



# **RETHINKING CLIMATE EDUCATION: GAIA ONLINE**

**ANNUAL REPORT  
2020/2021**



# LAND ACKNOWLEDGEMENT

This document has been written and produced on the traditional and current unsurrendered land of the Wabanaki peoples, as covered by the Peace and Friendship treaties. This land belongs to their ancestors, their current members, and their future descendants. We are grateful for the opportunity to become allies of truth and reconciliation, sharers of knowledge, and to do our best to uplift Indigenous peoples in our work as we listen and learn about how we can contribute to decolonizing education.

# VISION

Unlock the hidden potential of all New Brunswick students and educators to engage in the fight against climate change.



# MISSION

Empower youth to take action on climate change through education.



HAPPY HOLIDAYS ! JOYEUSES FÊTES !

THANK YOU FOR YOUR SUPPORT  
DURING THE 2020 SCHOOL YEAR

merci pour votre appui  
durant l'année scolaire 2020

projet gaia  the gaia project



## LETTER FROM THE EXECUTIVE DIRECTOR

What a fascinating year for The Gaia Project!

This year I stepped into the position of Interim Executive Director from June 2020 until August 2021 and had the absolute privilege of leading a team of passionate and innovative staff, board members and partners to reach a record number of students in classrooms all across the province. The 2020-21 school year was one of our strongest yet! We reached over 26,000 students with our programs and resources.

With your help, Gaia:

- Led 136 programs actively engaging 4,964 students in hands-on climate action projects
- Reached over 12,000 students with climate action posters
- Reached 8,600 students with online resources and learning packages
- Distributed 690 climate action posters to over 100 schools
- Impacted 148 schools with programs and resources

The Gaia Project has matured in a variety of ways, including improved financial sustainability through newly secured funding, and identified new governance tools to help build the administrative capacity of the staff team and the board of directors. Our staff team grew from 7 to 10 full-time employees thanks to our incredible sponsors and supporters of climate education in New Brunswick schools.

The COVID-19 pandemic shifted our entire platform of educational delivery to reach students and teachers remotely. The Gaia team went to the drawing board to figure out how to reach students and continue to have a positive impact, and Gaia's transition to digital education was born!

Thank you for supporting our team and our mission during a very adaptive year in the world of educational outreach. I look forward to continued growth and momentum for climate action in 2021.

Sincerely,



Geoff MacDonald

Interim Executive Director



## CHAIRMAN'S MESSAGE

Dear Readers,

2020-2021 has been an unprecedented year for everyone. In the education and learning sphere, students and teachers experienced a major disruption with the switch from in-person to virtual learning. While these changes presented a challenge and learning curve for many, they also offered a great opportunity.

Thanks to our amazing team at The Gaia Project, we were able to roll out an entirely new set of online learning programs to adapt to this changing virtual learning environment while maintaining our overall mission of empowering youth to take action on climate change through education. The Gaia Project is very lucky to have so many talented individuals willing to step up to the plate when there's a challenge in front of them. This attitude and culture are ingrained in the organization, led through the example of the leadership team.

Lizzy Gresh took the reins of the transition to digital learning and then Geoff MacDonald stepped in as Interim Executive Director while Lizzy was on maternity leave. Geoff and Lizzy not only took on the challenges that COVID-19 presented with the changes to delivering our programming, they promoted growth in the organization with new team members, funding and program delivery. They also led the team to achieve new record numbers of students reached and programs delivered. As the new Chair of the Board, the success attained over the last year make me incredibly excited to work closely with the team, management and board to continue to grow the organization and impact more students than ever before.

Sincerely,

Jordan Kennie, Chair  
The Gaia Project, Board of Directors



# OVER THE 2020/2021 SCHOOL YEAR THE GAIA PROJECT

PROVIDED	IMPACTED OVER	WORKED WITH
<b>8,905</b>	<b>26,000</b>	<b>148</b>
RESOURCES (INCLUDING DIGITAL DOWNLOADS)	STUDENTS	SCHOOLS

## COVID 19

With the unique challenges created by COVID-19, our team went to the drawing table and thought creatively in order to continue to offer a world-class educational experience for our teachers and students. Although we were unable to enter schools, we still managed to lead programs virtually and reach even more students than ever before.

The Gaia Project has created additional resources to help facilitate learning and produced three new programs to reach even more grade levels and schools across the province. With the goal of re-entering schools in the 2021/2022 school year, we are incredibly excited to get started on our tried and true resources like Sustainability In Action, Trash Trackers and Energy Detectives, and test out our new ones including Energy Escape and the K-2 Sustainability Literacy Kit! Electrify Your Ride is even making a comeback and we are thrilled to continue working with new classes across New Brunswick.

