Green Funds 2.0: The Nitty-Gritty of Campus Sustainability Fund Management from the Ground Up

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The Green Initiative Fund
University of California, Berkeley

the Sustainability Projects Fund of McGill University
Drink this first.
Now pretend you are a gorilla.
What do we mean by "nitty gritty"?

This panel/workshop is on how to operate a campus green fund once your campus has approved the fund to collect or set aside dedicated revenue for campus sustainability projects.

Want to learn about starting a campus green fund while at AASHE?

Check out: Green Funds 1.0: Getting a Fund Started
• Tue, Oct 16 - 2:50pm - 3:50pm
• Building/Room: 511 B
In This Session

I. Panel Presentation (35 minutes)

What we will cover:

• Quick Overview of Green Funds
• Getting Started: Once Green Fund is Approved
• Project Implementation
• Green Fund Outreach

II. Discussion (25 minutes)

Our Intention: Develop a white paper/manual for AASHE on Managing Campus Green Funds.
Overview of Campus Green Funds

What are campus green funds (CGFs)?
Dedicated funding sources for on-campus, sustainability projects. *Also called student green funds, sustainability funds, etc.*

How are CGFs funded?
- Student fees revenue
- Alumni donations
- Departmental budgets
- Senior Administrator budgets
Overview of Campus Green Funds

What kind of institutions have CGFs?
• small, medium, large; public & private institutions
Overview of CGFs: Types of Projects to Fund

Types of projects CGFs can solicit:

• Different scales
  o One-time projects
  o Long-term strategic projects

• Different realms of the university
  o Operations
  o Teaching & learning
  o Applied research
  o Connections with external community

• Overall, CGFs leverage $ and resources (staff, facilities, grants, etc.)
Overview of Campus Green Funds (CGF)

What kinds of projects are funded?

• Projects that improve campus sustainability and assist a campus in reaching its sustainability goals.
• Projects that reverse a negative environmental impact.
• Projects that build a culture of sustainability.
• Projects initiated and led by students, staff, faculty.
• Projects that fund student green jobs.
Getting Started: Assembling a Fund Committee

Committee Structures
- Students only
- Faculty, staff, and students with student majority
- Parity committee of students (undergrad & grad) and staff (admin & academic)
- Ex-officios
- Staff and faculty as advisors

Committee Aspects to Consider
- Size of the Committee
- Responsibilities of the Committee
- Voting power - who votes?
- Project selection and decision making process: consensus, majority rule, etc.
- Who makes the final decision on the distribution of funds? Committee? Campus administrator?
- Representing vested interests versus working together to improve the merits of each application (therefore representing their own commitment and experience of behalf of different stakeholder groups)
Getting Started: Soliciting Project Ideas

- Request for proposals or ideas
- Rolling application deadline
- Project Lists/Clearinghouse
- Class presentations
- Brainstorm sessions/forums
- Tabling, advertising
Project Selection Process

- **Idea**
- **Apply**
- **Feedback**
- **Approval**
Project Implementation

- Meet with Project Leaders
- Develop Implementation Plan
- Transfer Funds
- Forward Infrastructure Projects to Facilities

- Status Updates
- Budget Tracking
- Education and Outreach

- Final Report/Presentation
Auditing the Effectiveness of a CGF

Why audit or review a CGF's performance?

Questions to address:
• Are we following the mandate of the fund?
• Should we renew the fund?
• Should we raise the rates (if a student fee)?

Format:
• Annual Report of the Projects' Portfolio
• Audit of the CGF as a whole

Who could evaluate the CGF and projects?
• Interns
• Classes
• Consultants
Fund and Project Metrics

How do these play into our campus goals? Our footprint as a campus? ACCOUNTABILITY

• **Quantitative Metrics**
  - Financial savings, resource savings or waste and emissions avoidances, cyclists, food mileage, native species planted, invasive species removed, hydration station use

• **Qualitative Metrics**
  - Events- attendance
  - Sign-ups, hits to a website, outreach, class attendance, newsletters, trainings, types of purchases, pledges
Accountability

Easy to add reporting structures and approvals.

Be prepared to follow-up throughout a project process and after project completion.

Education & Outreach

- Website, blog, social media outlets, online archives, listservs
- Articles, press releases, annual report
- Presentations - conferences, class visits, student group and departmental meetings, tabling
- Project events
- Sustainable marketing materials & give-aways
- Hiring student interns or soliciting volunteers
- Cross-campus collaboration
- Town/Gown Opportunities

Make sure to use your logo!
GARDEN POTLUCK MOVIE

Earth Week 2012
April 16th to April 20th
LET'S GET PERSONAL - KEEPING IT LOCAL - CALIFORNIA DREAMIN' - PARTY IN THE USA - GOING GLOBAL
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- Algalita Marine Research Society
- University of California, Santa Cruz
- California State University, Monterey Bay
- The Nature Conservancy

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ADA Accessible

MONDAY JULY 19TH, 6:30 PM
At the Campus Crops Garden
behind 3334 Rae University

Native Plant Garden
The beautiful and varied plants in this garden are native to Illinois. They thrive without supplemental water, fertilizer, or chemical pesticides. They attract butterflies and sustain other native insects. The benefits of birds and all wildlife.

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About Sustainability Projects Fund

by McGSPF
Latest Activity 9 Oct 2012
Date Joined 16 Sep 2010
Location Montreal
Country Canada

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Relationships/Collaboration for Success

Sustainability requires collaboration, change management, and a resilient, vibrant, & adaptable community.

Relationships are key. Strategies include: acting as an assist-maker/networker/facilitator, active transparency, time invested, co-learning in feedback process, iterative/developmental evaluation of fund design and process.
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