



**GREEN TERPS –  
LET'S BRING THE CHANGE !**

## GREEN TERPS – LET'S BRING THE CHANGE !

It is a partnership initiative between the Office of Sustainability and the Department of Resident Life at the University of Maryland.

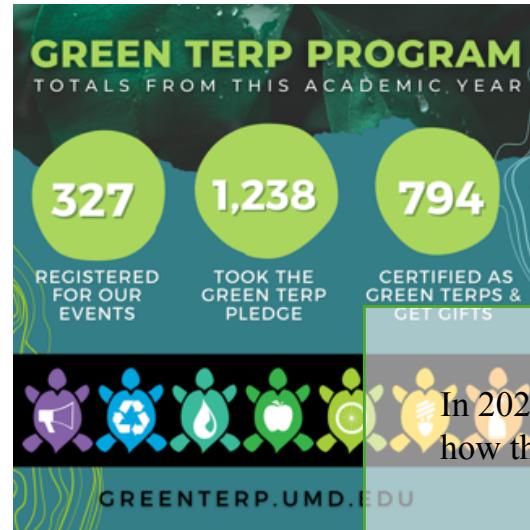
Spanning from Fall 2018 to Spring 2023, the program aimed to promote environmentally responsible choices among UMD students.

# Green Terp Program

Let's look at how UMD has organized their participants and look at how many students are in this program.



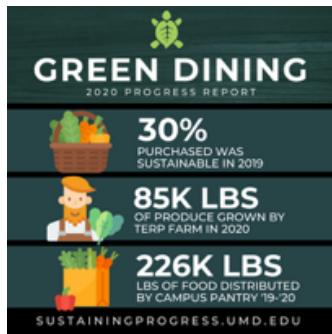
# Green Terp Program



In 2021, this was how the program did



# Green Terp Program



**OUR GREEN TERP COMMITMENT:**

Thank you for committing to making sustainable choices. Choose at least 15 actions, including at least one from each category.

**SPREAD SUSTAINABILITY**

- Encourage Friends To Join Green Terp: Encourage your friends to join Green Terp by sharing promotional materials or inviting them to take on the [Green Terp actions](#) together.
- Follow @UMDGreenTerps: Follow the official UMD Green Terp account on social media ([Twitter](#), [Facebook](#)) and engage with our posts.
- Attend Sustainability Events: Stay up-to-date about green events on campus. Subscribe to the [Sustainable Maryland Newsletter](#) and Social Media.
- Pursue Eco Research/Careers: Find internships, research papers, and planning information to [Pursue Eco Research](#) or visit the [Internships](#) page.

**REDUCE WASTE**

- Use Reusable Bags & Bottles: Refill your reusable bottle if over 100 times! [Learn more](#)
- Reduce, Recycle & Compost: Learn how to sort waste on campus. [Recycle](#) no food kind of plastic waste. [Compost](#) organic materials.
- Donate Unwanted Items For Repair: Donate old clothes, unused items, and accessories. [Donate](#) to the Campus Pantry. [Repair](#) items instead of replacing them.
- Avoid Disposable Products: Say no to disposable plastics, straws, bags, cups, bottles, napkins, and utensils. [Say No](#) to single-use products. If you must use them, reuse or compost.

**SAVE WATER**

- Wash Clothes In Cold Water: Cold water protects your clothes and preserves fabrics. Use water options and [dishes](#) after just a few loads.
- Shorten Showers By 5 Minutes: Set your stopwatch to time your shower. Then shave off five minutes. [Shower](#) longer.
- Turn Off Tap When Brushing/Working: Turn off the tap while washing hands, face and teeth. [Turn Off](#) the tap when working.
- Report Leaks In Faucets/Tubing: Report leaks from faucets or shower heads. If you see a leak, [Report It](#). Turn off the water when it's been repaired.

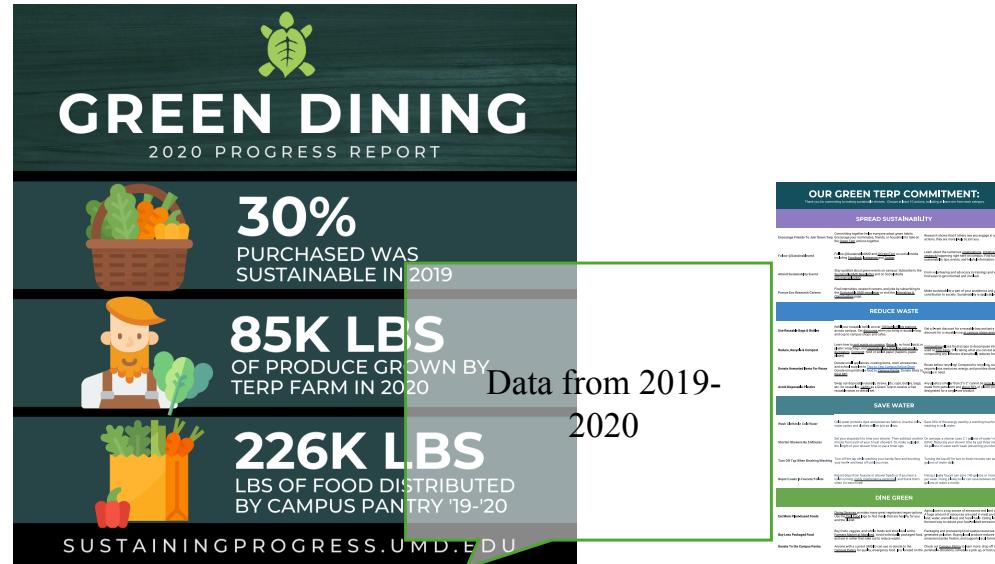
**DINE GREEN**

- Eat More Plant-based Foods: Plant-based diets provide many great benefits. [Learn more](#) about the [Health Benefits](#) to the planet and your body.
- Buy Less Packaged Food: Buy fruits, veggies, and other foods as fresh produce. [Buy Fresh](#) and [Packaged](#) food. Avoid packaged foods that have more packaging than food and eat smaller portions to reduce waste.
- Donate To The Campus Pantry: Anyone with a current (UMD ID) can use the donate bin at [Campus Pantry](#) for non-emergency food. It is best to [Check Out](#) Campus Pantry to know more drop-off locations.

These are the habits the program wants to see



# Green Terp Program





# The Program !

The program is year long event. Participation is by filling google forms.

Students participate by filling registration form, committing to adopt at least 10 sustainable habits.