# NEW RESOURCES FOR ALL GRADE LEVELS

## Energy Escape Pilot

Energy Escape is our newest offering at the middle school level! This imaginative and multifaceted program models an escape room in which middle school students will work together to reveal the combination that unlocks a box of items essential during a power outage. The scenario is a complete blackout and the priorities have shifted to water, light, heat and communication. Students will use videos, worksheets and resources developed by Gaia to increase energy literacy and become more prepared to deal with emergency situations.

## 50 Climate Actions Poster

The Gaia Project began development and distribution of a brand new localized climate action resource, the 50 Classroom Climate Actions poster. This multi-level, interdisciplinary educational tool can be used by K-12 students to take on Sustainable Development Goal #13 Climate Action in a variety of ways. The poster is an interactive scratch-as-you-go resource to make classrooms more sustainable and introduce important eco-conscious behaviours to students. Teachers responded to a follow-up survey and 93% would recommend this resource to other teachers.

## Green Experts Program

The Green Experts Program was created to showcase existing green careers in the province to help inspire youth in joining New Brunswick's clean growth economy. Our interactive online map will help teachers and students learn more about green jobs in the province, green career pathways and more. We will also be offering mentorship opportunities for school projects. The future generation can help mitigate climate change through their career or business. First, they need to see what green careers look like!



# IMPROVING ENERGY LITERACY AT ALL LEVELS

## FREDERICTON HIGH SCHOOL ENERGY EXPERTS



During the fall of 2020, The Gaia Project came to understand that the Electrify Your Ride program would need to take a rest. School visitation became heavily restricted with COVID-19, so Gaia began to brainstorm new ways to reach students. Thus began the planning of the EV educational video series. Students from FHS showed incredible knowledge and professionalism while working with Gaia to record this video on site.

"As always, working with Gaia was a fabulous experience...they are always prepared, polished and professional! My SRC students were thrilled to be a part of the EV video this year - they learned a great deal about electric vehicles and the myths associated with them. The experience also impacted council next year with a new executive position created - Environmental Rep that will be bringing Ecoschools to FHS. Never underestimate the influence of Gaia!"

Carolyn Barnhart,  
Teacher, Fredericton High School



# ST. STEPHEN MIDDLE SCHOOL ENERGY WARRIORS



Mes élèves sont passionnés de l'environnement et comment garder leur planète en bonne santé. Vos trucs d'apprentissage les aideront à réaliser des buts pour aider l'environnement. Merci!

Krista McGinn  
St. Stephen  
Middle School



What a terrific project! Krista's students were so engaged and their enthusiasm about what they were learning and the changes/differences they could make was truly inspiring. A big thank you to the Gaia Project team for providing such wonderful resources.

Bronwyn Tanner  
Principal



# EcoSchools Canada Certificate Integration

We have worked to develop a new relationship with EcoSchools Canada in order to promote EcoSchools Certification to our network of New Brunswick schools. To achieve certification, students must complete environmental initiatives and programming with their schools using a points-based framework.



The Gaia Project's Sustainability In Action (SIA) program is applicable to the certification, making this an exciting opportunity for teachers and students looking to broaden their eco-projects and earn national recognition.

After a successful pilot project last year, we are proud to share that we have a total of 23 schools currently working towards EcoSchools Certification.

The EcoSchools Canada certification platform allows both teachers and students to access their school's plan and work towards achieving certification.





## Teacher testimonial...

*In my grade 11 math class, we were discussing the environmental impact of some of the necessary Covid-19 precautions.*

*For their SIA project, Ben MacKenzie and Wil McPherson decided to ask the question, "How many pounds of paper would we save if we used cloths to sanitize the desks instead of paper towel?" As per our Covid-19 operational plan, students have to sanitize their desks at the beginning of every class and they were concerned by the amount of paper towel that was being used every day. At our school, we have compost bins in our classrooms and we use the compost in our greenhouse and garden, but these paper towels can not be composted because of the disinfectant.*

*Ben and Wil collected garbage cans from five classrooms and then did a waste audit on the contents. Using the total number of classrooms in the school, they extrapolated that as a school, we use 12.625 lbs of paper towel per day, or 2380 lbs per year! The students even found the boxes of paper towel that are ordered by the district and calculated the number of trees and amount of water necessary to produce that much paper towel, as well as the cost.*

