Background

- The University of California’s Carbon Neutrality Goals
  - 2020 - Return to 1990 levels (all sectors)
  - 2025 - scopes 1 & 2 emissions
  - 2050 - all sector

- Success requires engaging all of the organization (Students, faculty, staff)

- The Cool Campus Challenge (2015 & 2019)
  - Rally support for the carbon neutrality goals
  - Raise understanding of an individual’s carbon footprint
  - Increase awareness of carbon reduction strategies
  - Make energy conservation behaviors standard practice
  - Build a culture of sustainability
Cool Campus Challenge 2.0

- **Who**: Staff, faculty & students
- **What**: A friendly 4-week challenge designed to educate and motivate the University of California
- **When**: April 1 through April 26, 2019
- **Where**: All 10 University of California campuses and University of California Office of the President (UCOP)
- **How**:
  - Participants sign into web portal
  - Take actions to reduce emissions
  - Upload stories and photos
  - Earn points
6 goals of the Challenge

• Activation
• Education
• Motivation
• Empowerment
• GHG reductions

Tools built into the online platform

• Competition
• Information and resources
• Shared stories & photos
• Hero nominations
• GHG calculators
• Actions
Resources

Collateral
• Posters & chalk stencils
• Door hanger & flyers
• Stickers, totes & shirts

Outreach
• Bi-weekly emails
• Social media posts & templates
• Videos

Additional Support
• CNI Fellow trainings
• Coordination & best practices sharing
• $2000 per campus for collateral & prizes
• $2000 per campus for outreach events
Cool Campus Challenge 2.0 Results

- Over 22,000 faculty, staff, and students participated in the challenge (7.6% of the entire system-wide population)
  - 625 Faculty
  - 7,152 Staff
  - 13,951 Students
- 763 Climate Heroes nominates
- Participants completed 200,000 actions
- Participants reduced 10,220 metric tons CO$_2$e in self-reported actions, equivalent to taking 2,170 cars off the road for a year
Cool Campus Challenge 2.0 Results

Three Recognition Categories

- Total Points: UC Berkeley took the win with almost 10 Million Points, followed closely by UCLA and UC Irvine (the winner in 2015) in third place.

- Percent Participation: UC Merced took the win for greatest percent participation (18% of the campus signed up for the challenge).

- Top UC Health System: UCSF earned top place among Healthcare Systems, followed by UC Davis and UCLA.
  - 1,356 health Care participants saved over 741 metric tons of CO$_2$e
Cool Campus challenge Coverage

Campus external stories during the first week of the challenge

• UCLA Newsroom 10 reasons to join the Cool Campus Challenge
• Podcast: Berkeley Talks: Calculating your carbon footprint
• UCSD feature on Earth month activities + CCC: Are you up to the challenge?
• UC Nexus: UC kicks off Cool Campus Challenge
• Irvine Community News & Views: UCI competes in the Cool Campus Challenge
• UCI to defend its title as the top school for sustainability in Cool Campus Challenge
• UCR joins Cool Campus Challenge to promote sustainability
• UC Santa Cruz to compete in Cool Campus Challenge
• Prepare to Be Cool and Climate-Aware
• UC Merced Aims to Become the Coolest UC Campus
• Are you part of the ‘Coolest UC Campus’?
• UCSB Play it Cool
• Letter from UCSC Vice Chancellor to the campus community: https://news.ucsc.edu/2019/04/cool-campus-challenge.html
Cool Campus Challenge 2.0 Results

Top 10 Popular Actions Taken

- Go meatless for a day: 8,464
- DIY a climate-saving action: 7,979
- Reduce your computer power usage: 6,874
- Watch a Climate Lab series video: 6,651
- Leave your car at home this week: 6,639
- Try the Cool Climate Calculator: 6,281
- Dress for the weather: 6,164
- Take the Cool Campus Challenge Survey: 5,106
- Take the stairs: 4,978
- Turn off your overhead light: 4,708

Number of pledges taken
DIY a climate-savings action

Right: I no longer buy chemical cleaners because of the packaging, chemicals, and the fact that they are generally made with petroleum. Instead, I make my own with white vinegar, orange peels, and essential oils.

--Student from UCSB

I make my own homemade cleaner! Here’s the recipe so you can try this at home too: 1/4 cup vinegar, 2 1/2 cups water, and 1/2 teaspoon of dish soap. Mix it all together into a spray bottle and you’re ready to clean!

