

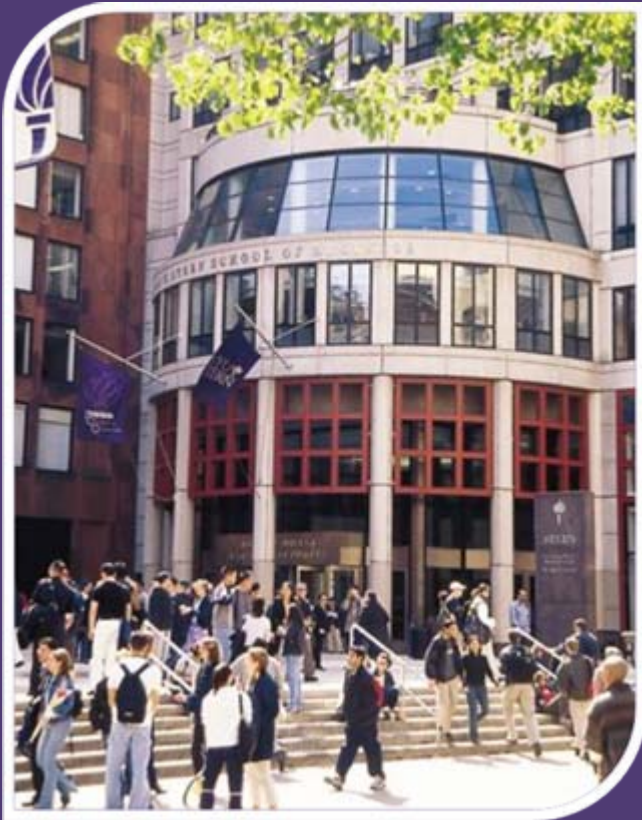
NYU SUSTAINABILITY ADVOCATE PROGRAM

Advocate Training & Orientation

Tuesday, April 7, 2009



DEFINING SUSTAINABILITY



Principles:

- Meeting present needs should not compromise the ability of future generations to meet their needs
- We should recognize and respect the limits of nature's capacity
- We should strive to link social, economic and environmental decision-making

What Can NYU Do?

1. Improve campus environmental performance and directly reduce impacts
2. Educate students, whose choices and decisions will shape the future
3. Develop research and hone best practices that can be shared globally



Overview: Sustainability and NYU

2006-2007

- Wind Power Purchase
- Cogeneration Plant Expansion
- Environmental Studies Program
- Sustainability Task Force
- Sustainability Fund

2007-2008

- Advocate Program
- Student Outreach Initiative
- Energy Reduction Strategy
- Purchasing Policies
- Environmental Assessment

2009: Building On Success

In general:

- Institutionalize and embed NYU sustainability
- Global Network University

The brass tacks:

1. Energy Reduction Strategy

Goal: Reduce electricity consumption even more; look at oil/gas, too

2. Green Purchasing Policy

Standards and guidelines will be pilot-tested by you, the Advocates!

3. Environmental Assessment

First report released last month, and will be circulated to Advocates

4. Sustainability Advocate Program

Expand program by 50%, increase communication and action

Water cooler replacement, energy conservation, green purchasing



Sustainability Advocate Program



- To draw upon the energy, effort and enthusiasm of NYU employees to “green” their own departments and workspaces...
- while educating colleagues and increasing engagement throughout the university.

Program Goals



- Improve NYU's operational **environmental performance**
- **Enable administrators, staff, and faculty** to play a direct role and have a personal stake in sustainability efforts
- Build a sense of **community** by networking like-minded employees
- Boost **resource efficiency** (energy, goods) and **save money**
- Generate **new ideas** to share with the rest of NYU, other universities, and the world!

Responsibilities

ACTION

Advocates will have the opportunity to:

- Identify ways to green their departments
- Implement university-wide policies that apply to office operations
- Help determine how their department could improve efficiency or minimize environmental impacts
- Implement changes based on new ideas and new information.



Responsibilities

COMMUNICATION

Advocates will have the opportunity to:

- Report environmental issues directly to sustainability staff or other appropriate areas of the administration
- Fill out appropriate work request form for maintenance
- Communicate with Sustainability staff about questions, issues and challenges, and departments' overall progress
- Gather data and relay feedback about their office space

Responsibilities

EDUCATION

Advocates will have the opportunity to:

- Serve as an educational resource for colleagues about best practices and eco-effective strategies
- Serve as on-the-ground contacts through which colleagues can find out about sustainability events and projects



Waste & Recycling



NYU disposes of **5000+ tons of waste** per year and recycles ~30% of that waste

- NYU recycles mixed paper, cans and bottles, plastic bags, technoscrap and ink cartridges
- Environmental Health and Safety recycles batteries, light bulbs and computers/electronics
- The university re-uses office furniture, computers, electronics, rubber bands and moving boxes
- Get recycling bins or report a problem about any issue by calling the FCM Client Services Center (x81001)
- Remember: Employees empty their *own* deskside bins!

Get Involved: REDUCE, REUSE, RECYCLE!

Reduce:

- Using a refillable water bottle not only reduces container waste but cuts down on the energy and emissions in the supply pathway of your water.

Reuse:

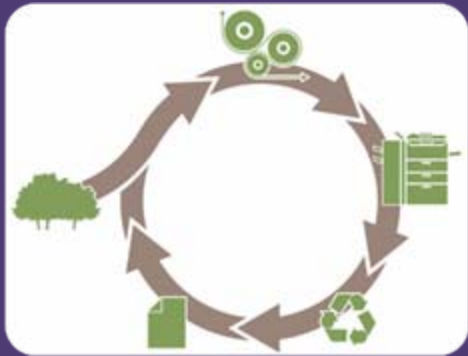
- Be resourceful: paper and packing materials can be reused. Use durable goods instead of disposables (e.g. a reusable coffee cup, not a paper one).

Recycle:

- Ask questions if you don't understand the recycling system provided and then inform co-workers as well.



Green Purchasing



“Green Purchasing Guide” coming soon to address your day-to-day sustainable purchasing questions.

In the meantime:

- Choose green products on Stapleslink and i-Buy
- Paper 30% PC recycled content minimum, 100% best
- Furniture: see Purchasing Services for green options
- Energy Star appliances; compact fluorescent light bulbs (CFLs)
- Work with caterers for reduced waste, increased organic and local options (enjoy lunch!)
- Choose durable over disposable; recyclability important too



Keys to Persuasive Communication

- **Define Your Potential Partners**
- **Establish Credibility**
- **Plan Your Message**
- **Deliver A Clear, Concise and Respectful Message**

Delivering a Successful Message

- **Manage Your Non-verbal Language**
- **Develop Excellent Listening Skills**
- **Speak Simply, Specifically and Ask the Right Questions**
- **PRACTICE!**

Questions? Comments? Ideas?

What are YOUR ideas for developing a more sustainable NYU?