*This number would be even higher, if it weren't for a few teachers who have brought in strips of cloths from home that they launder themselves.*



“

## Teacher testimonial...

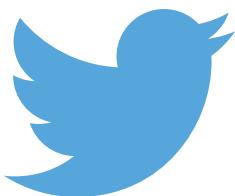
***Ben and Wil suggested that it would be great if all teachers started using cloths to disinfect their desks and some students said they would even be willing to bring in the cloths themselves.***

***The Sustainability in Action Project is an excellent way for students to research an action project that interests them and it encourages them to put their concerns into action. This is my third time participating in their project and I have another class just about to start a new SIA project. The Gaia Project is such an amazing organization that offers hands on activities for all grade levels and I am so proud of the work that is being done through the Gaia Project in our province!***



**-Laura Myers, Teacher, Hampton High School**

## AS OF AUGUST 2021

**926**

FOLLOWERS

+32%

**626**

FOLLOWERS

+21%

**1,322**

LIKES

+25%

**176**

FOLLOWERS

New!



"Participating in the [The Gaia Project] was easily the most rewarding teaching experience of my year so far."

SUSTAINABILITY IN ACTION  
FEEDBACK,  
FUNDY MIDDLE AND HIGH  
SCHOOL

# 2020 - 2021: Challenges & Adaptations

With the unique challenges created by COVID-19, our team thought creatively in order to continue to offer a world-class educational experience for our teachers and students. Below are a few examples of the hurdles we've faced over the past year, and our strategies to pivot.

1

## Recruitment

- The majority of our program registrations came in the spring semester
  - Implemented a targeted email campaign
  - Conducted direct outreach, updated teachers on program evolutions
- Communications staff turn over slowed down our plans for program promotion and marketing
  - Developed a brand guideline tool and brought in professional training for Gaia communications managers/coordinators

2

## Adhering to guidelines in different provincial health 'zones'

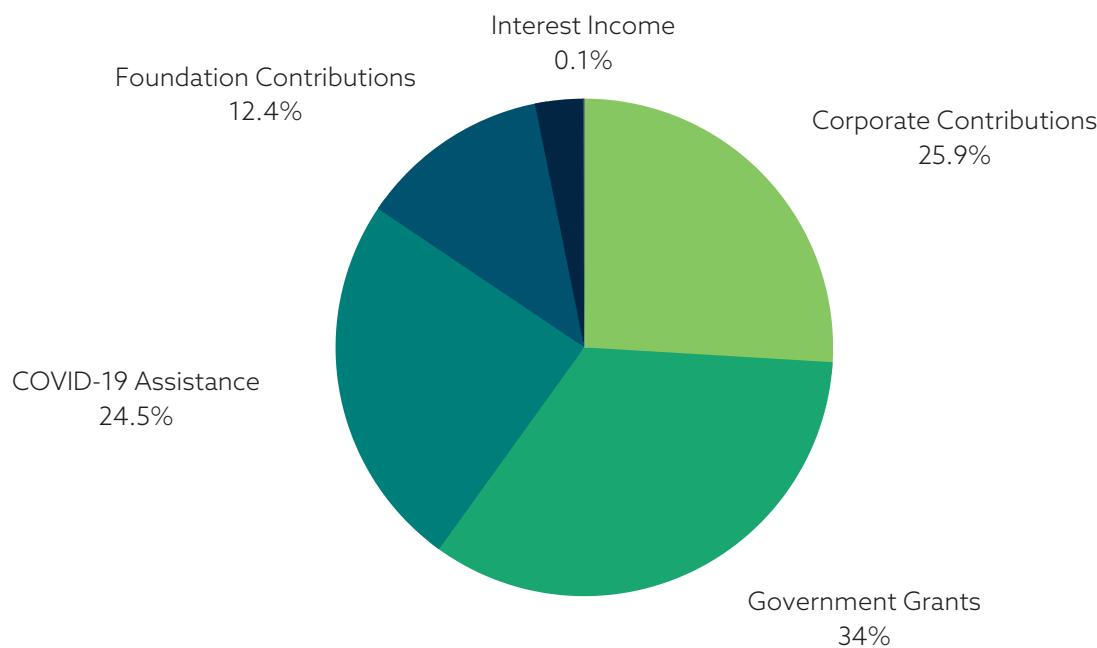
- A few schools closed or were not able to move students from room to room for programming activities
  - Developed new resources, videos, and DIY activities in response to school limitations
  - Directed teachers to audit classroom energy use exclusively, rather than cafeteria or gymnasium energy use
  - Offered a more flexible kit return policy

