to get students more interested in these areas of study, hopefully prompting students to seek further education in similar subject. This could be not only used as a field trip facility but for schools, but could be a space to promote post-secondary programs, furthering the interest of post-secondary institutions in supporting in the Yorklands Green Hub.

### **Guelph Outdoor School**

The Guelph Outdoor School works with youth ages 7-14 through nature based learning to promote an understanding and love for outdoor life including land and water in Guelph, Ontario (Guelph Outdoor School, 2014). Due to Yorklands Green Hub’s abundance of land and educational goals partnering with the Guelph Outdoor School could be beneficial to both parties via field studies and environmental education.

If the Yorklands Green Hub implements half of these initiatives they will be bolstering their presence not only among the local community but also regional academic institutions.

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# Chapter 4

## *Branding the Yorklands Green Hub*

*Jordan Baker, Alex Fey, Karn Kalra, Logan Peltzer, Bradley Wright*

### Research Question:

Considering the numerous non-profit organizations that exist locally, how could The Yorklands Green Hub adjust their brand image in order to differentiate themselves and acquire a parcel from the former Guelph Correctional Centre? The Yorklands Green Hub has the opportunity to raise awareness about their vision and purpose and to increase awareness about their intentions with the provincially owned former Guelph Correctional Centre (GCC).

### Purpose:

Developing a brand that reinforces The Yorklands Green Hub's focus on energy, water and food will allow them to create a self-sustaining education, demonstration and research hub. In order to improve the Yorklands Green Hub's brand image, we recommend focusing on the following key areas: 1. Seeking potential local green energy partners who can offer their support to The Yorklands Green Hub; 2. Creating a bookmark that will encompass their "Green Door" concept; 3. Developing a revised 8x8 information sheet; 4. Improving the slogan; 5. Creating a logo, all in an effort to brand The Yorklands Green Hub; and 6. Producing informative radio and video advertisements. Through a clearly defined brand image, the Yorklands Green Hub has the opportunity to raise awareness about their purpose and their vision in order to get the community excited about local food production, water conservation and renewable energy.

### BRANDING RECOMMENDATIONS:

#### Potential Green Energy Partners:

When the volunteers from The Yorklands Green Hub came and visited our class to discuss what they are trying to achieve in regards to their project, they said that they wanted to develop 36 out of the 800 acre space of land at the former Guelph Correctional Centre (GCC) into an educational facility. The spokespeople explained that one of the purposes for this facility will be to showcase different methods of integrating types of environmentally friendly technology into homes in an effort to reduce the impact on the environment and efficiently harness renewable energy.

The main ways that green technology can be integrated into a household include solar energy, geothermal energy and wind energy. We thought that it would be useful to provide the Yorklands Green Hub with a summary of local companies that they could potentially partner with in order to fulfill their vision and help create a facility that is dedicated to both the showcasing of renewable energy products and the education of the people in Guelph and the surrounding area.

In our assessment, a key synergy in turning this plot of land into an educational facility is to provide knowledge to the general public, and also partner with companies who can use the Yorklands Green Hub as a marketing tool. This is evident in *"Building Successful Collaborations"* by Carolyn Parkinson (2006) who says that "The relationship includes a commitment to mutual relationships and goals; a jointly developed structure and shared responsibility; mutual authority and accountability for success; and sharing of resources and rewards," (Parkinson, 2006). This dimension of the educational facility will be mutually beneficial as the companies can use the facility as a place to show potential buyers what they offer and how it works. Workshops for the public can also be offered by organizations, such as the renewable energy workshop that is conducted at Seneca College in Toronto, where lessons on renewable energy are offered to the general public (Energy Alternatives LTD, 2013). This type of partnership works well because people on both sides of the agreement benefit from the relationship. Collaborative groups are identified as a success factor in Carolyn Parkinson's (2006) *"Building Successful Collaborations."*



Apart from partnering with the following alternative energy companies, we also suggest a possible sponsorship arrangement with local printing and logo design agencies such as TMS Graphics, KKP Design and Print, or seeking design assistance from a local educational institution's design or media arts program. Companies or school programs such as these will have the capabilities to print bookmarks and 8x8 information sheets as well as the ability to develop a suitable logo for this not-for-profit organization. A partnership with the aforementioned companies, or a school design program would be beneficial to The Yorklands Green Hub as it allows for the possibility of discounts on the printing costs and additional logo development.

