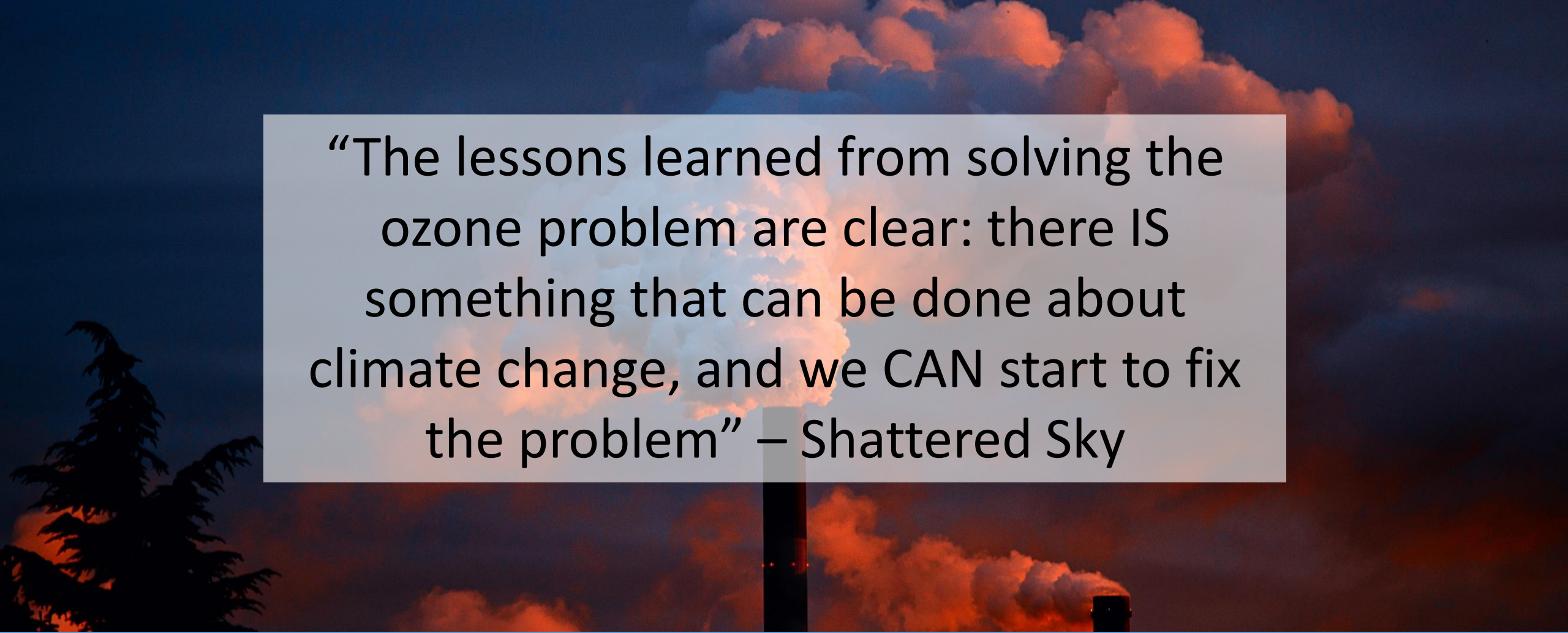


Building Sustainable Connections Through Film

R. MADHOSINGH-HECTOR, H. LANDIS, AND T. ACKERMAN

UF/IFAS EXTENSION, PINELLAS COUNTY



“The lessons learned from solving the ozone problem are clear: there IS something that can be done about climate change, and we CAN start to fix the problem” – Shattered Sky

Overview

UF/IFAS Extension Pinellas County



A Training and Volunteer Program
Preparing Citizens to Become
Ambassadors for Sustainability

UF | IFAS Extension
UNIVERSITY of FLORIDA

SUSTAINABILITY CONNECTIONS

FOUR FILMS

PINELLAS ENERGY EFFICIENCY PROJECT

The Power is Yours! Pinellas County Extension is providing valuable energy conservation information and equipment to Pinellas citizens. Project participants save money on their power bills and reduce our county's overall energy demand. Sponsorship comes from the US Department of Energy, as part of the American Recovery and Reinvestment Act of 2009.

