A CARBON NEUTRAL UC
AN IDEA TOOLKIT FOR ENGAGING WITH
FACULTY, STAFF, AND STUDENTS
A guide to how you can engage the campus community and help UC become carbon neutral.

Produced by Tim Hedgeland on 08/05/14
International Association of Research Universities Fellow (Oxford)
UC Berkeley Office of Sustainability and Energy
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DID YOU KNOW?
By 2025, the entire University of California has pledged to be carbon neutral?

What does this mean?
Carbon neutrality means that UC will have zero net climate impacts from greenhouse gas (GHG) emissions attributed to scopes 1 and 2 by 2025, as well as specific scope 3 emissions, no later than 2050.

Scope 1 is all direct GHG emissions from sources owned or controlled by UC.¹

Scope 2 is any indirect GHG emissions from consumption of purchased electricity, heat or steam, that are used indirectly by UC.

Scope 3 is other indirect emissions.

This neutrality will be achieved by minimizing GHG emissions as much as possible from these sources and using carbon offsets or other measures to mitigate the remaining GHG emissions.

¹ Source: http://www.ghgprotocol.org/

“Now, we put out a lot of carbon dioxide every year, over 26 billion tons. For each American, it’s about 20 tons. For people in poor countries, it’s less than one ton. It’s an average of about five tons for everyone on the planet. And, somehow, we have to make changes that will bring that down to zero.”

--Bill Gates
WHAT DOES THIS GUIDE DO?

This guide is aimed primarily at staff, faculty members and students within the UC system, to encourage them to help us reach the carbon neutrality goal. We need a team effort from everyone on campus if we are to reach our target!

Over the following pages, we will explain how to use various tools in the ‘toolkit’ to further your own ideas on how to help us reach the carbon neutrality goal, whilst hopefully providing inspiration for projects and schemes for you to undertake yourselves to encourage others!

We have broken the topics down, by their impacts to allow for easier reading of the relevant information for you:

- Communications
- Events
- Groups
- Action Plans And Pledges
- Incentives + Facilitation
- Sustainability Through Learning
- Publicity
- Miscellanea

"When you have energy companies like Shell and British Petroleum, both of which are perhaps represented in this room, saying there is a problem with excess carbon dioxide emission, I think we ought to listen."

--James Baker

Image Credit www.audio-luci-store.it
COMMUNICATIONS

In a world increasingly dependent on constant communication between members of the public, it is now more important than ever to be able to effectively communicate your ideas through various mediums.

SOCIAL MEDIA CAMPAIGNS

Useful for: Students, Staff, Faculty and the Wider Community

People spend more time than ever before on social media and the internet, meaning that messages can go viral in a couple of hours and spread over entire campuses quickly. By providing a mixture of engaging videos, news articles, energy saving competitions and student produced content, messages can be explained to vast numbers in short periods.

Many people are active on different forms of social media. Ideas include:

- Photography competitions on Instagram and Flickr
- Twitter hashtags and competitions (eg: #UCCarbonNeutral) allow short 142 character statements, pictures and Vine (6 second) videos to be shared with subscribers (followers).
- Facebook or Google+ news stories – generally those with an image and more shares garner the most attention. Sharing competitions also work well on these platforms.
- Tumblr blogs provide a quick format for hosting images, comics or short blogs to share easily within the Tumblr community.
- Using LinkedIn to reach out to alumni for advice and to gather their support through alumni pages.

The key to maintaining an active social media presence is simply the sheer number of posts that need to be delivered. By driving greater content output, there is a greater chance of being ‘Shared’ and your message being spread to a new audience. However, many of the algorithms that operate on social media require ‘likes’ (or equivalent depending on the platform) to expand the reach of the posts created. This means that better content (particularly original content), will be much more likely to garner a greater number of followers! It could also be prevalent to use targeted advertising (you will get some free once

DID YOU KNOW?

23% of Facebook users check their account at least 5 times a day?

Users send out 58 million tweets per day, with 9,100 happening every second.

Users send out 58 million tweets per day, with 9,100 happening every second.
you hit certain milestone targets for the number of followers you have on Facebook), rather than general advertising, as people are far more likely to respond to your adverts!

