

# Promoting Sustainable Behavior

**Three programs for building a  
culture of sustainability at Arizona  
State University**



# **Program 1:**

**Seeds of Sustainability: Online sustainability literacy training for all Sun Devils**





**Purpose: To educate, motivate and engage a population of 100,000+ to build a culture of sustainability across the University (and beyond).**



# Structure



- **Blackboard based, self-paced**
- **14 short videos (3-6 minutes each)**
- **7 videos - basic sustainability concepts**
- **7 videos - Sustainability @ ASU**
- **Additional external resources after each module**
- **22 question assessment**
- **“Seedling Certificate”**


# Development:

- **Content topics based upon:**
  - What we are doing at ASU – our sustainability goals + general sustainability themes
  - 7 topics areas for each
  - Timing - 6 minutes or less
- **Timeline:**
  - Content Outline, storyboarded in PPT, small pilot – 6 months
  - Filmed narration for videos + video editing – 3 months
  - Launched – for 2 months
  - Collected feedback, edited, filmed 3 additional – 4 months

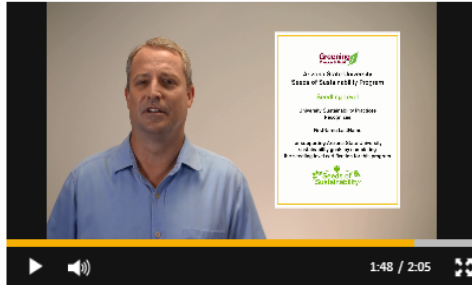
**Total production time = 13 months**

## Welcome- Please Start Here

**Welcome to Seeds of Sustainability**

Attached Files:  Seeds\_circulum summary\_6\_17 (1).pdf (62.19 KB)

Welcome to ASU's Seeds of Sustainability training. Please watch this short introduction video:



[Transcript](#)

**Training description:**

This training was designed by University Sustainability Practices to teach basic sustainability concepts in a simple, straight-forward manner and demonstrate how these concepts are applied at ASU. To view a complete list of topics covered in each unit, please see the attached "curriculum" listed within each unit.

You can access the training units by following the links in the menu to the left. Please complete the units in the order they are listed. You may start the training and come back to it at a later time, you do not have to watch all of the videos in one session.

Additional resources related to each topic are listed after each video; please feel free to explore these at your own pace.

**Assessment and quizzes :**

A brief quiz is at the end of each unit. *You do not need to complete the quizzes in order to progress through the training.* However, they may be helpful for reviewing information in each unit.

When you have completed both units, please take the assessment in order to get your certification. Scores of 80% and up will receive a certification that you have passed the training.

Sun Devil Rewards: Upon passing the assessment, you will receive your certificate of completion as well as a secret word that can be entered into the Sun Devil Rewards application and redeemed for pitchforks.

**Questions, feedback, or suggestions? Let us know by contacting [USP@asu.edu](mailto:USP@asu.edu).**

Stay connected: [sign up for monthly updates](#) about sustainability at ASU.

# Course layout

# Distribution:

- **Marketing/recruiting users:**
  - Staff Council / Green Devil Network
  - Recommended on annual performance evals
  - ASU 101
  - Student Orgs and Student Workers
  - Broader marketing campaign in April with Sun Devil Rewards
  - General mass marketing: digital signage, social media
  - Targeted email campaign to staff

**June 2018: 5382 users enrolled**

# Future Goals



- Offer to public via ASU Continuing Ed.
- Build out course content and themed “tracks”
- Build out in-person behavior change connections



## University Sustainability Practices

### Program 2:

Employee Evaluations:  
Navigating cross- department  
collaboration for sustainability  
measurement.



# Developed Increased Awareness:

- Core expectations for staff sustainability practices were included in performance reviews, but guidance was vague and unhelpful.
- Due to this, the requirement was being ignored or trivialized.

# **Sample Sustainability Practices Guide**



**Revised through  
collaboration- Staff Council,  
USP & HR**

**Intended to be widely  
applicable**

**Provides practical, concrete  
example behaviors that will  
help ASU meet sustainability  
goals**

## Sustainability core expectations:

### Staff

#### Resourceful and committed to sustainability

- Actively seeks, acquires and promptly applies new knowledge and skills to support university goals.
- Is aware of and supports the university's sustainability programs.

### Managers

#### Fiscal responsibility, process improvement, sustainability

- Is accountable for fiscal controls within department.
- Seeks strategies to improve internal processes.
- Participates in and encourages team to support the university's sustainability programs.



