



# SUSTAINABILITY ENGAGEMENT

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# HOW TO WE FRAME SUSTAINABILITY?

- How do we talk about sustainability sets the stage for how students perceive sustainability concepts. This helps to avoid misconceptions. Aka: "Sustainability is just recycling"
- We start by defining sustainability and then lead into topics we work in and discuss it in a broad sense. We tell students that sustainability is far reaching. It has so many applications and it can be connected into every major.
- The next two slides are used by UL at the beginning of our sustainability trainings and when we talk to classes.

1987: UN World Commission on Environment and Development: *Our Common Future* aka "The Brundtland Report"

"Meeting the needs of the present without compromising the ability of future generations to meet their own needs."  
(WCED, 1987).



# SUSTAINABILITY TOPICS

Everything that we do fits into these 8 main topics. Breaking it into these categories helped students grasp the broad concept of sustainability easily. (AKA not just recycling) We also connect these topics with the UN's Sustainability Goals so students can understand the big picture.



AIR AND CLIMATE



BUILDINGS AND PLANNING



WATER USE AND WATERSHED



MATERIALS MANAGEMENT



LANDSCAPE AND HABITATS



TRANSPORTATION



ENERGY



HEALTH AND WELLNESS



# SUSTAINABLE DEVELOPMENT GOALS



We also like to ask students to see how their major or interests can fit into these sustainability goals so students can make a personal connection to sustainability.



# ENGAGEMENT MINDSET

- **Impact.** To make sustainability attainable we like to emphasize that sustainability is a goal at every level and that every action from small changes to our daily habits to green advances in large scale industry **all matter and makes an impact.**
- **Empower.** We encourage the mindset of being an "**imperfect environmentalists**" no one should ever feel guilty or shame about what they cannot do but rather, they should be proud of their efforts and always keep trying to do their best.
- **Educate.** The audience must be **aware of a problem and/or the opportunity for action before any engagement can occur.** Providing accessible and credible information will help avoid dismissal or skepticism and ensure understanding. Ex: Coastline is disappearing due to...
- **Measure and Document.** Tracking data and taking photos is great to quantify and **showcase the impacts and reiterate the importance of sustainability.** *TU OOS, I try to show and discuss individual impact together with institutional initiatives, to cut down on confusion between infrastructural impacts and personal action.*
- **Reflect.** We encourage **mindfulness, reflection, and thinking** of the short term and long-term impacts of our actions and daily habits as we try to be the best environmental stewards we can be. Start the discussion about sustainability.



# HOW CAN YOU BUILD A SUSTAINABILITY COMMUNITY?

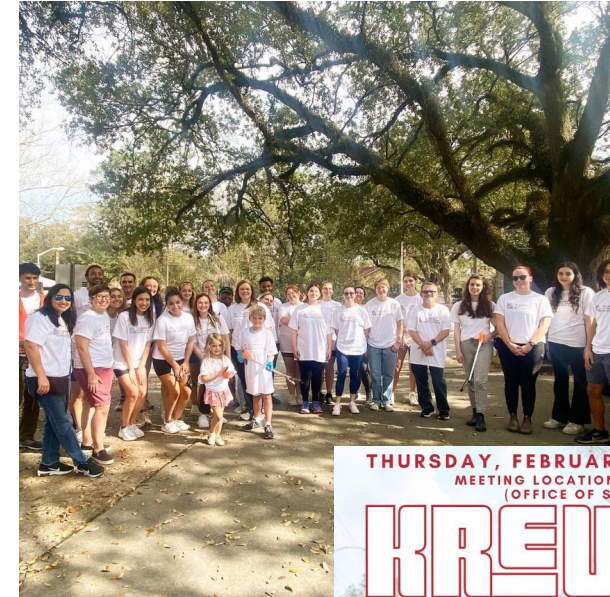
- **TABLE AT EVENTS AND ORIENTATIONS!!!**
  - This was UL's **most effective strategy**. By tabling at orientation and handing out native wildflower seeds in packages UL collected 300 students who signed up to learn more about sustainability, stay up to date with our events and to be a part of the new Students for Sustainability organization. This helped develop a mailing list for events.