One year after registering, students receive a certification google form, where they affirm the incorporation of their pledged behaviors.

This study will analyze the self-reported data to explore student engagement and behavioral change.



Two key steps to process are registration then certification

Main Challenges :

Students register for the program but are not participating in the certification.  
The certification rate is very low. What can we do to make the registration and certification ratio 1:1?

The are certifications without registration! How?

The registration rate throughout the years have reduced. What can be done to increase registrations?

Get registered online for the event of the year

Data for accessing the beamian system (and where the contact file will be sent)

Email:

Company data to appear in the Guest Book that will be sent to visitors to your stand

Company name (Business):

Contact name (Business):

Contact name (Contact):

Contact name (Email):

Contact name (Phone):

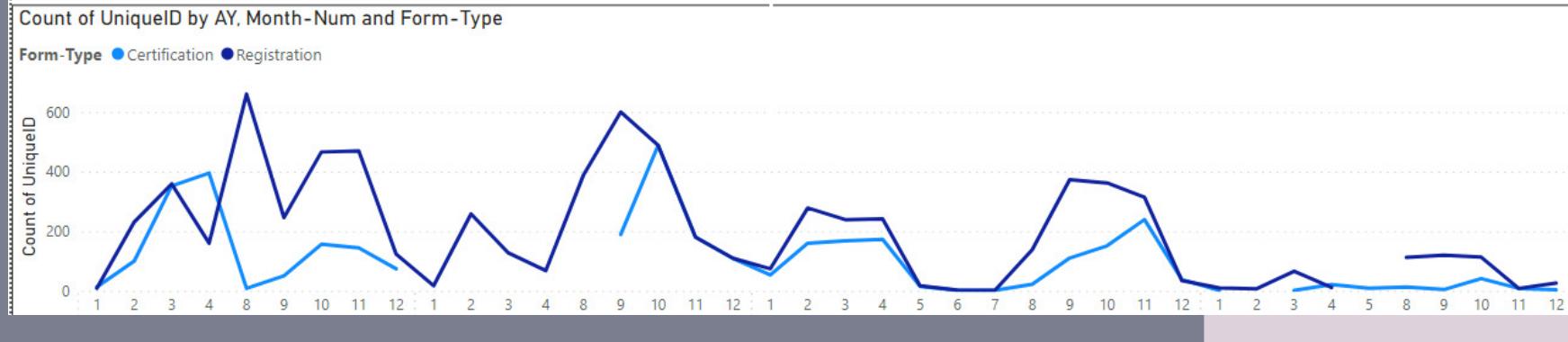
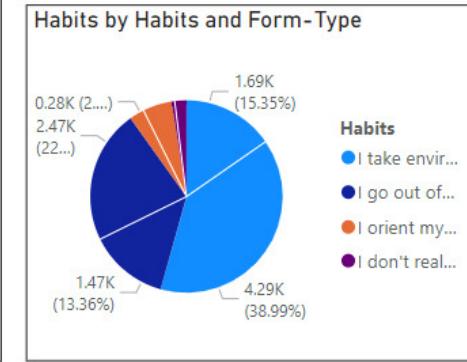
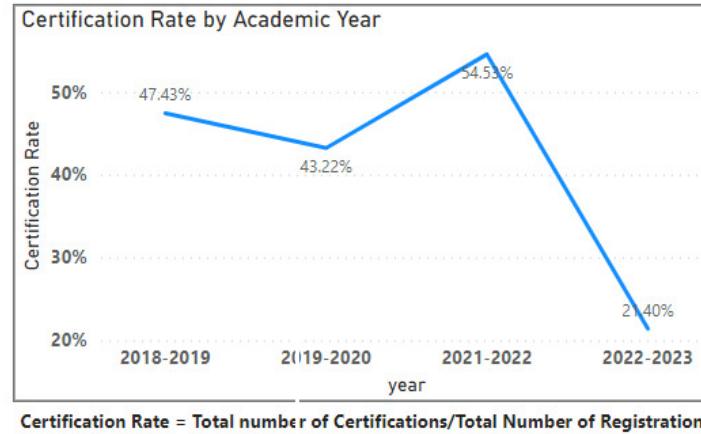
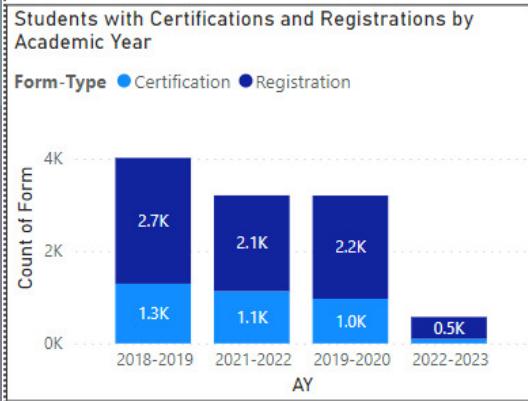
Guest book message:



