

YOCA Toolkit

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[Why is YOCA needed?](#)

Where did the idea for YOCA from?

The idea for YOCA was born from the Lakehead University Sustainability Stewardship Council (LUSSC). Their Climate Action Working Group is committed to considering how Lakehead University can be a leader in cultivating and taking climate action.

Our Year of Climate Action requires just that, **action**. As a first step, the Climate Action Working Group will work toward the following concrete climate actions that were identified by LUSSC members:

1. Installing EV charging stations on both campuses
2. Providing Faculty training on climate change
3. Increasing the visibility of the Thunder Bay campus solar panels
4. Creating internal research awards for research on climate change

From September 2021 to June 2022, Lakehead University invites you and/or your unit to contribute to YOCA. We envision diverse contributions, everything from events, to art, workshops, panel discussions, concrete climate action...and beyond.

What do we hope to accomplish?

- Provide a platform from which to catalyze conversations about the climate crisis across our community and build momentum for continued action
- Connect Lakehead University researchers working on climate change with each other
- Enhance climate change teaching at Lakehead University
- Inspire students to consider climate change in their career planning
- Achieve four concrete climate actions

- Support the Sustainability Plan

How does climate action connect to your work?

Climate action encompasses action aimed at reducing GHGs (mitigation), adaptation, resilience building, awareness raising, education, and activism. Since climate action affects most sectors of society, it connects to everyone's work in some shape or form. Need more help understanding how climate action connects to your work? Email the Sustainability Coordinator at coordinator.sustainability@lakeheaduc.ca

How does climate action connect to Lakehead University's Sustainability Plan?

Since climate action is connected to most aspects of society, it is woven throughout the various goals of the Sustainability Plan rather than separated as an isolated goal. While this can make it appear less explicit in planning efforts, it is a more effective approach that ensures climate action is connected within and throughout all areas of the institution. Please see [Attachment 1](#) for an illustration of how climate action is integrated into Lakehead's Sustainability Plan.

Why and how to use the YOCA branding for your event/initiative

YOCA involves the cross-collaboration of departments, faculties, groups, and individuals at Lakehead University and in our community. As a result, YOCA related initiatives and events will be happening in diverse spaces. We have created a YOCA wordmark to help brand and connect YOCA initiatives and events. It is important to use this wordmark so that your event or initiative is associated with YOCA and is part of the collective campaign.

You can find the YOCA wordmark in this [folder](#). Please use this wordmark in any events or initiatives related to YOCA. **The YOCA wordmark should also be accompanied by the Lakehead University logo**, also located in the supplied folder. The Lakehead logo should be the dominant logo on any promotional material.

Consider using this [slide](#) (which can also be downloaded in PPT format) before classes or departmental meetings as a way to spread the word and get people involved in YOCA.

How to promote your YOCA initiative/event on social media

When promoting YOCA on social media, please consider the following hashtag:

#LakeheadYOCA

Please remember to include the YOCA wordmark **and** Lakehead logo in any social media posts.

How to advertise your event/initiative

Please submit any events related to the YOCA by uploading an event onto our LU website events page. When filling out the event form, please check the “Year of Climate Action” box under the “Event Category”.

Event Category *

- Admissions Getting Ready Webinar Series
- Applicant Information Sessions
- Information Session
- Admissions Programs Webinar Series
- Black History Month
- Year of Climate Action
- Getting Ready for Lakehead Series
- Homecoming

If you are using the [campus connection](#) to submit your event, please indicate to Media Relations (mediarelations@lakeheadu.ca) that you would like this event to be categorized under a Year of Climate Action by selecting the following checkbox:

Event Category

- Year of Climate Action (YOCA)
- Research and Innovation Week

Where to learn more about YOCA

The [YOCA website](#) is the live platform housing all YOCA information. The website includes information on the background of YOCA, how to get involved, where to learn more about climate action, and a schedule of events.

The website is a tool to get people excited and keep people updated.

What to do after your event/initiative

We have created a post-event evaluation [form](#) that we encourage you to fill out once your event or initiative is complete. The details in this form will help the Coordinating Committee to broadly track the success and impact of YOCA.

The form includes 14 questions and will take less than 10 minutes to complete. We are hoping that you can track the number of participants, share your reflections on the event/initiative, upload photos or videos, and share any outcomes of your event/initiative.

Please use a photo/video release (such as the following) where appropriate. An example photo release form is available [here](#).

Thank you!

On behalf of the Coordinating Committee and the University, we would like to say thank you for your interest in becoming involved in YOCA. Your time and efforts are appreciated. Together, we can really make a difference!

If you have any questions or other ideas, please reach out to the Sustainability Coordinator at coordinator.sustainability@lakeheaduc.ca