

Student Sustainability Ambassadors Program

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Introduction

The Sustainability Ambassadors Program is a year long program in which selected student volunteers participate in Carbon Neutrality Initiative engagement training to become peer educators. The ambassadors work to increase awareness of CNI efforts and goals by highlighting UCSD's actions towards carbon neutrality while also advocating for a better understanding of climate change impacts.

Project Goal

To foster a robust environment for students to actively engage with the UC Carbon Neutrality Initiative and then share that knowledge with their fellow peers.

Methods

Ambassadors underwent training in which they learned climate science, the goals of the Carbon Neutrality Initiative, the different projects implemented at UCSD to help reach our goal of carbon neutrality, and communication skills necessary to encourage productive, engaging conversations about climate mitigation and adaptation.

By utilizing social media, the Student Sustainability Ambassadors were able to connect with a larger audience of fellow UCSD students. Several posts were shared weekly highlighting different components of the Carbon Neutrality Initiative's goals, UCSD's ongoing efforts to reduce emissions, and different individual efforts students can take to contribute to the fight against climate change. Blog writing was also utilized to spread more information on climate-related topics to further engage the ambassadors' audience with environmentalism.

The Student Sustainability Ambassadors also offered informational presentations on CNI and general sustainability to different student organizations and campus entities. Through these presentations, the ambassadors connected with student groups to inform them of the importance of reducing emissions and the UC system's recognition of climate change as a serious threat.

In addition, ambassadors each carried out their own Special Action Projects to promote to further cultivate their climate communication skills.

Impacts

This year, the program:

- Presented to 60+ students
- Gained 100+ new social media followers
- Created 33+ original social media posts
- Wrote 6+ blog posts
- Oversaw Ambassador projects including:
 - Scientific Journalism
 - Climate Justice Training
 - Community Outreach
 - Analyzing Social Influence on Individual Action

Conclusion

The Student Sustainability Ambassador Program was successful in immersing students in a learning environment that fostered their ability to be peer educators of the Carbon Neutrality Initiative. The interaction the Student Sustainability Ambassadors had with their community not only increased awareness of the University's pledge of reaching carbon neutrality but also promoted eco-mindedness in an inclusive and equitable way.

Future Goals

- The continuation of the Student Sustainability Ambassador program led by future Carbon Neutrality Initiative Student Engagement fellows
- An expansion of in-person events and activities

UCSD Sustainability Ambassadors Present:

**UCSD Carbon
Neutrality and
Sustainability**

