

Primary Contact Name: Elliot Goldstein or Vanessa Fernandez
Project Name: ASUC Green Certification Program

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The Green Initiative Fund

University of California, Berkeley



Project title: A.S.U.C Green Certification Program

Sponsoring Organization: Associated Students of the University of California and A.S.U.C Auxiliary

Total amount requested from TGIF: \$82,000/\$16,300 per year

Amount Requested as: ☒ Grant ☐ Loan (Estimated payback period of loan in months:___)

Primary contact:

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How did you hear about this grant?

We heard about this grant through the TGIF website.

Registered student organization or campus unit through which the grant funds will be administered (if no entity is listed, your fiscal agent will automatically default to be TGIF):

For each listed entity, please submit a completed "Project Approval" form. Project Approval forms will not be counted toward your application page limit.

The Green Certification Program will be housed under the ASUC's Academic Affairs Vice President's office and the A.S.U.C Auxiliary will administer the Green Fund's Trustee Account. The Green Certification Financer Coordinator will be responsible for the allocation of funding to Green Certified Student Groups.

Project Description

1. Please give a brief history of this project/your organization. Describe the overall purpose (goals) of the project.

The A.S.U.C Green Certification Program's purpose is to encourage and promote sustainable practices by A.S.U.C-Sponsored student groups. The program educates groups on ways to reduce their environmental footprints, creates a system of practical accountability, and enables groups to budget for sustainable products through what will become the "Green Fund".

The purpose of the Green Fund is to supplement the funding that student groups are already receiving from ASUC, which is currently funding groups at the bare economic minimum and therefore most student groups cannot afford to buy more sustainable products. Green Funding will be awarded to groups that have demonstrated they have taken steps to being more sustainable by meeting the pre-requisites and minimum Green Points in our Green Checklist [See Addendum 1]. We will award additional funding towards the purchase of sustainable products that are listed in our Green Purchasing and Resource Guide [See Addendum 2] based on the money granted during Spring Budgeting allocations and/or Senate Bill allocations.

The goal of the A.S.U.C Green Certification Program is to encourage and educate student groups that are not necessarily focused on sustainability (i.e. cultural, service groups, performance groups, etc.) about ways their groups can reduce their environmental footprint both on and off-campus. The program gives official recognition to student groups that make concerted efforts to become greener. “Our directors and members have been thinking about sustainability more actively. We used to just plan our events and figure out what we had to get done, but now we think about sustainability equally,” said Tara Yarlagadda, Director of Berkeley Amnesty International, a social-justice focused student service group participating in the pilot program. “We want people to identify Amnesty as a sustainable group.”

The Green Certification Program has been developed over the last academic year, with the project idea and groundwork laid during fall semester. During the fall we drafted versions of the Green Checklist and the Green Resource and Purchasing Guide [see Addendum 1 & 2] with the consultation of the Director of Office of Sustainability, Green Campus, and the Director of ASUC Sustainability Team. We organized the Green Certification Auditing Team (GreenCAT) that planned for the launch of a pilot program in spring, and began hosting information sessions for interested student groups about the pilot program. In December, Senator Elliot Goldstein presented the Green Certification idea to the ASUC Senate and received enthusiastic support.