## Sample Sustainability Expectations

Expected performance – sample behaviors 3	High performance – sample behaviors 4	Exceptional performance – sample behaviors 5
Take ownership of your career or improve your performance through professional development activities in the classroom, conferences, online, Blackboard and ASU events that reflect ASU's <a href="#">mission and goals</a> .	Use more than 16 hours of development release time and apply what you learn to your position or to improve your unit or team. Become an advisor for a student group focused on social equity and or sustainability.	Support the New American University measured by whom we include and their success, through improving a program, guideline or practice to promote and celebrate diversity and multicultural understanding.
Complete <a href="#">Seeds of Sustainability</a> , ASU's 90-minute, online sustainability literacy program and obtain seedling certification.	Complete Seeds of Sustainability and encourage others to complete <a href="#">Seeds of Sustainability</a> successfully.	Research a sustainability topic related to your unit and present what you learned to students, faculty and staff.
Attend a sustainability-focused ASU event such as a lecture, movie or presentation.	Join the <a href="#">Green Devil Network</a> , an organization of faculty and staff working together to promote a culture of sustainability at ASU.	Participate as a Distinguished Green Devil and recruit others to join the network.
Ensure the unit's multi-function copiers and printers are set to print two-sided and black and white by default. Contact <a href="#">Canon for assistance</a> .	Request a <a href="#">print assessment</a> from Canon for your unit and coordinate implementation.	Go paperless with your unit's processes. Use Canon's scanning and document management services to reduce filing and increase security. Get more information from <a href="#">Archive Scanning and Document Management Solution</a> .
Volunteer for a sustainability-related activity, such as Campus Harvest or Staff Council's Staff Appreciation BBQ.	Change a specific process or guideline in your unit to reduce materials use or waste generation. See <a href="#">Recycling at ASU</a> .	Develop and support a Campus-as-a-Living-Laboratory project (i.e., use campus operations and practices in the classroom). Email <a href="#">USP</a> with questions or <a href="#">submit</a> your project.

Rating: 1 – 5 (5=highest)



## Sustainability Expectations Cont.

Expected performance – sample behaviors 3	High performance – sample behaviors 4	Exceptional performance – sample behaviors 5
	Purchase products and equipment that support ASU's sustainability goals. Shift purchasing to Sunrise for products and vendors that comply with ASU <a href="#">green purchasing policies</a> .	Engage with the Julie Ann Wrigley Global Institute of Sustainability <a href="#">proposal</a> development team to submit an interdisciplinary proposal for a sustainability-related research grant.
Start or maintain a <a href="#">Blue Bag recycling program</a> in your unit.	Join and participate in Staff Council's <a href="#">Sustainability Committee</a> meetings in person or by videoconference. <a href="#">Email</a> Staff Council be added to the distribution list.	Use <a href="#">Enterprise</a> car sharing for unit travel needs. Study your unit's needs and minimize or eliminate ASU-owned vehicles.
<a href="#">Request</a> signs and labels for all recycling bins in your office and shared kitchenette spaces.	Use the Environmental Impact Fee on expense reports for all air travel.	<a href="#">Carpool</a> , shuttle, bike, walk or use public transportation to and from events and work.
For catered unit events, order from the ASU Dining <a href="#">Decidedly Green Catering menu</a> or order a vegan or vegetarian menu.	Request a <a href="#">Zero Waste presentation</a> for your office to review the university goal, proper recycling and diversion and personal action.	Implement telecommuting or alternative work schedules to reduce commuting by at least 10 percent, individually or unit-wide. For more information, visit <a href="#">SPP 306: Work Schedules</a> .
Enroll in and complete the <a href="#">ASU Sustainability Certification Program</a> Blackboard course. Obtain a bronze or silver certificate for a classroom, event, housing, office, lab, shop or sport.	Obtain a <a href="#">ASU Sustainability Certification Program</a> gold certificate for a classroom, event, housing, office, lab, shop or sport.	Implement video conferencing for meetings to reduce employee travel.



## University Sustainability Practices

### Program 3:

Streamlining and Scaling  
Sustainability Certification  
Programs



# Why?

**Sustainable Office Certification (Green Office) was started in 2007. In order to scale and update, we moved the program to blackboard in 2017 to:**

- Create better and live data tracking and analysis
- Automate certification – significant labor and response time savings
- Reach a larger population with the same resources
- Reduce manual data entry



## Steps for moving to Blackboard:

Coordinate with the University Technology Office.

UTO established a shell Blackboard.

Converted certifications to the test site and converted the point system.

Uploaded certificates as adaptive releases based on performance.

Outreach campaign for Fall 2017.



**Available  
Certifications**



**Classroom**

**Event**

**Housing**

**Lab**

**Office**

**Shop**

**Sport**

# Lessons Learned

## Pros:

- **More efficient:** Automatically certify—no manual data reporting in spreadsheets
- **Results immediately calculated:** certify participants right after completing the test
- **Access to live data:** provides a variety of ways to track and measure
- **Broaden Sustainability efforts:** Capacity to scale
- **No paper waste:** electronic system reduces paper consumption

## Cons:

- **Confusing at first sight:** Blackboard can be difficult to navigate
- **Change can be intimidating:** Blackboard “seems’ like it takes longer than the old paper version
- **Technical limitations:** Limitations to automation, data management, scoring and other aspects

# Greening Maroon & Gold



**Thank you!**

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