3

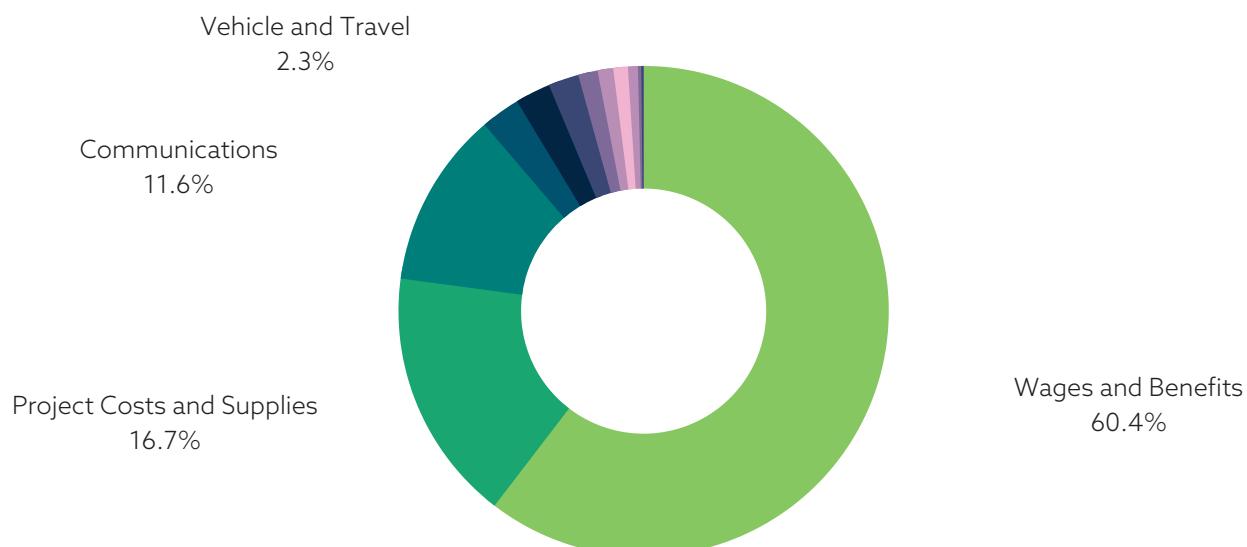
## Inability for The Gaia Project staff to visit schools

- Teacher communication with Gaia staff was not well practiced during the fall semester
  - Offered video call presentations with teachers
- Data was difficult to get back from teachers and some data was clearly inaccurate during the first phase of delivery of new resources/programs
  - Increased email and phone communication with teachers
  - Assisted and guided teachers through lesson plans developed by Gaia

# REVENUE: \$868,261



# EXPENSES: \$682,742



# OUR TEAM

## 2020/2021 Gaia Project Staff

**LIZZIE GRESH**

Executive Director

**JIMMY THERRIEN**

Program Director

**GEOFF MACDONALD**

Interim Executive Director

**KATELYN PLANT**

Communications Manager

**ADAM  
BIRCHWEAVER**

Program Delivery Officer

**AINSLEE MACMILLAN**

Special Projects Coordinator

**ANNA-LEE  
VIENNEAU**

Communications &amp; Networking Coordinator

**CATHERINE RIOUX**

Program Delivery Officer

**BRITTANY  
MACNAUGHTON**

Program Delivery Officer

**GYLAINE  
DOUCET-FERGUSON**

Program Delivery Officer



# THANK YOU

From everyone at The Gaia Project, and on behalf of all the students and teachers who benefitted from Gaia's programs, we would like to say thank you for all of the support we have received this year.

## Gold Sponsors



**Énergie NB Power**  
the power of possibility  
débordant d'énergie



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of Canada

Gouvernement  
du Canada



## Silver Sponsors



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Agency

Agence de  
promotion économique  
du Canada atlantique



**THE McCAIN  
FOUNDATION**

**Allison McCain**

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TD Friends of the  
Environment Foundation

# THANK YOU

From everyone at The Gaia Project, and on behalf of all the students and teachers who benefitted from Gaia's programs, we would like to say thank you for all of the support we have received this year.

