

# EcoReps

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## Student Guide

*Fall 2022 - Spring 2023*



# EcoReps

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## SUNY ESF



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# Program Overview

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## Guide Overview

The purpose of this guide is to outline the structure and requirements of the EcoReps program and to serve as a resource for planning EcoReps events and activities.

Each month's section includes a **Theme Factsheet**, **Resource Guide**, and a **Monthly Schedule**. The factsheet includes suggested Educational Topics and Activities. Resources on these topics and activities are listed in the resource guide. The suggested topics and activities are provided as a starting point and are not required. **EcoReps are encouraged to brainstorm and implement their own ideas for each month!**

## EcoReps Mission

*To educate fellow students about the core tenets of sustainability, promote environmentally conscious decision making, encourage sustainable lifestyles, and foster a connection with both the general ESF campus community and the greater Syracuse area.*

## Program Objectives

1. Develop content for monthly themes and present content to Centennial Hall residents
2. Collaborate with ESF's Office of Sustainability and Centennial Hall staff to align EcoReps program content with the College's larger sustainability goals and priorities
3. Make learning about and practicing sustainability fun, accessible, and exciting for all - students -
4. Measure the success of EcoReps initiatives and adapt the program to meet the interests of Centennial Hall residents, while upholding the objectives of the EcoRep program

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# Program Overview



## Program Framework

### Fall Themes:

- **September** - Zero Waste
- **October** - Energy
- **November** - Food

### Spring Themes:

- **February** - Transportation
- **March** - Conservation
- **April** - Water

Returning EcoReps and EcoRep Coordinators will arrive on campus prior to the start of the Fall semester to assist with new student orientation, recruit students to join EcoReps, become reacquainted with one another and the EcoReps program, and start planning for the year's events. For the Spring semester, EcoReps will discuss activities and events that require additional planning towards the end of the Fall semester.

After the first month of the semester, planning for each month's events and activities will begin **two weeks prior** to the start of the upcoming month. This will give you enough time to plan and prepare for the month's content and hit the ground running when each month begins.

- Based on each monthly theme, EcoReps will plan, develop, and perform a variety of - activities. Monthly requirements for each theme include:
  - **Four (4) chalk boards with educational content and event schedules -**
  - **Two+ (2+) social media posts per week -**
    - Posts should include announcing events & activities, sharing facts & information on the monthly theme, & tips for sustainable living
  - **One (1) educational event (e.g., movie, presentation, etc. with discussion)**
    - Post event on ESF Engage
  - **One (1) experiential activity (e.g., scavenger hunt, waste audit, field trip, etc.)**
    - Post event on engage
  - **One (1) month-long resident engagement activity (e.g. Floor Wars, BioBlitz, etc.)**
  - **One (1) month-end summary of the events and activities performed**
    - **EcoReps Coordinators** responsibility
- The following elements should be represented throughout each monthly theme:
  - Information and resources for living sustainably at Centennial Hall and off-campus
  - Environmental Justice issues relating to the monthly topic
  - Sustainability initiatives at ESF
  - Local and global environmental issues, success stories, and innovations