NB: Facebook’s algorithm has now started to weed out ‘like-baiters’ (ie: those with a post along the lines of ‘Like this post to have a chance to win…’)

*What could you be doing to expand the social media presence of your campaign? How ambitious can you make your target?*

Eg: The efforts of 350.org’s divestment campaign, which now counts nearly 350,000 followers on Facebook and 195,000 on Twitter (as well as many local groups); it has mobilized many student groups across the globe. Local smaller groups allow mobilization of students in particular locations, whilst online ‘Events’ cause large numbers of students to turn up at particular locations for events such as flash-mobs.

This campaign is important to highlight, as although it is a very labor intensive effort (including collaborations with student unions across the globe), it shows the potentially large number of targeted audience you can reach with a successful campaign.

Another large campaign that is worth looking at is Keep Tahoe Blue is an environmental group that focuses on protecting Lake Tahoe by a mixture of community action and lobbying environmental legislature. A large backbone of its outreach effort is achieved through its Facebook page (which has nearly 102,000 followers at the time of writing).

The group advertises events through the page (with the handy Facebook events tool), to mobilize its supporters into positive action. The campaign shows that once you have a large enough audience, social media can act as an excellent tool for publicity of events you are organizing, and mobilizing your supporters.

The Oxford Hub is a charity set up to help students finance various events they wish to organize, by the means of restaurants that fund it. They have a presence of Twitter, and have 1900 followers. Although this does not seem like a huge numbers of the previous two campaigns, they have gathered this without too much expenditure on publicity, with a restricted audience of students, only posting every 3-4 days. This shows how easy it can be to gain the followers you need in such a campaign.

Have you ever thought about a few small changes to your office?

Reducing the amount of time before your computer goes to sleep, to save energy on long conference calls?
WORD OF MOUTH RECORDS

Useful for: Staff

EarthWatch\(^2\) claim that it is important that in workplace environments (e.g., staff within UC), that one must think about ‘word of mouth’ records. These can be anything from a blog or the intranet news reports or even ‘water cooler talk’. They claim the importance of seeing that senior and middle management is involved in sustainability projects too, and therefore provide the motivation for everyone to carry out such tasks.

Word of mouth is the most common method for stories to be passed on, and it actively seen in every workplace. By spreading stories about the carbon neutrality goals, or the projects you have been involved with to perhaps other staff not directly involved with it, you will greatly increase the awareness of such campaigns. Taking about these can provide an entry point for the staff to get involved in the projects, if they are enthusiastic but the key barrier is awareness.

It is important to realize that word of mouth marketing is difficult to control, and once it has been started, it may spread even if it is negative. Therefore it is important that you spread as many positive messages about your goals or events as quickly as possible. It was noted by 19\(^{th}\) Century physician George Silverman that “One or two physicians who were having good experiences … would sway an entire group of skeptics…” meaning that if you start positive vibes about your project, then these should propagate from you.

Who could you tell about your projects who might not have heard about them? Could you tell someone from another department who might spread your story?

Eg: Crossloop – a company that has now been bought out by AVG, but originally specialized in screen sharing software for computers. The VP of the company made an effort to reply to every email he was sent, particularly by those who didn’t like his software. Many people converted to the software, and became some of the ‘biggest talkers’ about the product. Although not directly related to sustainability, it shows the importance of word of mouth records, even to those who don’t believe in your cause or targets.

NEWSLETTERS

Useful for: Everyone

Most people use email on a daily basis in the modern world. This makes it an ideal tool for people to follow. The construction of a weekly or monthly newsletter detailing what is going on in the sustainability sector across UC or on your particular campus would allow those who are interested to receive updates and feel in the know, whilst providing the ability to allow free advertising for events organized by the university advocating the carbon neutrality goals that UC is aiming for.

A useful start to creating a newsletter could be to amalgamate news articles from your campus’ NewsCenter. Perhaps a simple document sent out to your mailing list could include the first paragraph of 3-4 news stories, with a ‘Read More’ link at the end linking to the article. Perhaps you could contact your public affairs office to help highlight certain pieces to publicize. Alternatively, you could include original content to advertise events and positions in the newsletter (or you could do a mixture of both of these).

A number of free/cheap pieces of software exists for creating mailing lists (such as MailChimp), which make the creation of such emails far easier. The collection of a mailing list can be harder to set up however. You could include links on your website, sign-ups at events (especially those attended by large numbers of students and staff) and publicize it further using your social media prescence.

What articles could you included in your newsletter? How would you publicize it?

