Carbon Neutrality Initiative
Ambassadors Program: Case Study for Student-Led Programming

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CHESC Student Engagement Around Campus Session
Agenda

1 Carbon Neutrality Initiative (CNI)
   Overview
   Student Involvement

2 CNI Ambassadors Program
   Overview
   Projects and Outreach
   Outcomes and Successful Strategies

3 Questions and Discussion
“UC, a national leader in sustainability, has pledged to emit net-zero greenhouse gases from its buildings and vehicle fleet by 2025, something no other major university system has done.”
Bonnie Reiss Carbon Neutrality Student Fellowship Program

- Leadership Retreat
- Global Climate Leadership Council Meetings
- Legislative Field Trip
- Symposium
Ambassadors were trained to communicate the CNI and UCLA sustainability goals through an interactive curriculum.

The program consisted of:

- 5 training sessions
- Leadership and skill-building opportunities
- Project management experience
Funding

- Secured $7,700+ through The Green Initiative Fund (TGIF)
- Incentives: $400 quarterly stipend, fully paid trip to CHESC
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Applications & Recruitment
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Applications & Recruitment

Pre & Post Evaluation Survey
Projects and CCC Outreach

- Documentary screening
- Bruin Bus Ad
- Cool Campus Challenge Points Party
- Environmental Awareness Art Exhibit
- Numerous tabling events/classroom pitches
- Giveaway events, classroom pitches, and club presentations
Outcomes & Key Strategies

Skill Development

- Social Behavior Change
- Communications and Media
- Applying for Grants/Funding
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Amplified Engagement
- 62 logged events
- 42 separate events
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**Amplified Engagement**
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**Successful Strategies**
- UCLA Instagram takeover
- Classroom pitches
Thank you!

Q&A + Discussion

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