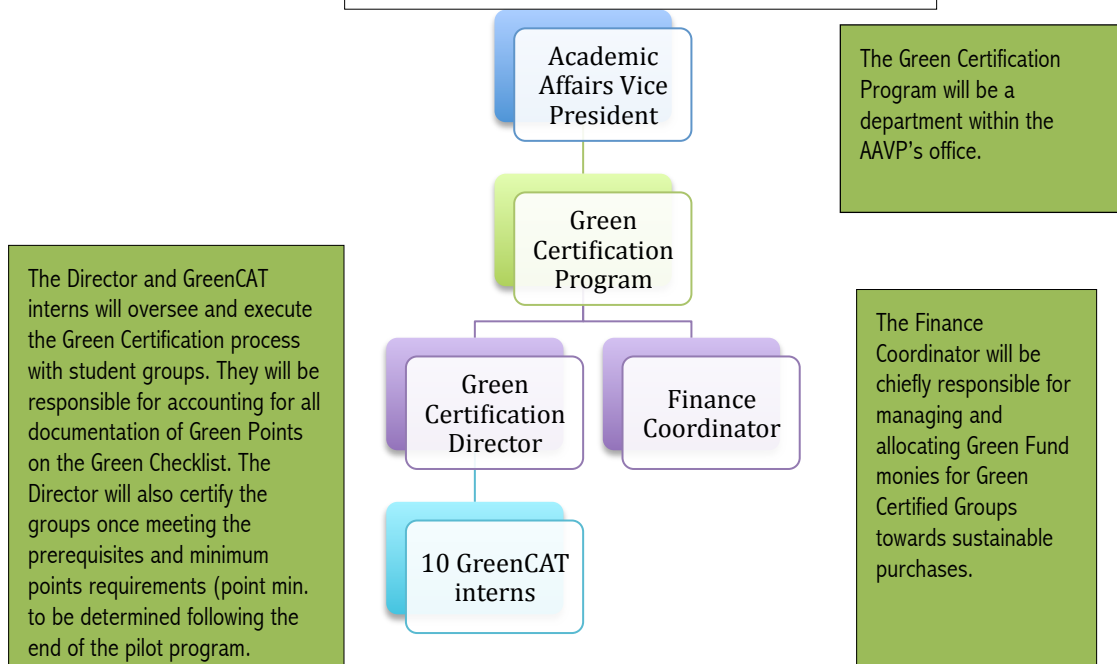
In January we opened the application process for student groups interested in participating in the pilot. We were delighted that ten well-established groups applied to the program and we selected six based on their diversity of size, mission, type, and current sustainable practices. The pilot began on February 11th and will continue until April 30th, and currently we are mid-way through the pilot.

In the pilot program a group's Green Team or Sustainability Officer has been paired with two Green Certification Auditing Team interns (GreenCAT). The GreenCAT is a group of 12 environmentally-minded volunteers that has met every Friday from 4:00-5:00pm in the Senate Lounge and is responsible for working with the groups to help them identify which Green Points they want to meet on the Green Checklist and document their points. Throughout the certification process the GreenCAT will audit at least one meeting and one event of the group they are working with.

During our first meeting each GreenCAT intern conducted an initial assessment with each groups Sustainability Officer of their group's current sustainable practices focused on the seven categories listed on our Green Checklist. We then worked with each Green Team or Sustainability Officer to set goals of which “Green Points” they want to accomplish by the end of the pilot program.

The information presented in this abstract is at the mid-way point in the pilot program [see Measures and Metrics] of what the groups have managed to accomplish in 1.5 months. We felt it was important to have the pilot simulate an accurate amount of time for the certification process next year.

Green Certification Organization Structure



See Addendum 3 – “Green Certification Title” for a detailed breakdown of the structure of the program, budgeting, and funding restrictions.

2. What will be the process for implementing your project? Describe the key components and steps of your project.

The next phase in institutionalizing the Green Certification Program within the ASUC is to (1) create the Green Fund trustee account, which Jan Crowder can do “easily”, she said, once funding is secured and (2) Senator Goldstein will write a senate bill to create a new Green Certification Program Title XXX in the ASUC by-laws [see Addendum 3] and amend the by-laws elsewhere where necessary. The goal of this bill's passage will be by May 4th.