Eg: UC Berkeley produces a newsletter (Bright Green News) that is sent out on a monthly basis, detailing the major events that occurred throughout the preceding month – each of the newsletters contains one or more features on climate. The newsletters contain original content produced by the Sustainability and Energy Office, as well as content produced by students, modified news articles and images to remind people about their sustainable message (eg: notices to switch off lights). A past issue of the newsletter can be found here.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

-- Margaret Mead
**Events**

Students and staff often are able to organize large scale events themselves, once backed by university investments. These can lead to wider awareness of issues, particularly those relating to the environment.

**Conferences**

*Useful for: Students*

Many groups of students in the past (see the example below), have created large scale conferences, after an initial fiscal input by the university, or another organization (this money is at least in part recovered in the event). This allows students to target other students, often as well as staff members and the wider community, with messages explaining the importance of issues such as carbon neutrality.

Eg: Oxford Climate Forum ([link](#)) – sponsored by student charity ‘Student Hubs,’ Oxford University holds an annual event, where notable speakers are invited from all over the globe to speak to the students. The event is charged, but usually sees over 300 attendees most years, with a number of professionals turning up to the event each year too. The success of the event has led to the spread of such conferences to other notable locations (including the London Climate Forum and the Helsinki Climate Forum). Responses to the event on social media appear to show it engenders change in some of the audience, with people appearing to be questioning their behaviors after the event, whilst feedback responses to the forum appeared to be very positive overall.

A different style of conference was held in York, entitled *Staging Sustainability*. This conference, although it shares many parallels with the previous example, differs notably on its main focus: the arts. Such a conference would appeal to a vastly different audience.

*Could you help start such an event on your campus? How would you go about finding the students? Where would the initial financial input come from? Could you tailor a conference for a different audience?*
Arts performances

Useful for: Students, Staff, Faculty and the Wider Community

Campuses can often encourage other staff and students to participate in a cause by creating an artistic performance or exhibit to attract attention. This could be a film screening, a concert, a drama, an art or photography exhibition or even a radio show.

Eg: Seeing Glacial Time was an exhibition held in Tufts University. The aim was to showcase the works of 8 contemporary artists, who tried to visualize the changes to the Arctic caused by global warming in real time through the medium of photography (as well as other showcased painting, sculpture and video works).

Films can commonly be shown to the public too. UC Berkeley broadcasted certain parts of Climate Reality’s 24 Hours of Reality project at organized events (which the also asked the attendees to sign pledges at). SERC (Student Environmental Resource Center) also sponsored a film (Mondo Banana) in the San Francisco film festival with a sustainability theme.

The publication Words of the Watershed, also started by UC Berkeley encourages creative writing (a variety of poetry and prose) around sustainability issues, bringing in a wider audience to the subject matter.

Events such as flash-mobs will also gather the attention of student media normally, and will allow your message to be spread quickly and easily.

Arts performances may prove useful as a bridge between departments that do not necessarily have an academic interest in sustainability, such as the humanities and arts departments.

Have you ever thought about a few small changes to your office?

Teleconferencing rather than travelling to a meeting will reduce carbon emissions from transport.

What event would it be appropriate for you to organize? Could you link several different departments, to encourage more people to come to your event?
COMPETITIONS

Useful for: Students

Everyone wants to win a competition, especially the eternally short-of-cash student, who could win a small prize!

Competitions allow a way for students to actively engage and compete against each other. Energy saving campaigns are fairly commonplace, such as Student SwitchOff (run by the National Union of Students in the UK). They claim that in the past they have made an average of 7% savings at each university.

Online metrics systems that allow users to compare themselves to the average user and their friends (acting as either positive or negative reinforcement depending on the situation of the individual) can be of great use in facilitating behavioral change. Such schemes also often feature heavy social media integration (see previous), allowing the scheme to spread around campus. The schemes do not have to be campus wide, but can focus on a particular building at a smaller scale.

Eg: The National Building Competition hosted by the EPA is trying to inspire people to cut as much waste and energy as they can from their buildings over the course of a year. Currently over 100 buildings across the country are taking part, and in 2013, the winner managed to cut 53%! Currently Wurster Hall (UC Berkeley) is competing in this year’s competition, and they are individually carrying out energy saving competitions between different floors in the building.

Photography competitions often prove a good way of getting students interested too – themed around the environment and in collaboration with student photography societies, it creates a large pool of interest. Apps (which cost very little) are already in place for social media integration, such as Offerpop.
GROUPS

There are a wide number of student organizations around most campuses.