--Student from UCI
I love washing my car in the rain! What better way to wash your car than using nature fresh water direct from the sky?! It makes me so happy!

--Student from UC Merced
DIY a climate-savings action

Left: Invest in a nest! Our nest stays in eco mode, but I turned the temp on for demonstration for the pic. You can set up your nest to determine if you’re home or not using your phones location. When I’m not home, the thermostat is off!

Right: We have 35 solar panels on our roof! Saves the planet and our PG&E bill :)  

--Staff from UCSF
Cool Campus Challenge 2.0 Results

Top 10 “New” Pledges

- Turn down the brightness of your monitor
- Use a power strip
- Run full loads of dishes and laundry
- Help keep thermostat sensors accurate
- Close the doors and windows
- Keep heat away from freezers
- Go zero waste for a day
- Get familiar with the water-energy-food...
- Leave your car at home this week
- Turn off your car

Number of pledges
Cool Campus Challenge 2.0 Results

Top 10 “Already Do” Pledges

- Dress for the weather
- Close the doors and windows
- Run full loads of dishes and laundry
- Turn off the lights in empty common areas
- Use a power strip
- Take the stairs
- Print double-sided on 100 percent recycled paper...
- Turn off your overhead light
- Buy in bulk
- Right-size your groceries and meals
Cool Campus Challenge 2.0 Results

Three one-minute videos to promote the challenge received a total of 45,000 views on social media

- Washing laundry in cold water
- LED lighting
- Food waste

Google Analytics

- More users used mobile devices (51.3%) than desktops (47.17%)
- Most visited actions included: Leave your car at home this week, take the CCC Survey, watch a Climate Lab series video, reduce your computer power usage, DIY a climate-saving action, and go meatless for a day
- Most users logged in from the US - 98%, but a handful of users (<60) logged in from other Countries.
Program Evaluation Survey Results

How did you hear about the Cool Campus Challenge? (check all that apply)

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A friend</td>
<td>6.62%</td>
</tr>
<tr>
<td>A colleague</td>
<td>15.55%</td>
</tr>
<tr>
<td>A campus event</td>
<td>9.62%</td>
</tr>
<tr>
<td>A participant in the program</td>
<td>8.18%</td>
</tr>
<tr>
<td>Someone invited you to join their team</td>
<td>6.75%</td>
</tr>
<tr>
<td>A flyer or advertisement</td>
<td>7.93%</td>
</tr>
<tr>
<td>A news story</td>
<td>2.31%</td>
</tr>
<tr>
<td>An email from a campus administrator</td>
<td>37.23%</td>
</tr>
<tr>
<td>Facebook</td>
<td>3.06%</td>
</tr>
</tbody>
</table>
Program Evaluation Survey Results

- Almost 75% of survey respondents rated the Cool Campus Challenge good or excellent.
- 50% of respondents indicated they would be promoters if the challenge happened again next year, this jumped to 66% if recommended improvements were made.
- 76% (70% in 2015) of respondents that were asked “Now that the Challenge has ended, how long do you anticipate you will keep up the actions you pledged to take during the Challenge? “ responded 6 or more months. Only 2% of respondents answered “I do not plan to continue my actions.”
- Participants were overwhelmingly sure climate change is happening (93% sure or extremely sure compared to 88% sure or extremely sure in 2015).
- 81% of participants indicated that they were extremely or very worried about climate change.
## CCC Survey Results

### How worried are you about climate change?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely worried</td>
<td>47.54%</td>
<td>2278</td>
</tr>
<tr>
<td>Very worried</td>
<td>33.43%</td>
<td>1602</td>
</tr>
<tr>
<td>Somewhat worried</td>
<td>15.92%</td>
<td>763</td>
</tr>
<tr>
<td>Not very worried</td>
<td>2.23%</td>
<td>107</td>
</tr>
<tr>
<td>Not at all worried</td>
<td>0.56%</td>
<td>27</td>
</tr>
<tr>
<td>No answer</td>
<td>0.31%</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>4792</td>
</tr>
</tbody>
</table>