Following the institutionalization of the program, the GreenCAT, Vanessa, and Elliot will be finalizing programmatic elements from the endpoint of the pilot program (April 30th) throughout the summer. This includes, (1) revising the Green Checklist and Green Purchasing and Resource Guide based on feedback and reflection of the pilot program's successes and challenges, (2) website development by the ASUC's Innovative Design, (3) creating informational materials, ordering promotional materials (stickers and recycled pens). A well designed interactive website is critical to the efficiency of the program. The goal is to create a website where digital uploads into specified group folders will allow for an easy documentation process for participating student groups. We have already secured the domain name www.asuc.org/greencertification, which will be linked, to the ASUC, ASUC Auxiliary, and Office of Sustainability's websites.

The program will launch in the start of the fall '11 semester. Steps to the success of the year one program include [see Timeline for chronology], (1) hiring the Director and Finance Coordinator (we already have people in the pilot GreenCAT interested in these positions); (2) interviewing GreenCAT interns in early September and organizing the GreenCAT; (3) promoting the application to student groups and hosting informational workshops; (4) selecting 10-15 student groups to certify; (5) conducting the year one Green Certification process where GreenCAT interns will audit a few of their partner group's meetings and events during the fall semester; (6) awarding certification to groups that have met the pre-requisites and minimum Green Point requirements; (7) then the Finance Coordinator will accept funding applications from Green Certified Groups and allocate money from the Green Fund based on the following criteria: 10% more funding or \$100, which is greater, not to exceed \$1500 based on Senate Allocation from Spring Budgeting or Contingency funding [see Addendum 3].

During the second and third years of the program we will improve its impact and efficiency. We will do this by creating three tiers of Green Certification to include a Green, Gold, and Platinum level. It is our goal to continually expand the program in order to incentivize student groups that have attained one level of certification to strive for a higher level of sustainable practices.

The five-year time frame is an important and calculated aspect of our program that parallels the B.E.A.R.S Initiative construction and takes into account the lifetime of project refinement within the ASUC. First, the ASUC's poor financial situation makes it unlikely that there will be a surplus of funding available for our program until the completion of the B.E.A.R.S construction in 2017. This parallels our own time frame and we hope to grow the program over this period of time, and then make this a predominately ASUC program once it is established and the ASUC has the financial abilities to do so. Second, speaking with ASUC Auxiliary staff like Jan Crowder, it is apparent that similar programs in the ASUC, like the ASUC grants, took over five years to be refined to a point of excellent efficiency.

3. Which aspects of campus sustainability will your project address, and why is addressing these sustainability components important? How will your project benefit the UC Berkeley campus community as a whole?

The Green Certification Program has proven potential for widespread positive impact on the campus by targeting student groups—the bedrock of student life at Cal. Student groups use a verity of campus facilities and create waste at their events and through their advertisements. Our “Green Checklist” [Addendum 1] has seven categories of focus: (1) waste management, (2) advertising and paper reduction, (3) publications, (4) transportation, (5) food and dining, (6) events, (7) innovation and miscellaneous. These categories have proven results [see Measure and Metrics] to reduce paper use, better waste management practices, reduce energy consumption, and overall increase sustainability awareness.

For example, when groups meet in Dwinelle Hall that does not currently offer recycling receptacles, groups that are part of our program now make a concerted effort to take their recyclables and compostables to receptacles outside of the building. We also reduce paper waste on campus by encouraging and incentivizing groups to make a concerted effort to reduce their flier size and increase low-carbon digital advertising.

We find that events are a large part of any groups focus and events tend to generate a particularly large amount of waste and have the most potential for sustainable improvement. Our program requires that groups host at least one “Green Certified Event” through the Office of Sustainability, and encourage *all* of their events to be either “Green Certified” or “Super Green Certified” events. A Green Certified event

has composting and/or sustainable food, while a Super Green Event has both composting and sustainable food, not to mention other required innovation points. By targeting events, we are able to impact students beyond the groups' own members, but all the event participants as well.