# GREEN TERP Data Analysis

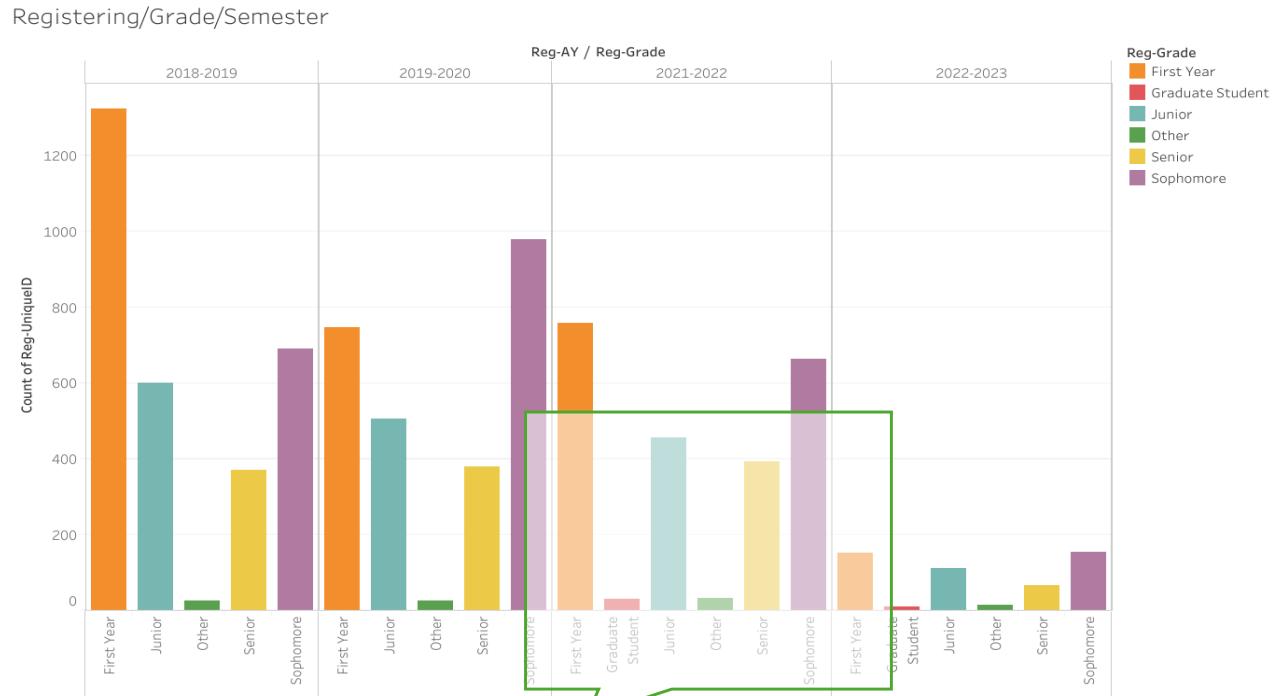
6522

Student Participation



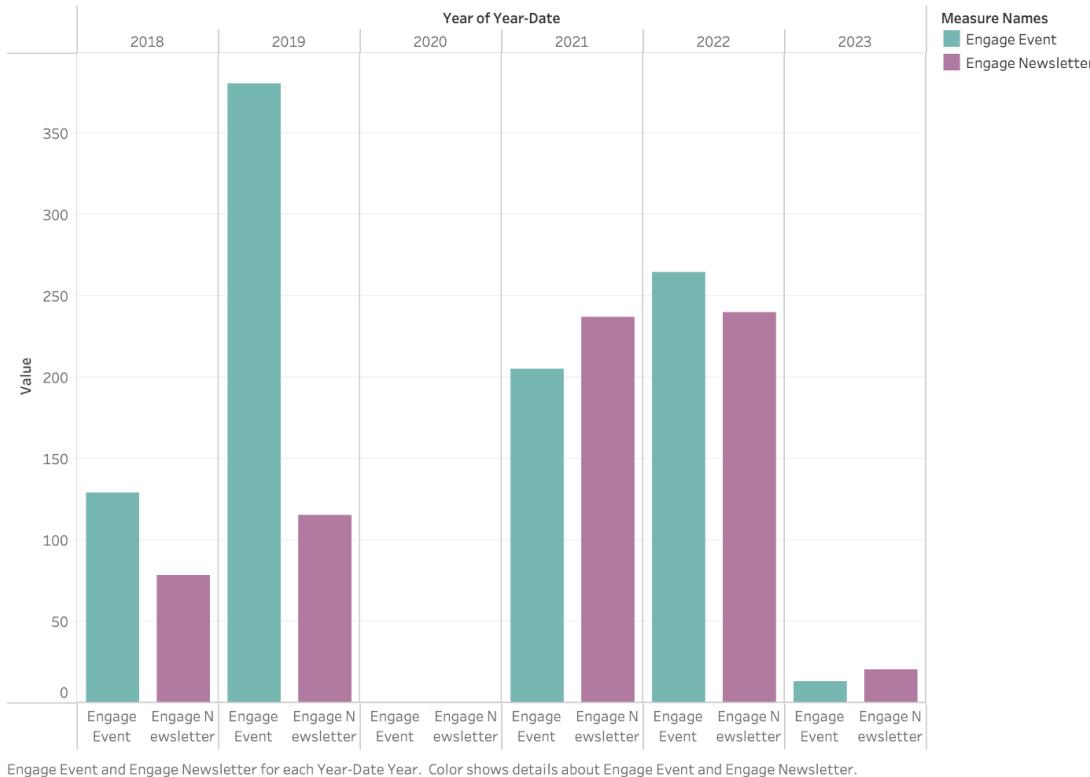
# Registration for each Grade every Year

Let's talk about  
Registration



# How is the engagement in the program?

MaybeEvent

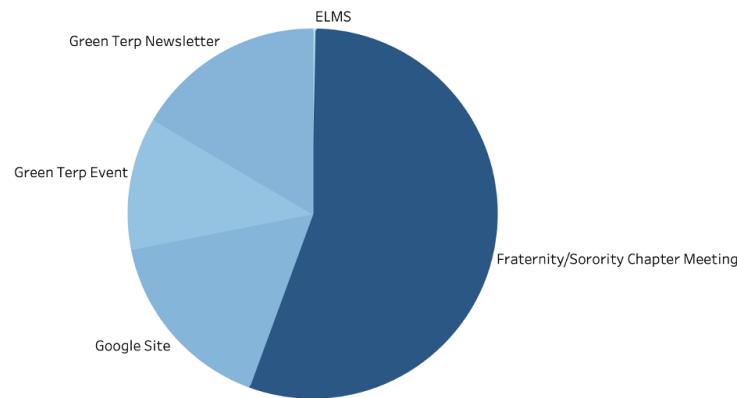


It declined!  
How can we  
improve it?



