



BELOW BC

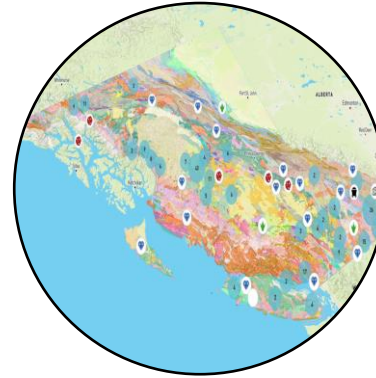
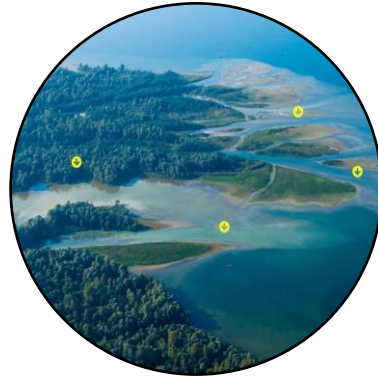
2020 Plan & Funding



About Below BC

Academic Support

Considering COVID-19, we are assisting educational institutions to get interactive field and data content online



Interactive Digital Museum

Over 1,000 specimens from collections around British Columbia captured using 360-camera for an interactive user experience.

Expanding our Reach

We are poised to expand with the creation of “Below Yukon”! **Be our first corporate sponsor as we expand north!**



Cutting Edge Camera Technology

Below BC has invested in 360, Theta, Gigapan and stacked macro photographic technology for compelling online interactions.

In-Person Events

We have logged over 25,000 face-to-face conversations with members of the public about geology since 2016.

Snapshot





WHAT IS BELOW BC?



- The **Below BC Geological Association** is a non-profit society registered in British Columbia, founded in June 2015
- Our initial aim was to provide a service whereby the public could **interact with rock, mineral and fossil specimens** through travelling displays staffed by volunteers from across the minerals industry and academia.
- Since 2015, our scope and reach has increased dramatically. Through **novel use of technology**, we are now able to offer **unique interactive experiences** that are gaining popularity – and usefulness – in educational institutions.
- **Experienced Board of Directors**, with a mix of geoscientists, environmental consultants, teachers, science communicators and instructors.
- Since January 2016, we have had **over 25,000** face to face interactions with members of the public at various venues across the Province.



BELOW BC 2015 - 2018



- During our first four years, Below BC focussed on **outreach work at public events**, initially in the Lower Mainland and then further afield.
- We were essentially a **“museum without the glass”** and encouraged people to hold specimens, ask questions and learn about geology and the minerals industry.
- Below BC **built relationships with other organizations** in this time, such as Britannia Mine, Pacific Museum of the Earth, Museum of Vancouver and some of the regional geology groups (i.e. Smithers Exploration Group) and started to facilitate public events for them.
- Below BC also worked to grow the **“teaching collections”** of specimens, and amassed over 2,000 specimens which are currently housed in our downtown office.
- In 2018, we invested in a **“360 Camera”** which allowed us to capture specimens in a way that could be interacted with online, and thus our **“Digital Museum”** concept was born.



BELOW BC 2019



- In 2019, Below BC was awarded a grant for **\$86,000** from **Geoscience BC** to support our work with getting BC's geological collections online.
- This project brought together **over 100 associations, museums, mines, collectors, explorers and other organizations**, allowing us to record **over 1,000 specimens** that would not normally be accessible to the public, and recording them for historical references.
- These specimens were added to the website, and users can search using an [interactive map](#) to explore a region, filter results or layer on Provincial geology. Specimens are presented with all the data attached to the specimen, or augmented by our own research.
- Below BC invested further into people, tools and programming to complete the project, adding a **Gigapan Camera** to our tool kit.
- Three areas of BC were covered in this study: **southern BC, West Coast** (Whitehorse to Vancouver) and central eastern **Vancouver Island** ... this was the tip of the iceberg!