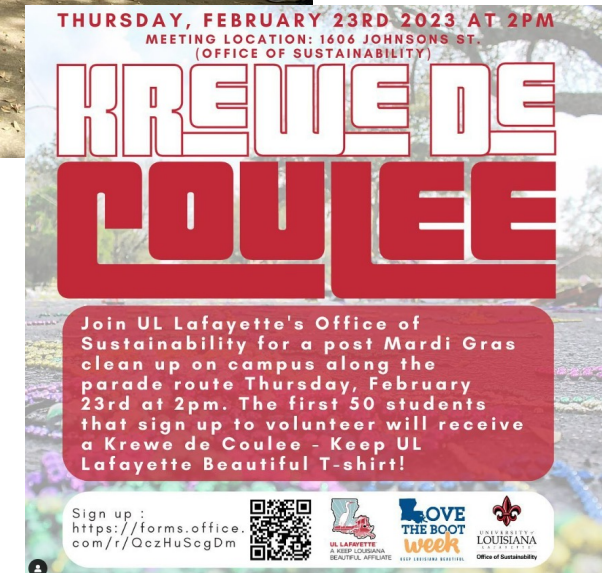


# HOW CAN YOU BUILD A SUSTAINABILITY COMMUNITY?

- Offer engaging events through the semester across all sectors of sustainability (partnering helps tremendously). Post event flyers everywhere
  - Emails / Digital Screens/ Campus Calendars/ Social Medias
- Stay on top of social medias that students use.
  - This is one of the best ways to share events. Additionally taking tons of photos at sustainability events are very valuable for promoting all that you do. **Hint:** photos of students participating in events typically get the most engagement (100+ likes)
- **Partner!** Partner with community non-profits, businesses, campus offices, and other student organizations for events and educational opportunities.
  - RA Sustainability groups, Connect with **established** orgs and existing departments!!



We used the university affiliate grant to make event T-shirts



# HOW CAN YOU BUILD A SUSTAINABILITY COMMUNITY?

- **Stay Engaged.** Create a way to keep the sustainability conversations going. For example UL is building a new Sustainability discord where events are shared, local resources, ideas, what everyone is up to, polls, and even memes. There are 50 members and growing.
- **Push for Sustainability to be a part of all levels of your institution.** (Events, dining, athletics, in the classroom, service, residential life, operations, etc)
- **Be present.** Visit classes! Table at University events. Talk to students. Talk to student organizations. Talk to RAs. Talk to colleagues to find partnerships. etc
- **Connect students** with recent grads Ex: Tulane organized (2-3 years) recent grads for a 30 minute panel format mentor session on zoom.
- **Connect** with any sustainability related student organizations. If a sustainability student organization does not exist find the related environmental student orgs that already exist. **Connect** all the related student organizations with yourself and with one another.



# Ways to engage / Integrate Sustainability

- Students are our inside people - they can represent sustainability in classrooms, organizations, athletics, events, their homes and in the community
  - Student Workers/ Grad Students can be a bridge
- Student Orgs with similar themes
  - Biking, planting, nature organizations can be allies
- Student Projects or research topics
- Student Discipline --- seemed seamlessly tie into service opportunities for Tulane
- Classes with Sustainability related topics/ Univ Classes
- Speaker events/ Seminar Series on sustainability topics
- Volunteer events – Love the Boot clean ups, coastal plantings, community gardens, etc
- Required Service hours – litter pickup survey, volunteering at food pantries, etc
- Set the example! Big impact that's visible and public ( Pick up litter when you see it, etc.)
- Use social media as a tool to promote yourselves
- Work with partners for move in / project showcases / residential halls / dining
- Training Sessions (Students, Facility, Staff)

# ROADBLOCKS

- Lower numbers of student engagement/ volunteers when compared to pre-covid
- It often is hard to engage students at all points of the semester. Engagement typically dies off in the summer and as the semesters approach finals.
  - Remain mindful of the academic calendar to not overlap with midterms or finals when scheduling events
- Campus policies/ or a mindset that slows progress
- Unwilling campus participants that slow or halt progress.
- Minimal campus investment in sustainability
- **Minimal funding or resources to support sustainability initiatives** - this is a big one
  - Options – sustainability fund (coordinate with SGA) , asking for donations of trees/etc., foundation donation account, student graduating class gift, grants, earth week fundraising, etc
- Staff turnover / student turn over
- Having no platform to post events / having no platform or resources to make graphics / limited ways to communicate / minimal contacts or partners
- A lot of this is learning as you go so don't be afraid to try somethings out to see what works and what does not work.