# How did they know about Green Terp?

Registration/WheretheySignedup

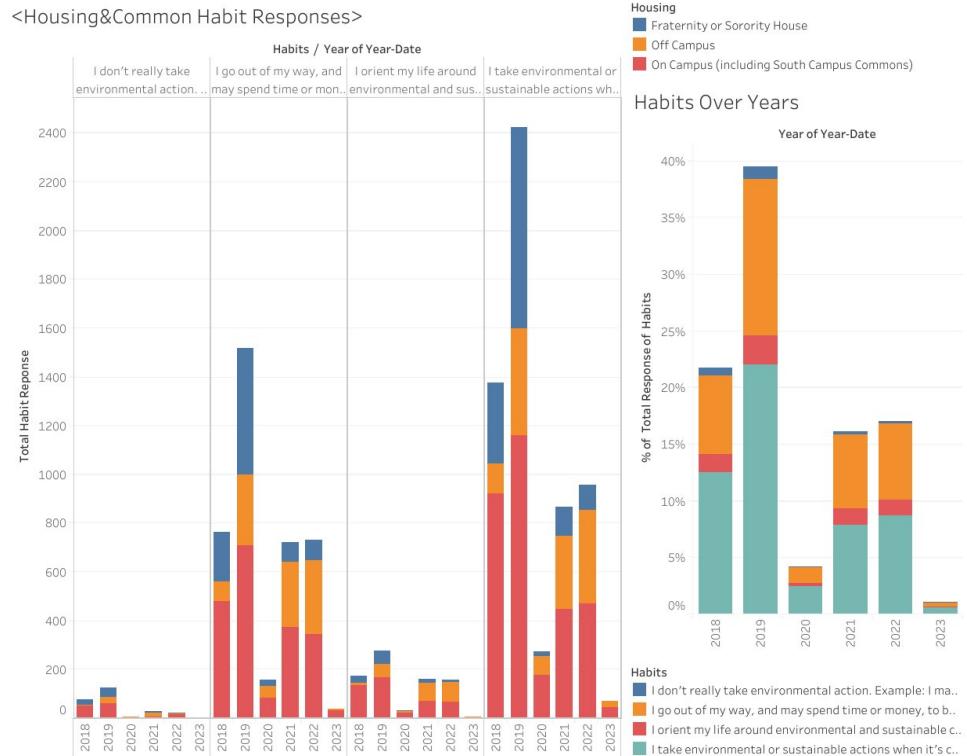


Who are the  
targeted audience ?



Form Access. Color shows sum of RegiCount. The marks are labeled by Form Access. The view is filtered on Form Access and sum of RegiCount. The Form Access filter excludes Null. The sum of RegiCount filter includes everything.

What habits did the students pick the most? Let's check based on where they live!

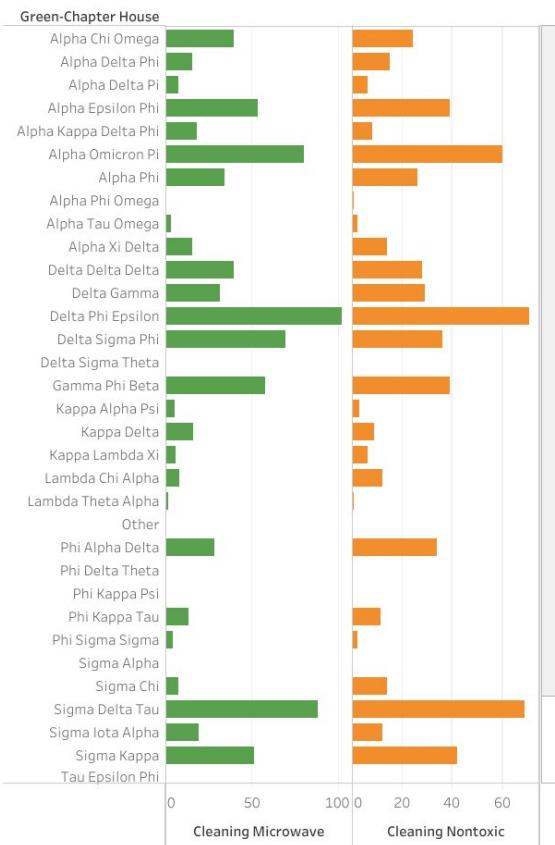


What type of habits did they pledge to follow?

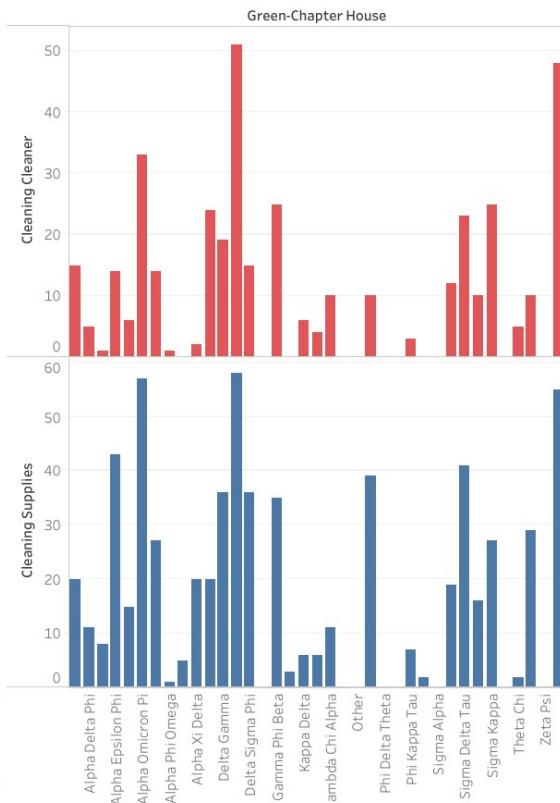


Can you live a  
sustainable clean  
life?