STUDENT GROUPS

Useful for: Students

Student bodies have a diverse range of student groups, many of which are focused on sustainability and energy issues. By getting involved with these groups you can make a real difference around campus! Many groups would be highly interested in helping promote Carbon Neutrality around campus, so it is important not to forget them!

It is important to realize that it may be impossible to find a group specifically dedicated to carbon neutrality, and therefore a sub-group within a pre-existing group might have to be created, with this specific purpose.

Student groups can act together to form larger projects, such as UC Berkeley’s ‘Earth Week.’ Organized by SERC, many Berkeley student groups operated together to create a themed week around campus, with a multitude of events happening throughout. The Earth Week events included demonstrations, film shows and student fairs. Such a focused week will bring much greater attention to a cause than sporadic events.

People are seeing the impact of climate change around them in extraordinary patterns of floods and droughts, wildfires, heatwaves and powerful storms.

--John Holdren

It can be important to get staff involvement within the student groups, meaning that staff and students can work together. By either getting student groups to have staff or faculty mentors to help them with projects, it will engender a greater sense of community, whilst providing the student groups with the knowledge they could potentially need to create fantastic projects.

Could you help a student group? How would you offer your help to these groups?
COMMUNITY EVENTS

Useful for: Wider Community and Students

By organizing many local green groups together, ‘Green Fairs’ can be organized. These mean that members of the wider community who are not usually exposed to ‘green issues’ will have the chance to experience them and talk to stallholders first hand. Stalls that usually set up include local eco-charities, student groups, local eco-businesses, campaign groups, eco-transport groups and local environmental agencies.

Eg: The Action Day 2012 in Oxford (run by Student Hubs) closed off a high footfall street in the center of Oxford on a Sunday morning, and set up around 30 different stands from local community groups related to sustainability, as well as a few members from NGOs (including Greenpeace), the local press and the police (talking about safe cycling). The event proved extremely popular, and the sponsors were keen to organize a repeat a few months later. It is notable that the event took considerable planning to mobilize all of the groups to arrive on the same day, as well as to book the road closure and buildings nearby for displays. However, it proved a very good way to outreach into the local community.

Where would be an appropriate location to organize a community event, that would provide outreach? Which groups would you invite? How would you contact them?

“If we take all this actions and if it turns out not be true, we have reduced pollution and have better ways to live, the downside is very small. The other way around, and we don’t act, and it turns out to be true, then we have betrayed future generations and we don’t have the right to do that.”

-- Tony Blair
ACTION PLANS AND PLEDGES

Many people want to do something to reduce carbon emissions, but many feel they don’t have the time. Action plans and pledges help them work out what small things they can do to help reach the carbon neutrality goals.

Action Plans
Useful for: Everyone

By providing a short questionnaire, and giving responses on how the students can aim to improve in small ways, it is much more likely to trigger the students into living greener lifestyles.

Eg: An example was set by Oxford University’s ‘NETpositive’ campaign, which did just that. The online questionnaire can automatically generate personalized action plans after the students and staff submit their questionnaires. The action plans are then broken down into economic, environmental and social issues, which are then further divided into subcategories (which can be selected or deselected by the student depending on their interest). By being messaged by the student government to the entire university community, the project has spread across the student body quickly.

The schemes advertising campaign included advertisements and posters, as well as joining several email mailing lists. Once the website was built, the scheme requires no more effort, and can run for several years.

“Going carbon neutral is an easy way to take responsibility for the greenhouse gas emissions we create every time we drive our cars, take a plane, or turn on our computers. It’s based on the principle that, since climate change is a global problem, an emission reduction made elsewhere has the same positive effect as one made locally.”

--David Suzuki
CoolCalifornia.org has also produced a similar calculator, which allows you to compare your CO2 emissions to other American household across the country, before providing a personalized action plan to how you can reduce your carbon footprint.

**CoolClimate Network**

How can you advertise resources like these that already exist across your campus to encourage others to see their personal impact on the planet?

**Pledges**

**Useful for: Everyone**

Many campaigns have asked students to take pledges on how they can reduce their carbon footprint and help achieve carbon neutrality. Being approached by others and signing a pledge is more likely to spur the person into action, to start living a greener lifestyle.

Eg: UC Berkeley’s Power Save Campus scheme asks users to agree to a series of easy changes to their daily routine (e.g.: shower for 2 minutes less every day) as a way to help their environment. Although the pledge may be much smaller than the action plans produced in the previous examples, the limited number means that the pledger may be more likely to take these changes into their lifestyles.