4. Does your project tie into any broader campus sustainability initiatives? If so, how?

Through the Green Checklist's waste management category, our program has a direct benefit in moving the campus towards meeting its waste sustainability goals of 75% waste diversion by June 2012 and zero waste by 2020. Our Green Purchasing and Resource Guide also parallels the campus' own goal to create a sustainable purchasing policy by 2011. Furthermore, student hosted events will begin serving more sustainable food on campus that parallels the campus' food goals due to our Green Event Certification requirements and incentives. Finally, our certification program is part of achieving the great goal of "climate neutrality as soon as possible" by tapping student organizations as a vehicle for sustainable progress.

Project Approvals *(Projects will not be considered without the relevant approvals).*

5. Do any aspects of your project require approval from an entity on or off campus? If so, please explain. (For example, a project which affects campus grounds or buildings must be approved by the Vice Chancellor for Facilities Services) *For each listed entity, please submit a completed "Project Approval" form. Project Approval forms will not be counted toward your application page limit.*

Yes, our program will require approval from Auxiliary Director Nad Permaul and Student Affairs Manager Jan Crowder, as well as the ASUC Finance Officer, Anuj Kamdar and sitting Academic Affairs Vice President (AAVP), Viola Tang. Permission from these people is necessary to create the trustee fund and charge string managed by the ASUC Auxiliary. As the program will be housed under the AAVP office we will need the approval of Viola Tang. We will also seek approval from Director of the Office of Sustainability, Lisa McNeily.

Metrics and Measurability

6. What quantifiable sustainability impacts will your project have and what will be the cost savings to the campus? How do these impacts fit into the larger campus context (For example, what fraction of campus electricity use does your savings represent)? *Please use the CalCAP Statistics spreadsheet in your calculations and submit it separately from your application. The 2009 Campus Sustainability Assessment contains additional information on campus resource usage.*

Please see our attached Green Certification Metrics and Measure sheet that we have developed based on our Green Checklist. The measures sheet includes:

- (1) **Initial Assessment:** measuring the group's initial sustainable practices on February 11, and comparing that to which Green Points they are already meeting
- (2) **Goals:** recording the group's individual goals, that is, which Green Points they wanted to put into practice by the end of the pilot, April 30th
- (3) **Mid-term Assessment:** Green points the Group has put into practice since the onset of the pilot

Findings:

Some groups are moving more quickly at meeting the goals they set down during the February meeting, while ISA, Cal Dems, and SOGA have far exceeded their stated goals. We find that our program has dramatically increased the amount of Green Certified Events hosted this semester on campus by student organizations in our pilot, especially because none of them were aware of this kind of certification before. Thus the Super Green Events have had both composting and 20% sustainable food. A second large improvement has been in the category of advertising and paper reduction. We see that our program has increased the amount of flyers printed on recycled papers and has decreased the size of fliers. In the category of waste management, many groups had exceeded their goals and achieved more points in this category than they said they would during our Feb. 11th meeting. Transportation has been relatively level, with few groups goal setting in this area to improve, and many Cal students already carpool or take public transportation for purely economic reasons.

7. How will you measure these impacts after your project is implemented in order to see if you have met your goal? In addition to TGIF, who will you report your information to?

The Green Certification Director is responsible for compiling bi-annual reports to the TGIF grant committee, as well as the ASUC Senate. We will track the progress of each group enrolled in a similar method as the one presented our Metrics and Measure. Additionally, we will track the progress of each individual group over a period of years they have been part of the program to get a longer measure and perspective that has yet to emerge.

8. How does your project go above and beyond the requirements already mandated by UC Berkeley and/or state law?

Our program institutionalizes environmentally sustainable practices within ASUC-Sponsored student groups. As of now, UCB and the ASUC do not mandate that student groups follow specific guidelines for sustainable practices to get funding. In fact, the ASUC has such a tight budget that it is only able to fund student groups at the bare economic minimum, far below the cost of sustainable goods. The great thing about the ASUC Green Certification Program is that we offer students the choice of becoming environmentally sustainable with enough resources and education to make this a viable option for their student group. We are the first step, essentially.