Green Chapter House Clean MicroNontoxic



GreenChapter CleanSupplies

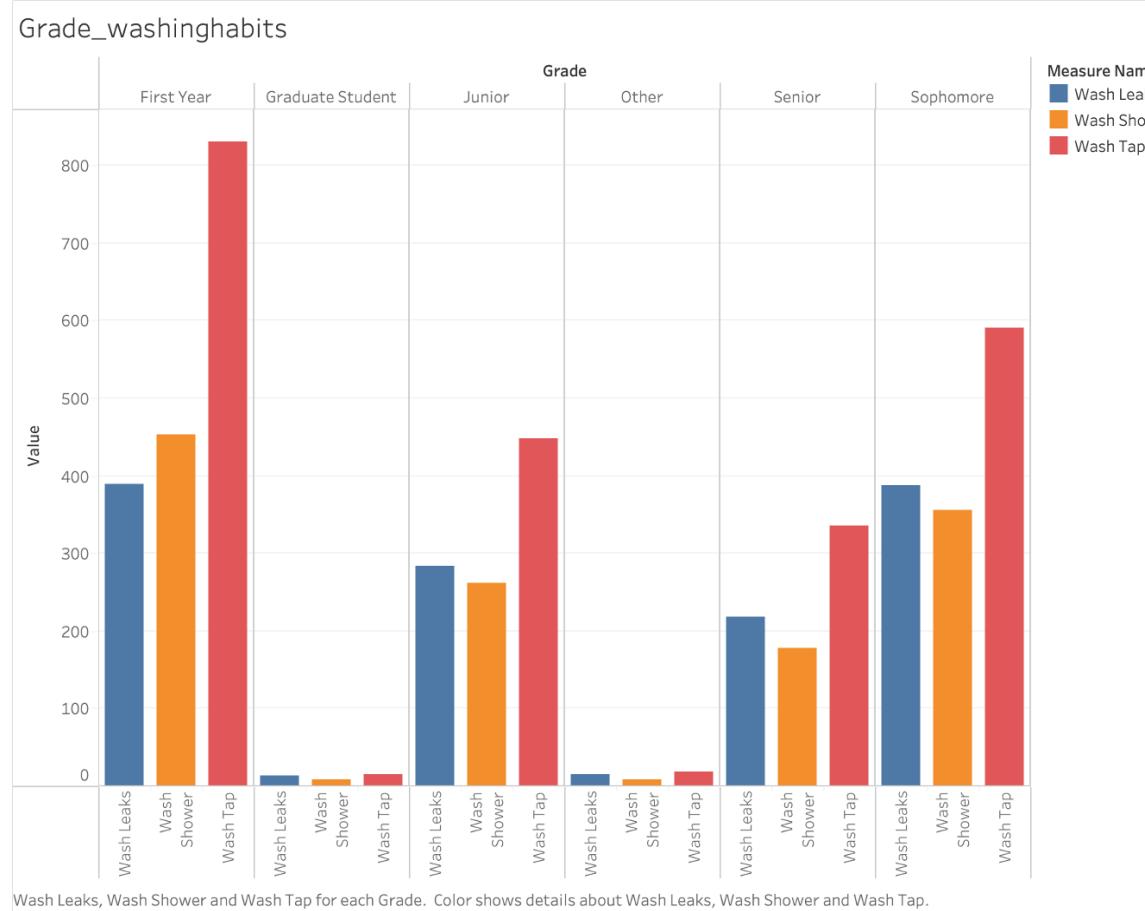


Greek life, more  
like green life.

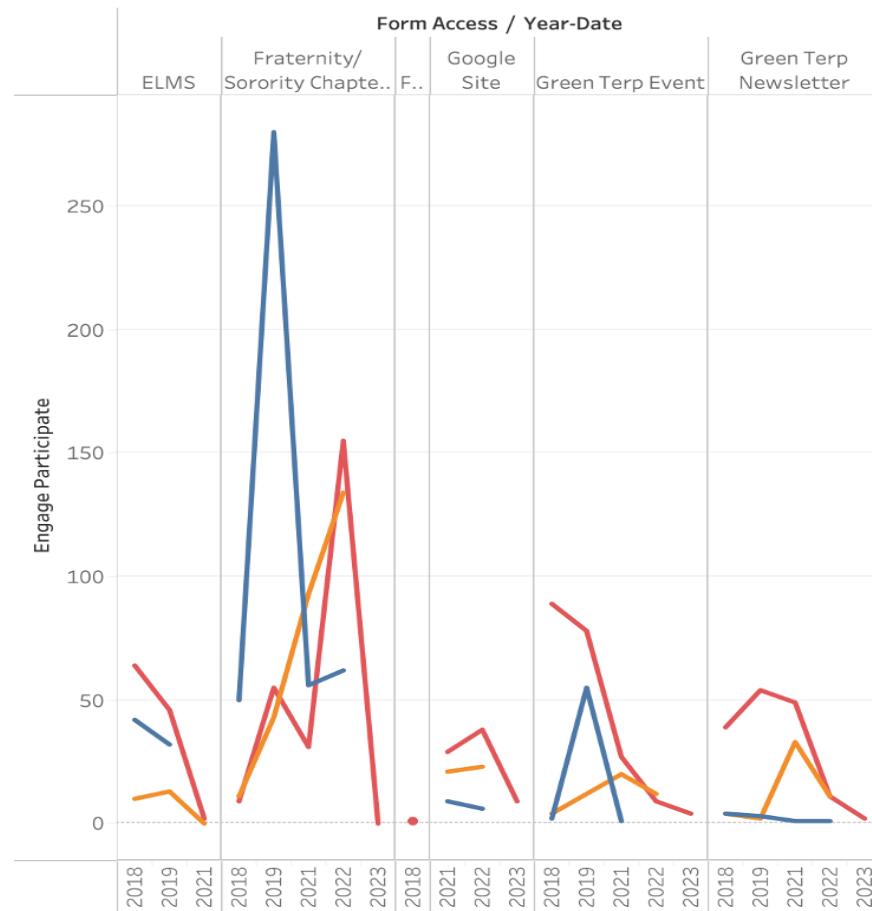


# How is the washing habits for each grade?

What did they do for the cause?



## FormACessYears



The trend of sum of Engage Participate for Year-Date Year broken down by Form Access. Color shows details about Housing. The view is filtered on Form Access, which excludes Null and N/A.

