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UPenn Green Living Certification

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Green Living Certification

Penn Green Campus Partnership

NECSC Presentation, April 10 2015

Penn's umbrella
organization for
environmental
sustainability

We are the



Penn
Green Campus
Partnership

What is Green Living?

Certifies and rewards residents living in on-campus residential buildings for making day-to-day choices that reduce their environmental footprint



GREEN LIVING

Program Goals

Educate applicants on the impact of their actions

Influence applicants to change certain behaviors to lessen their environmental footprint

Reward residents for making environmentally friendly living choices

Reduce the University's environmental footprint and contribute towards the *Climate Action Plan* goals

Becoming Certified

GREEN CAMPUS HOME NEWS PARTNER PROFILES CONTACT Search this site

Penn Green Campus Partnership

About Us Themes Partners Resources Get Involved

Green Living Certification

APPLY FOR GREEN LIVING

Are you an on-campus resident who lives sustainably? Do you want to be recognized by the Green Living Certification program for your green living habits? Be recognized by the Green Living Certification program for your environmental actions you make every day -- Fill out the Green Living Certification survey.

Get Involved

- 30x30 Challenge
- Creating Canopy
- Green Fund
- Move-In Green
- Eco-Reps
- Green Office Certification
- Green Living Certification**
- Green Labs
- Power Down Challenge
- Greek Chapter Certification
- ReThink Your Footprint

Green Living!

Green Living Certification, offered through Penn's Green Campus Partnership, provides College House residents with an opportunity to reflect on their environmental impact and to recognize the importance of their daily, individual decisions on the University's sustainability initiatives.

Establishing greener lifestyles creates a tangible, positive impact on our campus. This certification program aims to inspire you and the rest of Penn's community to take steps towards improving the health of our environment and reward and recognize you for your efforts.


Qualtrics Survey

Green Living Certification Application

Introduction

The individual decisions students make on a daily basis, even if seemingly small, play an important role in the University's sustainability initiatives. Penn's Green Campus Partnership seeks to recognize these choices and provide students with an opportunity to reflect on their environmental impact by offering the Green Living Certification program—an environmental certification available for students living on campus.

Establishing greener lifestyles creates a tangible, positive impact on our campus. By offering Green Living Certification, we hope students will be inspired to take further steps towards improving the health of our environment and to provide a model for others to do the same.



>>

0% 100%

Qualtrics Survey

Green Living Certification Application

Instructions

1. Make sure your dorm room and habits comply with the 5 Required Actions.
2. Fill out this survey in accordance with how many Optional Actions you qualify for.
Optional Actions are organized into five categories and are assigned a corresponding number of points based on a combination of environmental impact, difficulty of implementation, and cost. There are 100 total points available.
Your total number of points from the Optional Actions section will determine which level of certification you have achieved.
3. Submit your completed form. If your total score exceeds 25 points, you will receive the level-appropriate prize(s) and the Green Living Certified sticker.
Your room may be subject to a room inspection, so be sure to fill out the application correctly and honestly.
4. To achieve a higher level of certification, try completing additional actions by changing your behaviors, then repeat steps 1-3.

We strongly encourage roommates and suitemates to apply for and work towards Green Living Certification together, though each resident is certified individually.

Your input is valuable during this first year of the program. Please send any comments or suggestions to our Green Living manager at PennGreenLiving@gmail.com.

The preceding instructions are very important. Please check the box below if you have read them carefully.

0% 100%

A) Required Actions

B) Optional Actions

1. Waste Minimization & Recycling
2. Energy & Water
3. Transportation
4. Purchasing
5. Involvement at Penn

Waste Minimization & Recycling

I regularly use reusable shopping bags instead of paper or plastic bags. (1 point)

Plastic bags are non-biodegradable products of the petroleum industry and contaminate water, land, and air during production and disposal. Paper bags actually require more energy than plastic bags to produce and recycle, and they contribute to forest degradation.

Yes (1 point)

I reduce the waste I produce by buying items that are not individually packaged. (2 points)

Packaged products often create large amounts of waste. Buying items that come in one large package or container instead of individual packages and buying large-volume beverages instead small bottles or cans serve to reduce the amount of waste going to landfills.