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- George Dashner (past chair)
- Janet Gagnon (Secretary)
- Jordan Kennie (chair)
- Michel Leger
- Nick Russen
- Monique LeBlanc

## Strategic Advisors

- Brian McCain
- Frank Camm
- Jake Arsenault
- Krista Downey
- John Reid
- NB Department of Education and Early Childhood Development

## Collaborators

- Centre of Excellence for Energy
- EcoSchools Canada
- EOS Eco-Energy
- Learnsphere/SavoirSphère
- Learning for a Sustainable Future (LSF)
- LearnEast
- Mi'kmaq-Wolastoqey Centre
- Nature NB

- NB Department of Education and Early Childhood Development
- New Brunswick Environmental Network
- Orange Sprocket
- Kate Wallace Inc.
- Quartermain Earth Science Centre
- Science East

# THANK YOU

Thank you to all the teachers and schools that welcomed us into their classrooms in the 2020/2021 school year!

## ASD-E

### **Arnold H. McLeod School**

- Jolene Duplessis
- Margo Dallaire
- Veronique Guy

### **Bernice MacNaughton High School**

- Adam Trider

### **Birchmount School**

- Nathalie Olivier
- Stacy Garland

### **Claude D. Taylor School**

- Genevieve Cormier
- Megan Wilson

### **Dorchester Consolidated School**

- Stuart Murray

### **J.M.A. Armstrong/Salisbury Middle School**

- Alain Cote
- Jocelyn Cliff
- Renee Gagnon

### **Lewisville Middle School**

- Samantha LeBlanc

### **Moncton High School**

- Caroline Richard

### **Petitcodiac Regional School**

- Andrew Flynn

### **Port Elgin Regional School**

- Maria Belts
- Melissa Firlotte
- Marie Reinsborough-Wadden
- Katrine Fraser

### **Queen Elizabeth School**

- Craig Maskill
- Marie-Josée Poitras
- Ian Fogarty

### **Salem Elementary School**

- Deidra Riddle
- Laurie Tingley
- Justine Fahey

### **Shediac Cape School**

- Jarrod Baker
- Jessica Berube

## ASD-N

### **Bathurst High School**

- Shannon Lavigne
- Brady Oakes

### **Bonar Law Memorial School**

- Katherine Halas Moulton

### **Dalhousie Regional high School**

- Michelle Arsenault
- Genevieve Aubut

### **Dr. Losier Middle School**

- Marie-Louise Squire

### **Gretna Green School**

- Veronique Avenriep Baisley

### **James M. Hill Memorial School**

- Allison MacDonald

### **Max Aitken Academy**

- Erin Kingston
- Jennifer White

### **Miramichi Valley High School**

- Kathy MacDonald

### **Nelson Rural School**

- Angela Woods

### **Parkwood Heights Elementary School**

- Brittany Keith

### **Miramichi Rural School**

- Kendra McLean

**ASD-S****Apohaqui Elementary School**

- Becky Kunze-Carr

**Barnhill Elementary School**

- Mary Ashton

**Bayside Middle school**

- Jennifer Hickey
- Tiffany Sabin

**Belleisle Regional High School**

- Philip Gray
- Susan Lawson
- Sussanne Driscoll

**Centennial School**

- Jill Stackhouse

**Deer Island Community School**

- Brent Anderson
- Michelle Kelson

**Fairville Elementary**

- Jess McCutcheon
- Ashley Rebecca Daley
- Creamer
- Shonna Martin
- Angela Sanford
- Stephanie Curtis
- Vicki Gunter