Considering the expensive investment required in attaining renewable energy equipment such as solar panels, wind turbines, and geothermal heating and cooling systems, we recommend Environment Canada's EcoAction Community Funding Program, or similar government provided subsidies for not-for-profit organizations, such as the Community Energy Partnerships Program (CEPP), or other subsidies that are available at: <http://www.energy.gov.on.ca/en/incentives-program-for-home/#.Ux5C5EJdXFn>. The EcoAction Community Funding Program, and other similar programs, "provides financial support to community based non-profit organizations for projects that have measurable, positive impacts on the environment" (Environment Canada, 2013).

### Solar Energy:

**Guelph Solar Community Co-operative:** (<http://www.guelphsolar.ca/>)

The Guelph Solar Community Co-operative is a not-for-profit co-operative, partnered with Options for Green Energy, which allows citizens to take ownership of the renewable energy available to them through the installation of solar panels. The pooling of donations by members of the co-operative is how they raise the money to finance their projects. In Guelph there are currently three main projects that the co-operative is working on, all of which involve the installation of solar panels on rooftops. The current ongoing projects are as follows: St. Ignatius Jesuit Centre, Wellington District School Board, St. Joseph's Health Center. The Guelph Solar Community Co-operative is run by its board of directors, who are in charge of project selection and are advocates of The Yorklands Green Hub's vision of renewable energy, as they have installed solar panels at the St. Ignatius Jesuit Centre in order to "foster the Centre's longstanding mission to educate local citizens on sustainable solutions," (Guelph Solar Community Co-operative, 2013). We suggest that The Yorklands Green Hub become a member in order to develop an agreement with this co-operative, allowing them to install solar panels at The Yorklands Green Hub's facility.

**Guelph Solar Mechanical Inc.** (<http://www.guelphsolar.net/>)

Guelph Solar Mechanical Inc. is located right in Guelph and is renowned for its work installing and maintaining solar panels. Guelph Solar Mechanical installs and services solar panels in Guelph, the surrounding area and have even done projects overseas. They install projects for all types of buildings whether they are commercial or residential. The main reason why the Yorklands Green Hub should consider contacting this company is because their solar panels can be used to not only produce energy but they are used to reduce hot water heating bills and to save money when heating people's pools or heating running water within an individual's household. A company who sells and installs solar panels for hot water heating at residential homes would be of definite interest to alternative energy advocates who will visit the Yorklands Green Hub's educational facility. Guelph Solar Mechanical Inc. also participates in a MicroFit program, run by the Ontario Power Authority (OPA), which allows solar panel owners to sell their excess energy back to the grid, which would be an ideal way for the Yorklands Green Hub to cover the cost of installing this company's equipment. Guelph Solar Mechanical Inc. estimates that this project can earn you \$600 per year for every kilowatt you install, and states that a small, residential house roof can accommodate enough solar panels for approximately 3 kW, while a larger home can typically accommodate enough panels for 10 kW. Guelph Solar Mechanical Inc. also offers free site survey to measure the feasibility of your specific project

### Geothermal Energy:

**Eden Energy Equipment:** ([www.edenenergy.com](http://www.edenenergy.com))



Eden Energy Equipment is a company located in Guelph that sells and services equipment that primarily deals with geothermal energy. They carry and service all the necessary products to install and maintain a geothermal heating and cooling system. Along with geothermal equipment they also carry a number of other products that could be useful to the Yorkland Green Hub's educational facility, such as solar water heaters. Products such as solar water heaters that are carried by Eden Energy Equipment could be installed in the educational facility The Yorklands Green Hub wishes to build at the GCC. Additionally, the trained installation mechanics at Eden Energy Equipment could also conduct informational tutorials on how to install their geothermal products in the homes of people who have visited the Yorklands Green Hub.