The pledges are generalized unlike the action plans, which would mean that they are less applicable to certain groups. However, the pledges are easy to create and can make a real difference to those who will them out (especially if they have a physical print out, or something similar, to remind them of their pledge).

*What pledges could you make? Do you think others would want to make similar pledges?*
INCENTIVES + FACILITATION

The infamous ‘carrot and the stick’ analogy claims that there are two ways to motivate someone: rewards (the carrot) and punishment (the stick). Incentivizing certain aspects of life towards a more sustainable lifestyle means that eventually people will adopt it, and not have the need for the incentives program anymore.

INCENTIVISING THE LIFESTYLE AT HOME

Useful for: Staff and Faculty

One of the major areas to work on is to change people’s behavior away from the workplace, as well as within it. People generally take short term actions (therefore are not thinking about a sustainable future), unless they incentivize the longer term goals, particularly with sustainability in mind.\(^3\) Although the average person will want to help UC reach its carbon neutrality goals, it needs to be something that will not require too much effort and cost on their part, to incentivize them to do it.

So how can we do this?

Work with 3rd Parties

Discussions with companies outside of the UC system can lead to a discussion about possible price cuts on certain facilities.

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\(^{3}\) [http://www.nigeriadialogue.org/?p=1033](http://www.nigeriadialogue.org/?p=1033)

“As many know, the Chinese expression for "crisis" consists of two characters side by side. The first is the symbol for "danger," the second the symbol for "opportunity."

--Al Gore
“Becoming carbon neutral is only the beginning. The climate problem will not be solved by one company reducing its emissions to zero, and it won’t be solved by one government acting alone. The climate problem will not be solved without mass participation by the general public in countries around the globe.”

--Rupert Murdoch

Using existing relations with current PV Panel suppliers to get price cuts on UC staff PV installation.

Such a scheme currently occurs in the UK with Stafford Area Community Solar (SACS) Project, which is funded by the local council. Aiming at smaller scale owners (notable homeowners), the project allows them to purchase discounted panels from MEB Total Ltd, in exchange for MEB Total being allowed to run the scheme in the region, after a bid process. More details can be found here.

Electric Vehicle (EV) discounts from the suppliers

Similar to the approach above, but encouraging staff to buy electric cars (possibly by group discounts). Indeed, some UC campuses have been approached by brands such as Nissan, offering prices the same as Nissan employee pricing for members of staff at the university looking at their electric car range, as well as offering periods of free electric charging after purchase to further incentivize the deal. By publicizing such deals, it would lead to a greater number of users using electric vehicles, reducing scope 3 emissions.

EVs can also be purchased for any university vehicles, encouraging others who see them to do similarly.

It is also important to note that such vehicles do not necessary have to be electric ones (as this could turn some people off), but simply vehicles with better mpg rates instead.
**Facilitization**

*Useful for: Staff and faculty (And Students?)*

Providing facilities means that a far greater proportion of your staff will be likely to live greener lifestyles (as it requires less effort from them!). There are many ways in which you can make the life of the staff (and sometimes students) easier:

*Car Sharing*

With the advent of schemes across California such as the car sharing lanes, car sharing is becoming more popular than ever. However, it is still only a small total of the total transport methods of the UC population.

By collating information of where people drive from, a car-sharing rota can be drawn up within larger offices. Publicizing this information (with permission for this purpose) means that people who drive may discover others in their region, who can split the cost of gas and share lifts on certain days of the week.

![Pool It Sign](image)

Travelling **larger distances** (as well as recurring shorter journeys, eg: to work), one can use websites such as [www.liftshare.com](http://www.liftshare.com). These websites allow people to find others going to a similar destination as them, and share their lifts. It currently boasts over 400,000 members.

“The dinosaurs never saw that asteroid coming. What’s our excuse?”

--- Neil de Grasse Tyson
A great way to reduce CO2 emissions is by cycling (as well as additional health benefits it can provide). Getting more students and staff on bikes is therefore a brilliant way to help the UC campuses reach their carbon neutrality goals.

**Rental schemes** can be useful – whether there are bikes that students can rent out for the whole year from the university at low cost, or simply bikes to hire to cycle across campus or to their accommodation (like the Bay Area Bike Share). These schemes mean access to bikes is easier for many, without being overly expensive either.

