



Using less. Doing more.



Students Fostering Behavior Change: University Green Office Certification

BECC Conference
Lightning Presentation
November 20, 2013

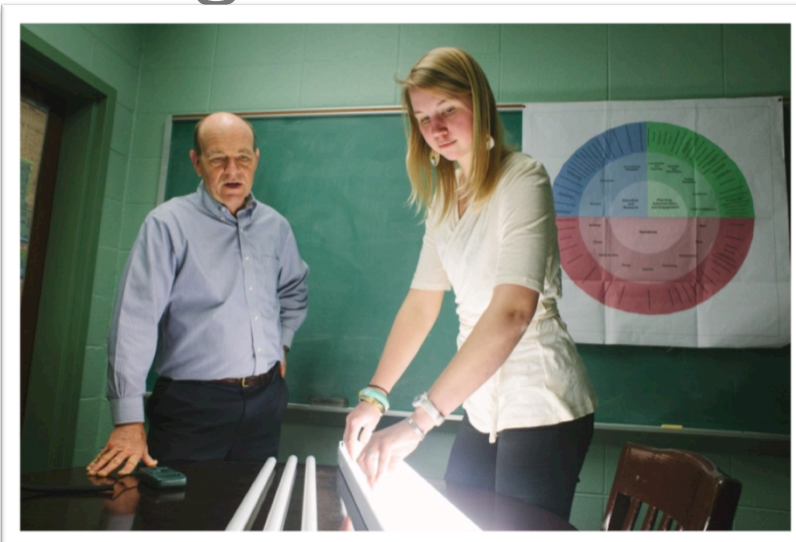
Why Students?

- Empower students to change culture
- Next generation of energy efficiency leaders
- PowerSave Campus Program



Green Office Certification

- Sewanee, University of the South
- Project designed and run by PowerSave Campus student interns
- Students are very effective at fostering behavior change!



Sewanee: The University of the South

- University Leadership set aggressive sustainability goal: **Carbon Neutral by 2016**
- Culture of campus has not caught up
- Great need for education and awareness, behavior change



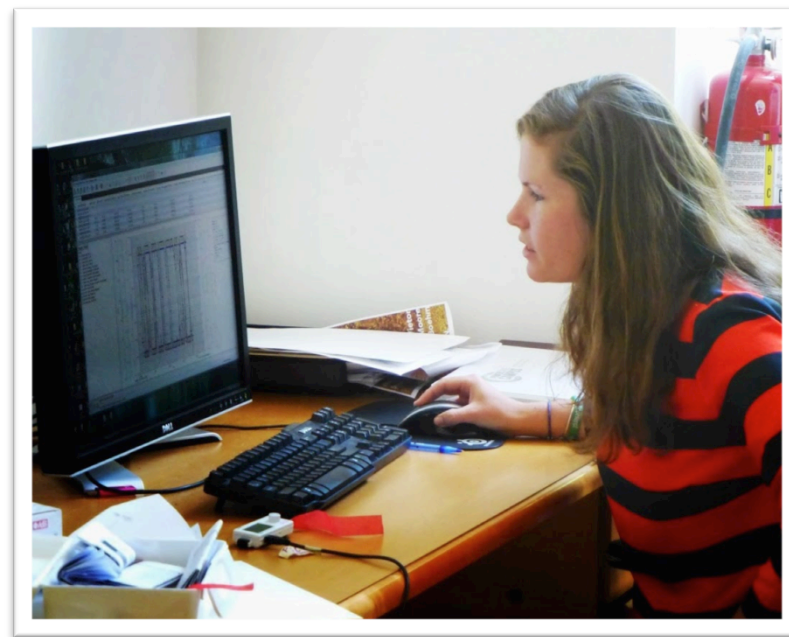
Green Office Certification Goals

- Achieve measurable benchmarks for becoming "green"
- Engage students, faculty and staff in campus sustainability
- Effect behavior change for increased sustainability
- Save energy!



Green Office Certification: Design

- Interns researched other models
- Tailored to Sewanee's needs
- 2 Basic Components:
 - ✓ Individual recognition
 - ✓ Collective recognition
- Received admin approval for roll-out



Process

6 basic steps:

1. Identify a sustainability “champion”
2. Review the checklist and access online calculator
3. Schedule an energy audit with a student intern
4. Determine individual and collective certification levels
5. Schedule periodic follow-up audits to increase level of certification
6. Claim and post your certificate!

“Leaf” Point Checklist

Leaf One - must earn 25 pts

ENERGY

- I have my computer set to go into an energy saving mode when not in use and turn it off at night. [How To: Energy-Saving Computer Modes] - 3 pts
- If I have an individual printer/copier in my office, I have the sleep mode enabled after five minutes or more of inactivity. - 2 pts
- All lights are turned off in my office when not in use during the day and at night.* - 2 pts
- I have had my office de-lamped and/or retrofitted to match the Illuminating Engineering Society by interns in the OEES.* - 2 pts
- I adhere to the guidelines (provided by the OEES) for how to leave my office when going on holiday. [Office Guidelines for Holidays]* - 2 pts

RECYCLING

- I recycle paper in my personal office. [Office and Classroom Recycling Guide]* - 3 pts
- I recycle aluminum, plastic, cardboard, and paper products at the Central Recycling Station on my hall.* - 3 pts

WASTE REDUCTION

- I print or copy on both sides of a page whenever possible.* - 2 pts
- I use scrap paper for note-taking when possible or I use a scratch pad (can be obtained from print services). - 2 pts
- I use inter-office instead of regular envelopes whenever possible and promote the redistribution of inter-office envelopes in my office or department (can be obtained from Accounts Payable). - 2 pts

TRANSPORTATION

- I make an effort to use one of the following methods of transportation to work once a week:
 - Bicycle (if I live within 1.5 miles of central campus) - 3 pts
 - Walking (if I live within 1.5 miles of central campus) - 3 pts
 - Carpool - 2 pts
 - Electric vehicle - 2 pts
 - Hybrid vehicle - 1 pt

KITCHENS AND BREAK ROOMS

- I do not purchase or drink bottled water in the office, but opt to use a reusable bottle.* - 2 pts

Tiered “Leaf” System

- Energy conservation, recycling, waste reduction, transportation, kitchen & break room management, purchasing, & participation
- Participants earn points toward the leaf decals
- Recognition!



Leaf 1 → 0-15pts



Leaf 2 → 15-30pts



Leaf 3 → 30-45pts



Leaf 4M → 45-60pts



Leaf 5 → 60-75pts

Results

- Sewanee results pending
- CA Polytechnic State University Results:
 - Saved 168,000 kWh annually – enough to power 15 average US homes
 - Avoided 84,000 lbs of CO2 emissions annually
 - Total savings: \$103,000/year
 - Certification now an Academic Senate requirement for all academic departments on campus
 - Earned the 2012 statewide Best Practice Award in Student Sustainability

Lessons Learned

- Keep it simple
- Start with “the Choir” – Success is contagious!
- Assess and modify approach as needed
- Provide incentives
- Faculty and staff more likely to listen to trained and prepared students

Empowered Students Drive Change!



ase.org/programs/powersave-campus

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