**Hayter Group:** ([thehaytergroup.com](http://thehaytergroup.com))

The Hayter Group is a plumbing and heating company located outside of Guelph in Cambridge and are "specialists in geothermal heating and cooling, air conditioning, water treatment and solar systems." (The Hayer Group, 2014). Although this company is not located in Guelph, they are a potential partner for The Yorklands Green Hub for the installation of geothermal technology at the proposed educational site. Further, The Hayter Group is a strong proponent of alternative energy sources and local organizations, who- as a part of their Giving Back Program- award one organization \$1,000.00 every three months, as decided by the votes from the community. As "eco-experts" who support alternative energy sources and local organizations, we believe The Hayter Group would be an ideal candidate for partnership with The Yorklands Green Hub.

#### Wind Energy:

**Wenvor Technologies Inc.** ([www.wenvortechnologies.com](http://www.wenvortechnologies.com))

This is a local Guelph company that would be a great advocate for the Yorklands Green Hub to get involved with to install wind turbines on their property to showcase the benefits of using wind to create energy. Wenvor Technologies manufactures 30 kW wind turbines that they then install at people's homes, farms and corporations. This company has been in business since approximately 1992 giving them the experience and knowledge that would have a positive impact on the vision of The Yorklands Green Hub.

**EcoAge Technologies** ([www.ecoagetechnologies.com](http://www.ecoagetechnologies.com))

EcoAge Technologies is a renewable energy company that is located in Guelph, and is a great company for the Yorklands Green Hub to be in contact with to assist in the development of their educational facility. EcoAge Technologies provides design, installation, and maintenance of both solar panels and wind turbines to residential and commercial clients. The main reason why the Yorkland's Green Hub should consider collaborating with this company is because of the expertise they have to offer, as they have designed, installed and continue to maintain twenty six projects for both residential and commercial sites in the Cambridge and Guelph area. As stated above EcoAge Technologies can help provide a viable design for the Yorklands Green Hub by working along side the Yorklands Green Hub's team to come up with a design that is both educational and low cost. By installing one of EcoAge's wind turbines at the former GCC, the Yorklands Green Hub will also be given the opportunity to generate environmentally friendly energy, while also making some money to cover expenses by selling their excess energy back to the grid.

#### Development of Informative Bookmark: See Figure 3:

In order to build an adequate concept brand, we suggest the development of their current brochure into a bookmark that will involve their "Green Door" concept. By putting their organization's information on a bookmark instead of a piece of paper, The Yorklands Green Hub increases the probability of the bookmark recipients seeing and remembering the organizations information, vision and purpose while maintaining sustainable advertising with high visibility. A study conducted by Promotional Products Association International (PPAI), found that 76.1% of recipients of promotional products could recall the advertisers name on the product they had received in the past year. Considering the fact that the use of bookmarks as advertisements is a form of a promotional giveaway, this method of branding make the vision and purpose of the Yorklands Green Hub easier to remember for the recipients. Informative bookmarks also prevent the recipients from simply throwing out their informational sheets immediately after being

handed to them. An informational bookmark will increase the number of times the vision of The Yorklands Green Hub will be seen by local supporters.

#### **Improved 8X8 Information Sheet:**

The 8x8 information sheet located within the appendix was designed to provide the community with a visually appealing information sheet, that clearly displayed the values and purpose of the Yorklands Green Hub, without having as much empty space on the sheet. This improved, now smaller, information sheet will cost the Yorklands Green Hub less to print, allowing them to raise awareness about their not-for-profit organization for a cheaper cost. The information sheet provides the reader with the vision, purpose and the immediate goals of the Yorklands Green Hub, while also displaying the beautiful scenery at the former Guelph Correctional Centre (GCC).

#### **Logo & Slogan: See Proposed Logo (Figure 2):**

Further, we propose the creation of a more noteworthy slogan. “Innovating, Educating and Collaborating to Open Green doors to the Future,” their current slogan is nonspecific in their purpose (suggestions at end of proposal). Additionally, we propose the creation of a logo that will become associated with this organization’s purpose and vision, thus creating brand recognition within the local communities (Wheeler, 2009). This logo will ideally encompass their focus on: water conservation, preservation and protection; the establishment of renewable energy sources; and the production of food locally. As previously mentioned, should our suggested logo be inadequate, we propose a partnership with a design company such as the local TMS Graphics, or KKP Design and Print, or a media arts or design program at a nearby educational institution, who can design a more visually appealing logo.

