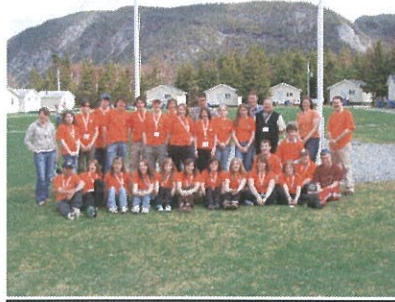


# 2006 Newfoundland and Labrador Envirothon-Final Report



Submitted by: Peter Smith  
2006 NL Envirothon Coordinator

## 2006 Newfoundland and Labrador Envirothon Final Report



The Western Newfoundland Model Forest (WNMF) Partnership was pleased to sponsor the sixth annual Newfoundland and Labrador Envirothon, an environmental education competition for youth that raises awareness of environmental issues through hands-on learning and outdoor competitions in five subject areas: Aquatics, Soils and Land Use, Forestry, Wildlife, and a theme topic that changes annually. This year's theme was Watershed stewardship in a Changing Climate.

Envirothon encourages young people to learn more about the environment both in and out of the classroom. In a group setting, participants learn from one another, from resource professionals, and from nature itself. Envirothon competitions provide young people with opportunities to meet others who share their interests. Envirothon is open to young people enrolled in Levels 1, 2 and 3, and youth of eligible age who are members of community youth groups with an environmental focus. Students from a school's junior high feeder school may be eligible to compete.

Winners of the provincial competition are eligible to compete in the 2006 Canon Envirothon at the University of Manitoba in Winnipeg Manitoba, July 21 - 29, 2006.

The 2006 Newfoundland and Labrador Envirothon challenge was held at the Killdevil Camp and Conference Centre in Gros Morne National Park on the province's west coast. For the second time, Envirothon was hosted in a camp setting, allowing members of teams from across the province to interact both in competition and socially.

### **Envirothon Committee**

In January 2005, an Envirothon committee was formed through the Western Newfoundland Model Forest to help develop and plan the 2005 Envirothon. This committee was also kept in place for the 2006 Envirothon. Representatives of the committee met on an as-needed basis via conference call to go over budgeting issues, sponsorship, school participation etc. This committee was of great assistance to the staff at the WNMF in developing, and providing guidance for, the 2006 Envirothon. It made the recruitment of judges an easier task and

highlighted some potential funding sponsors that otherwise may have been missed. It is recommended this committee stay in place for next year's Envirothon as well. The Envirothon Committee was composed of members of the following organizations:

- The Western Newfoundland Model Forest (Linda Skinner-chair)
- Atlantic Coastal Action Program - Humber Arm (Sheldon Peddle)
- Provincial Department of Education (Brad Clarke)
- Newfoundland and Labrador Conservation Corps (Darren Feltham)
- Jacques Whitford Ltd. (Caroline Hong)
- Natural Resources Canada - Canadian Forest Service (Reg Parsons)
- Department of Natural Resources (Paul Carter)
- Western School District (Dan Murphy)
- Department of Environment and Conservation – Inland Fish and Wildlife Division (Lucy O'Driscoll)

### **School Participation**

The WNMF and its partnership recognize the importance and significance of Envirothon to the growth of environmental stewardship in youth across the province. Work started in September 2005 to recruit teams from as many provincial schools as possible. A Newfoundland and Labrador Envirothon poster was developed in-house at the Western Newfoundland Model Forest. This poster informed schools of the date of the 2006 NL Envirothon and how to contact the



WNMF for more information. Information on all aspects of Envirothon was also posted to the WNMF web site.

In early January, an intense school recruitment drive took place with faxes sent to all high schools in province, informing them of the Envirothon and approaching deadlines. E-mails were sent to all high school science teachers, principals, vice-principals, and science department heads informing them of the Envirothon competition and how to get involved.

An effort was made to arrange school visits in the local area to try to generate more interest in the provincial Envirothon competition. Most of the schools declined the invitation, mostly due to lack of available time at that particular point in the school year (same problem in 2005). Many schools had lost time to make up due to snow days, professional development days, exams etc. Many teachers simply didn't have the time to spare to have someone come into the classroom and

present on Envirothon. The Envirothon coordinator traveled to St. John's in mid-March and held a series of information sessions in several of the local high schools. These sessions were poorly attended, but some general interest was there among teachers and students.