**Forest Hills School**

- Alicia Donovan
- Angela Calder
- Nadine Moreau
- Tomalyn Young

**Fundy Middle/High School**

- Amy Cook
- Alex Boudreau
- Mandy Chambers
- Rachel Sullivan
- Rose Wilcox

**Hampton High School**

- Laura Myers

**Harbour View High School**

- Emily Lennon

**Island View School**

- Katelyn Pettigrew

**Lawrence Station Elementary**

- Renee Caldwell

**Millidgeville North School**

- Rachel Dempster
- Courtenay Crosby

**Prince Charles School**

- Heather Ward-Huskins

**Quispamsis Middle school**

- Jennifer Cusack
- Kathryn Britten

**Rothesay High School**

- Jillian Dunlop
- Jillian Kiervin

**Saint John High School**

- Caroline Christie

**Seaside Park Elementary School**

- Kristen Springthorpe
- Marta Jones
- Stefan Warner

**Sir James Dunn Academy**

- Kathleen Clarke

**St. Stephen High School**

- Tom Hart

**St. Stephen Middle School**

- Krista McGinn

**Sussex Elementary School**

- Jenni Butler

**Sussex High School**

- Angela McKenna
- Jeffrey Gaunce
- Monique Fillmore

**ASD-W****Andover Elementary School**

- Ashley Little

- Ellen Boyd

- Stacy McCarthy

**Barkers Point Elementary School**

- Lisa Brewer

**Burton Elementary School**

- Bradley Kersing

**Cambridge Narrows Community School**

- Kelly Harris

**Carleton North High School**

- Brian Muse

**Chipman Elementary School**

- Susan Weaver

**Chipman Forest Avenue School**

- Fern Touchie

**Connaught Street School**

- Chantal Samson

- Heath Currie

- Richard Champagne

- Tascha Chedore

**Devon Middle School**

- Becky Kaley

- Christy Hennigar

**Florenceville Middle School**

- Jean Anne Green

- Laura Shaw

- Teena Bishop

**Fredericton High School**

- Emily Jarvis

- Carolyn Barnhart

**Garden Creek School**

- Emily Greenwell

**Geary Elementary School**

- Ryan Carr

**George Street Middle School**

- Brittany Everett
- Pierre Plourde
- Jessica Marks

**Gesner Street Elementary School**

- Haley Grasse

**Gibson-Neil Memorial Elementary School**

- Kevin Porter

**Harold Peterson Middle School**

- Trudy MacNeil

**Hartland Community School**

- Becky Hovey

**Hubbard Avenue Elementary School**

- Barbara Blaney
- Robin Beyea

**John Caldwell School**

- Britannia Burn
- Harmiena Dionne
- Janice Briggs
- Sylvie Poitras

**Kingsclear Consolidated School**

- Heather Mazerolle

**Leo Hayes High School**

- Ryan McNally

**Lincoln Elementary School**

- Chantal Elsemore

**Liverpool Street Elementary School**

- Kathrine Clowater

**McAdam Elementary School**

- Scott Cousins

**Meduxnekeag Consolidated School**

- Joanne MacFarlane
- Kelli Chase

**Minto Elementary/Middle School**

- Crystal Roberts

**Montgomery Street Elementary School**

- Andrew Lawson

**Nackawic Elementary School**

- Ami Morgan

**Nackawic Middle School**

- Leticia Leon de Gante

**Nackawic High School**

- Kathy Campbell

**Nashwaaksis Middle School**

- Graham Loughborough
- Jessica Curry

**Nashwaaksis Memorial School**

- Sonya House

**New Maryland Elementary School**

- Melissa Gaudet

**Oromocto High School**

- Brent Rowney
- Natalie Mombourquette
- Winnie Hsu

**Park Street Elementary School**

- Karla Roy

**Perth-Andover Middle School**

- Karlie Guest
- Kim Cheeseman
- Kim Castonguay

**Royal Road Elementary School**

- Byana Perreaux

**Saint Mary's Academy**

- Savanna Sherwood
- Vanessa Despres

**Stanley Consolidated School**

- Amanda Fairley-Richard

**Summerhill Street Elementary School**

- Colleen M Davidson

**Townsview School**

- Amy Tompkins

**DSF-NE****Académie Notre-Dame**

- Sonia Levesque

**École Académie Assomption**

- Marc Savoie

**École L'Envolée**

- Janick Robichaud

**École L'Escale-des-Jeunes**

- Nadine Lacroix

**École L'Étincelle**

- Martin DeGrâce
- Catherine Mazerolle

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- Annette Goguen Bah
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- Manon Roy Richardson

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**École Champlain**

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- Jean-François Losier
- Gaston Landry
- Véronique Roy
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- Massamba Gueye

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- Marie-Christine Basque

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- Annie Landry
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**Polyvalente Louis-J.-Robichaud**

- Dayna Lapointe-Cormier

**Private Schools****Rothesay Netherwood School**

- Brett Pineau

**Tír na nÓg Forest School**

- Laura Quigg
- Kenzie Keir

**Fredericton Montessori Academy**

- Crystal Harris

**Indigenous Schools****Wulastukw Elementary School**

- Marianne Waite
- Dylan Shaw

**Outside NB**

- Allison Maher
- Caroline Bernard
- Edith Presseau
- Elizabeth Frezell
- Graham Loughborough
- Janelle Neely
- Janik LeBlanc
- Jennifer Moreira
- Johanne Cardin
- Marie-France Martel
- Nina Parr
- Sidney Howlett



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## HEADQUARTERS

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## Regional Office

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