What are  
some of  
your  
campus's  
roadblocks?



# WHAT YOU CAN DO?

- Host programs on sustainable living(housing), saving energy(engineering), and minimizing food waste(dining hall), etc. Lot of opportunities to partner with other departments on campus
- Use social media to promote sustainability and sustainability events
- Promote recycling in the residential halls/academic buildings if able
- Be aware of your impact and document and measure everything you can.
- Attend Sustainability events on campus and in the community. Table if possible!
- Get involved with the local related businesses, non-profits, and the city.
- Engage in Community Service
- Partner with Students!
  - Students can advocate for sustainability infrastructure on campus, such as water bottle refilling stations, bike lanes and non-motorized infrastructure, green spaces, urban forestry, campus gardens, rain gardens, habitats, ... really anything you want! Students hold the power.





# SUSTAINABILITY ENGAGEMENT CASE STUDIES

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# FÊTE TERRE 2022

**April 11**  
11am-2pm

## Waste Day

### Weigh the Waste

#### Dining Hall in Student Union

How much food do we waste? Why should it matter to you?

All Week

### Coulee Debris Installation

#### Front of Library

A showing of one week's worth of litter and debris pulled from the mouth of the Coulee Mine.

3pm

### Keep UL Lafayette Beautiful

#### Front of Library

The Office of Sustainability has partnered with Keep Louisiana Beautiful to participate in Love the Boot Week. The first 25 people who sign up for this litter pick up will receive a free Love the Boot shirt! Sign up: <https://forms.office.com/r/YbiQga62DC> or in the link in our instagram bio

4pm

### Yoga at Cypress Lake

#### Cypress Lake under the columns

Take a break and join local yoga instructor, Grace Bailey, as she leads an outdoor yoga class at Cypress Lake. Bring your own mat and water bottle.

**April 12**  
10am-1pm

## Nature Day

### Pet a Gator

#### Dupre Library - First Floor Hallway

Come touch and learn about baby alligators, furs, skulls, and other wildlife products from WLFLA and Louisiana Fur Advisory Council.

2pm

### Campus Tree Planting

#### Child Development Center

Come plant trees and aid in the beautification of our favorite campus.

4pm

### Butterfly Hike

#### Nature Station Trailhead

Everyone and anyone is invited to join our local Nature Station naturalist on a butterfly walk through the butterfly garden at the Nature Station.

7:30pm

### Night Firefly Hike

#### Nature Station Trailhead

Everyone and anyone is invited to join our local Nature Station naturalist on a guided night hike to discover fireflies and other creatures of the night.

**April 14**  
10:30am-1:30pm

## EXPO Day

### Fete de la Terre Expo

#### Corner of St. Mary and Hebrard

Join us for our annual Earth Day celebration! There will be free jambalaya, music, and more! Organizations from our university and community will be offering valuable information about sustainable careers, practices, and more.

**April 13**  
12pm-2pm

## Clean Transit Day

### Clean Fuel EV Meet Up

#### Cajun Field EV Charging Station

Join us for an electric vehicle meet-up at the Cajun Field Charging stations in partnership with Louisiana Clean Fuels. Come check out electric vehicles, solar EV chargers, and a solar demonstration/talk from UL professors.

3pm

### Bike Repair Pop Up

#### Table at Library and St. Mary

Bike Lafayette is hosting a Bike Repair Pop Up Shop - Come fix your bike and learn how to tune up your own bike and repair it.

7pm

### Geaux Bike UL

#### Scavenger Hunt

#### Front of Dupre Library

Geaux Bike UL is back and better than ever. Join this UL Student ride around Lafayette!



**REPUBLIC**  
SERVICES

Sustainability in Action



**EXPRO**



UNIVERSITY  
LOUISIANA

Office of  
Sustainability

## CASE STUDY: FETE DE LA TERRE (EARTH WEEK EVENTS)

Earth week is UL's biggest engagement event of the year and it's become a great opportunity to connect with community partners, non-profits, student organizations, campus departments, and environmental businesses.