Key Elements of Below BC 2020



BELOW BC 2020



- In 2020, the effects of **COVID-19** have had a major impact on education, with restrictions being forecast well into the Fall / Winter terms. Geology is such a hands on topic, but field trips are being cancelled.
- Below BC was sponsored by **CTEM** and **Smithers Exploration Group** to create a pilot project of online learning material that will allow educators and students to have a “virtual” field experience:
 - Field data that could be plotted on to maps
 - High quality ‘macro’ imagery of rock chips collected from a site for analysis
 - 360 imagery of larger rock samples to determine structure and composition
 - Gigapan images of sections and core, which allows a “virtual logging” experience, including online tools to measure distances and angles.
- The pilot project has **caused excitement in institutions** and we are being asked to supply material for other courses, which will involve site visits and donations of data from companies.
- [Click here for an example!](#)



DIGITAL MUSEUM



Growing Online Access to BC's Geological Specimens

Over the past few years, we have grown our digital museum collection to over 1,000 specimens from all over British Columbia. We have several groups and organizations who are keen to work with us to digitize their collections, and so in 2020 we are planning on increasing our coverage and range.



GEOLOGY ONLINE



Digitizing Teaching

Collections for Academia

Below BC has digital equipment that we are using to bring geological collections online for all to enjoy.

In 2020, we want to work with academia to transition teaching specimens of rocks, core and other materials into an interactive online environment. This aids in remote learning and, as the collection grows, access to material beyond their own departments.



VIRTUAL FIELD TRIPS



Supporting Academia with Online Fieldtrips and Data

The recent outbreak of COVID-19 has sent geological departments scrambling for alternative ways to teach field schools as classes and travel is being limited. Below BC has started to create interactive, online content and data sets that instructors can use to pose questions and create learning objectives. We have already built one module during a pilot project that has been well received by several institutions.



GOING DEEP



Vancouver Geology: Deep Excavations

Below BC is forging relationships with developers in the downtown core so that we can gain access to deep excavations and collect geological data. This information will be used to enhance our educational modules.



RELIANCE
PROPERTIES



BC Hydro

onni[®]
group



BELOW YUKON



Expanding the Digital Museum

Over the years we have captured and collected specimens from collections all over British Columbia, we have built a significant digital repository of rocks, minerals and fossils from across Yukon Territory.

In 2020, we will be creating and launching a sister site to compliment Below BC and bring to life the geological riches of an entire Territory.



SIGN OF THE TIMES



Increasing Accessibility to Geology

Through our public engagement, we have become aware of a lack of accessible resources for people with disabilities. As such, we are planning to film a series of short informational videos this summer with a sign language interpreter!

This will provide resources for special education teachers and to educate geologists in sign!