In the end, we had 7 teams participate in the 2006 NL Envirothon

- Regina High School (2 teams) - Corner Brook
- Elwood High School (3 teams) - Deer Lake
- Holy Name of Mary Academy- Lawn
- Grandy's River Collegiate- Burnt Islands



The WNMF received many inquiries from school in all areas of the province, but due to travel constraints and the time of year, these schools were unable to commit to participating in the 2006 event, although there was much interest in attending next year's event. Large interest was there from St. John's with the possibility of 3+ teams, but due to excessive transportation costs, these teams were unable to attend.

### **Labrador**

For the first year since the inception of the NL Envirothon, work has been on-going all year to try and get a few teams from Labrador to participate in the 2006 NL Envirothon. There was interest from several areas in Labrador, but the transportation costs limited these teams from attending the 2006 event. Contact was made with Provincial Airlines about perhaps sponsoring a team to travel down from Labrador City. Unfortunately, once PAL had come on board as a sponsor, it was too little too late. The discount that PAL offered was still not enough to get the team down to the Envirothon. The teacher sponsor was still quite positive that they would like to be involved in the 2007 Envirothon and said teams from the area would explore options starting in September to try and get enough travel money to attend. One of the judges (Neal Simon) works in Labrador and he left with a better appreciation of the competition and what it involves. Neal's attendance will be of assistance on getting more teams attracted in Envirothon.

### **Media Coverage**

An extensive media blitz was also undertaken to get the word out about Envirothon and also arrange coverage at the actual event in April. A press release was developed and sent out to all daily and community newspapers across the province, as well as local and provincial radio and web sites (i.e. CBC, VOXM etc).

## **\*Sponsor Funding**

\*Total costs of the 2005 NL Envirothon found at the end of report (including participation in the 2005 Canon Envirothon)

Funding from Canon and other sponsors ensures the Newfoundland and Labrador Envirothon is successful. Mini-Grants from Canon provided us with the following opportunities for the 2006 event:

- **Envirothon T-shirts** - Envirothon t-shirts with the Canon logo were given out to all participants (35), teacher advisors (7), judges (6), resource people (5) and all sponsors affiliated with the 2006 Newfoundland and Labrador Envirothon. Team Newfoundland and Labrador will also be given a number of t-shirts for exchanges at the Canon Envirothon in Manitoba in July.

- **Promotion** – Sponsor funds also allowed WNMF to create and distribute a high-color, graphic poster to high schools across the province.

- **Awards** - Awards provided by judges and sponsor organizations were given out to the first-place winners in each category and the winner of the Envirothon

Prior to competition, letters requesting funding support were also sent out to many businesses and organizations in Newfoundland and Labrador. Sponsorship requests were submitted to the following organizations:

- |                                       |   |
|---------------------------------------|---|
| -Newfoundland Power                   | -Prov. Dept of Education                                    |
| -Voisey's Bay Nickel Company Ltd      | -Atlantic Salmon Federation                                 |
| -Canadian Helicopter Ltd.             | -Multi-Materials Stewardship Board                          |
| -Corner Brook Pulp and Paper          | -Department of Fisheries and Oceans                         |
| -Dept of Environment and Conservation | -Prov. Department of Human Resources, Labour and Employment |
| -Dept of Fisheries and Aquaculture    | -Iron Ore Company of Canada                                 |
| -Newfoundland and Labrador Hydro      | -Humber Valley Resort                                       |
| -Premier Danny Williams               | -City of Corner Brook                                       |
| -Aliant Communications                | -Prov. Department of Natural Resources                      |
| -Abitibi Consolidated                 | -Prov. Dept of Tourism, Culture and Recreation              |
| -The Western Star                     |   |

-Canadian Institute of Forestry-  
Newfoundland Section

-Petro Canada

-City of St. John's

The 2006 Envirothon received tremendous support from many local and provincial organizations. Sponsors for the 2006 event included (A full list is found at the end of this report):

- The Western Newfoundland Model Forest

-Canon USA

- Provincial Department of Natural Resources

- Department of Environment and Conservation

-Newfoundland and Labrador Hydro

-Department of Natural Resources-Atlantic Forestry Centre

- Voisey's Bay Nickel Company Ltd.



