

# ASUC Green Certification

Final Report for Year 1

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## Introduction to the ASUC Green Certification Program

The ASUC Green Certification Program was created during the 2010-2011 academic year. ASUC Senator Elliot Goldstein and Vanessa Fernandez founded the program and currently serve as the Director and Financial Coordinator. Our pilot program was conducted during the grant process during the spring semester in 2011. The 2011-2012 school year is the first year that the program has completed as a TGIF funded group. As of now, we have certified eleven student groups. We would also like to acknowledge here that while we are not official partners, STeam, GoTeam, and the Office of Sustainability have been instrumental in the progress and success of the ASUC GCP. Over the last year we have consulted with all three organizations in order to improve the ASUC GCP.

Below is a list of our fiscal sponsors. We have been very grateful to be so welcomed by the campus community and hope to increase our fiscal sponsors over the next two years.

### Sponsors and Partners

- TGIF- \$33,100
- ASUC Senate- \$1,000 annually
- ASUC Bookstore- \$1,500 over the next three years (\$500 per year).



## Project Summary

### Goals

The ASUC GCP aimed to create student run environmental consulting group within the ASUC. With 27,000 undergraduates, we felt that creating a program where the emphasis was not only raising funds for student groups during a particularly difficult economic setting, but also instituting environmental responsibilities at the core of student groups that do not focus on environmental causes (like the Indian Student Association or Dance Marathon) was incredibly important.

Thus far we have created a group of eight interns from various majors and campus communities with a common goal of creating a more sustainable student community. They have been instrumental in the auditing and certifying process of the 11 groups that have successfully completed the program. In addition, we have also worked with many other environmentally focused student organizations in order to make our program better and more accessible to other students. This has been achieved through cooperative meetings, training sessions for our interns, and a review of our checklist.

### Accomplishments and Challenges

We like to think of this year as the beta period. While many kinks were discovered and remedied during the pilot program last spring, this was the program's first year going through a full auditing process. Throughout this year we have discovered various aspects of this program that we could make significantly better.

While the program has successfully certified eleven student groups, we have unfortunately been unable to certify two student groups from this last year and recertify one student group from the pilot program cycle. One of the main issues that we have noticed is that the checklist is quite daunting for smaller student groups that have just been established. Along with the struggle of the constant leadership changes, goal shifts, and other factors that go into beginning a student group, the task of focusing on green initiatives can be extremely difficult. Through this discovery we have decided to think more about the roles of auditors within the groups and about the different aspects of the checklist. Over the summer we plan to discuss the possibility of creating a small groups checklist or redefining how intrusive the role of a GreenCat might be.

Amongst the smaller issues within the program, we are working on creating a more inclusive website that will allow the groups to enter login information



in order to access a more central database of information on their group, as well as a storage area for receipts, photos and other documentation pertinent to the group. We believe that this might also help auditors stay in better contact with their groups while requiring less meetings per month to make the program more manageable for busy student groups.

While there are many things that we must fix, there are also many success stories. Some of the many accomplishments that we are proud of include groups' ability to think out of the box and come up with creative solutions to increasing their group's sustainable efforts. One such case can be seen via the Indian Student Association, which has begun ordering sustainable powder for their Holi celebration. Another example is the Public Health Advocate, a publication on campus, switching to soy based ink and shifting most of their publication to an online forum! This powder is not only healthy for students, but can also enter into the dirt and water without negative environmental consequences. Additionally, we have seen a vast increase in Green Events at various levels, more online publications and, vast reductions in paper usage amongst our audited groups. We are incredibly proud of the increase in composting and recycling that we have seen as well.

### TGIF Feedback

TGIF has been truly helpful during all stages of the program. Katherine Walsh is a constant source of support and advice. Our experience has been nothing but fantastic.

### Timeline

Our timeline is predicated off of the two-year grant given by TGIF. We hope to extend this grant to a third year, but until that extension is granted we will only map out the two years of funding by TGIF. Additionally, this timeline serves two purposes. The first is that of mapping out the program in its entirety, the other is to map out the application and auditing process and timeline that is used by the group.

