



A Rocha

DATA COLLECTION + ANALYSIS

A Rocha is a non-profit Christian organization based in Surrey that engages in practical environmental stewardship with local families and professionals through conservation, research and education initiatives.



Data Collection

OBSERVATION:

1 HR + 1 HR TOUR

- Toured Brooksdale Environmental Centre
- Took note of Internet issue; preferred communication technique was face-to-face within the facility
- Took part in daily joint lunch for Brooksdale staff
- Observed sense of space (scale of operation: large, lots of land)
 - Donated land, distance between offices
- Observed general interaction between staff, interns, volunteers and families
- Observed running programs on visits, featuring summer camps, resident intern work, cooking and harvesting, kids education and field trips

INTERVIEWS:

4 IN-PERSON INTERVIEWS

- With Brooksdale staff
- 30 - 50 minutes each



Thematic Analysis

Our research drew insights heavily from the in-person interviews of the Brooksdale staff. We asked and confirmed their personal involvement with A Rocha as well as the process of which a volunteer would find out about A Rocha, get in contact, and finally participate in the workings of Brooksdale. Through their personal descriptions of A Rocha, the following values can be used to summarize them.

ENVIRONMENTAL STEWARDSHIP

A Rocha advocates for the conservation and restoration of nature through practical, researched based initiatives. Educating others about a healthy management of the environment attracts people from various practices to support them. Spiritual confidence sustains the attention to every small aspect of improving environmental wellbeing.

INVITATIONAL

A Rocha pursues relationships as the the vehicle of change in all its initiatives. They favor personal, face-to-face conversations over basic, purely transactional emails. A Rocha seeks to bring communities of people together, be it internally with weekly team meetings or externally with local landowners and volunteers.

TRUST

A Rocha spends much of their time building sustained relationships and trust with employees and landowners; without them, A Rocha would not be able to put their vision into practice. They build these relationships by providing clarity of their intentions, mutual benefits, and collaborative meetings.

CULTURAL MEDIATION

While striving for diversity, A Rocha remains amicable with the surrounding by preserving things, species, and the environment they live in. This also reflects on the way they work, in which most members perform tasks that are beyond their corresponding roles, titles or practice.



Design Focus

How might we facilitate improved, organized communication so that A Rocha can productively access, archive and relay information without replacing their open, face-to-face communication?