#### **Informative Radio and Video Advertisements:**

Our final suggestion is for the Yorklands Green Hub to produce radio and video advertisements for the general public. We recommend doing this because both of these methods of advertising allow for the not-for-profit to inform a larger number of people about their vision and purpose to create an educational facility. Additionally, this method will add another dimension to the existing advertising efforts put forth, by incorporating visual and auditory aspects. This will allow Yorklands Green Hub to present their passion and vision to further develop community excitement and participation. We advise developing a radio advertisement to reach out to potential supporters because radio advertisements are an effective method to bring about awareness of your organization as research shows that 57% of people are more likely to research things they hear on the radio (On Advertising, 2013). Due to the high expense of putting an advertisement on television, we advise posting the video on the organization’s website as well as on their social media sites. The video advertisement will provide the Yorklands Green Hub with an opportunity to convey their purpose and vision concisely to the people who visit their website and social media outlets, in a presentable, easy to follow manner.

#### **Cost Benefit Analysis:**

Costs involved could be, but are not limited to: costs for the bookmark brochure and/or information sheet printing (which may be eliminated upon the establishment of our proposed partnership with a local printing business who supports the Yorkland Green Hub initiative); added advertising costs, such as payments for radio advertisements costs for the development of the organization’s logo (should they find our suggested logo inadequate); as well as any further advertising proposed by our peers. Our current research has found that the costs of printing 1,000 bookmarks at local printing and marketing agency TMS Graphics would cost \$100.00, while 1,000, 8x8 information sheets would cost \$200.00. Further, a 30 second timeslot on local radio station Magic 106.1 would cost this not-for-profit organization \$50.00. Since The Yorklands Green Hub is a non-profit organization, we suggest forming sponsorship deals with these local businesses, amongst others, in order to potentially decrease the costs of building a better brand for The Yorklands Green Hub (full list of Potential Partners Above).

### Final Recommendations:

After analyzing the advantages and disadvantages of all the proposed rebranding recommendations, a couple conclusions can be proposed. Currently, The Yorklands Green Hub has been using an 8x11" information sheet, a miniature information sheet and a website to promote their vision and initiatives. To go along with this, we have suggested four other strategies that could replace or be used in conjunction with their existing strategies. We have created a ranking system to compare the four different possible recommendations by ranking them out of four (where 4 is the best, 1 is the worst), based on a set of four parameters, these being: the number of people reached, cost effectiveness, ease of implementation and overall effectiveness. According to the four parameters used to rank the best strategies, as shown in *Figure 1*, the bookmark seems to be the best available option, followed by a tie between a radio advertisement and an informative video, followed finally by the 8x8" information sheet. As outlined in *Chart 1*, the benefits of the bookmark include the usefulness and size, while the disadvantages are the costs associated with printing and the amount of people being reached with this branding mechanism. To our understanding, this not-for-profit organization has been able to generate enough funds to create an 8x11" as well as a miniature information sheet. Considering this, an informational bookmark could be a feasible option if The Yorklands Green Hub is willing to replace the existing miniature information sheet with our proposed bookmark idea.

