



Sample Campus Climate Challenge Campaign Plan for the Presidents Climate Commitment



Carbon Neutral Cornell

1. Matrix (p. 2-7)
2. Student Petition (p. 8)
3. Student Interest Cards (p. 9)
4. Week of Action Press Release (p. 10-11)
5. Presidential Meeting Press Release (p. 12)
6. Cornell Climate Neutrality Pledge Press Release (p. 13)
7. Presidential Meeting Cover Letter (p. 14)
8. Presidential Meeting Agenda (p. 15)
9. Talking Points (p. 16-19)

CAMPAIGN PLANNING MATRIX

I. ISSUE FOCUS

What is the main issue focus of your campaign? What environmental problem are you seeking to address?

Carbon emissions/climate change

“Global climate change”: The main issue of our campaign is climate change/global warming and how Cornell can help solve it by becoming carbon-neutral and encouraging other institutions to follow its lead.

II. CAMPAIGN GOALS

A. Conservation Goals

What are the short-term, interim, and long-term conservation goals of your campaign? What exactly do you want the public to demand and the decision-makers to deliver? What will you deem a "victory?" How will you quantify your success?

Short-Term

Gaining on campus support for carbon neutrality (faculty, staff, students)
Gain Skorton's commitment to carbon neutrality

Intermediate

Gaining carbon neutrality (can just be offsets with agreement to work further)

Long Term

100% renewable, greater energy efficiency
Climate neutrality- looking into other greenhouse gases

B. Organizational Goals

What are the overall organizational goals of your campaign? How will this campaign help strengthen your group? How will this campaign recruit and develop new activists? How will you quantify your success?

Use this campaign to set in place a new meeting style- have planning meetings

every week and then the first week of the month have a General Body meeting- to gain more widespread membership, have lots of signups for action.

Also, we want to use this campaign to come up with new ways to approach and engage people and to raise awareness about global warming and its solutions (energy efficiency and renewable energy) through innovative ways.

III. THE LAY OF THE LAND

A. Organizational Strengths and Weaknesses

It is critical to do an honest assessment of your organizational strengths and weaknesses. What resources do you have? What resources do you need? What are the current strengths or organizational resources that your chapter or group can bring to this campaign? Think in terms of people, money, time and connections. What are the current weaknesses or organizational needs of your group or chapter as you launch this campaign?

Strengths

10-15 people we immediately engage

Few documents to show: Beyond Kyoto!

Renewable Energy Endowment at Cornell doc

Reputation & past support

University prestige

Academic support- we do this research

Dedicated! Committed!

Listserv

Facebook group

Really cool tshirts

Abundance of great ideas

Dean*

Accurate Data showing where money can come from (check out graphs) and how much must be paid.

Weaknesses

Easily distracted in meetings

Too much on our plate- we should focus on one thing more

Not omnipotent

Organization working as whole

Collaborating with other groups- wider interest

We argue over terminology/technology: we let people get lost and then they don't feel engaged.

B. Allies & Opponents

It is important to figure out your friends and opponents in this campaign. Which community organizations are likely allies in this campaign? Who shares your campaign goals? Which special interest groups or community organizations are likely opponents of your efforts?

Allies

Student body

Grad students

Dept. Heads

Sustainability Hub, Roosevelt Institution, SNRC, SEA, ESW

Sustainability coordinator (Dean)

Opponents

Economic based administration

IV. STRATEGY

A. Strategic Vehicle

How will you win? In what political venue do you hope to accomplish your conservation goals (pass a bill, change a regulation, win an election, etc.)?

Get Skorton to sign a commitment.

B. Targets

1. Decision-Makers (Primary Targets)

Which individual or group of individuals has the power to deliver your conservation goal? Who will make this decision?

Ultimate target- Skorton.

2. Secondary Targets

Which prominent individuals in your community can help you influence your targeted decision-makers? Who can you enlist to help you influence their decision? How might their involvement impact this effort?

Dean

Campus Life Green

KN! Task Force

Depts Heads/ Deans of Schools
Building managers
Financial Office

3. *Public Audience(s)*

Who among the general public are you attempting to reach with your message through this campaign? Who will help you create demand for this victory?

Student- SA, GSA, student organizations, student body

V. CAMPAIGN COMMUNICATION

A. Message/Slogan

What is the central message you plan to deliver through this campaign? Draft one clear, concise, and compelling phrase (10 words or less) which will be reiterated throughout all of your campaign communication to summarize your position.