Task	Timeframe (# of wks to completion)	Estimated completion date
<b>Pilot Program</b> – Certification six participating groups	Completed	April 30, 2011
<b>Institutionalizing the Green Certification Program</b> – Amending the ASUC By-laws to create a new Title that specifies funding mechanism.	Completed	Wed. May 4 <sup>th</sup>
<b>Date that we will need the first installment of TGIF money</b>	Completed	June 1 <sup>st</sup>



<b>Finalizing Programmatic Elements over Summer</b> 1. Creation of Website – <a href="http://www.asuc.greencertification.org">www.asuc.greencertification.org</a> 2. Expanding and Finalizing the Green Purchasing and Resource Guide and Checklist 3. Purchasing advertising and promotional materials	Under redevelopment.	September 2012
<b>Year 1: Organizing Green Certification Auditing Team</b> (*Project Start) Hiring GreenCAT Director and Finance Coordinator	Completed	August 2011
Recruiting and training ASUC Interns a.k.a GreenCAT members	Completed	September 2011
<b>Fall Semester 2011: Application Period Opens</b> - Groups will apply through our website	Completed	2011 August 24- October 1
<b>Green Certification Workshops</b> for Groups Applying to the Green Certification Program are held	Completed	September 9 <sup>th</sup> , 16 <sup>th</sup> , 23 <sup>rd</sup>
<b>Acceptance Announcements for Year 1.</b> We will accept only 10 new groups to the program for the first year. This number will increase according to our proven capabilities.	Completed	October 10 <sup>th</sup> , 2011
<b>Initial Assessment and Goal Setting Meetings</b> – Sustainability Officers and GreenCAT members will coordinate a specific plan to achieve Green Certification	Completed	Oct. 11 <sup>th</sup> - 20 <sup>th</sup>
<b>Group Environmental Changes and Certification Auditing Period</b>	Completed	Oct.-Winter Break
<b>Awarding Green Certification</b> to groups that have met the minimum points + pre-reqs	Completed	January
<b>Spring Semester 2012:</b> Allocating money from the Green Fund based on Senate allocations	Completed	Jan-May
Recruiting and training ASUC Interns a.k.a GreenCAT members Fall Semester 2012	3 months (rehiring and application processing)	September 2012
Fall Semester 2011: Application Period Opens - Groups will apply through our website	3 Months	2012
Green Certification Workshops for Groups Applying to the Green Certification Program are held	3 month	September 2012
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 2012
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. 2012
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 2013
Spring Semester 2012: Allocating money from the Green Fund based on Senate allocations	5 months	Jan-May 2013

## Sustainability Impact

I'd like to believe that we have a more qualitative approach to sustainability. Our program is not measured by any set standard and with each student group there are different results. We look at the improvement of each student group over a period of time, rather than how much paper they might recycle compared to another student group. It is this practice that we believe encourages a community of support and hard work rather than a community of competition amongst groups. Below we provide our metrics over the last two years, we are glad to say that the results speak for themselves.

### Metrics

Please Refer to the tables provided below the first table demonstrates our results from the pilot program, the second table referring to the completion of the first year. Though the first year there were 60 points available in the pilot checklist, one is able to see that an average of 20 points per section was normal, thus both graphs can be compared without much discrepancy.