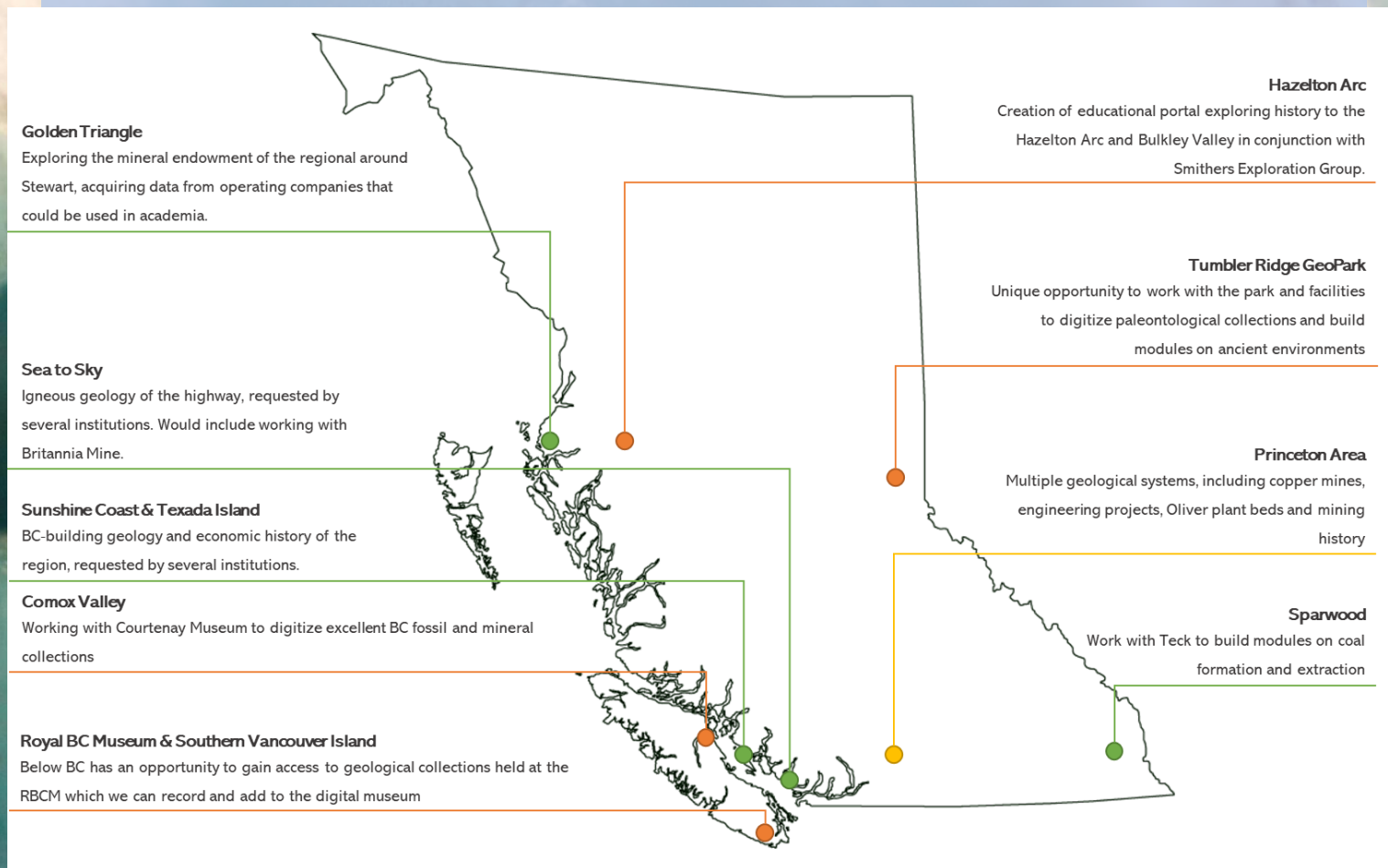


2020 PROJECT AREAS



Where are we planning on working in 2020?

Below BC is planning on the following projects to help support academia, grow the digital collections and outreach in 2020.



Educational Requests



New Project Areas



Strategic Collaborations



2020 Funding Goals



Matching Grants

Below BC can use several grant schemes offered by Innovate BC, MiHR and CGF if we raise enough money. These grants encourage employment in geosciences, can be applied to graduates, but require sponsorship “top-ups” or advanced expenditure to apply. We estimate \$32,000 is currently available.

FUNDING GOALS

We are being ambitious and looking to raise a total of \$115,000 for the 2020 / 2021 program. Funds will be used to support academic institutions deal with “going online” and to continue building the digital museum and working with regional groups.

Student Hiring Support - \$10,000

Allows access to matching grants for student hiring opportunities

Development - \$15,000

Coding, online services, equipment, artwork

Programming - \$60,000

Costs for all programs listed on previous slide. Covers site visits, wages, trip overheads, safety supplies and digitization

Office Costs - \$30,000

General overheads for rent, basic wage subsidy, software licenses, insurance



BECOME A SPONSOR



Honoring Our Sponsors

Below BC can only operate through receiving donations and grants, and we are thankful to all our sponsors.

Companies will have their logo displayed on the website and any printed literature for the year of the donation. If they are funding specific content, then that will be highlighted on related webpages as well.

Below BC is willing to help corporate sponsors with specific community outreach events or other social licensing programs in their day-to-day operations.



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Get In Touch