Monies received from sponsors help to offset the cost of hosting the Envirothon competition. Funds from sponsors were used for details such as, faxing information to schools, designing and sending out Envirothon promotional materials, meals and accommodations for students and judges, prizes for teams and thank you gifts for judges and teachers, snacks for student, teachers, and judges on competition day etc. Funds were also used to purchase hardware for the event such as paper, pencils, markers, Bristol board etc.

Without these sponsors, the Newfoundland and Labrador Envirothon would not be possible. The Newfoundland and Labrador Envirothon Committee recognizes the support of all organizations involved and seeks their continued support in the organization of future Envirothon competitions.

### **Recommendations**

In most aspects, the 2006 Newfoundland and Labrador Envirothon was a great success. While the Envirothon committee would have liked to see 10 teams participate, organizers were overall pleased with the number of teams that registered and the number of inquiries regarding Envirothon. Hopefully, as the word spreads throughout schools, Envirothon will become a stable platform in many schools such as basketball and volleyball. With this in mind, the following recommendations should be considered when planning future Envirothon competitions.

1. Hosting an Envirothon at a venue such as Killdevil (outdoor camps) is an excellent idea and proved to be quite successful. There are many sites close to nature to conduct field tests, dig soil pits, and conduct tree identification and stream classification etc.

Camp accommodations are quite suitable in that students and teachers alike have an opportunity to interact with each other. The idea of getting students and teachers the opportunity to interact among each other is an integral part of Envirothon.

2. More work is needed to help get the word of Envirothon out to schools. The informational DVD received from Canon is a big help for this. The WNMF has developed a "how-to" guide for teachers to supplement the DVD, explaining how to implement an Envirothon program in schools. Getting the word out to teachers could provide them with alternative educational activities. For example, suggestions can be offered to teachers to have students participate in Envirothon instead of completing a major paper in biology. Or, teachers looking for extra-curricular activities may be interested in creating Envirothon clubs in their schools. This was recommended in the 2005 report as well. In all, enquiries for the 2006 NL Envirothon were the most ever received and given the limited budget of the group, there was possible not much else to be done. Given the "academic" nature of the competition, it is generally difficult to draw youth to participate in the event (ie. Up against basketball, volleyball, soccer, drama club).

3. Several teachers and students suggested modifying the learning objectives for the field tests and theme issue to make them more practical and relevant to Newfoundland-based issues and biological species. The learning objectives are taken from the International event, and teachers and students would like to see them narrowed down to fit Newfoundland and Labrador. This was done as accommodating as possible, without straying to far from the over all Envirothon theme objectives.

4. Students and some teachers expressed they would like to see more hands-on work during field testing. Some field testing for the 2006 event had to be modified as a result of landscape and the timing of the event (amount of snow cover). This was an unforeseen problem as judges and coordinators were somewhat unfamiliar with the site before field testing day. Judges are always encouraged to incorporate as much hands-on field work as possible into their field tests. The coordinator and judges were scheduled to review the site prior to the competition, but due to time of year and heavy snow cover, this was not possible. The NL Envirothon coordinator recommends if at all possible, visiting the site to determine the best area for field testing, prior to competition taking place.

5. If the competition is taking place in a camp away from urban areas, try to provide an in-service for teachers during the sequestering down time. Teachers have four hours to wait while teams prepare their scenarios, and many teachers would like to see better use of that time. Guest speakers could be brought in to talk about program development in schools or other topics. For

2006, seeing as the site was located in Gros Morne National Park, most teachers wanted to explore the surrounding area.

6. The NL Envirothon Committee is a great resource and beneficial to future organizations and individuals planning Envirothon, and should be kept in place.

7. Having an outside organization (such as High Road) help with media coverage and school recruitment is a great boost for organizations with a small number of staff to coordinate Envirothon events. This enables the event coordinators to focus on planning the event, but still ensures it remains in the media spotlight.



