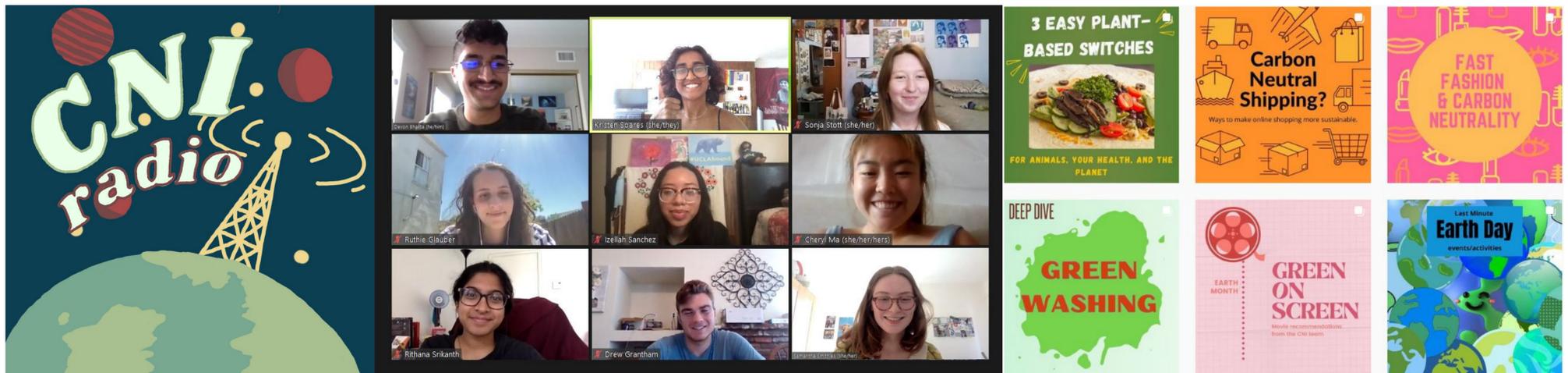


AMBASSADORS PROGRAM

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INTRODUCTION

The UCLA Carbon Neutrality Initiative (CNI) Ambassadors Program is a two-quarter long program that immerses UCLA students in the CNI. The program began in 2019 and since then has emphasized long-term, impactful projects. This year, the CNI Fellows expanded it further by hosting sustainability topic discussions and skill workshops for the Ambassadors. The Program has been effective in providing six students an in-depth understanding of the CNI, as well as spreading general awareness to the student body at large.

Additional areas of our year's work include: surveying environmental science professors on the inclusion of environmental justice in their curricula, mapping energy efficiency of off-campus student rental housing, surveying UCLA student environmental literacy, and organizing town halls for the Draft UC Offset Procurement Policy.

PROJECT GOAL

Create an interactive program that engages students beyond surface-level knowledge of UC climate goals and provides them with tools to become effective leaders in climate action.

PROJECT DESCRIPTION

- Secured \$7,200 in funding from The Green Initiative Fund (TGIF) to compensate the Ambassadors
- 32 total applicants, 15 applicants interviewed, and 6 ambassadors selected from diverse backgrounds, majors, and academic standing
- Developed 20-week curriculum to Ambassadors: 6 training sessions with interactive activities, discussions, and active working time for projects

Sustainability Topics:

- Social Behavior Change & Navigating the UCLA Sustainability Space
- Neoliberalism, Capitalism, and Globalization
- Institutions, Corporate Sustainability, and "Market Solutions"

Skills Workshops:

- Climate Change Communication
- Climate Policy, Youth Activism, and the Sunrise Movement
- Career Skills in Sustainability and Beyond

- Provided guidance and feedback to Ambassadors as they worked in groups of three to execute their own engagement and outreach projects
- Taught Ambassadors how to effectively "pitch" the CNI and climate advocacy to other students, faculty, and staff

IMPACTS AND OUTCOMES

- Expanded the Ambassadors program by broadening the curriculum and restructuring group projects
- Ambassador projects included:
 - Eight episode "CNI Radio" podcast covering CNI updates and sustainability-related current events that was broadcasted on the UCLA college radio station
 - UCLA Carbon Neutrality Initiative Instagram account with action-oriented infographics

Ambassadors took a skills assessment survey at the start of the program and completed the same survey at the end of the program so we could determine the effectiveness of the training sessions and professional development opportunities. Each Ambassador improved in at least 5 skills, with "Social Behaviour Change," "Climate Science Knowledge" and "Project Management" being the 3 most improved skills.

CONCLUSION

The CNI Ambassadors Program was successful in deeply engaging UCLA students in climate leadership and project management. The engagement of UCLA's students, faculty, and staff that resulted from Ambassador projects also immensely helped increase literacy on climate-related topics among the UCLA community. The program serves as an effective model for future campus engagement efforts.

FUTURE GOALS

- A continuation and expansion of the Carbon Neutrality Initiative Ambassadors Program spearheaded by future Fellows
- Assist other sustainability initiatives in developing their own Ambassadors Program, similar to the Zero Waste expansion
- Replication of a similar program model at other UC campuses

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