Yes (2 points)

I have conducted a waste audit of my personal trash and recycling to see what items are incorrectly disposed of and what steps can be taken to reduce waste. (3 points)

Knowing what you throw away and recycle can be enlightening. You will see what items are being disposed of and which you have the most of. After your waste audit, you can adjust your purchasing and disposal habits to reduce waste, increase recycling, and minimize improper sorting. [Click here](#) to see what is recyclable.

Yes (3 points)

I have conducted a waste audit of my personal trash and recycling to see what items are incorrectly disposed of and what steps can be taken to reduce waste. (3 points)

Knowing what you throw away and recycle can be enlightening. You will see what items are being disposed of and which you have the most of. After your waste audit, you can adjust your purchasing and disposal habits to reduce waste, increase recycling, and minimize improper sorting. [Click here](#) to see what is recyclable.

Yes (3 points)

The following is an example of a waste audit of items found in a trash can and a recycling bin. We see that soiled paper and food should not be in the recycling while paper, metal and plastic should not be in the trash. We also see that there are large quantities of plastics. This person could be more conscious about buying products that create this much plastic waste.



Energy & Water

I have control over my thermostat I follow the temperature guidelines laid out in the table below. (3 points)

29% of residential electricity consumption in the U.S. in 2011 is comprised of air conditioning and space heating^[1]. For every degree you raise the temperature in winter, energy costs climb by 6%^[1,2]. Consider layering to stay comfortable rather than primarily relying on your thermostat.

	Heating	Cooling
When you are in your room	68	76
When you are out for the day	60	85
When you are away for the weekend	55	off

- Yes (3 points)
- I do not have control over my thermostat

I use a drying rack instead of a machine dryer to dry my laundry. (3 points)

According to the EPA, washing and drying clothes is one of the most energy intensive chores in a household. Air-drying laundry saves energy and also helps clothes last longer^[1,2].

- Yes (3 points)

I use the cold water (aka "Bright Colors" or "Delicates") setting on the washing machine. (2 points)

Cold water cleans your clothes just as well, but uses much less energy because the water doesn't need to be heated. Heating the water accounts for 90% of a washing machine's energy usage per cycle^[1,2].

- Yes (2 points)

Transportation

I use a car-sharing service instead of owning a personal automobile (eg. [Enterprise Car Share](#) and [ZipCar](#)). (3 points)

Using a car-sharing service minimizes the number of vehicles in the city, which reduces idling and parking congestion, and provides an affordable alternative to owning a car. [Click here](#) to learn why car sharing is great for college students.

Yes (3 points)

I take public transportation when going somewhere not accessible via walking or biking. (2 points)

Taking public transportation reduces the number of vehicles on the road—lowering traffic congestion and noise and improving air quality. The SEPTA system has subway and trolley lines, bus routes, and regional rail services that can take you anywhere—Center City, the airport, and even New Jersey. For more information about SEPTA fares and routes, [click here](#).

Yes (2 points)

I use a bicycle to get around as an alternative to using a motorized vehicle. (2 points)

Penn's very own [PennCycle](#) offers a variety of plans that make using a bicycle easy and affordable. You can check out Philly's extensive bike lane system going from campus to Center City [here](#). Be sure to review safety tips and University policies [here](#).

Yes (2 points)



Purchasing

I purchase environmentally-friendly cleaning products to reduce the use of toxic materials. (2 points)

Environmentally friendly cleaning products are less toxic, promote better indoor air quality, and use less energy in their production^[77]. Look for brands including Seventh Generation and EO Products, found in most stores alongside conventional cleaning product brands.



Yes (2 points)

I seek out restaurants, food establishments, and eateries that serve local, organic, or sustainable foods. (2 points)

University City offers many options for sustainable food choices, including Picnic, Shake Shack, Sweetgreen, White Dog Café, Honest Tom's Taco Shop and more. Visit Penn's [Green Acorn website](#) for recommendations.



Yes (2 points)

I purchase organic or natural toiletries. (3 points)

Many toiletries (including shampoos and cosmetics) consist largely of petrochemical ingredients, which are derivatives of natural gas or oil. Purchasing natural/organic toiletries can help you reduce your use of non-renewable fossil fuels and keep potential toxins from going down the drain. Look for brands including Desert Essence, Dr. Bronner's, and EO Products.