RECOVERY.GOV

The banner features a yellow compact fluorescent light bulb (CFL) on the left, a large green leaf on the right, and a stylized house icon with a leaf inside. The background is a mix of green and blue.



The University Of

T A M P A

- ❑ Private institution founded in 1931
- ❑ About 8,000 undergrad and graduate students
- ❑ 75 acre campus located in central Tampa
- ❑ Offers over 200 academic programs with 3 environmental related degrees

Situation

Increase sustainability efforts on campus

Open to collaboration with UF/IFAS Extension

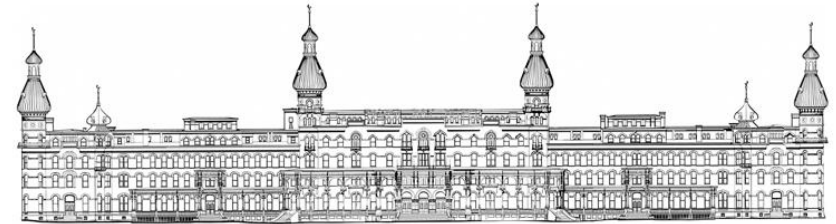


sustainable **UT**

Launch and brand UT sustainability efforts

Highlight importance of sustainability to UT

Cross-University/County Collaboration



The University Of

T A M P A



Why Film?

Non-traditional outreach method

Visual and engaging

Explores variety of themes

An effective tool for discussion



Image from pexels.com

Methods

Timeline

Proposal

Partner
Meeting(s)

Acquire films
Recruit
panelists

Develop
Marketing
Materials

Implement
Evaluate
Report

February

Sept - Dec

The Films

- A Fierce Green Fire
- Shattered Sky
- Just Eat It
- Weather Gone Wild

UF | IFAS Extension
UNIVERSITY OF FLORIDA

SUSTAINABILITY CONNECTIONS

FOUR FILMS

A FIERCE GREEN FIRE
THE BATTLE FOR A LIVING PLANET

SHATTERED SKY
THE BATTLE FOR ENERGY, ECONOMY AND ENVIRONMENT

JUST EAT IT.
A food waste story

WEATHER GONE WILD

COMMUNITY DISCUSSIONS

Reeves Theatre in Vaughn Center at The University of Tampa • 200 UT Poe Parkway, Tampa, FL 33602

Sept. 12 at 6 p.m.	Oct. 3 at 6 p.m.	Oct. 24 at 6 p.m.	Nov. 14 at 6 p.m.
<p>This film is the first big-picture exploration of the environmental movement – grassroots and global activism spanning 50 years from conservation to climate change.</p>	<p>Eerily reminiscent of today's energy and climate crisis, <i>Shattered Sky</i> tells the story of how America led the world in solving the biggest environmental crisis ever seen.</p>	<p>We all love food. As a society, we devour countless cooking shows, culinary magazines and foodie blogs. So how could we be throwing nearly 50 percent of it away?</p>	<p>This film explores recent extreme weather events and the scientific projections of what we can expect over the next few decades.</p>
			
https://fiercegreentampaevenbrite.com	https://shatteredskytampaevenbrite.com	https://justeatitampaevenbrite.com	https://weathertampaevenbrite.com

where is *your* food going?

JUST EAT IT. 

A food waste story



The Film Screenings

- ❑ Reeves Theater, Vaughn Center
- ❑ Moderated expert panel discussions
 - ❑ UF/IFAS Extension
 - ❑ UT Faculty
 - ❑ Community organizations
- ❑ Audience involvement
- ❑ Retrospective evaluations



Shattered Sky Panel Discussion – Phil Compton (Sierra Club), Dr. Rob Beekman (UT), Dr. Lauren Griffin (UF).