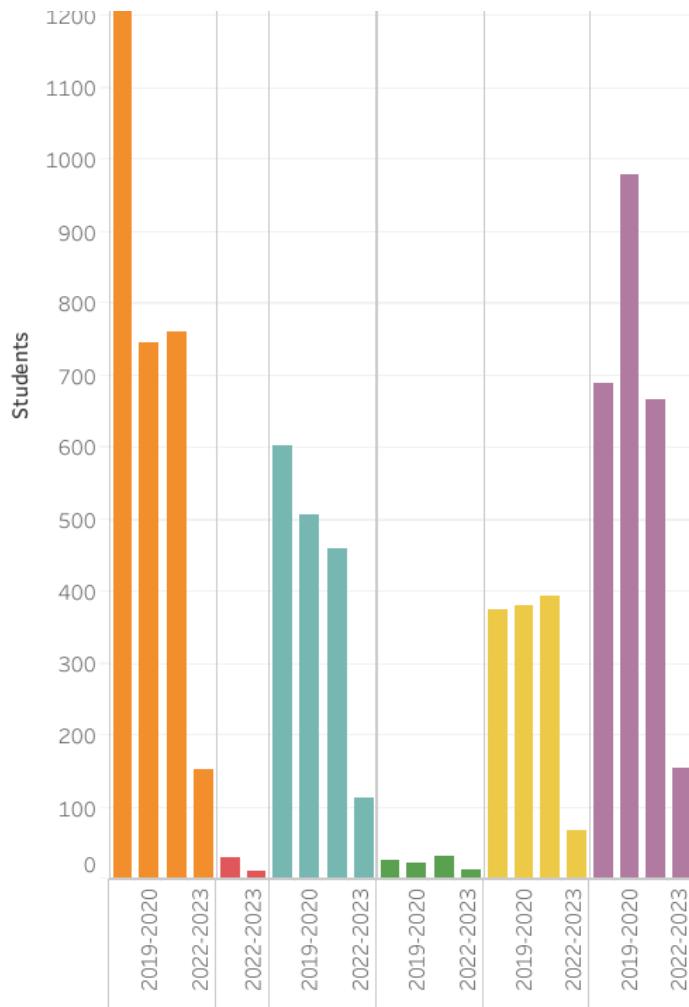
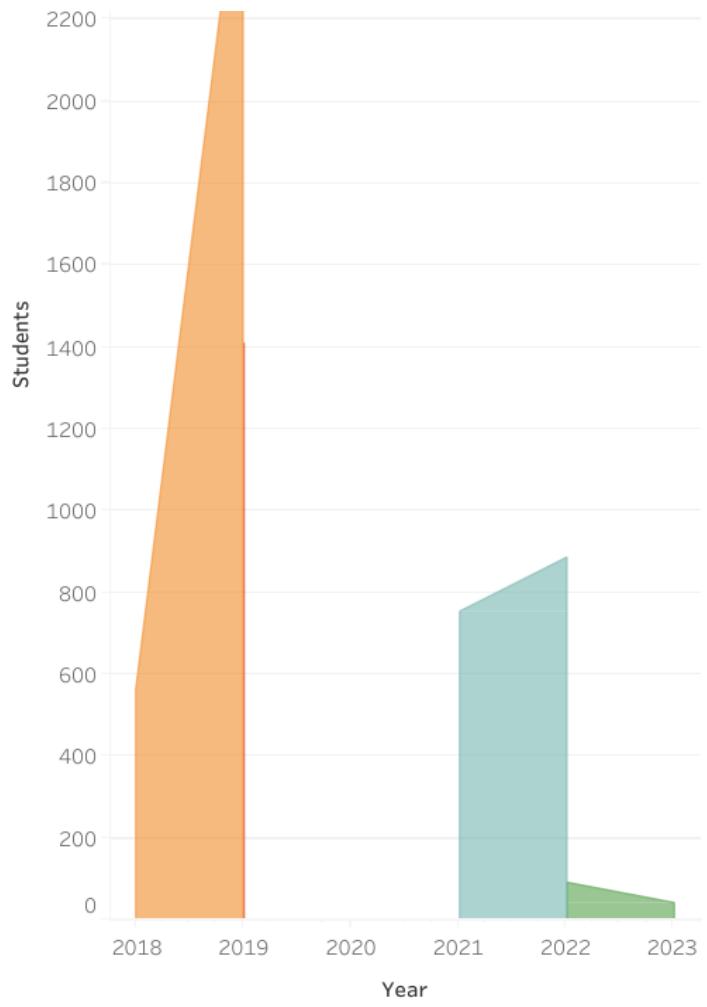
## Problems we identified.

Demographics, Who are we targeting.



Who should we be targeting?





### I engaged with sustainability \*

*Check all that apply.*

- I asked friends to join green terp
- I followed @sustainableumd on social media
- I attended sustainability events
- I pursued eco studies or careers

### I reduced waste \*

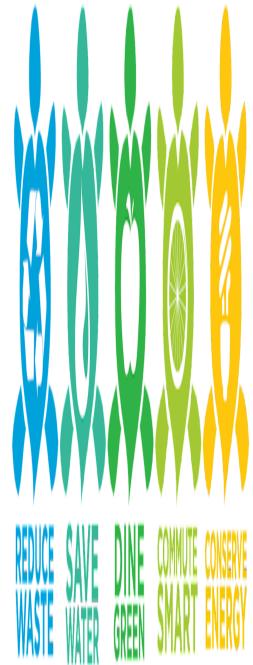
*Check all that apply.*

- I carry/use a reusable bag & water bottle
- I reduce, recycle & compost
- I donate unwanted items for reuse
- I avoid disposable plastics

### I saved water \*

*Check all that apply.*

- I wash clothes in cold water
- I shortened my showers by 5 minutes
- I turn off the tap while I brush & wash
- I report leaks in faucets/toilets



### I conserve energy \*

*Check all that apply.*

- I turn off lights (and/or use natural light)
- I choose LED light bulbs (replaced at least 1 bulb)
- I set tech to hibernate or sleep (computers, printers, etc)
- I use an energy efficient fridge (or share a fridge)

### I consume ethically (eat greener) \*

*Check all that apply.*

- I eat more plant based meals (at least once weekly)
- I buy food less packaged food (or eat in instead of take out)
- I donate to Campus Pantry (non-perishable food items)
- I volunteer with a garden or farm (at least once)

### I commute smarter \*

*Check all that apply.*

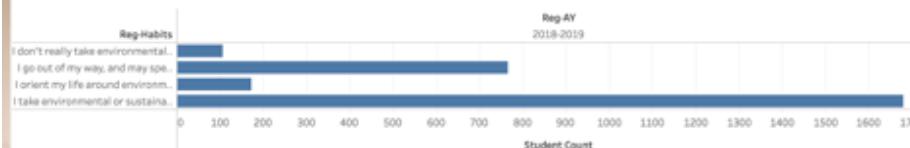
- I use UMD Smart Commute (find & log carpools, transit, bike routes)
- I walk, bike or carpool (especially short distances)
- I take Shuttle-UM instead of driving (at least once/month)
- I registered my bike with BikeUMD (or use the bikeshare)

### I choose green cleaning \*

*Check all that apply.*

- I use a green cleaner (or made my own)
- I choose non-toxic products (fragrances, aluminum-free deodorant, hair products)
- I use reusable cleaning supplies (rags/mops rather than disposable wipes)
- I don't microwave plastic (use glass or ceramic in microwaves instead)

## Habits selected in 2018-19



| Full Choices of students in 2018-2019 during certification |            |               |           |
|--|------------|---------------|-----------|
| Full_Engage  | Full_Waste | Full_Water    | Full_Dine |
| engage_participate   | 1002       | waste_reuse   | 1214      |
| engage_newsletter  | 193        | waste_compost | 1240      |
| engage_event   | 509        | waste_plastic | 817       |
| engage_major   | 716        | waste_donate  | 589       |
|  | 2420       |               | 3660      |
|  |            |               | 3590      |
|  |            |               | 2995      |

| Full_Engage     | Full_Energy | Full_Cleaning        | Full_Dine |
|-----------------|-------------|----------------------|-----------|
| commute_carpool | 463         | energy_tech-sleep    | 796       |
| commute_bus     | 485         | energy_natural-light | 1215      |
| commute_walk    | 1197        | energy_fridge        | 513       |
| commute_bike    | 147         | energy_bulbs         | 415       |
|                 | 2292        |                      | 2909      |
|                 |             |                      | 2972      |

9. Which best describes your current sustainability habits? \*Mark only one oval.

- I don't really take environmental action. Example: I may or may not recycle cans and bottles.
- I take environmental or sustainable actions when it's convenient for me. Example: I decline plastic bags at shops only when I have my bag/backpack.
- I go out of my way, and may spend time or money, to be sustainable. Example: I look for organic items when I buy groceries.
- I orient my life around environmental and sustainable choices. Example: My fashion and personal care products are environmentally friendly and I eat vegetarian or vegan more than one day each week.

