

THE COOL CAMPUS CHALLENGE CHAMPIONS

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INTRODUCTION

The Cool Campus Challenge was a month-long, high-profile competition between UC campuses to reduce our carbon footprints and to foster a culture of sustainability. Students, faculty, and staff were able to engage with the Challenge through an online portal, coolcampuschallenge.org, where they could get educated on their ecological footprints and take carbon reduction pledges. The Challenge ran from April 1-26, and Carbon Neutrality Fellows from each campus were given \$2,000 worth of supplies and swag and another \$2,000 to host events and boost visibility in any way possible.



Title	Category	Pounds	
		Points	CO ₂ savings
Reduce your computer power usage	Energy	500	500
Reduce energy use in common areas	Energy	120	120
Take the Cool Campus Challenge Survey	Education	500	0
DIY a climate-saving action		200	0
Learn how to report water waste and leaks	Water	100	0
Turn down the brightness of your monitor	Energy	100	100
Turn off your monitor when you're away	Energy	200	200

RESULTS & OUTCOMES

- UC engaged over 22,000 participants, 7.6% of the entire system-wide competition.
- UC reduced 10,220 metric tons CO₂e in self-reported actions, equivalent to taking 2,170 cars off the road for a year.
- The Berkeley campus won the Challenge, with over 9,000,000 points racked up and 4,467,508 self-reported pounds of CO₂ reduced.

CONCLUSIONS

The Cool Campus Challenge was an incredibly effective initiative from the University of California in facilitating the creation of an environmentally-thinking population of students, faculty, and staff. The lifestyle changes and self-reflections encouraged by the competition will have greater impact than can be calculated, as past participants continue to use their new knowledge to inform future decisions and to educate their personal communities. We can only encourage UC to run the competition again and with frequency, ideally every 2-3 years, to continue to engage future graduates and decision makers.

Scoreboard			
Campuses	Health Sys	Teams	Participants
		PARTICIPANTS	POINTS
#1	UCB	4331	9,665,052
#2	UCLA	4412	8,984,435
#3	UCI	3290	6,409,106
#4	UCM	1820	4,679,313
#5	UCD	1574	3,703,061
#6	UCSC	1430	3,689,155
#7	UCSD	1258	2,897,051
#8	UCSB	1531	2,669,415
#9	UCSF	1188	2,614,778
#10	UCR	797	1,580,864
#11	UCOP/ANR	580	1,393,482



PROJECT GOALS

The goal of the Cool Campus Challenge was to engage as much of the UC population as possible in learning what personal and institutional changes need to be made to manage and mitigate the effects of climate change, and to secure commitments from individuals to take such actions. UC Berkeley had the internal goals of winning the challenge and of engaging at least 3,000 people. We surpassed our goal with 4,331 students, faculty, and staff engaged, 82% of whom took at least one pledge. We took this competition as an opportunity to community build, bringing together people from within and without the environmental community.

MATERIALS & METHODS

Before the month began, we assembled a group of 22 interested students to create an event calendar and assigned point people for each event. With each event tailored to a different audience or portion of the campus community, we hosted an information session for club leaders, a launch party, an environmental community hiking mixer and later a dinner mixer, 4 free flower-pot-assembly tabling events, a Cool Campus Picnic with a food truck and workshops from eco-organizations, a last day point party, and advertised at each of Carbon Crew's 6 Plant Forward dining hall meals in the month of April.

We dedicated a portion of our budget to cash prizes for the top three scoring Registered Student Organizations, encouraging members of RSOs to form teams and push their club members. A main point of outreach for us was our rather prolific Facebook page, where we created relatable content and advertised our events. When UC Berkeley needed a boost in participation, we would post in groups popular amongst students with an appeal to competitive nature. We were also featured on the official UC Berkeley Instagram story, and obtained a half hour of our Chancellor's time to create promotional material.

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