Beyond Kyoto! Carbon Neutral Cornell for a Sustainable Future.

B. Story

What is the local story you will tell to communicate with your targets? Who is the villain? Who is the victim? Who are the heroes? What is the problem? What is your proposed resolution? In just a few compelling sentences, tell the story of your campaign.

We believe that, as one of the world's leading universities, it is Cornell's obligation to take on the issue of global climate change. Carbon emissions are one of the leading greenhouse gas contributors to this growing problem and it is time for Cornell to step up and take action.

In the past, Cornell has received praise for acting swiftly to halt climate change, such as the signing of the Kyoto Protocol; it is time that we again be a leader.

Global climate change is a serious problem that is already visibly affecting NY residents, such as recent floods, and the rest of the world. Cornell has taken some substantial steps towards mitigating this problem, but scientists confirm that we must reduce greenhouse gas emissions by 70% immediately. Our carbon emissions here at Cornell are affecting the world's climate and the world's people in disastrous ways, and as a place of education we must hold ourselves morally responsible for our actions. Cornell should lead the Ivies and all of America in a pledge to become carbon neutral. Carbon neutral for a sustainable world.

C. Media Outlets

Which specific media outlets will be most effective in communicating your message and story to your targets and public audience(s)?

Cornell Daily Sun

Ithaca Times

Cornell Chronicles

Campus Sustainability News (Newsletter)

VI. TACTICS AND TIMELINE

What actions (tactics) will your campaign take to put pressure on your target(s), to get them to grant your goals/demands? Remember to use a variety of tactics to create demand (i.e. get folks involved in the campaign), establish accountability (i.e. hold your targets accountable for their actions), and take delivery (i.e. have your targets take the action you have demanded).

Calendar

Week 1: Thanksgiving (Nov 20- 25)

Have letter that we will have Skorton sign- Katherine by Tuesday

Have letter for dept. heads by- Fil

- **to do:** compile list of dept. heads- by Sunday at 4 pm to Fil

ILR, Law- Amy

Human Ec-Katherine

AAP- Katherine

Vet- Fil

Engineering- Ian

Arts & Science- (A-M)Carlos/ (N-Z) Fil

Hotel- Fil

Have petition for students and student groups by Tuesday- Carlos

Have list of times to table: at RPCC, Noyes, Appel Trillium, CTB, Dairy Bar- Kim

- **to do:** sign up for tabling times through winter break

Sign up sheet for people who like to get more involved- Katherine

Create facebook group by Sunday- Katherine

Continue work on scheduling a meeting- Emily

To do: go through and compile lists for student org pres & vp emails

o Due date: Sunday at 4 pm to Carlos

Week 2 (Nov 27- Dec 2)

Tabling! (various times)- Kim does reminders

Dept emails will go out Monday- Fil

Letter to Dean for support written by Tuesday, sent by Thursday- Carlos

Week 3- Study week/exam period
Follow phone calls with dept heads- Fil
Tabling in RPCC, Appel, Noyes & library cafes- Kim does reminders

Break- create packet for Skorton- Katherine
More followup with dept heads- Fil

Week 4- before classes start (Jan 21- 27)?

Week 5- (Jan 28- Feb 2)
Dorm storming (Jan 28, 29, 30)- Katherine
Incomplete, rest of timeline found on Excel spreadsheet "Two week timeline to win!"

VII. RESOURCE MANAGEMENT

A. Human Resources

*How will you manage and engage volunteers involved in this effort?
How will you thank activists and celebrate intermediate and final
victories? How will you structure communication and coordination?*

Need to recruit more members to continue campaign. See Excel sheet for details on recruitment & leadership devo.

B. Campaign Budget

*How much will this campaign cost? Once you have assessed your
organizational resources, the resources your allies bring into the
campaign, and the cost of implementing your tactics, create a campaign
budget.*

Costs are relatively low. Mostly printing costs (have a printer for large jobs, others will cover their own costs for individual needs for petitions, etc).

C. Donor Management/Fundraising

*If your expenses are greater than your financial resources, ask
yourself whether you need to pare back your campaign effort, or how
you intend to raise the additional revenue needed.*

No need for further fundraising, have money from SAFC for flyers/Daily Sun ads and can pay the rest out of pocket.