‘Bike doctors’ and **bike repair shops** offering free or cheap bike repairs and servicing can act to further encourage cycling among the campus communities. In the past, schemes like these have been sponsored by large companies (eg: Ernst and Young), meaning that it costs little or nothing to the individual campus once the deal has been made with the companies.

**Subsidizing bike accessories** (eg: D-locks and lights) may also further encourage people to take up cycling, who were initially put off by the price of the equipment.

*Are there enough cycling facilities on your campus? How could the campus better improve its bike safety and popularity?*
PUBLIC TRANSPORT

Cost reduction schemes for public transport, by ticket prices being subsidized by the university, increase the number of people opting for the more sustainable public transport option.

For example, UC Berkeley subsidizes BART transport by $10 per month for members of staff, whilst students receive free East Bay Bus Transit passes throughout their degrees.

SUSTAINABLE TRANSPORT DAYS

Suitable for: Staff, Faculty and Students

By setting aside certain working days as sustainable transport days, where everyone is encouraged to take a more sustainable form of transport to work, we can try to encourage those who may not normally take a sustainable means of transport to change their habits. By the facilitation and incentives mentioned previously, creating sustainable transport links would be easier than ever for the staff, faculty and students.

Would such a scheme work in your office or department? How would you organize it?

“Global warming is by its very nature a threat, but it is a deadly threat only because it fails to trigger the brain’s alarm. It leaves us sleeping in a burning bed.”

— Dan Gilbert
SUSTAINABILITY THROUGH LEARNING

Useful for: Students and Faculty

It is predicted that 26% of students at UC Berkeley will take a course in sustainability at some point during their time at the university. An important way of spreading the message about carbon neutrality is through education in the courses. By convincing faculty to include sustainable topics on the syllabus, including carbon neutrality, it will lead to a far greater engagement with the carbon neutrality goals.

These courses do not have to be in sustainability degrees, but can be included in certain courses within minors and major. Importantly, a short course could be run by non-academic staff offering a few lectures on the basics of carbon neutrality and how to get involved with the carbon neutrality initiative.

Eg: The University of Iowa’s Certificate of Sustainability

This program for current and past Iowa students (as well as some from certain other colleges who apply) are eligible to take this short course that provides basic knowledge of sustainability. Although such a course is larger than would be envisaged at a UC campus (the course requires 24 semester hours of coursework), it shows a similar set up, where the course is separate to any degree related studies.

It is important that dialogue can be opened up with the faculties to try and start credit worthy courses containing sustainability related topics, particularly those related to the carbon neutrality goal.

It could also be prevalent to look into the possibility of setting up fellowships for post-graduates in carbon neutrality related fields, which could lead to greater participation from the graduate community, which tends to be quieter than the undergraduate community. The research could help further the fight against climate change and

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"If we want to address global warming, along with the other environmental problems associated with our continued rush to burn our precious fossil fuels as quickly as possible, we must learn to use our resources more wisely, kick our addiction, and quickly start turning to sources of energy that have fewer negative impacts."

--David Suzuki

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4 http://sustainability.berkeley.edu/academics-and-learning
unsustainable practices on campus, whilst providing paid work for the student. Notably, however, one would have to secure a funding sources before such a scheme could take place.

**STAFF EDUCATION**

*Suitable for: Staff*

Looking to further encourage **staff participation** in reaching our goals, it is important that staff are allowed to develop their own knowledge of the subject, as to generate further interest in it. **Employee training** programs would allow staff to learn all about Carbon Neutrality and how to apply it to their daily lives, whilst gathering support for the zero carbon goals set forth by UC.

Such events hold added benefits such as team building, and being able to crowd source ideas with events such as staff ideas campaigns on how to improve the campus.

By splitting the groups up into subgroups, and asking them to brainstorm ideas to help the campus achieve carbon neutrality and asking what ideas they in particular want to see occur on the campus, not only will the ideas be presented to you, but they are more likely to be implemented by the staff, as they initially suggested them. Many of these plans could be new to the campus, and could be implemented at a minimal cost, helping you progress towards the carbon neutrality goal.
PUBLICITY

The most important part around any target such as these is getting the publicity correct for the intended target audience, so that the message comes across clearly and succinctly.