Image from pexels.com

Results

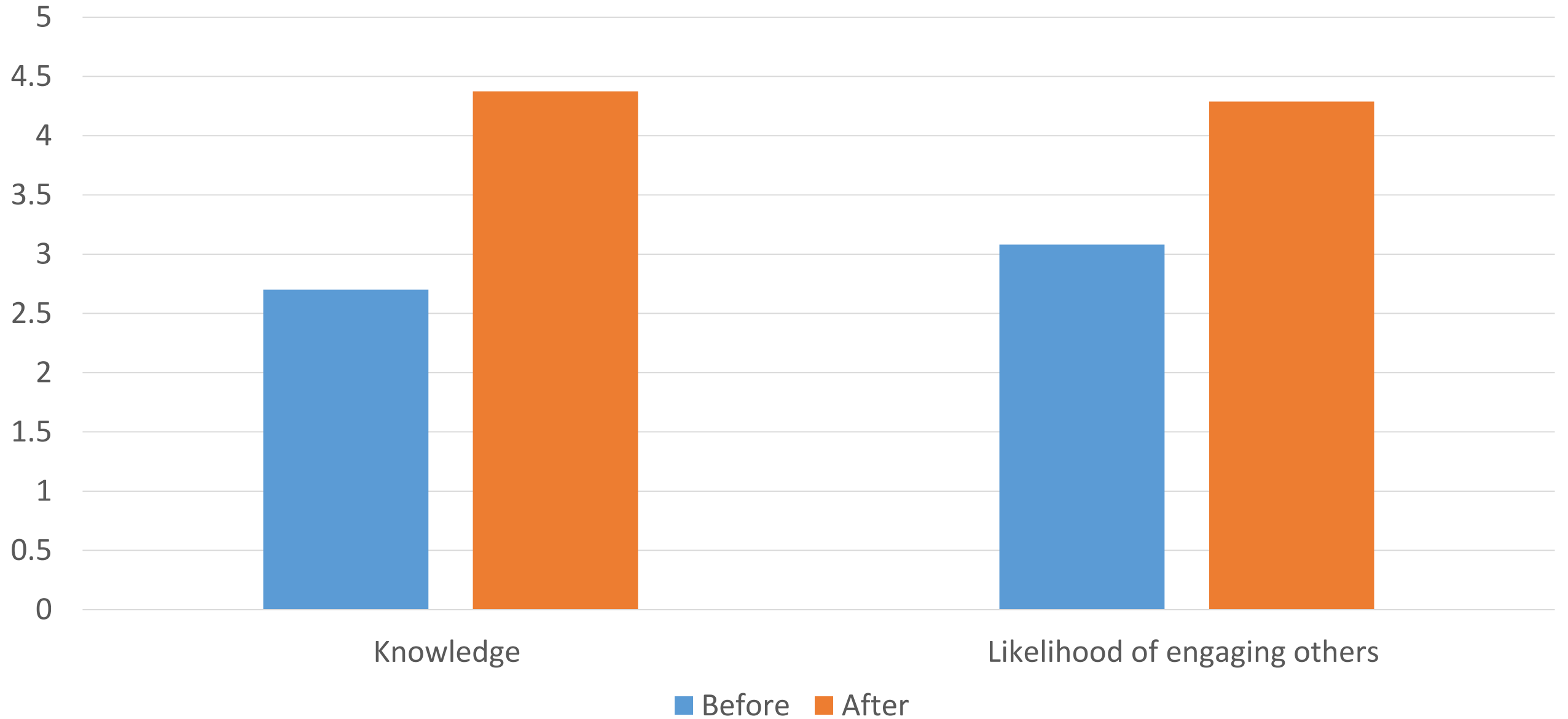
304 total attendees
for the series

76% had no prior
knowledge of
Extension

97% rated the
