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+

green spa network™

Vital People. Vital Planet.

Is employee
engagement a
distraction?

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Tip 1: See the Big Picture

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Holisitic Sustainability Framework

Holisitic Sustainability Framework

Tip 2:

Create a Culture of Creativity

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Tip 3:

Build Off Your Brand

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UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

Local Action
Global Impact

https://www.youtube.com/watch?v=H7lYG75ji6w

Tip 4:

Tap into Core Values

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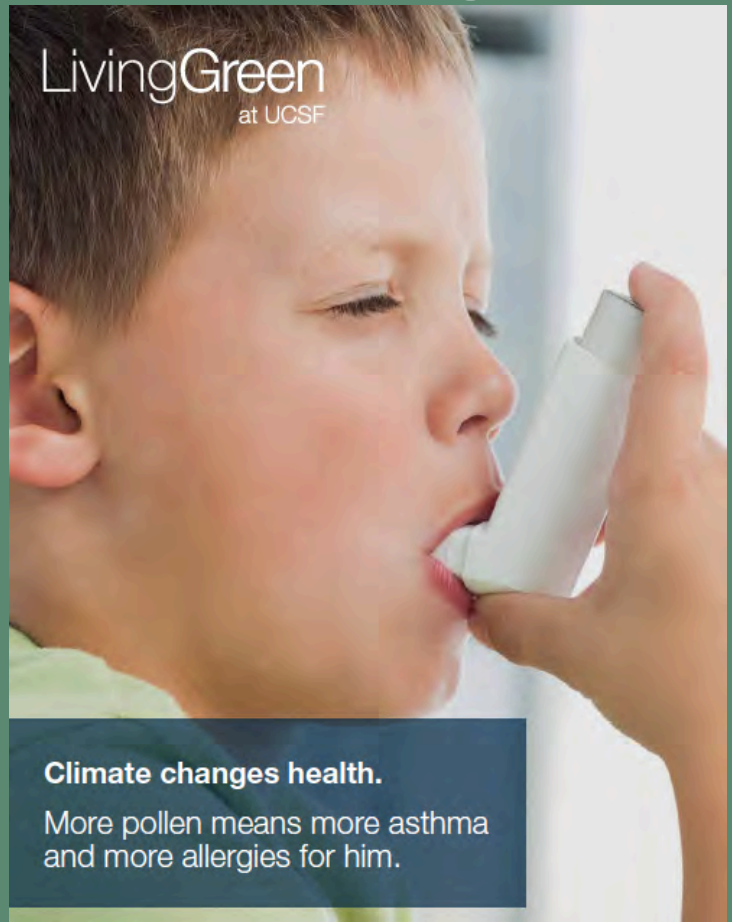
UCSF Climate Changes Health



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https://www.youtube.com/watch?v=tOQLfTd7coI

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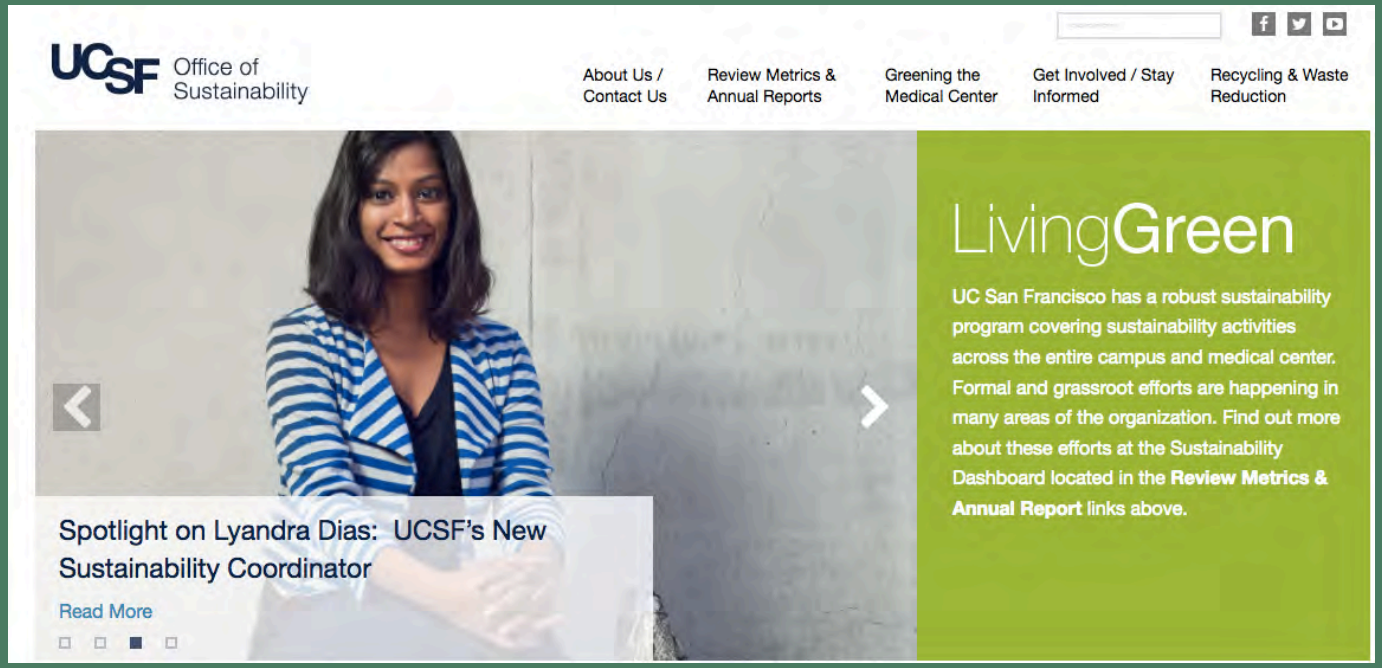
Tip 5:

