Project Descriptions

Cool Campus Challenge 2.0
What: A friendly 4-week challenge designed to educate and motivate the University of California (UC) campus community to take simple energy-saving, waste-reducing and sustainability-focused actions to lower their carbon footprint.
Who: Students, staff, and faculty from all 10 UC Campuses, all 5 UC Health Centers, UC Agriculture & Natural Resources (ANR), and the University of California Office of the President (UCOP).
Why: To help rally support to meet the UC Carbon Neutrality Initiative 2025 goal and educate participants.

Sustainability Outreach and Communications at UCOP
• Sustainability at UC Newsletter, a bi-monthly paper-free look at notable sustainability news across the University of California system with over 500 subscribers.
• Social media content and posting on the UC Climate Solutions Twitter account @ClimateUC.
• New Employee Orientation presentation on Sustainability at UCOP – Tips for Greening the Workplace handout and reusable utensil set!
• Collaboration with Marketing Communications to integrate Sustainability content into the internal UCOP Link newsletter via green, CCC outreach, etc.
• Updating website content with new Sustainability reports, information and resources.
• Supporting CNI student fellows through leadership training, workshops, and providing resources throughout the year.

UCOP’s Zero Waste Action Plan
Project Goal: Develop and implement a Zero Waste Action Plan for UCOP’s buildings and operations to meet the UC Sustainable Practices Policy requirement.
Work included:
• Conducting a Waste Audit at UCPath Center in Riverside, CA
• Creating waste audit guidelines for other UCOP sites to follow
• Gathering site data, photos, and conducting interviews with UCOP building managers to go over information for UCOP-owned and operated buildings. Generating a list of recommendations based off of site assessment.
• Primary author and researcher of UCOP’s first complete Zero Waste Action Plan.
• Ongoing oversight and assistance with implementation of plan.

Results

Cool Campus Challenge 2.0
Although only four weeks, the CCC 2.0 attracted more than 22,000 participants, a 13% increase from the previous round. Participants completed more than 220,000 actions to reduce their carbon footprint, reducing 10,220 metric tons of heat trapping greenhouse gases—the equivalent of taking 2,170 cars off the road for a year!

Successful outreach efforts at UCOP included:
• Hosting a CCC Celebration and Ice Cream Social event as well as a UC Berkeley student poster exhibition at UCOP to encourage CCC participation and sign-ups.
• Giveaways and prizes included UCOP-branded reusable utensil sets, tote bags, and solar chargers.
• Weekly articles sent out in the employee-wide newsletter included sustainability tips and quizzes, sustainability hero stories, etc.

Lessons Learned

Successful Strategies:
• Bringing various stakeholders together from different departments at UCOP (i.e. Building Services, Marketing Communications, and Events Staff) to accomplish successful outreach programs and events surrounding the Cool Campus Challenge.
• Asking for feedback at every opportunity—from workshop attendees to UC student fellows, to Sustainability staff and Working Group members, to project stakeholders, and beyond.

Recommendations for Improvement / Program Expansion:
• UCOP should further develop its Green Events efforts to adopt a certification that various departments can employ.
• The Climate Neutrality Initiative should expand collaboration with the Global Food Initiative and its student fellows.

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