program as excellent,
very good, or good

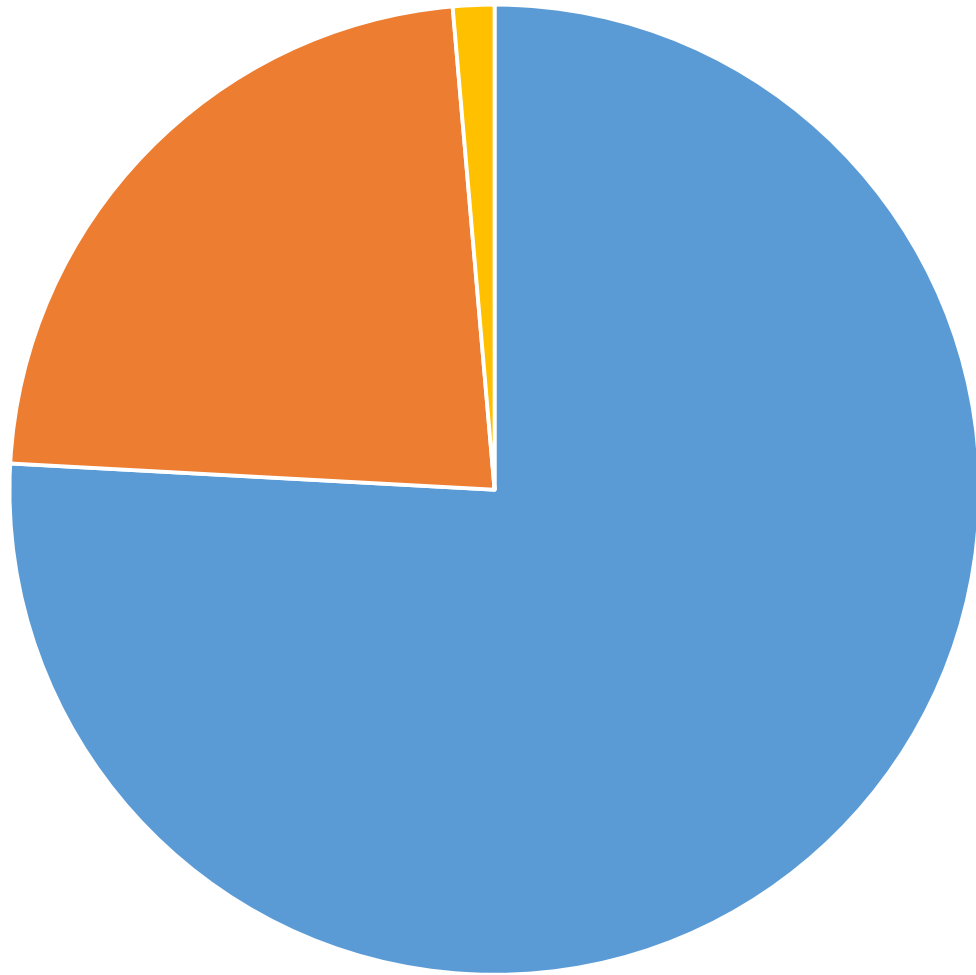
99% rated
composition of
panelists as excellent,
very good, or good