Table 1

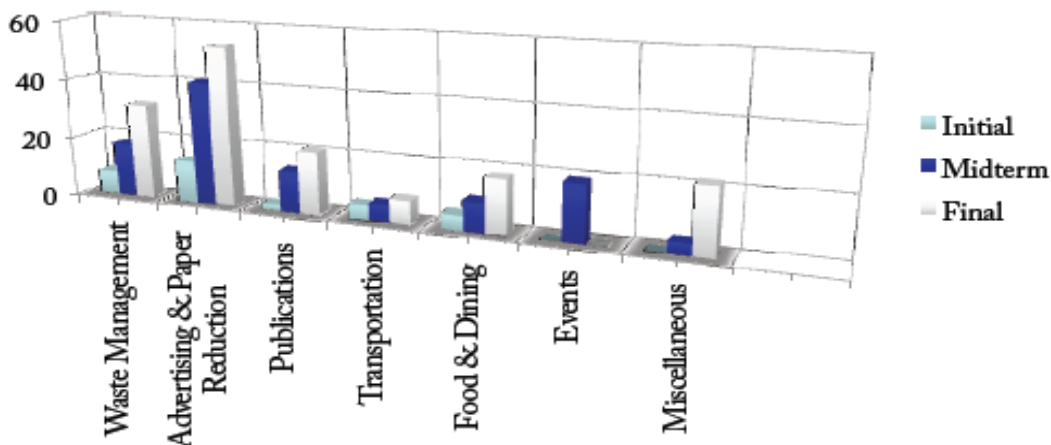
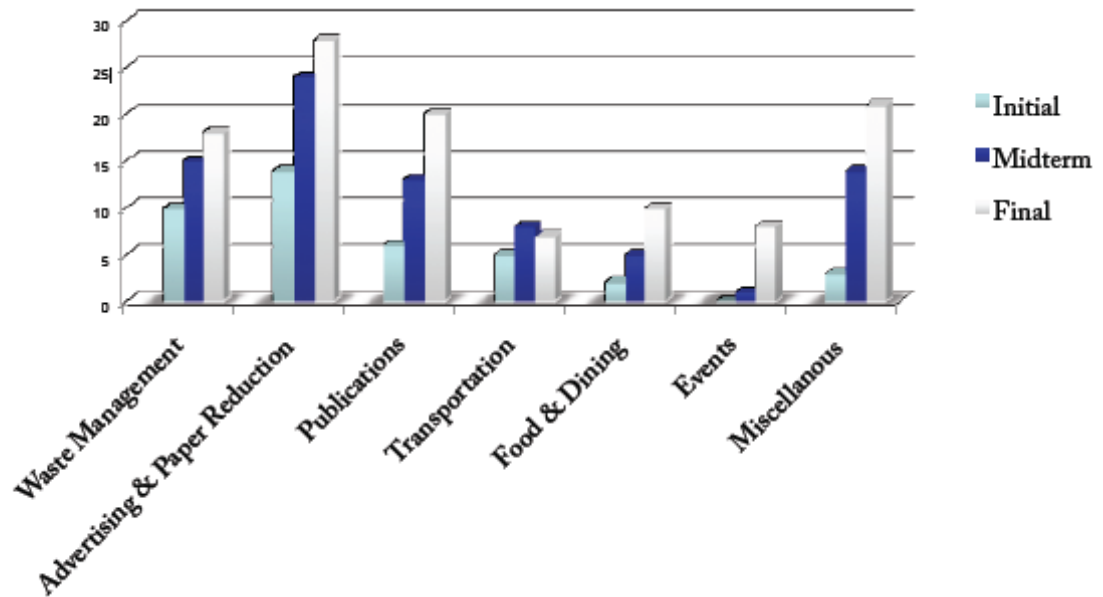




Table 2



### Benefits

The benefits of the program are simple: an increase in environmental sustainability by student groups and funds to offset the cost extended to the student groups. Every student group that becomes certified or recertified will continue to receive 10% more funding per year based on the final spring budget allocations by the ASUC. The student groups will receive at least \$100 and at most \$1500. In addition to these benefits, the ASUC GCP formally recognizes the groups during a year-end banquet and this upcoming year will become a supplier of small sustainable items for purchase by student groups.

### Group Visibility and Outreach

The ASUC GCP has been featured within the Daily Cal twice in the last year and holds a spot on the front page of the ASUC website. We also have access to the ASUC student group listserv, which we use to distribute applications. Over the last year and a half we have maintained a facebook fan page/group and a poster on the first floor of Eshleman Hall. We also co-hosted the ASUC Banquet in May of 2012.

In a separate file, I have attached photos of meetings between auditors and student groups in the Senate Lounge.





## Conclusion and Next Steps

Our project currently has one more year of funding via TGIF and will be continued in part by Vanessa Fernandez and Elliot Goldstein during the Fall semester, with leadership changing for the Spring semester. Liling Li will be taking over the position of Financial Coordinator. A replacement is still being looked into for the position of Director. As stated above, we hope to continue the program for a third year; more information will become available throughout the second year of the program.

The next steps of the program include following the timeline outlined in the above section as well as training the new Financial Coordinator over the next summer and fall semester. The program also hopes to secure more funding and will be seeking business donors within the community.

## Budget Summary

Please refer to the budget excel file attached in the email.