

UC San Diego's Sustainability Ambassadors Program

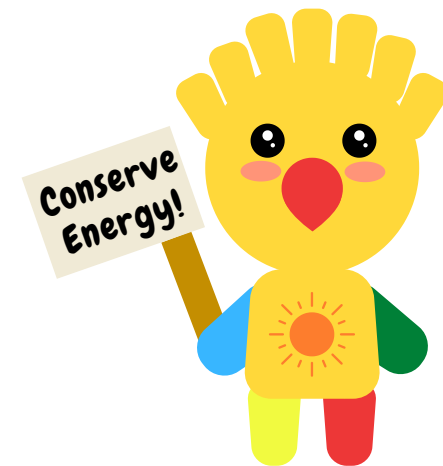
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INTRODUCTION

The Sustainability Ambassadors Program is a registered campus student organization sponsored by the UC Office of the President's Carbon Neutrality Initiative and the UC San Diego Sustainability Office. Volunteer ambassadors work under the direction of the Carbon Neutrality Initiative Student Engagement Fellow and the Sustainability Program Office. During fall quarter, three ambassadors were recruited and trained to begin educating and engaging the campus community in winter and spring quarters.



PROJECT GOALS

The Sustainability Ambassadors Program aims to educate and engage students through peer education and programming to **raise awareness of UC San Diego's carbon neutrality efforts** and encourage students to implement sustainable living methods. We **promote climate action and energy conservation** through campus-wide presentations, an annual climate change symposium known as Green Talks, social media, and other collaborative projects. As UC San Diego transitioned to online learning in face of the public health crisis, we centered our focus on **strengthening our online presence and ability to educate students remotely**.

PROJECT DESCRIPTION

- Developed a **training curriculum** for Ambassadors that consisted of 11 sessions which covered topics such as green buildings, climate communications, and environmental justice
- **Revamped signature presentation** and workshop
- Initiated Instagram account and **hosted online contests**
- Created Sustainability Ambassador website: ucsdcarbonfree.org
- **Launched Climate Conversations** - a student run blog to highlight student writing on all things climate-related
- Designed 1-pager to promote **UC San Diego's Climate Action Plan**
- Executed **5th Annual Green Talks** using online platforms
- Hosted **first ever virtual Live Q&A** with Green Talks speakers
- Developed and distributed a **self-guided online training** that educates students on climate change, the Carbon Neutrality Initiative, UC San Diego climate action, and energy conservation

UC SAN DIEGO CLIMATE ACTION PLAN

Carbon Neutrality Initiative

The University of California aims to end the impact of fossil fuels by emitting **net-zero greenhouse gas emissions** from its buildings, vehicle fleet, and electricity purchases by 2025.



UC San Diego's Goals

- Reach its 1990 greenhouse gas emission levels by 2020.
- Buildings, campus fleet, and purchased electricity carbon neutral by 2025.
- Campus commute and business air travel carbon neutral by 2050.

Strategies

Building Energy Efficiency
Renovations that focus on mechanical, lighting, and envelope updates.

Renewable Energy
Inclusion of biogas and possible expansion of photovoltaic infrastructure.

Behavior & Institutional Change
Encourage students, staff, and faculty to adjust their energy consumption habits.

Commute Options & Air Travel
Increase public transit, campus shuttle, bicycling, and walking. Reduce air mileage.

Campus Fleet
Alternative fuel vehicles and infrastructure and electrical vehicle charging stations.

Space Utilization
Centralized space management system and redesign of inefficient spaces.

View the complete Climate Action Plan online at <https://tinyurl.com/ucsdcap2019>

Learn more at: ucsdcarbonfree.org



Climate Conversations



CONCLUSION

The Sustainability Ambassadors Program was successful in developing leadership and engagement skills among student volunteers. Feedback from students demonstrated that they increased their knowledge of the Carbon Neutrality Initiative, climate action on campus, and energy conservation due to our various projects. Through the creation and development of social media, a website, and online training, as well as implementation of a virtual Green Talks, the Sustainability Ambassadors Program serves as model for online education and engagement in a time of remote learning.

FUTURE GOALS

- **Continuation and growth** of the Sustainability Ambassadors Program under the leadership of future Student Engagement Fellows
- **Growth of Climate Conversations blog** and social media
- Signature presentation and workshop continue to be offered online in order to **remotely educate students** in times of social distancing
- Utilize results from the self-guided online training survey to **inform and improve future education and engagement** efforts



IMPACTS & OUTCOMES



- 1 Tour of UC San Diego's Energy Innovation Park
- 3 Lunch and Learns
- 5 presentations & workshops
- Green Talks website
 - 575+ views from 370+ unique visitors between April 30 - May 20, 2020
- 650+ cumulative views on Green Talks promo video, speaker presentations, and Live Q&A as of May 20, 2020



- Within first month of launching Sustainability Ambassador website
 - 80+ unique visitors
 - 340+ page visits
- 50+ students completed our self-guided online training within the first 24 hours
- 500+ followers on Instagram
 - 900+ likes across 52 posts
 - 117 total views on 2 videos
 - 25 challenge participants
 - 8 photo contest entries

@ucsdcarbonfree

ACKNOWLEDGEMENTS

A huge thank you to the Sustainability Ambassadors who passionately volunteered and dedicated their time to supporting carbon neutrality engagement efforts. Thank you to Jennifer Bowser, Michelle Perez, Corey Gabriel, the Sustainability Resource Center interns, Green Talks volunteers, Green Talks speakers, UCSD Inter-Sustainability Council, Bridey Scully, and everyone who supported our projects! None of this would have been possible without the support of an amazing campus community.