

THE TWEAK – 2011

November 8-11, Harrison Hot Springs, BC

“Cross Border Air and Waste Solutions”

The Purpose

The Environmental Challenge gives student teams the opportunity to develop solutions to a mock environmental problem and have the experience of presenting their solution to a panel of environmental professionals. We do not give you a lot of numbers to crunch. We are more interested in hearing about the issues involved, how you interpreted the problem, the rationale you use to get to your conclusions, and how well you can communicate your ideas. In light of all this, we incorporate a “tweak” to simulate how in the real world, nothing ever goes as planned. There is often new information that comes along and changes the game. Below you will find the tweak we have prepared for you. We want you to have fun with this, so be creative! Remember, the tweak is given last minute, the purpose being that you will need to interact with the Players in order to most effectively address this problem.

Upcoming Election

As you all know, Chuck Kanuck is up for re-election. The polls were looking strong for Mr. Kanuck until an ambitious reporter uncovered some controversial recording of the mayor making some off hand remarks. At a press core dinner early in 2011, the mayor was sitting in front of the microphone at his seat. Thinking the microphone was turned off, he spoke unguardedly about two of the largest interest groups in the greater Vancouver area. In reference to GREEN the mayor empathized with their environmental cause, but went on to say that Hockey was a brutal and barbaric sport and that civilized folk preferred baseball.

“You know, I could get behind these guys if they weren’t so obsessed with that childish little ice skating game. I mean really! Who watches hockey any more. It’s time for them to pick up a real sport and watch some baseball.”

He also went on to talk about BEER and how the group was living in the past. He expressed regret on having to pander with people he disagreed with.

“I’m getting pretty tired of this group. They’re always whining about not using enough of our resources. I wish they would focus more on their acronym and less on their silly argument.”

Unfortunately for the mayor, the microphone was on at the time. The audio was recorded, but not released... until now. Prior to this little indiscretion, the mayor had been flying high in the polls, but now both GREEN and BEER are throwing their substantial political influence against him. Despite the

mayor's claims that the comments were said in jest, it seems that there is only one way out of this debacle, and that is through the largely anticipated wind energy project.

The Tweak

Mayor Wants a Mitigation Strategy.

Mayor Kanuck needs your consulting group to include a mitigation strategy to appease the group that loses out in the final solution for the load shaping backup power supply. A solution that incorporates fossil fuel use will appease BEER, but infuriate GREEN. The opposite will be true if a non-fossil fuel solution is selected. So the mayor now wants a mitigation plan to help ease the frustration of the group that does not get their way, some sort of peace offering to send a message that their voices have been heard, and the mayor does care. Unfortunately the budget is tight, and there is not much in the way of extra funds, so importance will be placed on plans that keep the costs low.

BEER and GREEN are pretty riled up, but each of them has a soft spot when it comes to this project. The mayor is desperate, what was once his project to leave his legacy is now his lifeline for the next election.

The Expectation

Mitigation plans are commonplace in the environmental profession. Reservoirs often times must install a freshwater fishery downstream from their dams to mitigate the fish runs they are damaging. Land developments sometimes must restore a certain acreage of wetland to mitigate the wetlands they paved over. Now you must come up with a mitigation strategy to appease a political group. Your team has obviously worked hard to develop what you think is the optimal solution to this Environmental Challenge. However, you are now tasked to make sure both special interest groups get something out of this project. How will you mitigate this? Remember, during all of this, you must keep the regulators happy, because if the regulators aren't happy, nobody's happy. Detailed calculations are not the most important part of this challenge; logic train, process, conceptualizations, and creativity and **integration of the Tweak** are most important to the presentation composition. Logic of your vision and clarity in your presentation are critical. Remember you can come up with assumptions, but they will need to pass the "straight-face" test. This is, *sort of*, like the real world!

This year you will only have one night to interact with the role players, which will be on Wednesday night. There will be four players, Fin Willie, Chuck Kanuck, Ivana Maika DePower, and Abet Con Cerned. This year there will be a special reception in the Canada Room from 7 to 9 designated for Player/Team interaction, but the players will be moving around before and after that at their own discretion, it is your job to find and interact with them. Clues to their evening schedule will be given out at the Orientation from 3:00 to 3:30 in the Cheam Room on Wednesday afternoon. There will most likely be a need to go back and talk to players more than once, so be ready. One change that will take place this year is that the Players will be scoring you on your interaction performance, so be polite and professional, but still have a little fun.