### If climate change is happening do you think it is:

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caused mostly by human activities</td>
<td>90.61%</td>
<td>4342</td>
</tr>
<tr>
<td>Caused mostly by natural cycles</td>
<td>3.30%</td>
<td>158</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>4.80%</td>
<td>230</td>
</tr>
<tr>
<td>None of the above because global warming isn't happening</td>
<td>0.19%</td>
<td>9</td>
</tr>
<tr>
<td>No answer</td>
<td>1.11%</td>
<td>53</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>4792</td>
</tr>
</tbody>
</table>
2019 Cool Campus Challenge

My individual actions can make a difference to help reduce climate change

Our collective action on campus and in the UC System can make a difference to help reduce climate change
Cool Campus Challenge 2.0 Results

Campus Feedback

- Expressed Interested in running the challenge every two years with a few exceptions.
  - A couple individuals felt it might be better to move away from the competition format and instead use the software as an ongoing educational tool. A.K.A make changes to the software to allow users to sign in and track their individual progress and footprint over time.

- Positive Feedback
  - Overall design of the tool (look and feel)
  - Ease of use
  - Applicability of actions.
  - Outreach materials and giveaway items

- Critiques
  - Issues with verification process
  - Browser compatibility.
  - Earlier access to the tool and resources

- CNI fellows generally felt that it was a great tool for engaging students but that keeping the momentum going for the 4 weeks of the challenge was at times exhausting.
Berkeley - the 2019 Coolest UC

• Berkeley racked up the top carbon reducing score across the UC System - 10 million points!

• Berkeley engaged over 4,215 participants, engaging 7.5% of the campus.

• We reduced 2,026 metric tons CO2e in self-reported actions, equivalent to taking about 500 cars off the road for a year.
Berkeley - Teams & Leadership

VCA Gold Team vs. VCSA Blue Team

Berkeley’s #1 Team & #1 Team across UC

Sustainable Squad
decal.berkeley.edu

<table>
<thead>
<tr>
<th>Points</th>
<th>970.511</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Rank</td>
<td>1</td>
</tr>
<tr>
<td>Actions</td>
<td>4,074</td>
</tr>
<tr>
<td>Pounds CO₂ reduced</td>
<td>456,015</td>
</tr>
</tbody>
</table>

To help rally the Berkeley community to join in the CCC action, the Vice Chancellor-Student Affairs, Steve Sutton, and the Vice Chancellor- Administration, Marc Fisher, have challenged one another to see which division team can pledge the most carbon reducing actions and earn the most points.

What's the wager? The winning VC and the top carbon reducing member of each division team will be treated to a sustainable lunch by the other VC!

See the challenge unfold as Berkeley teams VCSA Blue and VCA Gold rally for the most carbon reducing pledges and points!
Berkeley - keeping the momentum

• What to do with $2,000 prize winnings?

• Partnerships and team spirit to continue - community of practice

• The Berkeley Carbon Crew, fostering deeper student engagement
Lessons Learned

- Reach out to non-traditional campus partners earlier
- Engage communications partners earlier
- More engagement of Faculty expertise in developing actions
- Make outreach materials available months before the competition
- Simplify the signup process
- Add additional recognition categories
- Offer community based social marketing trainings
- Software improvements
  - Campus admin access to delete fake posts and users
  - Improve user notifications and messaging (heroes, liked posts, etc.) and access to data
  - Reduce load time and errors
Key Takeaways

The Cool Campus Challenge was successful because it:

• Developed community - everyone does something (and some do a lot)
• Made individual actions visible
  ○ Cultural norming
  ○ Empowers individual participants
• Is scalability
• Creates a culture of sustainability
Thank You!

• Ryan Bell
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• Kira Stoll
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Questions?
Logistics

Budget

• CNI Funding - $189,000
  ○ Tool Design, Development & Hosting
  ○ Campus Funding, Give-a-ways, Collateral, Prizes

• Matching Private Grants
  ○ Marketing & Outreach, Evaluation, Coordination

Organization

• Project Director and Lead
• Design & Technology
  ○ Cool Campus Network
  ○ Designer
  ○ Programmer & Coder
• Marketing and Communications
  ○ Center for Sustainable Energy
  ○ UCOP Marketing & Communication
• Campus Engagement
  ○ Campus Sustainability Offices
  ○ CNI Fellows & Volunteers
• Evaluation
  ○ Cool Campus Network
  ○ Center for Sustainable Energy