Yes (3 points)

I am vegetarian, vegan, or make an effort to reduce the amount of meat and dairy I eat.

Adopting a vegan, vegetarian, or reduced-animal-product diet can have a major impact on the environment. If every American ate just one meatless meal per week, the carbon dioxide savings would be equivalent to taking half a million cars off the road annually.^[78]

I am a vegan (4 points)

I am a vegetarian (3 points)

I make an effort to reduce the amount of meat and other animal products I eat (1 point)

Involvement at Penn

I "Like" the Penn Green Campus Partnership page on Facebook. (1 point)

Stay up to date on Penn's sustainability news and initiatives by liking the [Green Campus Partnership Facebook page](#).



Yes (1 point)

I have applied for and/or received a Green Fund grant for a sustainability project on campus.

Penn's Green Fund is a sustainability grant fund open to students, staff, and faculty. The Green Fund Review Board looks for projects that demonstrate environmental innovation and those that conserve resources for the University. Visit the [Green Fund webpage](#) for more details.

- I have received a Green Fund grant (5 points). Please write the name of your project below
- I applied for (but did not receive) a Green Fund grant (3 points). Please write the name of your project below

Other Actions & Information

Other Sustainable Lifestyle Choices

If there is another environmentally sustainable lifestyle choice you make that does not appear on this list, tell us in the space provided below. We will review any additional choices and consider granting extra points. If there is nothing additional you would like us to consider, please write "N/A".

"I write on both sides of the paper when taking notes"

"I compost in my dorm"

"I try to work in public areas with natural light"

How did you hear about Green Living Certification? (Check all that apply.)

- Poster
- At an event
- In an email
- Click to write Choice 14
- During Move-In
- From Eco-Reps
- From an RA or GA
- From a friend
- Word of mouth
- Saw Green Living Certification stickers
- Green Campus Partnership staff
- Green Campus Partnership website
- From Green Campus Partnership's 'Welcome New Students' webpage
- Other

Completion

Green Living Certification Application

Thank you for applying for Green Living Certification!

Your score is **XXX**

Refer to the qualifying scores below:

Bronze: 25

Silver: 40

Gold: 55

If you qualify for certification, you will receive an appropriate prize and a certification sticker to put outside your room.

If you have questions, comments, or suggestions, please contact PennGreenLiving@gmail.com

0%  100%

After Becoming Certified



External Partners



FREE
hot or iced
COFFEE
or **TEA**

with the purchase of
\$5.00 or more



METROPOLITAN BAKERY
& CAFÉ

Metropolitan Bakery is a Green Acorn certified sustainable business, dedicated to providing local, sustainable products. Their menu features freshly created breakfast & lunch items and delicious coffee.
Location: 4013 Walnut Street, Philadelphia, PA

Coupon Number: Presented to:

Internal University Partners



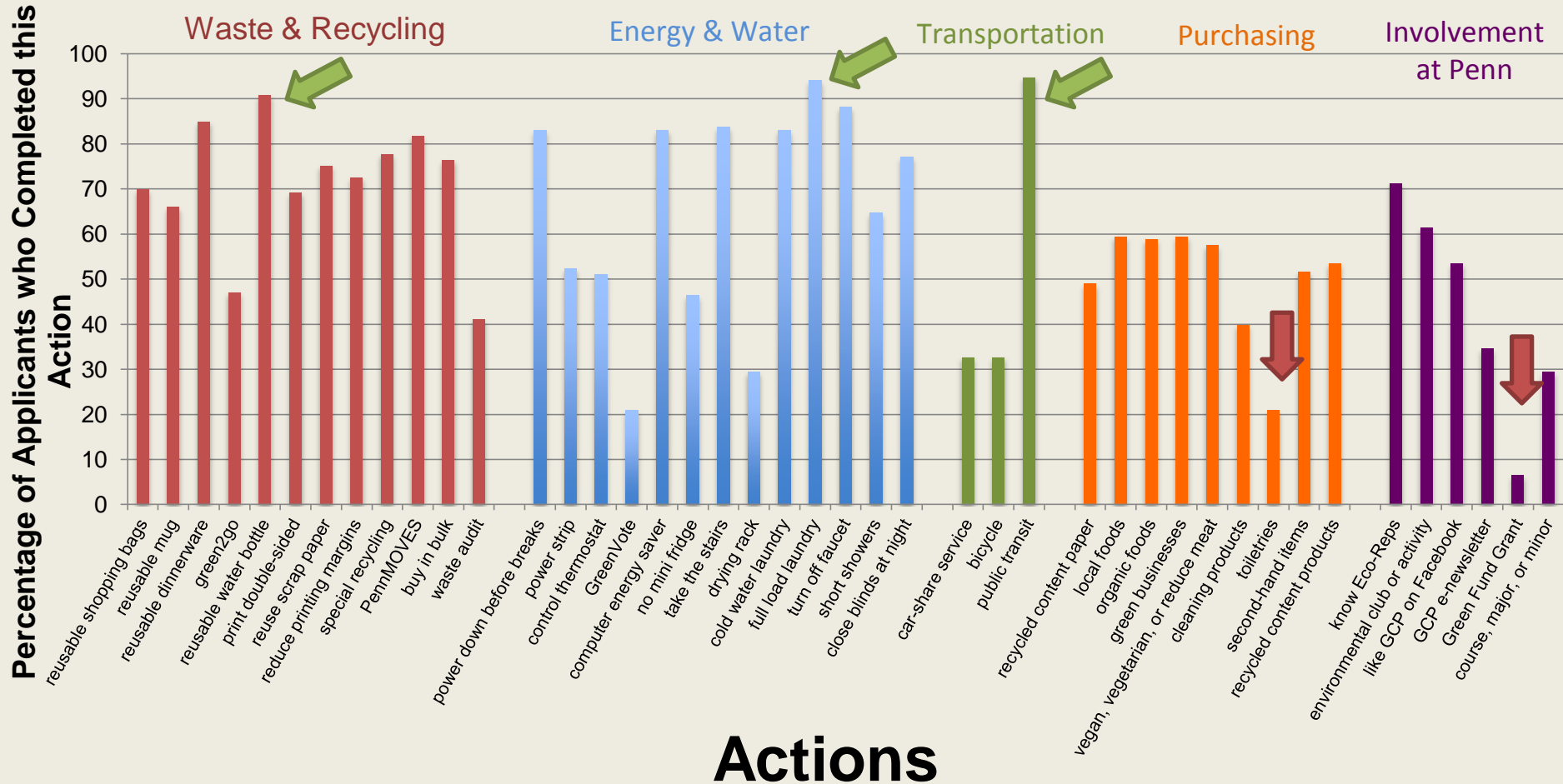
Results

of Residents Certified

2013-2014 Results	2014-2015 Results
156 residents certified	254 residents certified
69 Gold	97 Gold
62 Silver	94 Silver
25 Bronze	63 Bronze

Results

Completion Rates of Each



Results

2013-2014 Results	2014-2015 Results
Majority heard from Eco-Reps	
Certification prizes were a big motivator	
78.5% agreed that applying... ... taught them <u>ways to reduce their environmental impact</u>	83% agreed that applying... ... taught them <u>ways to reduce their environmental impact</u>
54% agreed that applying... ... caused them to <u>change their behavior and habits</u>	58% agreed that applying... ... caused them to <u>change their behavior and habits</u>
Ex: Turning off power strips, unplugging appliances, using less water, recycling more, changing light bulbs to CFLs, using reusable shopping bags	Ex: Turning A/C down, taking shorter showers, unplugging electronics, using fewer paper towels, turning off lights

Evaluation & Improvements

Logistical Changes

- New prize distribution system
- Upgraded survey (Qualtrics)



Providing Greater Incentives

- Added years to stickers
- Created new partnerships
- Readjusted point values

Lessons Learned

Participation
driven by **Eco-
Reps'** in-dorm
promotion

Partnering with
local businesses
mutually
beneficial

Efficient delivery
system is critical

Continue to
**evaluate and
improve**
program

Next Steps for Program



Continue working with Eco-Reps



Further integration into College House system



Hall Certifications



Additional partnerships with local businesses



Questions?

Learn more at bit.ly/GreenLivingAtPenn