

**UW Sustainability Strategic Plan Consultation
Faculty Focus Group, February 17th, 2:30 to 4:15
Summary and Emerging ‘Next Steps’**

Focus Group Participants: Cathleen Hjalmarson (Dept. Assistant, Rhetoric, Writing, & Communication); Sharon Leonard (Marketing Administrator, External Affairs); Premal Modha (Student Recruitment Officer, Student Recruitment and Institutional Relations); Melissa Dupuis (Research Assistant, President’s Office); Cathleen Jeanson (HR/Payroll Administrator, HR).

CSO (Campus Sustainability Office) Staff present: Alana Lajoie-O’Malley, Kisti Thomas.

<p>Discussion Question</p>	<p>How can we organize sustainability efforts in a way that is responsive to people’s other responsibilities and consistent with our current human and financial resources? Ideas we have heard so far include:</p> <ol style="list-style-type: none"> a. Keep existing working group structure b. Have the University set broad targets (i.e. use 2 tonnes less paper in 2012, use 1,000,000 fewer Kwh of electricity in 2012 etc…) and ask each department to develop a plan to help contribute to this target c. Have someone from each department appointed a sustainability liaison by their senior manager <p>What is your reaction to these suggestions? Do you have other suggestions?</p>
<p>Participant Comments</p>	<ul style="list-style-type: none"> • Mixed feelings about Eco-Reps: <ul style="list-style-type: none"> ○ “Not successful, it’s tough to recruit people.” ○ “I really like being an eco-rep – it gives me more authority to ask people to make small changes.” ○ If Alana attended a departmental meeting to introduce sustainability issues, then Eco-Reps could follow up on that authority, and establish sustainability as a standing agenda item of priority before the Eco-Rep takes over. • “1.b) could never happen unless 1.c) has first been accomplished.” • “1. b) Like it. Using human scale, tangible analogies, makes things more understandable to people.” • “RE: c No. The word ‘appointing’ is a bad word. It should just be a part of a person’s job description, however the only people for whom their job description matters are secretaries.” • “Assist departments in setting their own goals.” • “We need broad targets, but can’t expect departments to develop plans on their own. Issuing ‘guidelines’ makes more sense.” • “If you make this an official part of someone’s job

	<p>description, this would work, but not likely otherwise.”</p> <ul style="list-style-type: none"> • Sustainability should be thought of as equally essential as Safety. We have a “safety model” but do we have a “sustainability model”? • Identify impacts that people can measure internally that won’t require senior level enforcement. • “Involving senior management is difficult.” • “Having senior level support is important, and places sustainability as a high priority on campus.” • Sustainability is not ‘normalized’ – it is still something people do on their lunch breaks because it isn’t part of what they feel they are paid to do.
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<p>Discussion Question</p>	<p>How can we provide you with the resources, tools, and support you need to make the administrative and operational systems in your department more sustainable (i.e. to use less paper, less electricity, be more socially responsible etc...). Ideas we have heard so far include:</p> <ul style="list-style-type: none"> d. Establish a ‘green office’ certification system and manual e. Provide workshops on how to use various technologies to make it possible to use less paper f. Pass on professional training opportunities related to sustainability relevant to you g. Run inter-departmental challenges <p>What is your reaction to these suggestions? Do you have other suggestions?</p>
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<p>Participant Comments</p>	<ul style="list-style-type: none"> • Every office and department is very different, not only hierarchical vs. non-hierarchical, but in number of staff members, their location on campus, type of work they do, etc. Any strategy needs to be able to be responsive to this fact. • Academic departments are more horizontal than administrative departments, and this changes the way influence and instruction work. • Infrastructure that would help includes: <ul style="list-style-type: none"> ○ More electronic storage space. ○ Switch entirely to secure, electronic storage. ○ Intranet • Very strong support for the idea of green office certification. Other comments include: <ul style="list-style-type: none"> ○ Would want to receive good feedback (support) before committing to this as it would be a fair amount of work. ○ Create a ‘green office’ manual with ways and results to reduce carbon footprint/increase sustainability (eg:
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	<ul style="list-style-type: none"> ○ turning off lights, computer monitors etc...) ○ Include elements like active transit options/carpool signs ups, office-sized compost bins. ○ Set an example by providing tours of ‘best practice’ departments. ○ CSO could offer ‘walk around audits’ of offices. Perhaps office-level sustainability assessments would be a good scope of work for a student project. ○ Students could perhaps act as a sustainability auditor/liaison for credit? ○ Some of the courses in the Education department have a ‘service learning’ component where they have to volunteer – we should investigate getting some of these students to volunteer with the CSO. ● Hold workshops/training for each department – CSO staff to go to departments, not the other way around. <ul style="list-style-type: none"> ○ Staff agree that meeting with all of the departments would be time consuming but would also increase CSO visibility and would be really appreciated. ○ This would give authority to Eco-Reps to say “remember what Alana said...” ● Mixed feedback about interdepartmental challenges. <ul style="list-style-type: none"> ○ Hold a contest at the end of the year - who has made the largest proportional reduction of paper use, etc... ○ “I like the idea of challenges.” ○ “They give goals to work towards (i.e. who uses the least amount of paper etc...). Have prizes and public acknowledgement.” ● Communication was identified as a very important and problematic issue to consider: <ul style="list-style-type: none"> ○ ‘Use Less Stuff’ is a great slogan/catch phrase. Work it by defining it and creating easy, workable programs. ○ We need an intranet. ○ People need to know and understand the impact of their efforts. Staff want to know how much is saved by taking or not taking various actions/how much they save with each behaviour change. Tell people what we pay in bills (heat, electricity, paper, air conditioning, etc.). ○ UW Sustainability should have a link on the main homepage. This would brand sustainability as a priority, and would be a good start for a marketing strategy. ○ Emphasize WIFM (What’s in it for me?)! ○ “Waste contributes to 10% of our GHG’s” is a good
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	<p>sound bite.</p> <ul style="list-style-type: none"> ○ Keep memos and any communication short, simple, and inspirational. ○ “Emailing department assistants will be more successful than emailing chairs if you want a communication sent out to academic departments.” <ul style="list-style-type: none"> ● Other comments: <ul style="list-style-type: none"> ○ RE: professional development opportunities. People say they want this but would they actually take the time? ○ “We must consider the needs of older employees.”
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<p>Next Steps</p>	<ul style="list-style-type: none"> ● We need to establish clear high-level leadership/endorsement that encourages University staff to dedicate some of their efforts to sustainability. ● Establish an ‘Office & Administrative Systems’ Working Group to: <ul style="list-style-type: none"> ○ Develop a Green Office initiative ○ Further identify ‘infrastructure’ solutions to office greening (i.e. electronic storage, intranet etc...) ○ Advise CSO staff in developing department-level training ○ Advise CSO staff in developing improved communication messaging and strategies. ○ Advise CSO staff on improving Eco-Rep program OR replacing Eco-Reps with a Green Office initiative.
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