Make it Visible



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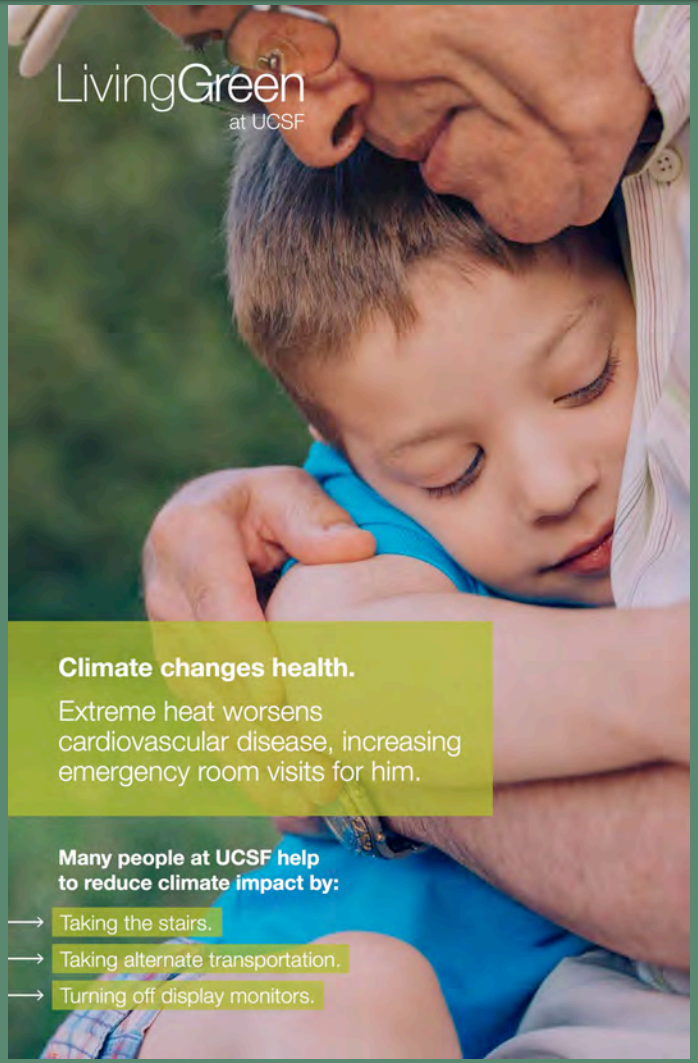

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SPOTLIGHT ON:

USF Office of Sustainability

USF RESEARCHERS

Teaching Out of the Box—Not Just Out of a Textbook

Professor Seth Wachtel (center, blue t-shirt) and team review plans in Nicaragua.

USF faculty are making a global impact

through their research: from understanding the impact of climate change on sea life, to documenting endangered species in Laos, to helping developing countries build sustainable economies.

A unique aspect of the USF learning experience for students is that faculty engage students in their research, providing them the opportunity to gain real-world field experience, as well as bring their research experiences into the classroom, bringing concepts alive.