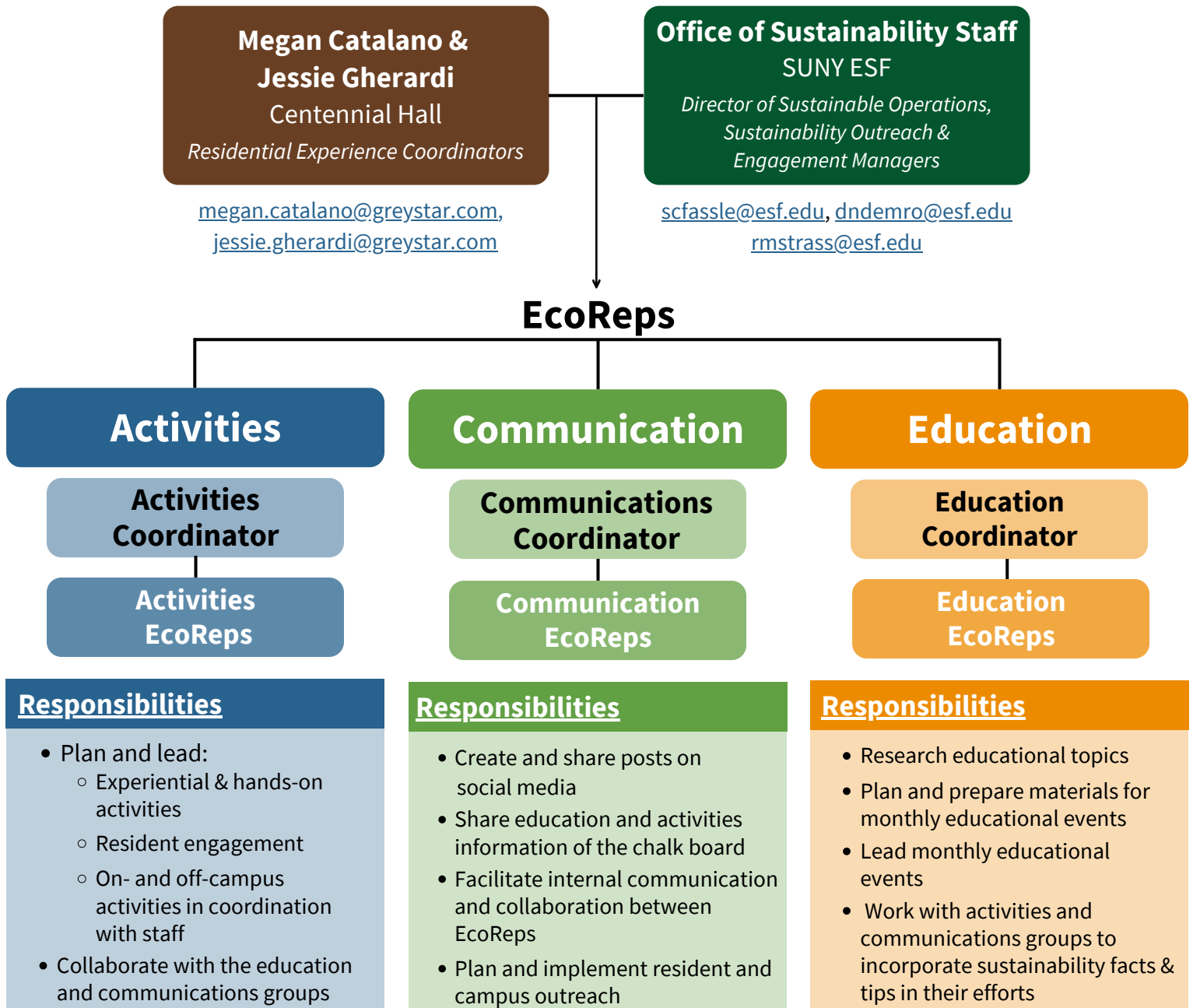
All events and activities should be held with sustainability in mind. Check out the Post-Landfill Action Network's [Zero Waste Event Guide](#) and check in with the [Office of Sustainability](#) staff for ESF's Sustainable Events Certification program (coming Fall 2022!).



# Program Structure



## Group Organization



- EcoReps from each group should work together to create consistent and cohesive monthly programming
  - Ex: Communications should coordinate with the Education and Activities Teams so the social media posts and chalk board align with the covered topics and activities, etc.
- It is the responsibility of **all** EcoReps to participate in hosting events regardless of group responsibilities



# Program Structure



## Staff Responsibilities

Centennial Hall and Office of Sustainability staff will serve as advisors to the EcoReps.

**All staff** will be available via email and in their offices to answer questions that come up in between regularly scheduled meetings. All staff will strive to be available whenever needed and will respond to requests within 2 days. If no response is received, do not hesitate to reach out again!

In general, staff responsibilities include:

- The **Sustainability Outreach and Engagement Manager** (SOEM) will be your primary advisor from the Office of Sustainability. EcoReps and Coordinators will meet with the SOEM most frequently. The SOEM will be your go-to person to discuss and brainstorm ideas and help plan events and activities.
- The **Residential Experience Coordinators** (RECs) will be your advisors in Centennial Hall. meet with EcoReps at least once per month, but will be available throughout the month. The RECs will be your go-to people for event and activities logistics - reserving event space, transportation, food, and purchasing materials.
- The **Director of Sustainable Operations** (DSO) will support the SOEM and RECs to plan events and activities and connect the EcoReps with other sustainability-focused staff, faculty, and students.