Earth week is the host of various environmental events and volunteer opportunities, and our Fete de la Terre events/ expo engage with 400-500 students, faculty, staff, and community members each year.







# CASE STUDY: STUDENTS FOR SUSTAINABILITY – THEIR GOALS:

- Advocate for sustainable culture on campus + community
- Host sustainability **seminar series** (This has been incredible)
- Host biking, paddle, hiking trips (partnerships are vital)
- Keep UL Lafayette Beautiful – litter clean ups
- Work with food recovery and composting initiatives
- Group trips to the Farmer's Market, Nature Station, etc.
- Participate in tree, flower, and native seedling plantings
- Community Service to help community partners
- Brainstorm and implement Sustainability initiatives on campus



# Students for Sustainability

We aim to spread education and passion for **sustainability cULTure** throughout our campus and the city of Lafayette as a whole. Members work hand-in-hand with the UL Office of Sustainability on **fun and meaningful sustainability projects.**

## All Majors Welcome!



If interested, please fill out this online form to receive more information & share your thoughts of what you'd like to see this organization become!



# How can we support sustainability on UL Lafayette's campus?

## Potential organization activities:

- Advocate sustainable culture on campus
- Host biking, paddle, & hiking trips
- Organize anti-litter campaigns
- Work with food recovery & food pantry
- Continue recycling & composting initiatives
- Group trips to Farmers Markets
- Participate in tree & native seedling plantings

Please come to our first meeting to share ideas & get more details of what's to come!

**Make sure to check your email for meeting details.**



Leave a comment of what you would like to see!









# CASE STUDY: STUDENTS FOR SUSTAINABILITY - SEMINARS

- The Students for Sustainability has really taken the lead creating their Sustainability 101 Seminar Series. We assisted in the beginning and now they are running with it and developing their own topics.
- **Sustainability 101 Seminar Series**
  - Native Gardening 101 Seminar + Tour of Ira Nelson Horticulture Center
  - Recycling 101 Seminar
  - Fast Fashion Seminar (LSU students found out about this event and we set up a zoom call so they could attend :) )
  - Composting 101
  - Sustainability and Disabilities



**NOVEMBER EVENTS**

We aim to spread education and passion for sustainability throughout our campus and the city of Lafayette.  Anyone and everyone welcome!

<b>FRI 04</b>	<b>NIGHT TIME NATURE HIKE</b> Acadiana Nature Station - 1205 E Alexander St. 6:15PM
<b>WED 09</b>	<b>GARDENING 101 SEMINAR</b> Ira Nelson Horticulture Center Classroom 5:00 PM
<b>WED 16</b>	<b>RECYCLING 101 SEMINAR</b> Magnolia AB in the Student Union 5:00 PM
<b>WED 30</b>	<b>COMPOSTING 101 SEMINAR</b> Magnolia AB in the Student Union 5:00 PM

**STUDENTS FOR SUSTAINABILITY**



The background of the slide is a close-up, top-down view of a tree trunk's cross-section, showing concentric growth rings and a cracked, weathered texture. A single, light green leaf is positioned in the center, partially overlapping the text. The entire image has a green color overlay.

# SUSTAINABILITY INITIATIVES ON CAMPUS

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# Student Started Sustainability Initiatives

(Students hold the power)

- Ozzi Containers
- Water Bottle Refillers (POPULAR)
- EV Chargers
- Plastic bag fee
- Sustainability Fee – 2\$ (SGA)
- Rain Barrel
- Community Garden
- Sustainability Seminar Series
- Bike Lanes
- Styrofoam Ban
- Cigarette Ban
- Saved historic Trees
- Created Sustainability courses
- Creating Sustainability seminars
- Local political change
- Built Sustainability Network - discord
- Developed a Sustainability Seminar
- Organized service events
- Started food pantries and closets
- Reducing paper waste by going digital
- Starting recycling
- Starting composting
- Stormwater masterplan

# UL Sustainability Initiatives + Events

- **Zero Waste**

- Good 2 Geaux
- Game Day Recycling + Food recovery
- Goodwill not Landfill
- Replaced water fountains with Bottle Refillers
- Plastic bag recycling
- Regular recycling across campus
- Composting
- Ink and toner cartridge recycling
- Weigh the Waste
- Hazardous Materials
- Career Closet (via Career Services)

