

2019-2020 UC Davis Carbon Neutrality Initiative: Student Engagement

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Mission:

The Carbon Neutrality Initiative (CNI) commits UC to emitting net zero greenhouse gases from its buildings and vehicle fleet by 2025, something no other major university system has done. The UC Davis CNI Student Engagement Fellow communicated climate change science and University of California Office of the President goals to students and the broader community through partnerships, graphic engagement, in-person engagement, and academic enrichment.

Partnerships:

Student Housing and Dining Services (SHDS):
Allie Larman engaged with 46 students between the two tabling events.

UC Davis Farmers Market:

During Fall Quarter, Allie Larman worked with the Zero Waste interns to partner at the on campus farmers market. She facilitated an activity, *Aggie Green Pledge*, where students can receive small prizes for taking pledges to be more sustainable.

Student Coalition Formation:

Allie Larman helped plan and provide guidance for the formation of a Student Sustainability Coalition. This program will be implemented in the coming school year.

Visual

Engagement:

The main engagement with graphics was through social media efforts. From posts to stories Samantha Wah and Allie Larman revamped the Instagram and Facebook for the UC Davis Sustainability pages. Along with this, flyers, business cards, light switch covers, tree planting signage, new cover photos, and a logo and toolkit for Earth Week was created.



In Person

Engagement:

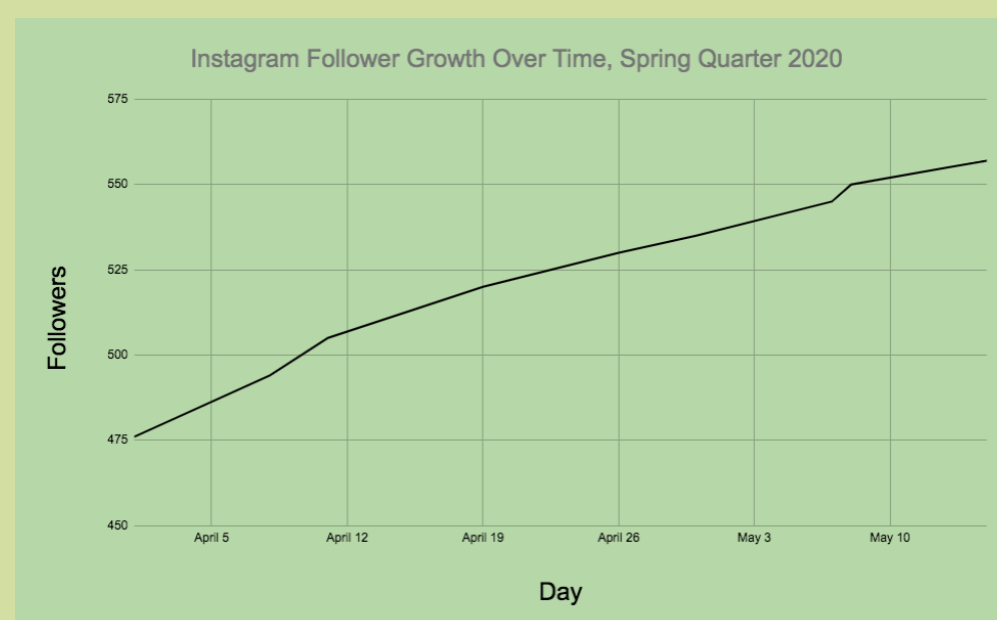
Jessica Ison engaged with students through various workshops throughout the school year, including "Introducing Environmental Justice" at the Southeast Asian Youth Conference, and "Decolonizing 'Zero Waste'" to the general UC Davis population. Her workshops center around environmental justice, intersectionality, and accessibility. These workshops were made relevant by including interactive activities and examples that were specific to the targeted audience. By informing diverse audiences of EJ efforts, more folks can be brought into the carbon neutrality conversation and work towards lowering their carbon emissions.



Virtual

Engagement:

Allie Larman and Samantha Wah worked to create a new framework for management of the UC Davis Office of Sustainability social media channels. This development of a strong social media management approach was especially useful during the transition to a *Virtual Earth Month*. Allie and Samantha posted regularly about upcoming events and partnered with other on-campus organizations to create a social media challenge. This generated 45 posts and has a steady growth of followers over time (see below).



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- Student Housing and Dining Services
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