

# 4 SUSTAINABLE ACTION

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# 01 **DEFINE SUSTAINABILITY**

Learn about sustainable cities and Sustainable Development Goals (SDGs).

*60 mins*

## **Sustainability Mind Map**

Create a mind map to brainstorm what sustainability means to you. This could include habits in your home, urban planning, city programs, or anything else you associate with sustainable living.

## **Research Sustainable Cities and Sustainable Development Goals (SDGs)**

1. Explore the concept of sustainable cities:  
Begin by researching and understanding what makes a city sustainable. Learn about the key principles, strategies, and practices that contribute to creating environmentally friendly, socially inclusive, and economically viable urban areas by investigating case studies or success stories of sustainable cities from around the world.  
Explore reputable websites, articles, reports, and videos, using these websites as a starting point:
  - [Five ways to make cities healthier and more sustainable \(FAO\)](#)
  - [6 Traits of a Sustainable City \(DIGI\)](#)
  - [Scaling Up Climate Action \(C40 Cities: What We Do > Scaling Up Climate Action\)](#)
2. Study the Sustainable Development Goals (SDGs):  
Familiarize yourself with the United Nations' SDGs. Understand the specific targets and indicators associated with this goal to gain a deeper understanding of what it means to create sustainable cities.
  - [Sustainable Development Goals \(UN\)](#)
  - [Canada and the Sustainable Development Goals \(Government of Canada\)](#)
3. Once you have an understanding of what this means to your group, create your own definition for "sustainable cities".



# 02

## RESEARCH

Research Local Initiatives.  
*60 mins*

### Investigate Local Sustainable Initiatives

- Identify and explore sustainable projects or initiatives in your local area or nearby cities.
- Look for examples of sustainable infrastructure, energy-efficient buildings, waste management programs, green spaces, or public transportation systems.

### Identify Areas for Improvement

- Referencing the research you did about sustainable initiatives, brainstorm a list of methods your community could employ to become more sustainable, or how existing programs could improve. Consider both short-term and long-term solutions that are practical and achievable.



# 03

## RECOMMENDATIONS

Develop recommendations to make your community more sustainable.

*60 mins*

### Evaluate and Rank Solutions

Assess the feasibility, effectiveness, and potential impact of each solution. Rank them based on their importance and potential to create positive change in your community. As you rank them, consider:

1. Who lives in your community? Which area for improvement do you think would be most valuable to those who live there?
2. What would have the largest impact? Which would be most used in day to day activity in your community?

### Develop Your Top Recommendations

Compile your top three solutions and gather more data and evidence supporting them. This should include:

1. Which SDG is most related to each recommendation.
2. Collect relevant information and statistics about the current situation in the community. Will your recommendation replace an existing program or infrastructure?
3. Consider including specific actions, timelines, and potential stakeholders who can help in the implementation process. This could include energy consumption data, waste generation rates, pollution levels, or community surveys.



# 04 PITCH

Create a pitch to municipal government to take action based on recommendations.

*60 mins*

## Craft a Compelling Introduction

- Clearly articulate **three** recommendations developed from your list, explaining the benefits and potential positive impact they can have on the community.
- Use at least one data point, example, or case study to support your claims and make a convincing argument.

## Address Potential Concerns

- Anticipate and address any potential objections or challenges that the municipal government may have.
- Try your best to provide counterarguments, solutions to potential roadblocks, and evidence to support the feasibility and effectiveness of the recommendations.

## Conclude with an Outline on the Implementation Plan

- Present a clear and well-defined summary for how the municipal government can implement the recommendations.
- Emphasize the potential benefits and return on investment that can be achieved through the proposed actions.



# 05 SUBMISSION

Submit your pitch to municipal government by April 30 for a chance to win some awesome prizes!

## Share Your Pitch

- How to be eligible to win prizes:
  - » Post on your chapter's Instagram account:  
Share a short video of your pitch
  - » Be sure to tag [@urbanmindsTO](#) and [@1uptoronto](#) in your post to be eligible to win awesome prizes!

## Winner Selection

Urban Minds' Program Coordinators will review all submissions and select a winning chapter based on the following criteria:

- Accuracy of information
- Clarity of information
- Impact of recommendations if implemented
- Creativity of presentation

## Bonus Prize: Want to Win a Free Pizza Lunch?

The school chapter with the most members in attendance at 1UP Toronto Conference wins a free pizza lunch! Try to get all your chapter members to register before March Break, so you can all enjoy delicious food together.