- **Campus Grounds**

- Tree Campus USA: Urban Forestry Management, Fruit trees, Urban Heat Island Studies
- Bee Campus USA: Pollinator Gardens, IMP
- Keep UL Lafayette Beautiful
- Green Infrastructure: Bioswales, rain gardens
- Community Garden + Edible Fruit Trees
- Native planting + Carbon sink

- **Resource Management**

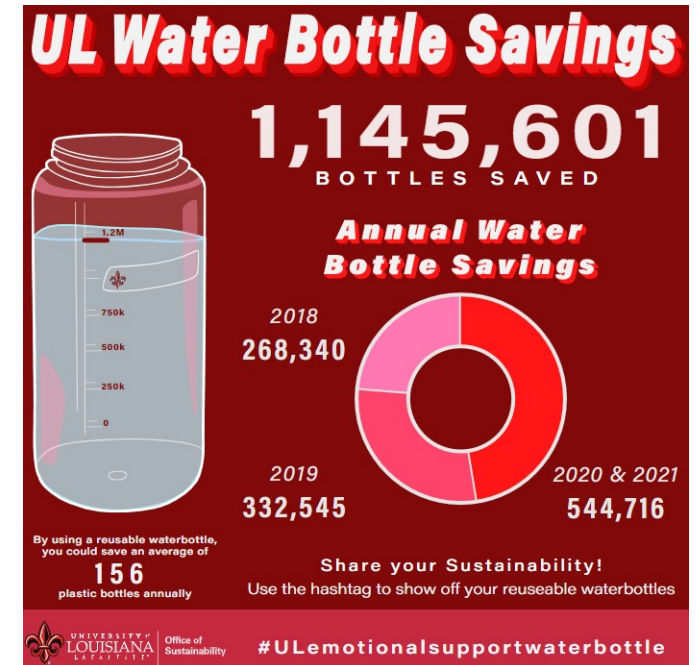
- Energy Conservation
- Water Conservation
- PART Lab / Solar Farm

- **Food**

- Campus Cupboard
- Food recovery
- Meat free dining options
- Local food sourcing
- UL Lafayette Farmer's Market group trips

- **R1 Research**

- EPA Trash Free Gulf of Mexico
- PART Lab
- EPA Stormwater Masterplan (1st place in Rainworks)
- Carbon Mitigation
- Native plant propagation



- **Campus and Community Engagement**

- Earth day celebration - Fête de la Terre
- Community Service Partnerships
- Clean up events ( Krewe de Coulee, Love the boot clean ups, etc)
- Keep Louisiana University Affiliate
- Local and state commissions



# Tulane's April Sustainability Initiatives + Events

- **Event:** LBC Trivia Night – pilot ~25 students (Date TBD)
- **Event & Data:** Weigh the Waste (April 20)
- **Speaker:** Life City April 11, 2pm
- **Event:** Waste Audit – Tennis Courts (April 13, 12:30-1:30)
- **Speaker:** Water Collaborative (April 13, 2pm)
- **Service:** Love the Boot Litter Sweep (April 15) (targeting student orgs)
- **Speaker:** Fair trade talk/Fast Fashion (April 18) [Push to business school, business sorority/fraternity]
- **Sustainability, Lead Organizer**
- **Faculty Partner**
- **Org or Office Partner**
- **Off-campus Partner**
- **Event:** Earth Day Student Org Fair (April 21)
  - Seed Giveaway
  - **Book & Office Supply Swap (and donation)**
  - Service Learning Opportunities
  - On-campus and off-campus move-out resources
  - Attractions: Dog rescue
- **Event:** Crawfest, new compost effort
  - Volunteers & outreach tabling
- **Event: Ozanam Inn Fashion Show, Supporting Homelessness awareness**
- **Education:** Ugly Vegetable Awareness/ Selecting Vegetables (a Friday at the Market)
- **Donation:** Clothing Drop Off (April 24—29)
  - Delta Sigma Theta Clothing Swap (April 29)

# Tulane Climate Action Day

- OOS – provides logistics support, some funds
- Students, Faculty, & Centers take the lead on the content and schedule