Another strategy that we recommend is a commercial video. Although it is not ranked very well on our Recommendation Ranking Analysis due to its cost, the organization could instead post the video on their website and other forms of social media that would not have any associated cost, such as YouTube, Facebook and Twitter. We believe an educational video that promotes The Yorklands Green Hub's vision and purpose will help generate interest and awareness, thereby getting the community excited about this project. However, if The Yorklands Green Hub wanted to get the commercial professionally produced, it would cost upwards of \$7,000.00 to create. Given that this is far out of reach of this not-for-profit's budget, other options may be worth looking into in order to reduce the cost. An option that we suggest is approaching a local educational institution, such as The University of Guelph, that have classes specializing in film production and have the necessary equipment available to them. Further, The University of Guelph is a possible candidate as it has an existing outstanding relationship with The Yorklands Green Hub and because they have a Media-Studies Program at their Guelph-Humber campus who would be able to create a professional looking commercial. Having the students develop an educational video promoting the visions of Yorklands Green Hub as a part of their class will bring the cost down to zero. According to our recommendations, the most cost-effective method of rebranding The Yorklands Green Hub will be the informative bookmark, followed by the development of radio and commercial advertisements, and finally the improvement of their information sheet. Should The Yorklands Green Hub seek a further partnership with The University of Guelph, the most effective method will become the commercial advertisement, as they will be able to produce a professionally produced video at a reduced cost, which can then be posted on The Yorklands Green Hub's website, their social media sites, and can be viewed by infinite supporters, worldwide.

### Conclusion:

Considering all aspects regarding The Yorklands Green Hub's vision and purpose to reimagine a use for the former GCC, we believe the ideas displayed above will help make their educational community resource more attractive to potential supporters. The areas that we are suggesting The Yorklands Green Hub makes improvements on in their marketing plan involve: seeking potential green energy partners; developing an informative bookmark; improving the existing information sheet; improving their existing slogan; creating a memorable logo. We have also proposed other ways to advertise Yorklands Green Hub, which include informative radio and video productions. By successfully tackling these areas, Yorklands Green Hub can create a differentiable brand, allowing them to raise awareness and support from their local community.

### Suggested Slogan Ideas:

(Listed from favourite suggestion to least favourite suggestion)

- 1) Opening Green Doors to The Future
- 2) The Yorklands Green Hub Effect
- 3) The Future of Food, Water & Energy
- 4) Yorklands Green Hub: A Self-Sustaining Education, Demonstration & Research Hub
- 5) Green Initiatives for the Future

### Appendix & Tables:

Chart 1: Cost Benefit Analysis:

Proposed Action	Advantages	Disadvantages	Cost
<b>Bookmark</b>	<ul style="list-style-type: none"><li>-Displays key features of YGH</li><li>-Is a useful object that people will keep</li><li>-People will be reminded of the features every time they read their book</li><li>-Doesn't take up much space</li></ul>	<ul style="list-style-type: none"><li>-Have limited space to display all information</li><li>-Could get lost easily</li><li>-Will not be useful for people who don't read books</li><li>-Cost is pretty high and only reaching out to 1000 people (If they don't share)</li></ul>	\$100/1000
<b>Radio Advertisement</b>	<ul style="list-style-type: none"><li>-Can reach out to a lot of people at one time</li><li>-Will be able to show the passion in the advertisement</li><li>-Radio ads tend to be memorable</li></ul>	<ul style="list-style-type: none"><li>-Really expensive, however is cheaper than most mass media options</li><li>-Not all drivers pay attention to ads</li><li>-Have to repeat the ad multiple times in order to be effective</li><li>-May not fully understand YGH in only 30 seconds</li></ul>	\$50/30 seconds
<b>8x8 Information Sheet</b>	<ul style="list-style-type: none"><li>-Big enough to display most of the key information and for people to not misplace it easily</li><li>-Small enough that people will be able to carry it around</li></ul>	<ul style="list-style-type: none"><li>-Has no added benefit like the bookmark</li><li>-Double the price of the bookmark</li><li>-Reaching out to a minimum of 1000 people (If they don't share)</li></ul>	\$200/1000
<b>Commercial Advertisement</b>	<ul style="list-style-type: none"><li>-Allows you to communicate with local, national and international audiences</li><li>-Visual and auditory actions can be displayed</li><li>-Will be able to show the passion in the ad</li></ul>	<ul style="list-style-type: none"><li>-Unaffordable</li></ul>	<p>\$200-1500/30 seconds</p> <p><b>*SUGGESTION:</b> Display the commercial on your website and/or YouTube (Or other mass media sites) and there will be no cost involved</p>

Figure 1: Recommendation Ranking Analysis:

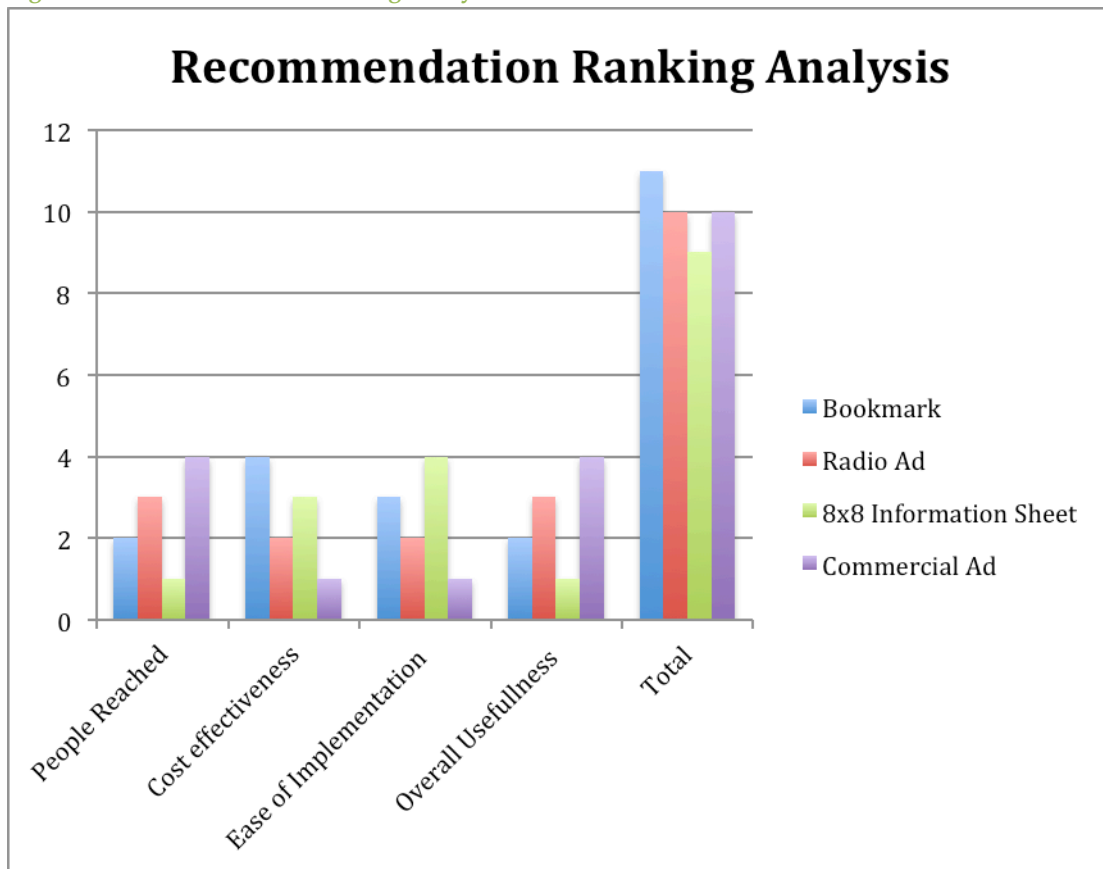


Figure 2: Potential Logo:



Figure 3: Bookmark:



## Our Purpose

To create for Ontario's public domain a self-sustaining education, demonstration and research hub at the provincially owned former Guelph Correcitonal Centre

## Our Vision

To have Yorklands Green Hub bring together businesses, organizations, and people to learn, work, share, and create, with the common purpose of being engaged stewards of our land, food, water and our overall wellbeing.

Visit us at  
[www.yorklandsgreenhub.ca](http://www.yorklandsgreenhub.ca) or  
email us at  
[info@yorklandsgreenhub.ca](mailto:info@yorklandsgreenhub.ca)

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# Chapter 5

## *Marketing the Yorklands Green Hub*

*Leanna Daponte, Samantha Dunlop and Brittany Muil*

The founders of the Yorklands Green Hub want to make an educational centre that promotes innovation, sustainability and a healthy community that values inclusiveness. They would also like community involvement and co-operation from many organizations and businesses that share their same goals. The founders of the Yorklands Green Hub have four main concerns regarding food, energy efficiency, wise water use and waste management. Our research question investigates marketing strategies that will help bring awareness and funding to this non-profit organization. Below, we offer a variety of marketing techniques in which we believe are beneficial to this group's future. Topics such as social media platforms, farmer's markets and the incorporation of schools can help to bring awareness and funds to the Yorklands Green Hub.