Project Team

9. Please identify the project manager(s) as well as the member of the team (liaison) responsible for reporting project status and success in the following tables (each project will be expected to report regularly to the TGIF Coordinator with frequency based on the scale of the project). For each entity listed, please submit a completed "Project Approval" form. If you want to list additional team members, please add the entries to the end of the application. Additional team member information will not count toward your page limit.

Name	Elliot Goldstein
Title and department	ASUC Senator
Project Role	Green Certification Co-Director
Phone	(310)487-2096
Email	elliottgoldstein@berkeley.edu
Relevant experience or knowledge for this project	Elliot serves as an ASUC Senator, and therefore identified the need of an effective ASUC sustainability policy for student organizations. He co-founded the project with the assistance of Vanessa who currently serves as an intern.

Name	Vanessa Fernandez
Title and department	ASUC Intern
Phone	(559) 355-8330
Email	V_fernandez92@berkeley.edu
Relevant experience or knowledge for this project	Vanessa is the Director of Speech and Debate at Berkeley, and serves on the Director's Board as the Outreach Coordinator for Common Cause. Therefore, she has experience applying to get ASUC funding for these groups. While these groups strive for sustainability, she has noticed the lack of programs willing to support sustainable student group efforts.

10. If your project team is partnering with other organizations, departments, individuals, or other stakeholders, please explain their involvement and include their contact information. For each listed entity, please submit a completed "Project Approval" form. Project Approval forms will not be counted toward your application page limit.

The Green Certification Program will include the Office of Sustainability's Green Event Certification established process in order to ensure our participating student groups hold sustainable events. We've worked with Director Lisa McNeilly on ways of adapting the Green Event's checklist to include more student group oriented "Innovation Points". Additionally, she has done a workshop at one of our pilot meetings to explain to groups how to apply for and execute a Green Certified Event. We found that groups had no prior knowledge of the Office of

Sustainability's Green Certification program, and it is our goal to spread awareness about the Office of Sustainability and augment their Green Certification Events program through our Green Certification Program.

11. Please be specific about the ways in which you can ensure that your team will have time available to work on this project. *(For example, students might choose to take fewer classes in order to have time to devote to the project. Staff might receive permission from a supervisor to devote X hours per week to the project).*

The Green Certification Director and Finance Coordinator will be nominated by the Academic Affairs Vice President and confirmed by the Senate at the start of each year. Their stipends will dramatically improve the retention and quality of work that these leaders produce. The students that will be a part of GreenCAT will be ASUC interns who have officially applied to work within the ASUC. These students must specify their interest in the Green Certification Program that will be listed as an option on the intern form. After this process we will hold interviews of new members. This guarantees that before they become a part of the team they will have to show commitment and schedule availability to set aside 3-5 hours per week dedicated to the team.

12. How much of your project will students be involved in? What roles will students play in your project? Does your project target involvement of a certain section of the student body?

The Green Certification Program is predominately a student initiated and operated program. All elements until the administration of the funding by ASUC Auxiliary staff will be run by students. This includes outreach, operation, funding allocations, and the Green Certification process itself. The project targets ASUC-sponsored student groups which represent a broad range of the student body, although mostly undergraduates.

The Green Certification Auditing Team will be lead by a student Director nominated each year by the AAVP and approved by the Senate. His or her main function is to coordinate the program's successful timing each semester and oversee the certification process. The Finance Coordinator will be responsible for managing the Green Fund's allocations. He or She will be responsible for reviewing the funding requests submitted by Green Certified Groups and allocating funding.

Project Education, Outreach, and Publicity Plan

Note: This section is about letting the campus know what your project has accomplished after you've met your project goals. If outreach and education are the primary goals of your project, please describe them above in the section entitled "Project Goals and Quantifiable Impacts."