Overall Audience Metrics



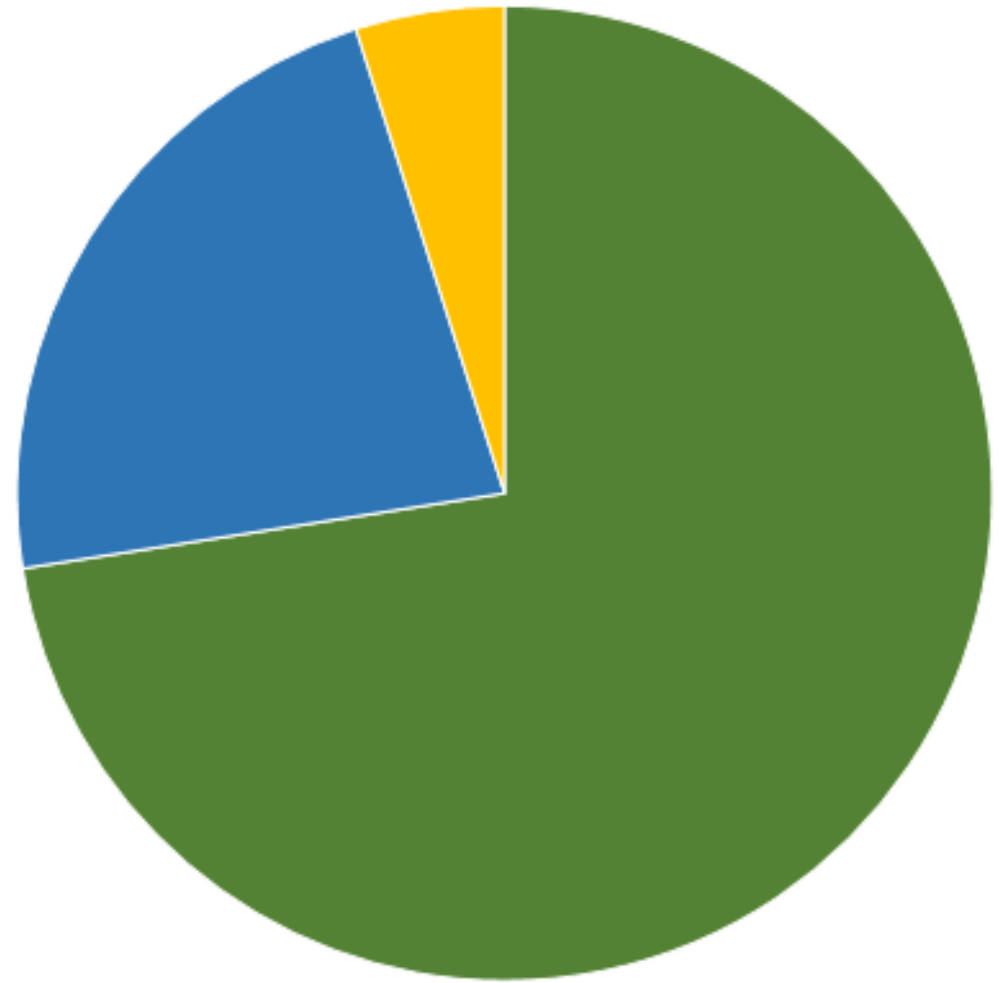
Did you find this format more informative/engaging than a traditional lecture?

Informative



■ More ■ Just As ■ Less

Engaging



■ More ■ Just As ■ Less



Lessons Learned

University of Tampa

What would you like to see UT do on campus?

12 comments
about recycling on
campus

27 comments
about food waste
or composting

22 on how UT
could improve its
outreach of
sustainability issues

13 guests
mentioned energy
consumption

4 comments about
water resources

University of Tampa

After reviewing data and comments:

- Student Government adopted “Recycling Resolution”
- Faculty Senate unanimously adopted a “Recycling Resolution”
- Explore food recycling program with Bay Mulch
- University will review student proposals, one being to increase the diversity and abundance of native Florida plants on campus

UF/IFAS Extension Pinellas County

- Film – innovative and creative
- Program design flexibility
- New audiences **and** old audiences
- Expert information on complex issues
- Extension as an expert facilitator

UF/IFAS Extension Pinellas County

Comments from evaluations:

- “I would like a more student led panel discussion”
- “I also have attended several of these film/discussion forums and by far feel that the movie plus the panel discussion which follows has been excellent”
- “I like that we had department heads to talk to but I would have liked to see professors from a larger variety of departments. Marine biology, zoology, biology, environmental science. “
- “Needs more action items - what should I do with this knowledge?”



Joint marketing

Mutual educational goals

Maximize clientele contacts

Shared program tasks

Community engagement

Benefits of Partnerships

Handling Potential Controversy

- Acknowledge that views not necessarily 100% in line with university research.
- Expert panelists fill in any gaps, correct misunderstandings.
- Films engage, discussions educate and inform.

Final Thoughts...

“Thank you very much for providing us with the opportunity to host the Sustainability Connections Film Series. It was a tremendously positive experience for our University, and we hope to continue working with UF/IFAS Extension to further educate our campus and surrounding communities about environmental issues.”

Daniel Huber

UT Associate Professor in Biology and collaborator for series

Questions?

Ramona Madhosingh-Hector: ramona.m.hector@ufl.edu

Trevor Ackerman: tackerman@pinellascounty.org

Pinellas Extension

<http://pinellas.ifas.ufl.edu/>

Sustainability Connections

<http://pinellas.ifas.ufl.edu/SustainabilityFilmSeries.shtml>



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