### **SOCIAL MEDIA**

One way to market the Yorklands Green Hub is through multiple social media platforms. Not only will it get the name out to more of the public, but also help to spread what they stand for, explain the history of the land and their plans for the future to help gain more support. A Facebook page has been created, however to attract more attention to the page and have a larger number of viewers it would be useful to have more frequent updates, as well as uploading pictures of the site or other aspects related to their goals. A twitter account can also be created and used to give links to their website, Facebook page or petition. In order to do this the individuals of Yorklands Green Hub may want to consider volunteer programs through high school students. As these students are trying to gain their 40 hours of community service, they may be able to assist Yorklands with creating a twitter, and Facebook page with regular updates. Twitter can also be used for other short messages reaching out to a different set of people on this social media site. Forms of social media can help each other become interconnected; therefore the suggestion of using multiple social platforms instead of only one is advantageous. Neither of these will take long to maintain, the Facebook page needs even less time than a website to keep updated. Since there is no coding, it is quite simple to share posts or pictures by uploading them right from the computer and typing a quick message above, social media has actually become a supplement for a traditional website (Nah and Saxton, 2012). Once again, maintaining a Twitter account does not take a lot of time to update as every tweet consists of 140 characters maximum and only takes a few minutes to compose. Also, creating an account takes less than thirty minutes. Tweets are only necessary when something is needed to be shared, this could be as little as once a day.

Social media has become a huge form of communication and businesses have also begun to use it for their companies. It does not cost money to have accounts or keep them updated, which makes social media currently financially feasible for Yorklands Green Hub as it is cost effective. The other benefit of social media is that it will not focus on only one aspect of this non-profit organization; rather it can be used for all aspects mainly focusing on what is important at that point in time. This can include either promoting petitions for getting access to the land, their plans for the food, energy or water, and teaching people how they will be self-sustained. As seen in the article done by Seungahn Nah and Gregory Saxton titled '*Modeling the adoption and use of social media by nonprofit organizations*', the trend of using this form of marketing is not new and has produced positive outcomes for the groups who currently do use it. This aspect of marketing also relates to economic geography because Facebook has become an economic phenomenon, as well as an economic tool, which can be used for both marketing and advertising (Coe et al., 2013). Therefore, with being such an easy marketing tool and clear positive aspects of social media it seems to be a strong tool to be used by the Yorklands Green Hub.

## **FARMERS' MARKETS**

Another way to market for the Yorklands Green hub is to incorporate the ideas of farmers markets and local University booths. Farmers' markets are a great way to advertise for small business owners especially businesses that are just getting started. We understand that Yorklands Green Hub is currently attending the local farmers' markets while advertising among others. However in order for a new initiative to gain any sort of recognition within the community there has to be a factor in their business model plan that differs from everyone else, such as Yorklands Green Hub's idea of self-sustainability. Our idea for the farmers' market approach would be to have them set up their own booth. If this approach were taken, this would give them the opportunity to be able to present their sustainability ideas separate from everyone else, and allow them to interact with the public so that they can become educated on their idea. A future aspect for this kind of marketing is after the property has been obtained by the Yorklands Green Hub a section of the land should be used for growing local produce, which they could then sell at the farmers' market or even holding an onsite food market, attracting the public to the location. "Creating markets where people can buy produce from local farmers and growers reduces the distance that food travels between producers and consumers, which in turn decreases global environmental pollution" (Trobe, H. 2008). Creating markets where people can buy locally relates well to economic geography in the sense that distribution of products is decreasing, allowing the spatial allocation of resources to become more localized (Coe et al., 2013). This promotes sustainable, and local eating while raising money for future investments in the community's education and awareness.

