

Change Agent Group Goals-Communications

List of Current Sustainable Practices:

1. Some offices actively reusing and recycling paper..
2. Presentations currently being given on and off campus.
3. Media presence in local and campus publications

Mission Statement:

Provide an effective conveyance of information using minimal amounts of resources, both in terms of communicating information about the campus sustainability work, and with regard to all communication outlets, both formal and informal.

Long Term Vision:

- All equipment is infinitely upgradeable
- All paper usage is closed loop (fully recyclable or biodegradable)
- New, cleaner and more efficient methods of intra-campus communication
- Training modules in place for all staff, faculty and students for understanding applicable sustainability systems on campus
- Communications for assisting other organizations in pursuing same goals –e.g. campus as model

Goals (measurable or numerical data)

Short term (0-1 years)

- 1) Initiate a program of Campus Sustainability presentations, working with change agents to develop these, either as broad views of the campus plan or especially focused on their areas in the campus community. Seek out both the groups and the appropriate methods of information.
- 2) Develop a universal PowerPoint to assist all change agents giving presentations around campus. It will be downloadable from the website. A CD/DVD will be developed for use as a self-contained presentation that can be used anywhere that is properly equipped. PowerPoint should be completed and posted on the web by next week. DVD TBD.
- 3) Change campus printing purchasing and policies:

UCSB Campus Sustainability Plan Template

- Reduce paper use – ask departments to analyses needs for paper, both within the dept. and for publications, meet with publishers (Arts and Lectures, Presenters, Development) towards this end.
- Effect purchasing policies to use only sustainable harvested and recycled content papers, environmentally friendly inks.
- Work with purchasing on encouraging companies to provide infinitely upgradeable or returnable machines (e.g. computers, printers, etc.)

Intermediate (1-5 years)

1. Present options to campus offices re: printing quantities, paper use
2. Get the word out to the entire campus community about Sust. Goals – via presentations, videos, newspaper articles, campus email networks.
3. Decrease print materials and paper use by 50%

Long Term (5-10 and 10-20+)

4. Campus Culture Change
5. Respected policies in place for paper, ink, equipment usage
- 6.

Barriers:

- Barriers
 1. Cultural and habits change required
 2. Concerns for quality and appearance (i.e. brochures and promotional material)
 3. Contracts in place for printing
 4. No policies in place for publishing guidelines
 5. Desire to read a hard copy rather than electronic
- Leverage Points
 1. Cost Savings- printing less, more on-line activity, mailing less, delivering less
 2. Educating about environmental impacts, role of UCSB
 3. Promoting the University role with regards to sustainability in the community a sense of pride
 4. Opinion leaders

Action Items: Set up meetings with presenters on campus
Metrics mechanism for departmental paper usage