13. What is your plan for publicizing your project on campus?

Our publicity will all be done through low-carbon digital medium including our Green Certification Program website, www.asuc.org/greencertification that will link to the ASUC, ASUC Auxiliary, and Office of Sustainability's websites. We will also advertise our information sessions during the fall semester through the Daily Cal's online website and social media like Facebook and Twitter. Additionally, every Green Certified group will be allowed and encouraged to add the "ASUC Green Certified Group" logo to their websites and recycled fliers.



14. Do you have any specific outreach goals? If so, how will they be measured?

Our program outreach goal is to certify between 40% to 50% of the roughly 400 ASUC-Sponsored student groups and programs that currently receive funding by the close of Year Five. We will do this by exponentially increasing up the amount of groups we allow into the program from 10-15 in Year One, to 40-50 groups in Year Five. The goal is to certify as diverse a portfolio as possible in order to expand the impact the program has and its outreach into a verity of communities on campus. For example, in our pilot program alone we are working with both large and medium sized student groups that are classified as both student service groups and student activity groups. Represented in the pilot are political groups, humanitarian and social justice groups, a cultural group and a gardening group. All together these six groups have over 505 active members among them. Our outreach goal is therefore to engage with well over 5,000 students during the first five years.

Budget

15. List all budget items for which funding is being requested under the appropriate category. Include cost and total amount for each item requested. Please be as detailed as possible. (Insert additional rows if necessary).

If you have price quotes from vendors or additional historical budget information for projects that have occurred previously or are on-going, please submit those with this application. Additional budget documentation will not be counted toward your application page limit.

Item	Cost Item	per Quantity	Total Request
<i>Equipment and Construction Costs</i>			
The Green Fund <ul style="list-style-type: none"> This fund's main purpose is to supply groups with supplemental funding in order to make green purchases. It will be created as an ASUC Auxiliary "Trustee Account", thus ensuring that all unspent money returns to the Green Fund and thus TGIF monies are only going to sustainable purchases. 	\$14,000	5	\$70,000
<i>Publicity and Communication</i>			
Educational and Promotional Items <ul style="list-style-type: none"> Pamphlets Stickers Promotional Recycled Pens T-Shirts 	\$400	5	\$2,000
Online Advertising <ul style="list-style-type: none"> Daily Cal Online Facebook 	\$300	5	\$1,500
Website Design from ASUC Innovative Design	*	1	\$500
<i>Personnel and Wages</i>			
GreenCAT Director	\$750 stipend	1/yr	\$3,750
GreenCAT Finance Coordinator	\$750 stipend	1/yr	\$3,750
<i>General Supplies and Other</i>			
Office Supplies <ul style="list-style-type: none"> Certificates Miscellaneous 	\$100	5	\$500
TOTAL			\$82,000

16. If your project is implemented, does it require any on-going funding after its completion? What is your strategy for supporting the project after this initial period to cover replacement, operational, and renewal costs? (Note: TGIF is unlikely to provide funding beyond the initial year for ongoing projects).

Once we have established the Green Fund's financial sustainability over a five-year period with a TGIF grant nest egg, we will begin expanding our potential impact by fundraising from businesses, philanthropists, and applying to other grants. We will create sponsorship tiers for sponsors who will have their logos on our website and for high donors the certificate that is awarded to each group [see Addendum 3] and their sustainable goods will be included in our Sustainable Purchasing and Resource Guide as options for student groups to purchase. We can show a win-win scenario where businesses that want to promote their sustainable products can do so by sponsoring our program and getting their brand and products listed in our Guide. This will directly increase the sale of their goods while increasing the amount of more sustainable goods purchased over non-sustainable goods that Cal students buy.