SPOTLIGHT ON:

USF Office of Sustainability

SARA LUND '15

Passionate about Greening Business

USF has always had a passion for teaching students how to make the world a better place. The USF interdisciplinary Environmental Studies Program addresses the relationship between human behavior and nature in ecological issues and responds to the Jesuit call to promote environmental justice and ethical stewardship of the natural world. It emphasizes social responsibility and sustainability, preparing graduates to become green change agents in the public, private, and nonprofit sectors.

Sara came to USF specifically to study the environment. "I was declared an Environmental Studies major before I even started school."

Sara Lund '15 came to USF specifically to study the environment. "I was declared an Environmental Studies major before I even started school," Sara explained. Inspired by her environmental studies at USF and an internship at Genentech, Sara is starting her education at the Presidio Graduate School to pursue an MBA in Sustainable Management this fall.

Sara's passion for environmental studies goes back to high school. When it came time to head to college, she wanted to be in a big city that promoted environmental awareness. USF was the perfect fit.

While at USF, Sara had the opportunity to do two internships. She did a semester long internship at Greenpeace. And while it was a positive experience, she discovered that the world of advocacy was not for her. Her second internship with the biotechnology firm Genentech was more aligned with her interests and skills. At Genentech she got the opportunity to get

By the Numbers: Sustainability at USF
Percent of USF's trash diverted from landfill through recycling and composting.
64
130
Number of USF courses related to sustainability or the environment.
2014
Year USF's first Climate Action Plan was published.
USF is rated one of the top 20 colleges in RecycleMania.
20
4.5
Percent of USF's electricity that comes from solar.
Year USF signed the American College and University President's Climate Commitment.
2009
Local Action
Global Impact
Percent of food served in cafeterias that is grown or raised locally.
20
100
Percent of electronic devices purchased by USF that are EPEAT* certified.
USF Office of Sustainability
* Electronic Product Environmental Assessment Tool

PROUD TO BE
AMERICA'S FIRST NATIONAL
CERTIFIED ORGANIC
GROCER
WHOLE FOODS MARKET
ORGANIC FOR THE GREATER GOOD
ORGANIC ITEMS IN THIS DEPARTMENT
246

Tip 6:

Empower Green Champions

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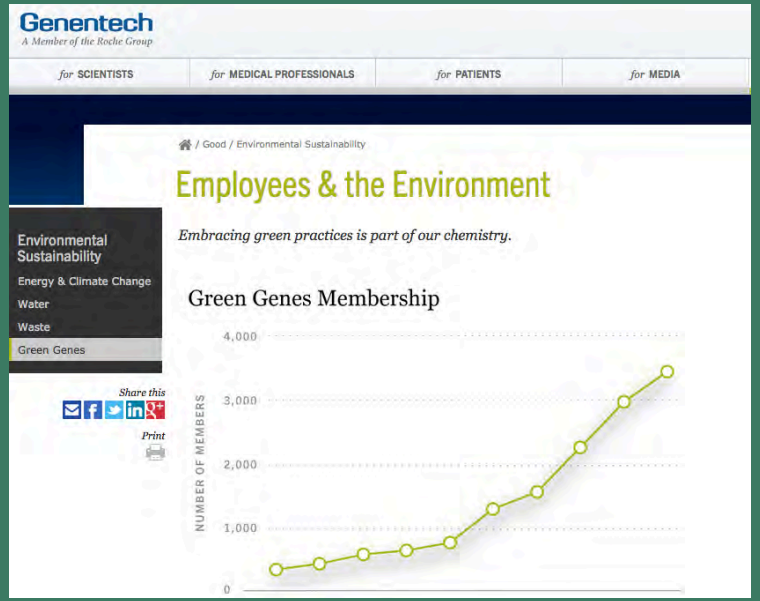
BGREEN

SEEDs



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Flavors of Engagement

Grassroots

- ✓Voluntary
- ✓Self organized
- ✓"Club"
- ✓Office or home focus

Link to Corporate Goals

- ✓Light direction & clarity
- ✓Senior management support
- ✓Tends to focus on green champions
- ✓Structure, but allow individual interests to emerge

Strategic

- ✓Integrated into business strategy
- ✓Steering Committee
- ✓Tap into values
- ✓Link to $ incentives
- ✓Changing culture

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32%

Engagement Worksheet (10 Mins.)

- Target Audience
- Brand
- Target's values
- Question
- Logistics

Partners (10 Mins.)

- Share question
- Answer Partners' Question
- Feedback
- Refine

Closing

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