301 Day Hall
Cornell University
Ithaca, NY 14850

Dear President David J. Skorton,

We are writing to voice our support for immediate action to fight global climate change. Rising greenhouse gas emissions around the world are causing the planet to warm considerably. As students of a prestigious and highly empowered university, we cannot wait until we feel the direct effects of this worsening problem to take action. We must use our resources to fight this problem for our own future and for the millions of people currently being disproportionately affected.

As Cornellians, we know that Cornell is well-positioned to lead society through innovation, world-class teaching, and effective problem-solving. We have seen what this great institution has been capable of doing in terms of research, training, and outreach. However, it is now widely understood that society must reduce its greenhouse gas emissions by 80% below 1990 levels by or before 2050 in order to avoid unprecedented climate changes and prevent millions, if not billions, of people from suffering the worst effects of our changing climate.

Therefore, we are calling on the Cornell community and the administration to join us in embracing the goals of the Beyond Kyoto Initiative, a campaign by the student group Kyoto Now! that requests that Cornell makes a moral commitment to become climate neutral as soon as possible. This action would place Cornell as a leader in solving global problems and would encourage other institutions to follow Cornell's leadership.

President Skorton, we ask that you sign the Presidents Climate Commitment and put Cornell on a path to climate neutrality.

Sincerely Yours,

The Undersigned Students

I think Cornell should be Carbon Neutral!

And I want to help!

Name: _____
Email: _____
Cell: _____

I'm interested in:

- student outreach
- policy work
- learning more about Beyond Kyoto!
- other _____

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KyotoNow! meets every Tuesday in GS 164 at 4:45



BEYOND KYOTO!

See you there!

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BEYOND KYOTO!

See you there!

FOR IMMEDIATE RELEASE

CONTACT: Katherine McEachern
704-517-9069; kpm35

January 28, 2007

**CORNELL STUDENTS JOIN 575 SCHOOLS
IN U.S. AND CANADA-WIDE WEEK OF ACTION TO STOP
GLOBAL WARMING**

Demand Cornell Commit to Carbon Neutrality

ITHACA, NY- Cornell students are rising to the climate challenge during a national week of action to demand solutions that end our addiction to fossil fuels and build towards a clean energy future. The week of action, organized by the Campus Climate Challenge, includes more than 570 events covering 49 states and 8 Canadian provinces.

KyotoNOW! will host a screening of *An Inconvenient Truth*, the acclaimed documentary featuring former Vice-President Al Gore crossing the country educating Americans about the climate crisis.

Who: KyotoNOW! and over 575 different schools

What: A week of action raising awareness of global warming and the leadership role our schools should be playing.

When: January 29- February 2

Where: All over campus and nationwide

An Inconvenient Truth showings:

January 31 at Williard Straight, 7:30 PM

February 2 at RPCC, 7:30 PM

KyotoNOW! works with the Sierra Student Coalition on the Campus Climate Challenge. Through their Beyond Kyoto Initiative, KyotoNOW! is asking President Skorton to commit to carbon neutrality by 2008 through a comprehensive policy involving increased building efficiency, renewable energy generation, and carbon offsetting.

Carlos Rymer, a member of KyotoNOW!, explains, "Global warming is the defining issue of our generation, and as Cornell students, we believe that Cornell should join other schools that have committed to eliminating their greenhouse gas emissions on campus. If we are to show our federal government that serious action is needed, we need to begin that action ourselves to show that we are ready for big changes now."

Recently the Sustainable Endowments Institute rated the one hundred universities with the largest endowments on their sustainability as an institution. Cornell received a B-overall, tying for the lowest of the Ivy Leagues. The full report can be found at <http://www.endowmentinstitute.org/sustainability/>. Says KyotoNOW! member Katherine McEachern, "If Cornell commits to carbon neutrality, there will be a massive shift in the way other schools discuss- and take action- on this issue. As the largest Ivy, we should be leading the way to a clean energy future."

The Campus Climate Challenge, a project of the Energy Action Coalition, unites young people to organize on college campuses and high schools to win 100% clean energy policies at their schools.