## List of Sponsor Contacts

**Newfoundland Power**  
P.O. Box 8910  
St. John's NL  
A1B 3P6

**Voisey's Bay Nickel Company Limited**  
Suite 700, Baine Johnston Centre  
10 Fort William Place  
St. John's, NL  
A1C 1K4

**Canadian Helicopter Corporation**  
#1 C.L. Dobbins Drive  
P.O. Box 480  
Gander, NF A1V 1W8  
Canada

**George Van Dusen**  
**Corner Brook Pulp and Paper Ltd.**  
P.O. Box 2001  
Corner Brook, NL  
A2H 6J4

**Hon. Tom Osborne, Department of  
Environment and Conservation**  
4th Floor, West Block, Confederation  
Building, P.O. Box 8700  
St. John's NL  
A1B 4J6

**Hon. Tom Rideout, Department of  
Fisheries and Aquaculture**  
Confederation Building, P.O. Box 8700  
St. John's NL  
A1B 4J6

**Newfoundland and Labrador Hydro**  
Hydro Place  
Columbus Drive  
P.O. Box 12400, St. John's  
Newfoundland and Labrador A1B 4K7

**Atlantic Salmon Federation**  
Box 5200, St. Andrews NB  
E5B 3S8

**Premier Danny Williams**  
PO Box 2004  
Sir Richard Squires Building  
Corner Brook, NL  
A2H 6J8

**Aliant**  
Fort William Building, 10 Factory Lane  
PO Box 2110  
St. John's, NL  
A1C 5H6

**Jim Evans, Abitibi Consolidated  
Company of Canada**  
7 Mill Road, P.O. Box 500  
Grand Falls-Windsor, NL  
A2A 2K1

**Shawn Woodford, The Western Star**  
106 West Street  
P.O. Box 460, Corner Brook, NL  
A2H 6E7

**Hon. Joan Burke**  
**Department of Education**  
P.O. Box 8700  
St. John's, NL  
A1B 4J6

**Deborah Slade**  
**Multi-Materials Stewardship Board**  
P.O. Box 8131, Station A  
St. John's, NL  
A1B 3M9

**Joan O' Brien**  
**Fisheries and Oceans Canada**  
P.O. Box 5667  
St. John's, Newfoundland  
A1C 5X1

**Terra Nova Development Project**  
Petro-Canada  
Suite 201, Scotia Centre  
235 Water Street, St. John's NL  
A1C 2B6

**Environment Resource Management  
(ERMA)**  
Box 857, Grand-Falls NL  
A2A 2P7

**Freshwater Bay/Alexander Bay  
Ecosystem Corp.**  
Box 106, Glover Island South  
A0G 2M0

**Newfoundland and Labrador Lumber  
Producers Association**  
192 Station Road  
Glovertown, NL  
A0G 2L0

**Newfoundland Styro Inc.**  
12 Dominic Place  
Bishop's Falls, NL  
A0H 1C0

**Irving Oil Limited**  
St. John, NB  
E2L 4K1

**Fishery Products International**  
70 O'Leary Ave.  
P.O. Box 550  
St. John's NL  
A1C 5L1

**Canadian Association of Petroleum  
Producers**  
St. John's, Newfoundland and Labrador  
Canada  
A1C 1B6

**Habitat Stewardship Program**  
70 Crémazie St.  
Gatineau, Quebec  
K1A 0H3

**College of the North Atlantic**  
P.O. Box 822  
Corner Brook, NL  
A2H 6H6

**Gros Morne National Park**  
P.O. Box 130  
Rocky Harbour, NL  
Canada  
A0K 4N0

**K-Rock 103.9**  
345 O'Connell Drive  
Corner Brook, NL  
A2H 6H5

## **Envirothon 2005**

### **Cost breakdown**

(includes cost of NL Envirothon, held at Lavrock Conference Centre, Salmonier;  
and Canon Envirothon, held at Springfield, Missouri, US)

#### **Income**

Canon Envirothon grants and fundraising sponsors – 11,167.00

Team registration fees (six teams) – 1,500.00

Model Forest contribution:

- wages and benefits (13 weeks) – 8,840.00

- other - 4764.00

***Total Income: 26,271.00***

#### **Expenditures**

Meals, travel and accommodations – 11,647.00

Materials and supplies – 1,774.00

HST/GST expenses – 1,202.00

Registration fees/membership (Canon Envirothon) – 1,757.00

Telephone and photocopies – 555.00

Vehicle rental and gas – 496.00

Wages and benefits (13 weeks) – 8,840.00

***Total Expenditures: 26,271.00***