We have already begun talks with the Cal Student Store on ways they can sponsor and support the program. One idea, in addition to a direct sponsorship fees, is to give out coupons for their “green goods” where 10% of all revenue from e.g Seventh Generation house supplies or Environotes recycled paper products will go towards the ASUC Green Fund. Thus another win-win is where students in Green Certified student groups can make individual purchases that directly benefit their organization! We will also contact other businesses that focus on organic and sustainable food, goods, and transportation e.g Kleen Kanteen, Missing Link, Café Gratitude, Maoz Vegetarian, Fresh Choice, PG&E (funds Green Campus), etc. The intent is to grow the Green Fund over the next 5 years so we can (1) increase the amount of financial support going to green student groups, (2) increase the number of student groups we admit per semester to reach our goal of certifying over 400 groups, (3) create long-term economic sustainability.

17. List all non-TGIF sources you are pursuing for funding, volunteer time, in-kind donations, etc.

Besides the ASUC, which will provide office space and people power, we’ve begun talks with the ASUC Book Store to become a potential sponsor of the Green Certification Program.

Project Timeline

18. Please complete the following table to describe your project timeline. List milestones chronologically. For the “Timeframe” column, please estimate how long each task will take to be completed. *(Insert additional rows if necessary).*

Each one of the following items must be included on your timeline:

- Project start date
- Target date for project completion
- Date by which you expect to have spent all TGIF funds
- Target date for submitting final project report to TGIF
- Any significant tasks or milestones along the way (For example: identifying an equipment vendor, begin installing equipment, finish installing equipment, etc.)

Task	Timeframe (# of wks to completion)	Estimated completion date
Pilot Program – Certification six participating groups	5 weeks	April 30- 2011
Institutionalizing the Green Certification Program – Amending the ASUC By-laws to create a new Title that specifies funding mechanism.	7 weeks	Wed. May 4 th
Date that we will need the first installment of TGIF money	3 months	June 1 st
Finalizing Programmatic Elements over Summer 1. Creation of Website – www.asuc.greencertification.org 2. Expanding and Finalizing the Green Purchasing and Resource Guide and Checklist 3. Purchasing advertising and promotional materials	3 months	June - August 30
Year 1: Organizing Green Certification Auditing Team (*Project Start) Hiring GreenCAT Director and Finance Coordinator	2-5 months	August 24- 30
Recruiting and training ASUC Interns a.k.a GreenCAT members	6 months	September 30
Fall Semester 2011: Application Period Opens - Groups will apply through our website	1 month	2011 August 24- October 1
Green Certification Workshops for Groups Applying to the Green Certification Program are held	1 month	September 9 th , 16 th , 23 rd
Acceptance Announcements for Year 1. We will accept only 10 new groups to the program for the first year. This number will increase according to our proven capabilities.	1 week post-submission	October 10 th , 2011

Initial Assessment and Goal Setting Meetings — Sustainability Officers and GreenCAT members will coordinate a specific plan to achieve Green Certification	10 days after acceptance	Oct. 11 th - 20 th
Group Environmental Changes and Certification Auditing Period	3 months	Oct.-Winter Break
Awarding Green Certification to groups that have met the minimum points + pre-reqs	1 week	January
Spring Semester 2012: Allocating money from the Green Fund based on Senate allocations	5 months	Jan-May
Year Two: Improving efficiencies in the program and expanding our outreach within the ASUC and on campus. Creating relationships with other ASUC programs and campus sustainability programs to increase impact.		
Year Three: Adding two more tiers to the program: Gold and Platinum		
Year Four: Growing the Green Fund through outside sponsors and applying to additional grants.		
Year Five: Transitioning the ASUC Green Certification Program pre-requirements to become a basis of ASUC-Sponsored funding e.g hosting Green Certified Events, having a Sustainability Officer, publicizing Sustainability Efforts		
Year Six: The B.E.A.R.S Initiative will be completed, signaling a new chapter for the ASUC and sustainability on campus. The Green Certification Program will be an integral part of ASUC funding models and the new Gold LEED certified Eshleman Hall will be conducive to a more sustainable and efficient student body. Additionally, the ASUC's finances will be less dire and more money can go directly into funding the Green Certification Program at this point.		