## **BUILDING CONNECTIONS WITH EDUCATIONAL INSTITUTIONS**

Aside from just targeting farmers' markets we understand that Yorklands is trying to target the "upcoming generation". We think it would be very wise if the people of Yorklands were able to reach out and speak to those individuals attending the University of Guelph. In order to set up a booth in this facility the Director of the University would have to be contacted in order to see if Yorklands is eligible for advertisement. If they are approved, the daily rate is \$354.00/day located in one of the schools most heavily populated areas (University Center Events, 2010). Although the cost is relatively high this could be a great way to recruit students for volunteer opportunities. By reaching out to the students, they will be bringing forth the ideas to the new generation who are highly educated and may not be fully aware of the current environmental issues. Being students, it is difficult to buy produce and know exactly where it is coming from. If there were to be an education center and a place, which was dedicated to growing locally, students would have the opportunity to buy local produce in support of their community. The farmers' market booth looks more specifically at marketing the food aspect, however the University booth can be used for general knowledge of all aspects and even offer the chance to give a more in depth insight into this non-profit organization for those interested.

A third marketing tactic which we believe to be financially advantageous is to work with schools in Guelph and the surrounding area to get the younger generation involved this being a primary goal of the founders. One idea to consider would be the involvement of schools through class field trips to the Yorklands Green Hub especially secondary schools to stimulate an interest in a younger population of adults. The Yorklands Green Hub volunteers could also talk to professors in the departments of Geography and Environmental Sciences at the University of Guelph and come to an agreement where students volunteer at the Hub while gaining an extra few percent toward their final grade (~3-5%).

The first steps in turning these ideas into reality is to either email or go and approach to the secondary school principals and the professors at the University. Here, the Yorklands Green Hub workers can pitch their plan for the centre and how they are trying to include the younger generation. They could also include an itinerary for the field trip with costs included. A school bus filled is equal to 60 adults (teachers and high-school students), on average cost is \$610.00, which equals approximately \$10.00 each student (BusRates, 2012). Since this is inexpensive, the Green Hub volunteers could make the price of the field trip \$20.00 so there was a profit of \$10.00 for each student (\$10.00 x 60 students = \$600.00). They could also increase the price when they become better known however these seem like acceptable rates for their start-up. Getting in touch with university professors is not difficult as Universities have their department and faculty listing on their home pages. Here, the Green Hub workers could easily send the profes-

sors an email regarding creating a program in classes by creating volunteer opportunities for extra percent for students marks.

## **CONCLUSION**

The Yorklands Green Hub has many visions that align with this marketing strategy. They have previously stated that they believe this Hub will align with the goals of public education and public health in a time of great concern regarding food and water. These priorities include the students who are passionate about climate change (Geography and Environmental Students) and who would be interested in making a change for future generations. In Louise Chawla's article titled: '*Children's concern for the natural environment*', children are aware of the environmental changes and are worried about the near future regarding the animals and vegetation (Chawla, 1988). This study is reflective of the younger generation that Yorklands Green Hub wants to motivate as they are most aware of the changing climate and are more likely to make an impact than older generations whom grew up knowing something different. Another goal of theirs includes the Hub being a launching pad for students, families, and individuals to visit and to become inspired and take-home solutions that will benefit the health of the environment and society. This, in addition to younger generations - meets the goal of the Yorklands Green Hub founders as it spreads awareness to younger generations who are more willing to make a change than those whom are older and set in their ways. Students are also very eager to get extra marks and something as simple as volunteering for two hours a week for a semester, could be the simplistic method for them to achieve this.

It was our job to devise a marketing plan that would allow the YGH to gain recognition and support throughout the community. Their goal was to be able to educate the community about their concerns regarding food, energy efficiency, wise water use and waste management and how these concerns would be addressed through their new development plans. Through our marketing strategy we have decided that the most effective way to gain support throughout the community would be through social media sites, farmers' markets and University advertisement booths, and finally targeting education institutions that would allow for field trips or volunteer work to be counted towards a percentage of their grade. With all of these different tactics in mind we believe that Yorklands Green Hub would be able to flourish through awareness and community support.

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