2018-2019



## Choices in 2019-20 Registration

|   |      |
|---|------|
| I will reduce waste, recycle, & compost | 2138 |
| I will choose safe & green products     | 2037 |
| I will commute smart                    | 2039 |
| I will dine green                       | 1996 |
| I will conserve energy                  | 2115 |
| I will save water                       | 2145 |
| I will make sustainable choices         | 2156 |
| I will promote sustainability awareness | 2235 |

## Choices in 2019-20 Certification

|   |     |
|---|-----|
| I will reduce waste, recycle, & compost | 923 |
| I will choose safe & green products     | 887 |
| I will commute smart                    | 877 |
| I will dine green                       | 849 |
| I will conserve energy                  | 910 |
| I will save water                       | 927 |
| I will make sustainable choices         | 926 |
| I will promote sustainability awareness | 966 |

## Choices in 2022-23 Registration

|   |     |
|---|-----|
| I will reduce waste, recycle, & compost | 462 |
| I will choose safe & green products     | 439 |
| I will commute smart                    | 442 |
| I will dine green                       | 423 |
| I will conserve energy                  | 455 |
| I will save water                       | 461 |
| I will make sustainable choices         | 88  |
| I will promote sustainability awareness | 363 |

## Full Choices of students in 2022-2023 during certification

| Full_Engage        | Full_Waste | Full_Water    | Full_Dine |
|--------------------|------------|---------------|-----------|
| engage_participate | 58         | waste_reuse   | 98        |
| engage_newsletter  | 56         | waste_compost | 83        |
| engage_event       | 41         | waste_plastic | 59        |
| engage_major       | 31         | waste_donate  | 73        |
|                    | 186        |               | 313       |
|                    |            |               | 262       |
|                    |            |               | 180       |

| Full_Engage     | Full_Energy | Full_Cleaning        | Full_Dine |
|-----------------|-------------|----------------------|-----------|
| commute_carpool | 30          | energy_tech-sleep    | 56        |
| commute_bus     | 53          | energy_natural-light | 97        |
| commute_walk    | 97          | energy_fridge        | 63        |
| commute_bike    | 14          | energy_bulbs         | 50        |
|                 | 194         |                      | 266       |
|                 |             |                      | 213       |

2022-2023



## Choices in 2021-22 Registration

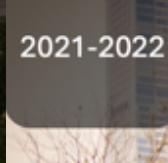
|   |      |
|---|------|
| I will reduce waste, recycle, & compost | 2016 |
| I will choose safe & green products     | 1920 |
| I will commute smart                    | 1922 |
| I will dine green                       | 1884 |
| I will conserve energy                  | 1960 |
| I will save water                       | 1996 |
| I will make sustainable choices         | 2019 |
| I will promote sustainability awareness | 2074 |

## Full Choices of students in 2021-2022 during certification

| Full_Engage        | Full_Waste | Full_Water    | Full_Dine |
|--------------------|------------|---------------|-----------|
| engage_participate | 791        | waste_reuse   | 1040      |
| engage_newsletter  | 441        | waste_compost | 922       |
| engage_event       | 441        | waste_plastic | 691       |
| engage_major       | 251        | waste_donate  | 714       |
|                    | 1924       |               | 3367      |
|                    |            |               | 3367      |
|                    |            |               | 2003      |

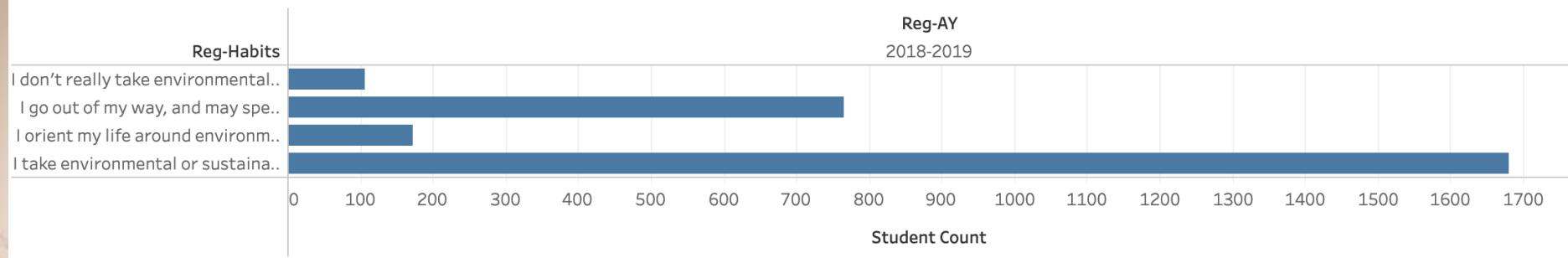
  

| Full_Engage     | Full_Energy | Full_Cleaning        | Full_Dine |
|-----------------|-------------|----------------------|-----------|
| commute_carpool | 265         | energy_tech-sleep    | 569       |
| commute_bus     | 580         | energy_natural-light | 1093      |
| commute_walk    | 1027        | energy_fridge        | 613       |
| commute_bike    | 117         | energy_bulbs         | 602       |
|                 | 1724        |                      | 2877      |
|                 |             |                      | 2439      |



2021-2022

## Habits selected in 2018-19



| Full Choices of students in 2018-2019 during certification |             |                      |             |                    |             |
|--|-------------|----------------------|-------------|--------------------|-------------|
|  |             | Full_Waste           | Full_Water  | Full_Dine          |             |
| Full_Engage  |             |                      |             |                    |             |
| engage_participate   | 1002        | waste_reuse          | 1214        | water_clothes      | 1220        |
| engage_newsletter  | 193         | waste_compost        | 1240        | wash_shower        | 591         |
| engage_event   | 509         | waste_plastic        | 817         | wash_tap           | 1145        |
| engage_major   | 716         | waste_donate         | 589         | wash_leaks         | 634         |
|  | <b>2420</b> |                      | <b>3860</b> |                    | <b>3590</b> |
|  |             |                      |             |                    | <b>2595</b> |
| Full_Commute   |             |                      |             |                    |             |
| commute_carpool  | 463         | energy_tech-sleep    | 796         | cleaning_supplies  | 344         |
| commute_bus  | 485         | energy_natural-light | 1215        | cleaning_cleaner   | 393         |
| commute_walk   | 1197        | energy_fridge        | 513         | cleaning_microwave | 972         |
| commute_bike   | 147         | energy_bulbs         | 415         | cleaning_nontoxic  | 663         |
|  | <b>2292</b> |                      | <b>2939</b> |                    | <b>2372</b> |

9. Which best describes your current sustainability habits: \*

Mark only one oval.