## EcoReps Coordinator Responsibilities

The EcoReps will comprise of up to 10 students living in Centennial Hall. EcoReps will work collaboratively, with the group's responsibilities spread between the three working groups:

- **Activities**
- **Communication**
- **Education**

Each working group will be led by an **EcoReps Coordinator**. Coordinators are experienced EcoReps that lead their working group and manage collaboration between groups to ensure consistent and cohesive content.

**Each week**, Coordinators will be required to attend 2 meetings:

1. With their group members
2. With the other Coordinators

**Every 2 weeks** or as needed throughout the month:

- Coordinators will meet with the Office of Sustainability and Centennial Hall staff

**End of month**, Coordinators will complete a monthly summary of all **educational** efforts & events, engagement **activities**, and **communication** efforts. Please complete within 1 week after the end of the month. Upload photos and materials to the drive after each event or upon creation.

- Month-end Summary Forms: **Activities**, **Communications**, **Education**

### Time Requirement

- 6 hours/week



# Program Structure

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## EcoRep Responsibilities

EcoReps will work collaboratively, the group's responsibilities will be allocated between three working groups:

- **Activities**
- **Communication**
- **Education**

All EcoReps are expected participate in and host all events and activities regardless of group responsibilities. EcoReps from each group should work together to create consistent and cohesive monthly programming.

**Each week**, EcoReps will be required to:

- Meet with their working group **Coordinator**

**Every month** and as needed throughout the month:

- **EcoReps** and **Coordinators** will meet with Office of Sustainability and Centennial Hall staff

**Each semester**, EcoReps from each group must help host activities led by the other groups:

- **Communications** EcoRep must help host at least one **Activities** or **Education** event each month
- **Activities** EcoReps must help host at least one **Education** event each semester
- **Education** EcoReps must help host at least one **Activities** event each semester

**Time Requirement**

- 4 hours/week

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# Program Structure



## Activities Group Responsibilities

The primary responsibilities of the **Activities** group will be to plan and lead the engagement activities for Centennial Hall residents and ESF students.

### **This includes:**

- Planning and hosting a month-long resident engagement challenge for each month's theme
- Planning and hosting a standalone activity for each month's theme
- Tracking attendance and engagement with the month's activities
- Add events to the [EcoReps Calendar](#)
- Assisting the **Communications** and **Education** groups with resident engagement
- Assisting the **Education** group to host each month's education event

Resident engagement activities is a fun way to introduce other students to sustainable topics and show them ways to practice sustainability in their lives. Planning engagement activities can take time however, so it is important to **plan ahead**. Many activities will require you to purchase materials or food, set venue or room reservations, or organize transportation. Please coordinate with the **Residential Experience Coordinators**, Jessie and Megan to make purchases and set location (on and off campus) or transportation reservations ahead of time.

Engaging with residents in-person is one of the most effective ways to gain interest and participation in events. You can do this by tabling on the first floor of Centennial Hall or in Gateway and Moon, and even by going door-to-door in the dorms to let people know about the event or giving them a handout about it.

The **Activities Coordinator** will also have access to the [ESF Sustainability Instagram](#) account. You can use the account to live stream activities and share photos to recap the events success. See **page 10** for social media guidelines.

At each event or activity, you need to record the number of students who attended. This should be done by using a sign-up sheet or by having students sign-in online. At the end of the month, the **Activities Coordinator** will need to report the number of unique students who attended or participated in the month's activities. "Unique students" means counting each student individually. For example, if a student attends the standalone activity and participated in the month-long challenge, they should only be counted once in the month-end report.

Coordinate with the **Communications** group about upcoming events so they may share activity schedules on the chalk boards, create fliers, and share activities on ESF Engage and social media. Work with the **Education** group to incorporate facts and tips related to the month's theme into the engagement activities.

Each member the **Activities** group must help host at least one **Education** event each **semester**. **Hosting events and activities are the responsibility of ALL EcoReps.**



# Program Structure



## Communications Group Responsibilities

The primary responsibilities of the **Communications** group will be to manage the internal communications for the EcoReps and perform the EcoReps outreach efforts with Centennial Hall residents and campus.

