

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 initiative. After its inaugural year in 2019, the CNI Fellows decided to expand the program by emphasizing longterm, impactful projects and assisting the Zero Waste Initiative in creating their own Ambassadors Program. The Program has been effective in providing six students an indepth understanding of the CNI, as well as spreading general awareness to the student body at large.

Additional areas of our year's work include: Promoting the CNI through UCLA's Centennial Initiative, tabling at student engagement events, facilitating UCLA's Student Sustainability Leadership Council's onboarding, and attending the 2019 Green Build Expo.

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 \$8,400 in funding from The Green Initiative Fund (TGIF) to compensate the Ambassadors and pay for their CHESC registration
- 41 total applicants, 20 applicants interviewed, and 6 ambassadors selected from diverse backgrounds, majors, and academic standing in order to touch different areas of the campus community
- Developed a 20week training curriculum
- Delivered curriculum to Ambassadors that consisted of 5 training sessions with interactive activities, discussions, and active working time for projects:
 - 1) Orientation
 - 2) Overview of UCLA Sustainability Goals
 - 3) Overview of the Carbon Neutrality Initiative
 - 4) Public Speaking Training
 - 5) Project Planning Workshop
- 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 to other students, faculty, and staff

Additional Side Projects:

1. Facilitated UCLA's Student Sustainability Leadership Council's Fall on-boarding
2. Initiated a UCLA Centennial x 50th Anniversary of Earth Day project
3. Communicated the CNI during various campus events and meetings

IMPACTS AND OUTCOMES

- Expanded the Ambassadors program by helping develop and collaborate with the Zero Waste Ambassadors program
- 4 high quality, in-depth engagement events
- Ambassador projects included:
 - Video on the CNI highlighting student voices & behavioural actions
 - Developed a centralized website for faculty, staff, and students to engage with sustainability and carbon neutrality at UCLA

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 4 skills, with "Social Behaviour Change," "Communications and Media," and "Public Speaking" 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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