



fast **FACTS**

about the GLOBE Community Champions

GLOBE Community Champion Program

People's lifestyles have an impact on energy and water consumption, waste and maintenance in a community. Many housing providers have successfully implemented programs without realizing the maximum benefit because residents and staff have not been engaged. The challenge is to get resident buy-in, have them actively participate in planning, and become active partners in the process. The GLOBE Community Champion program will maximize the positive outcomes of conservation projects.

The most effective programs in social housing are those that have brought together residents and building staff to create a team approach.

The GLOBE Community Champion program is designed to help communities achieve the results that will truly make a difference in conservation, resident comfort, and create lasting positive effects on the environment. It gives the housing community another tool to help create positive outcomes.

What is a Community Champion?

A Community Champion is a resident of a building or complex who wants to be an agent of change for their community. They are usually a resident with an interest in community issues such as energy conservation or recycling, and the ability to communicate to other residents and the board.

... continues on next page

What training does the Community Champion receive?

Community Champions receive extensive training in social marketing and program-specific information. This training is designed to provide them with the skills to work with the community to develop strategies for delivering messages related to particular projects such as energy retrofits, recycling or water conservation. The training includes how to organize communications, conduct surveys, create reports, plan events and distribute information.

What support, resources, and tools does the Community Champion receive?

Besides training, the Community Champion receives a manual on developing a plan, report templates, examples of materials that can be customized for their community and ongoing support from GLOBE.

What is the role of the housing provider?

It is understood that the housing provider or its staff would assist the Community Champion as is necessary in communicating to residents, holding events and information sessions related to the program.

Who would make an ideal Community Champion candidate?

An ideal Community Champion candidate:

- Understands how to use a computer
- Understands how to use the internet
- Can communicate well both with the board and fellow residents
- Can devote volunteer time to:
 - Complete research on a plan
 - Develop a plan
 - Present plan to board
 - Assist with the implementation of the plan
- Has shown an interest in community issues

For more information, please contact:

Elsie Harvey
eharvey@shscorp.ca
416.594.9325 ext. 238