STICKERS AND POSTER CAMPAIGNS

Suitable for: Everyone

An effective way to publicize a campaign is through the use of posters. Printed out, these can be placed nearly anywhere around campus, whilst sites such as bus stops with the adverts on act as a bridge into the wider community. Posters can be placed in departments, accommodation blocks, meeting places and so on…

Posters with messaging could be developed to be suitable for any campus, with the general goals and reasoning behind the carbon neutrality goals and measures people can take to help. The individual campuses could make campus specific posters outlining the project carried (or about to be carried) out on that campus to help achieve the carbon neutrality goals.

Generalized posters can be used, even some linked to the art competitions previously mentioned perhaps. The poster campaign Do the Green Thing (http://dothegreenthing.com/) consists of weekly posters around sustainability issues designed by artists. Such a competition could exist between UC campuses, or across several campuses. A Poster from DoTheGreenThing.com by Sean Antonioli is shown on the right.

Posters are also created by CarbonVisuals.com who create posters that display the amount of carbon dioxide that is released in a more relatable way, to allow people to envisage exactly how much CO2 has been released by them.

“--Eliot Spitzer

"The pace of global warming is accelerating and the scale of the impact is devastating. The time for action is limited - we are approaching a tipping point beyond which the opportunity to reverse the damage of CO2 emissions will disappear.”
Stickers (particularly those with catchy designs) can prove a hit with all members of the community. In campaigns such as UC Berkeley’s myPower campaign, the stickers act as notices to turn off electric appliances and light switches. The campaign has proven behavior changing. Outreach in Unit 1 (where 1,110 stickers and over 200 posters were placed over winter break) resulted in approximately 8% savings in both February and March, and a 4-6% reduction in use in April, or almost 40,000 kWh\(^5\).

PUBLIC DOCUMENTATION

Suitable for: Everyone

It is important to create user friendly documents accompanying them, to go with the policy documents. This means that you can explain the reason you set certain goals, and why these goals are important in a more general sense.

Google provides the perfect example of this when describing its PPAs for its data centers. The 6 page summary document covers the majority of the ‘legal jargon’ found in the original document, but breaks it down into understandable chunks, even for a non-expert. The document even includes the section “Why Don’t We Do Things in a Different Way,” acting as a counter argument to those who are likely to criticize the regimen they have put in place.

Google don’t limit themselves there however, with entire divisions publicising the work that they do for the environment and its importance, called Google Green.

The UC campus has previously attempted such an idea, with its explanation of the President’s Initiative (link), but it is limited to certain initiatives only. Perhaps the entire UC or individual campuses could create similar documents to Google’s.

\(^5\) Berkeley EMI Annual Report 2013

“Global warming is actually a misnomer. It should be global extremes and global swings, because you add - as you add more energy into the atmosphere, it sloshes around. Energy doesn't simply uniformly warm up the planet. And that means droughts in one area, enormous snowstorms in another area, 100-year floods here, 100-year forest fires there.”

--Michio Kaku
CARBON ‘CHAMPIONS’ AND ‘REPS’

Suitable for: Staff and Students

By appointing carbon ‘champions’ within each staffed department, you will be able to help engage sustainable practices at a smaller scale. The champion would be in charge of encouraging certain sustainable practices within their office (eg: recycling), whilst also acting as a voice for the staff in their office about any sustainable ideas or concerns that they may have.

A similar scheme can run in student bodies, where each accommodation block would have its own appointed ‘environment rep,’ who can then feedback to a larger student council on sustainability issues faced by their accommodation block.

Schemes like this can be seen at the University of Oxford, where each college has its own E&E (Environment and Ethics) Rep, which feedback to the student council (OUSU) meetings, as well as having smaller sub-committee meetings. Not only does this mobilize a force of students, but it allows each college to develop its own sustainable identity, and allows the general student populous to be involved in the proceedings of their college’s future.

BOOK AND FILM CLUBS

Suitable for: Everyone

Films and books are a good was to capture peoples’ attentions when discussing climate change. Therefore, the production of reading lists and film discussion guides can trigger discussion in different departments.

By creating a variety of different genres (for films a variety of documentaries, indie films and blockbusters, and for books a mixture of different writing styles, fiction and non-fiction), you will be able to inspire the greatest audience, and let people discover what they like best themselves.

These can either just be read/watched, or followed up by a discussion series.

“All across the world, in every kind of environment and region known to man, increasingly dangerous weather patterns and devastating storms are abruptly putting an end to the long-running debate over whether or not climate change is real. Not only is it real, it’s here, and its effects are giving rise to a frighteningly new global phenomenon: the man-made natural disaster.”

--Barack Obama