- I don't really take environmental action. Example: I may or may not recycle cans and bottles.
- I take environmental or sustainable actions when it's convenient for me. Example: I decline plastic bags at shops only when I have my bag/backpack.
- I go out of my way, and may spend time or money, to be sustainable. Example: I look for organic items when I buy groceries.
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| <b>Choices in 2019-20 Registration</b>  |      |
|---|------|
| I will reduce waste, recycle, & compost | 2138 |
| I will choose safe & green products     | 2037 |
| I will commute smart                    | 2039 |
| I will dine green                       | 1996 |
| I will conserve energy                  | 2115 |
| I will save water                       | 2145 |
| I will make sustainable choices         | 2156 |
| I will promote sustainability awareness | 2235 |

| <b>Choices in 2019-20 Certification</b> |     |
|---|-----|
| I will reduce waste, recycle, & compost | 923 |
| I will choose safe & green products     | 867 |
| I will commute smart                    | 877 |
| I will dine green                       | 849 |
| I will conserve energy                  | 910 |
| I will save water                       | 927 |
| I will make sustainable choices         | 926 |
| I will promote sustainability awareness | 966 |

2021-2022

### Choices in 2021-22 Registration

|   |      |
|---|------|
| I will reduce waste, recycle, & compost | 2016 |
| I will choose safe & green products     | 1920 |
| I will commute smart                    | 1922 |
| I will dine green                       | 1884 |
| I will conserve energy                  | 1960 |
| I will save water                       | 1996 |
| I will make sustainable choices         | 2019 |
| I will promote sustainability awareness | 2074 |

### Full Choices of students in 2021-2022 during certification

| Full_Engage        | Full_Waste  | Full_Water           | Full_Dine   |
|--------------------|-------------|----------------------|-------------|
| engage_participate | 791         | waste_reuse          | 1040        |
| engage_newsletter  | 441         | waste_compost        | 922         |
| engage_event       | 441         | waste_plastic        | 691         |
| engage_major       | 251         | waste_donate         | 714         |
|                    | <b>1924</b> | <b>3367</b>          | <b>3367</b> |
|                    |             |                      | <b>2003</b> |
| Full_Commute       | Full_Energy | Full_Cleaning        |             |
| commute_carpool    | 265         | energy_tech-sleep    | 569         |
| commute_bus        | 580         | energy_natural-light | 1093        |
| commute_walk       | 1027        | energy_fridge        | 613         |
| commute_bike       | 117         | energy_bulbs         | 602         |
|                    | <b>1724</b> | <b>2877</b>          | <b>2439</b> |

## Choices in 2022-23 Registration

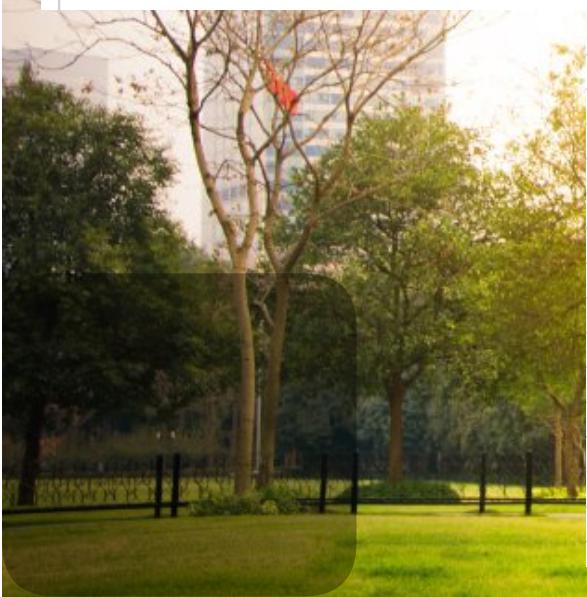
|   |     |
|---|-----|
| I will reduce waste, recycle, & compost | 462 |
| I will choose safe & green products     | 439 |
| I will commute smart                    | 442 |
| I will dine green                       | 423 |
| I will conserve energy                  | 455 |
| I will save water                       | 461 |
| I will make sustainable choices         | 88  |
| I will promote sustainability awareness | 363 |

2022-2023



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| Full_Engage        | Full_Waste  | Full_Water           | Full_Dine  |                    |
|--------------------|-------------|----------------------|------------|--------------------|
| engage_participate | 58          | waste_reuse          | 98         | water_clothes      |
| engage_newsletter  | 56          | waste_compost        | 83         | wash_shower        |
| engage_event       | 41          | waste_plastic        | 59         | wash_tap           |
| engage_major       | 31          | waste_donate         | 73         | wash_leaks         |
|                    | <b>186</b>  |                      | <b>313</b> |                    |
|                    |             |                      |            | <b>262</b>         |
|                    |             |                      |            | <b>180</b>         |
| Full_Commute       | Full_Energy | Full_Cleaning        |            |                    |
| commute_carpool    | 30          | energy_tech-sleep    | 56         | cleaning_supplies  |
| commute_bus        | 53          | energy_natural-light | 97         | cleaning_cleaner   |
| commute_walk       | 97          | energy_fridge        | 63         | cleaning_microwave |
| commute_bike       | 14          | energy_bulbs         | 50         | cleaning_nontoxic  |
|                    | <b>194</b>  |                      | <b>266</b> |                    |
|                    |             |                      |            | <b>213</b>         |



Source:

How can we maximize our registration and completion? Who should we focus on? How to get more registration? Where can we promote Green Terps?



Get a gift if you  
complete the  
certification !!!



2352 students  
have got gifts !!!



Bamboo cutlery set & case



Stainless steel straws, straw  
cleaner & case



Donate to a tree planting or  
carbon offset initiative instead of  
providing me with a prize





THANK YOU !

ANY QUESTION ???