Energy Action Coalition is a network of 41 organizations from across the United States and Canada, founded and led by youth to help support and strengthen the student and youth clean energy movement in the United States and Canada. Energy Action Coalition partners are: Americans for Informed Democracy, Association for the Advancement of Sustainability in Higher Education, Black Mesa Water Coalition, Brower New Leaders Initiative, California Student Sustainability Coalition, Campus Progress, Chesapeake Climate Action Network, Clean Air Cool Planet, Climate Crisis Coalition, ConnPIRG, CoPIRG, Dakota Resource Council, Earth Day Network, Energy Justice Network, Environmental Justice and Climate Change Initiative, Global Exchange, Greenpeace Student Network, Indigenous Environmental Network, INPIRG, Kids Against Pollution, League of Conservation Voters Education Fund: Project Democracy, League of Young Voters, MarylandPIRG, MASSPIRG, MoPIRG, National Association of Environmental Law Societies, National Wildlife Federation's Campus Ecology Program, NJPIRG, OhioPIRG, OSPIRG, Rainforest Action Network, Restoring Eden, Sierra Student Coalition, Sierra Youth Coalition, Southern Alliance for Clean Energy, Student Environmental Action Coalition, Students United for a Responsible Global Environment, Sustainable Endowments Institute, SustainUS, Utah Clean Energy, WashPIRG, WISPIRG, Young People For and Youth Environmental Network.

For more information about the Climate Week of Action, please see <http://www.climatechallenge.org/woa>.

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**For Immediate Release
February 11, 2007**

**Contacts: Carlos Rymer 551-556-0189
Kimberley Schroder 925-766-8813**

Cornell Considers Climate Neutrality

ITHACA, NY- Members from the Cornell University student organization, Kyoto NOW!, met with President David Skorton and members of the administration on Friday to discuss the possibility of Cornell signing the College and University President's Climate Commitment, an initiative recently launched by Second Nature and the Association for the Advancement of Sustainability in Higher Education's (AASHE). This Commitment would obligate Cornell to developing and implementing a plan that would make the campus climate neutral. This meeting comes on the heels of the passage of a Student Assembly resolution in favor of a Renewable Energy referendum that the student body will be voting on in March.

In the weeks leading up to the meeting, KyotoNOW! launched a campus wide effort to educate and garner support for a climate neutral Cornell. Students worked to gain endorsements from faculty, student organizations and the Cornell community at-large. A petition drafted by KyotoNOW! resulted in over 91 faculty signatures, two departmental endorsements, 17 student organizational sign-ons and more than 4,700 student signatures. "We could not be happier with the overwhelmingly positive response we have received from the Cornell community on this issue," stated Kimberley Schroder from Kyoto NOW! "People recognize the threat that global warming poses, see the pressing need for action and want Cornell to be at the forefront of the response to combat climate change."

The meeting with President Skorton resulted in a promise to examine the President's Climate Commitment further. The Cornell administration is generally very receptive to the idea of committing to climate neutrality and keeping pace with what other academic institutions are doing to address global warming. An ad hoc committee, consisting of students, staff and faculty, will be formed in the near future to answer the question of what climate neutrality means and to draft a plan should Cornell sign on. "We look forward to a comprehensive but speedy conversation determining our responsibilities as would be required for a member of the Presidents Climate Commitment and a University committed to climate neutrality," says KyotoNOW! member, Katherine McEachern. To date, 66 colleges and universities have signed on to the agreement. The University of Pennsylvania is the only Ivy League university committed to the agreement at this time.

"Cornell began the campus climate movement when it became the first university to commit to the Kyoto Protocol in 2001," stated Carlos Rymer from Kyoto NOW!. "Now that we are on track to meet the emissions reductions targets set forth in that landmark agreement, it is time to take the next step and move beyond Kyoto towards climate neutrality. We are pleased with the administration's initial response to this very important issue and want to thank everyone for their tremendous support."

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Cornell Commits to Climate Neutrality

ITHACA, NY- President David Skorton has signed the Presidents Climate Commitment, an initiative recently launched by Second Nature and the Association for the Advancement of Sustainability in Higher Education's (AASHE), committing Cornell to developing and implementing a plan to make the campus climate neutral. The decision was made after the Cornell Ad Hoc Committee for Presidents Climate Commitment presented its report to President Skorton on Wednesday, urging him "to commit Cornell University to taking steps in pursuit of becoming climate neutral."

The Committee was created on February 11th in response to a meeting between President Skorton and KyotoNOW!, at which President Skorton promised to investigate the issue further. Co-chaired by Vice President for planning and budget Carolyn Ainslie and Executive Vice President for Finance and Administration Steve Golding, and made up of several members of the Cornell faculty and staff, as well as two members of the student group KyotoNOW!, the committee's objective was to analyze what climate neutrality entails and establish a basic strategy regarding how Cornell can best go about reaching this goal. To date, 80 colleges and universities have signed on to the agreement, and Ithaca College has announced its intent to sign it in the near future. The University of Pennsylvania is the only other Ivy League university committed to the agreement at this time.