## TULANE CLIMATE ACTION WEEK

Presents Keynote Speaker

**KEVIN J O'BRIEN**

*"The Violence and the Hope of Climate Change: Idealist Activism, Pragmatic Engineering, and a Just Future"*



**Monday, March 18  
6PM**

**Freeman Auditorium  
Woldenberg Art Center  
Tulane University**

Kevin J. O'Brien is Dean of the Humanities and associate professor of Christian ethics at Pacific Lutheran University. He is the author of *The Violence of Climate Change: Lessons of Resistance from Nonviolent Activists and An Ethics of Biodiversity*, and coauthor of *An Introduction to Christian Environmentalism*. He holds a PhD from Emory University.

For more information about Tulane Climate Action Week 2019, a week of events focusing on climate change and actions that will prevent its most devastating effects, visit [bywater.tulane.edu/](http://bywater.tulane.edu/)

Sponsored by the Phyllis M. Taylor Center for Social Innovation and Design Thinking, Office of Sustainability, Environmental Studies Program, the ByWater Institute, Center for Public Service, Tulane Green Club, USG Sustainability Committee, School of Public Health and Tropical Medicine and the Department of Global Environmental Health Sciences, School of Liberal Arts, Center for Scholars, New Orleans Center for the Gulf South, the Office of Academic Affairs and Provost, and the Department of Sociology.



GreenTulane • <https://bywater.tulane.edu/content/tulane-climate-action-day> • <http://green.tulane.edu>  
504-865-5145 • [recycle@tulane.edu](mailto:recycle@tulane.edu)

## TULANE CLIMATE ACTION WEEK

What can we do about climate change? Join a university-wide discussion. Come for speakers, networking, and workshops. Free and open to all.

**Monday - Thursday: Climate Action Expo.** Pedersen Lobby, LBC. Find out information on climate change and climate action.

**Monday, March 18**

**6:00pm - 8:00pm**

**Keynote Speaker: Kevin O'Brien**  
"The Violence and Hope of Climate Change: Idealist Activism, Pragmatic Engineering, and a Just Future."  
Freeman Auditorium, Woldenberg Art Center

**Tuesday, March 19**

**6:30pm - 8:00pm**

**Careers in Sustainability Panel**  
Bea Field Alumni House

**6:30pm - 7:30pm**

**Dr. John Day**  
"Climate Change, Sea Level Rise, and Equity: A Student's Guide to Limits"  
Goldring Woldenberg II 170

**Thursday, March 21**

**5:00pm - 6:30pm**

**Environmental Research Poster Session and Reception**  
Pedersen Lobby, LBC

**6:00pm**

**Aurora Levins Morales**  
Poetry Reading and Discussion  
Rogers Memorial Chapel

**6:30pm - 7:30pm**

**Rick Johnson**  
"Leading Economywide Transformation: Entergy and Climate Change"  
Goldring Woldenberg II 170

**Wednesday, March 20**

**11:00am - 2:00pm**

**Campus and Community Action Org Fair**  
Pocket Park and Pedersen Lobby, LBC

**5:00pm - 6:00pm**

**Citizen's Climate Lobby Workshop**  
Boggs 242

**6:00pm - 8:00pm**

**Films and Panel Discussion**  
(Studio in the Woods and NOVAC)  
Jones Hall 102



**Friday - Saturday, March 22-23**

**Tulane Environmental Law and Policy Summit**

Tulane Law School, Weinmann Hall



GreenTulane • <https://bywater.tulane.edu/action> • 504-865-5145 • [recycle@tulane.edu](mailto:recycle@tulane.edu)

Sponsored by: the Phyllis M. Taylor Center for Social Innovation and Design Thinking, Office of Sustainability, the Office of Academic Affairs and Provost, the ByWater Institute, Environmental Studies Program, USG Sustainability Committee, Earth & Environmental Sciences, Net Impact, the New Orleans Center for the Gulf South, A Studio in the Woods and New Orleans Video Access Center.





QUESTIONS ?  
LESSONS LEARNED?  
SUCCESSES?



# STAY UP TO DATE

(we share this at the end of all trainings or presentations to keep students engaged )



ul\_sustainability



University of Louisiana  
at Lafayette Office of  
Sustainability



ul\_studentsforsustainability