

Statewide Sustainability Conference at UCSC, Session F6  
Tuesday June 21, 2005, 2:00-3:30pm, Stevenson Fireside Lounge  
**Conversation Cafe: Using Our Collective Clout for Broad-Based Success**  
Facilitators: Coleen Douglas & Hina Pendle  
(10 participants)

***Overall question: Which sustainability projects have the potential to benefit the California higher education system by being connected throughout the system and beyond?***

*Desired Outcomes:*

- 1. Participants cross-fertilize ideas from different disciplines and perspectives.*
- 2. One or two unifying efforts are prioritized as high potential for success.*
- 3. Barriers to success and potential solutions identified.*
- 3. Name, email, and phone collected to enable future connection and action: distribute café notes and contact information via email to interested participants.*

*1<sup>st</sup> Conversation:*

- A. Which projects already exist that have potential to be connected statewide?*
- B. Are there any other innovative ideas that could have this potential?*

*Then, prioritize ideas based on these criteria:*

*Important / Mission-critical, Broad impact, Do-ability / High potential for success, Inspires participation*

**TOP 3 IDEAS:**

1. Expand the UC Strategic Sourcing Initiative---bring in CSU, Community Colleges, non-profits, State/Local government, students
2. Environmental Education: like CSU Chico offers in their curriculum: focus on individual, student handbook on sustainable living, community handbook
3. Develop peer network with EFS West to create technical assistance exchange with peers. Second step: University efforts go into community

**OTHER IDEAS:**

1. Adopt a systemwide LEED tracking database: costs, environmental benefits, savings over time, SF Dept of Environment is producing this in fall. AND drop the UC "LEED Equivalent" excuse
2. UC, CSU, Community Colleges, Municipalities: Drive manufacturing to change designs for efficiency community-wide
3. Purchasing: Develop a shared language, EPP, RFP alignment, use same terms. Purchasing & environmental specs.
4. Website to host UC-wide Environmentally-Preferred Purchasing
5. Include Social equity values in purchasing practices
6. Research regulations to make it easier for purchasing fair trade
7. Get students involved more in sustainability-related research

## 2<sup>nd</sup> Conversation -

*For each of the top 3 priorities: A. What are the potential barriers to success?*

*B. What are potential solutions to those barriers?*

### **1. Expand the UC Strategic Sourcing Initiative---bring in CSU, Community Colleges, non-profits, State/Local government, students**

#### POTENTIAL BARRIERS TO SUCCESS:

- Bureaucracy/lots of stakeholders
- Key people being left behind—some discussions only things moving fast now
- Hard to organize true multi-stakeholder process: diversity, people at different levels
- Re-educating purchasers
- Student involvement is necessary
- Higher first costs of some products
- Values compromised in broader coalitions
- Trust of information source, e.g. University vs. City
- Strict timeline on a lot of products
- Too willing to back down

#### POTENTIAL SOLUTIONS:

- Build networks of champions/change agents (key)
- Bring team together to prioritize products for EPP standards, then bring multi-stakeholder processes in to address individual products.
- Have campuses work together with institutions; take on different aspects, share the load and information
- Value of broad based coalition; it's worth it for long view
- Mandates from presidents' offices
- Early success; start with low hanging fruit
- Empower and inform students about their power

### **2. Environmental Education: like CSU Chico offers in their curriculum: focus on individual, student handbook on sustainable living, community handbook**

#### POTENTIAL BARRIERS TO SUCCESS:

- Integration of sustainability into curriculum
- Pure scientists have hard time/resistance
- Bureaucracy
- Separation of departments into fiefdoms
- Who gets funding/credit for interdisciplinary classes
- Faculty involvement/slow change over time
- Student-initiated courses can be difficult
- How different the schools are as far as interest and levels of support

#### POTENTIAL SOLUTIONS:

- Bring curriculum policy committees to next year's conference (Academic Senate Committee on Educational Policy)
- Ethics integration into curriculum
- Class to do research into putting ballot initiatives (CSU Chico)

- Make environmental literacy class fulfill Gen Ed requirement
- Vision and strategy: break into manageable pieces
- Student initiated courses
- Pull professors from other departments to give guest lectures (e.g. “How chemistry affects the environment”)

**3. Develop peer network with EFS West to create technical assistance exchange with peers.  
Second step: University efforts go into community**

**POTENTIAL BARRIERS TO SUCCESS:**

- Funding
- Large organizing challenge
- Private vs. public sector
- Reality on the job vs. policy discussion
- Not being done as a business model

**POTENTIAL SOLUTIONS:**

- Allows hand-holding to go on between institutions with similar challenges
- Motivation: emphasize and share best practices
- Use resource-sharing rather than decision-making
- Greater connection between university and the public