"The fact that Cornell will be completely climate neutral within our lifetime is simply amazing," said Kimberley Schroder, '09 of KyotoNOW!. "We are very pleased with the administration's response and look forward to working with them to achieve these ambitious goals."

KyotoNOW! was founded in 2001 as a student organization working to help Cornell address climate change and is now affiliated with the Sierra Student Coalition (SSC). The SSC is part of the Energy Action Coalition, a network of 41 organizations from across the United States and Canada, which is organizing the Campus Climate Challenge, an initiative to unite college and high school students in their efforts to win 100% clean energy policies at their institutions. Currently, over 585 campuses are part of the Campus Climate Challenge.

The Committee's report called climate change "arguably the defining issue of this century," and outlined several steps Cornell can take to address it in the short term, including a commitment to Energy Star appliances and enacting further transportation initiatives. The report cautioned, however, that "[a]chieving climate neutrality is a formidable goal scientifically, academically, and financially, that will most likely demand decades of efforts and the production and use of innovations which we cannot currently imagine."

"We understand how tremendous a commitment this is," said Fil Eden, '10 of KyotoNOW!, "but we believe the Cornell community recognizes the importance of global climate change and is willing to work to address this crucial issue. Cornell started the campus climate movement when it became the first university to commit to the Kyoto Protocol in 2001, and this is the next step in that effort."



February 8, 2009

Dear President Skorton,

Thank you for agreeing to meet with us. We are looking forward to talking with you tomorrow. Global warming is an important issue and its exciting that you are interested in this conversation.

I have included some items that we will be addressing in the meeting, which you may wish to look over if you have time. Enclosed are a copy of the President's Climate Commitment, the Resolution for Climate Neutrality at All Ivy League Institutions, as well as some supplementary information about carbon offsets.

We have talked to many students and faculty across the campus and have found that they are really excited about the possibility of Cornell leading on climate issues. Thank you so much for agreeing to discuss this important issue with us.

Sincerely,
The students of KyotoNOW!

KyotoNOW! Meeting

February 9, 2007

Attendees: President David J. Skorton, Steve Golding, Sue Murphy, Emily Rochon, Carlos Rymer, Katherine McEachern

Agenda

1. Welcome and Introductions

2. Cornell's past environmental history and current practices, both at Cornell and peer institutions
 - a. Kyoto Agreement

 - b. Beyond Kyoto

 - c. Sustainability Report Card

3. Next Steps for Cornell
 - a. AASHE's President Climate Commitment

 - b. Comprehensive Plan

Talking Points

Week of Action

Week of Action events are planned on over 570 schools in 29 states and 8 Canadian provinces. We are demanding that our schools take action to stop global warming NOW before the window of opportunity slams shut. Scientists confirm that we must reduce greenhouse gas emissions by 80% below 1990 levels by 2050.

Global climate change poses a threat to humankind and the stability of our Earth in a way that demands immediate action from the leaders of today. Young people recognize that this is the **challenge of our generation** and so we organize our universities because they are the communities in which we live.

As young people, we have a vested interest in the emissions we are releasing as a university. **Individually, we have a limited control** on where the energy that powers our classes and dorm rooms **unless we stand up together and call for action**. Cornell needs a comprehensive climate policy that ends our dependence on dirty energy and creates a stronger, cleaner community to live in.

In the past, Cornell has received praise for acting swiftly to halt climate change, such as the signing of the Kyoto Protocol; it is time that we again be a leader. In the recent College Sustainability Report Card, **Cornell is tied for last place**. We received a B-, a full letter grade behind Harvard and Dartmouth. **Cornell should lead the Ivies and all of America in a pledge to become carbon neutral.**

Cornell has taken some substantial steps towards mitigating this problem, but we must push further. KyotoNOW! calls for a comprehensive plan that includes signing on to the Association for the Advancement of Sustainability in Higher Education's President's Climate Commitment, **immediate carbon neutrality by 2008 through carbon offsetting and a swift transition to renewable energy, increased building efficiency, and clean alternative fuels.**

The actions we as a society take or fail to take now will determine the future of young people. We can't wait for report after report to confirm what we already know to be true. Global warming is real and **we must take bold and comprehensive action** to build a clean energy future.

Talking points for meeting with President

Intros- 5 minutes:

Be prepared to introduce yourself- name, year, major, other notable things about you (important roles on campus, etc.)

History of Cornell's environmental policy/current practices of universities- 8 min:
(Thank you for meeting with us.)

KyotoNOW was one of the first environmental groups to focus directly on climate change.

Cornell in the past was the nationwide leader in sustainability, such as when the University was the first to make a commitment to following the Kyoto Protocol, prompting many other colleges to follow.

Now over 50 other schools have signed onto the President's Climate Commitment.

In the recent College Sustainability Report Card, Cornell is tied for last place among the Ivies. We received a B-, a full letter grade behind Harvard and Dartmouth. Cornell should lead the Ivies and all of America in a pledge to become carbon neutral.

If Cornell was to sign onto the President's Climate Commitment, it would be a signal of the value we place on our larger responsibility to our community and the world. It would attract students and faculty to Cornell and give us an opportunity to build alumni relations.

Show of support- 9 min:

This issue is one of the most discussed on campus. The campus is coming together in support of ending our contribution to global warming. We think that it is time that Cornell is a leader again and the campus agrees with us.

We are speaking on behalf of over XXXX students who have signed this petition. We are also representing XX student groups, with all different missions- from the Brazilian Dance Group to Hillel.

We also have seen a great deal of faculty support- over XX faculty members have signed an online petition asking that Cornell becomes part of the President's Climate Commitment. Faculty members who have signed include XX, XX and XX.

There is an amazing ability to build local sustainable solutions- whether its purchasing local foods or helping the town of Caroline develop wind power that can provide us with energy for years to come.

GOALS:

The University should sign AASHE's President's Climate Commitment, becoming the first Ivy League University to do so.

Additionally, the University should engage all stakeholders in immediate conversations to create a comprehensive plan to make Cornell carbon-neutral. This plan should be finalized by the end of the summer after work from faculty, students, staff, alumni, and community members.

- In our mission, it says the Cornell is a learning community. Creating this plan serves as a real life learning opportunity for students and their educators to learn together how to live sustainably.

This plan should ensure that Cornell becomes carbon-neutral by 2008 to show Cornell is truly committed to the principles of a clean energy future and plans to take a strong leadership role in creating one.

- We must take a strong position on this if we want to be seen as putting our values into practice and because of the scientific timelines that are dictated to us.

- carbon offsets
-

Radio interview talking points, day after announcement

KyotoNOW! was founded in 2001 as a student organization working to help Cornell address climate change and is now affiliated with the Sierra Student Coalition (SSC). The SSC is part of the Energy Action Coalition, a network of 41 organizations from across the United States and Canada, which is organizing the Campus Climate Challenge, an initiative to unite college and high school students in their efforts to win 100% clean energy policies at their institutions. Currently, over 585 campuses are part of the Campus Climate Challenge.

Presidents climate commitment= an initiative from Second Nature and the Association for the Advancement of Sustainability in High Education.

Outlines

- Aims for climate neutral by 2050
- Greenhouse gas inventory in 1 year
- Comprehensive plan done in 2 years
- Steps implemented in the mean time

80ish schools (79 on website as of Wednesday, no IC)

Importance- recognizes scope of problem and committing to tackling it

Why do I care?

- challenge of my generation
- living in the dorms, I have little control unless I work with other students to get my voice heard

why no offsets?

- offsets are great for when you can't control what carbon dioxide your action cause
- however, lowering our energy demand first makes the most sense since as it just lessens our need. That, combined with getting our energy from clean, renewable sources, gets us a great deal of the way there.

What will this do to student life/the community?

- many of the first steps to be taken won't noticeably affect the lives of students- you can't tell when a building is running more efficiently or if its power is coming from clean source.
- However, this does give students a great forum to learn and speak about the views of sustainability. Education and full stakeholder involvement in the process of developing the two year plan are key parts of AASHE that will engage students- and will engage a far wider audience.
 - o Cornell has the ability with this statement to look at local solutions to our problem- local wind turbines that are built or that people plan to build, or continuing to improve our transportation system to less employees need to drive a car to work- this have the possibility to bring in new jobs and resources to our community, and community members will need to be engaged in those decisions.
- The technological possibilities 20 or even 5 years down the road are tricky to guess right now, as are the financial costs, but that is part of the reason the PCC focus on college/university presidents. Our faculty, here and Cornell and nationwide, are doing a great deal of research on climate change and climate change prevention. The PCC promotes funding of those efforts and wishes to help drive the market toward sustainable solutions due to the collective buying and thought power of these institutions.