### **This includes:**

- Managing the EcoReps internal communications ([Teams](#), [Google Drive](#))
- Designing outreach materials like fliers, posters, hand-outs, and digital materials
- Designing and sharing social media posts
- Sharing events on [ESF Engage](#) and managing the [EcoReps homepage](#) content
- Sharing event schedules and educational facts & tips on the chalk boards
- Assist the **Activities** and **Education** groups to host EcoReps events and activities

Printed and digital outreach materials are an important tool to connect with other CenTen residents and ESF students to let them know about upcoming EcoReps events and activities. Follow the [ESF Branding and Style Guidelines](#) (log-in required) for all posts, fliers, and graphics. When using the EcoReps logo, you may [edit it](#) to match the background.

**All fliers on campus and in CenTen need to first be approved by Student Affairs and Jessie Gherardi.** Send all fliers to [studentinvolvement@esf.edu](mailto:studentinvolvement@esf.edu) and [jessie.gherardi@greystar.com](mailto:jessie.gherardi@greystar.com) for approval. It's important to **plan ahead**: allow **1 week** to receive approval and/or make the requested revisions. Fliers should be hung up at least 1 week prior to the event. You should plan to submit these to Jessie and Student Affairs **2 weeks ahead of the event**.

The bulletin boards in Gateway, Moon, Baker, Illick and Centennial Hall get the most traffic and are where most student clubs share announcements on campus.

Social media is also an important tool to communicate with campus. The **Communications** group will be responsible for sharing 2+ posts per week on the [ESF Sustainability Instagram](#) (IG). The **Communications Coordinator** will have access to the IG account. See **page 10** for social media guidelines.

[ESF Engage](#) is the online home for all student organizations and many of the campus offices to share group announcements and events. The **Communications** EcoReps working group should post **all** upcoming events through Engage.

The chalk boards in Centennial Hall should be used to share each month's event schedules and fact & tips on the theme. Chalk boards should be well designed to catch resident's attention and be easy to read. The **Communications** group should work closely with **Education** to update the facts & tips on the board each week, and the **Activities** group for event schedules.

Each member the **Communications** group must help host at least one **Activities** or **Education** event each **month**. **Hosting events and activities are the responsibility of ALL EcoReps.**



# Program Structure



## Education Group Responsibilities

The primary responsibilities of the **Education** group will be to research topics related to the monthly theme, host an educational event on the topic(s), and collaborate with the Activities and Communications groups.

### **This includes:**

- Researching educational topics for events, activities, and social media
- Planning and hosting an educational event for each month's theme
- Tracking attendance at the events
- Collaborating with the **Activities** group to incorporate sustainability facts & tips at engagement activities
- Collaborating with the **Communications** group to incorporate educational content in social media posts and for the weekly chalk board updates

Although all EcoReps are encouraged to learn about the month's topics ahead of time, it is the primary responsibility of the **Education** group to research, organize, and present facts and sustainability tips to the other EcoReps, CenTen residents, and other students each month.

Each month, educational content should cover each of the following:

- Information and resources for living sustainably at Centennial Hall and off-campus (tips)
- Environmental (in)justice issues relating to the monthly topic
- Sustainability initiatives and features at ESF, how to participate in these programs or where to see these features in-action
- Local and global environmental issues, success stories, and innovations

Sustainability is a highly interdisciplinary field, so by presenting information on each of the following areas you will also teach other students about the interconnectedness of sustainability and human and natural systems. Some resources have been provided to you in the guide as a starting place to learn about possible topics, but we encourage you to perform additional research on these topics and other topics not included in this guide.

Planning education events can take time to prepare for, so it is important to **plan ahead**. Some events will require you to purchase materials or food, set venue or room reservations, or organize transportation. Please coordinate with the **Residential Experience Coordinators**, Jessie and Megan to make purchases and set location (on and off campus) or transportation reservations ahead of time.

A key part of education is also learning how to present information in engaging ways. Learning about sustainability from their fellow students is one way that makes the EcoReps educational events different from lectures in class, but here are some other ways to increase interest in and engagement during EcoReps presentations or movie nights:

- Having guided and free-flowing discussions on sustainability topics and issues
- Breaking up the presentation with activities or hands-on examples



# Program Structure

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The **Activities Coordinator** will also have access to the [ESF Sustainability Instagram](#) account. You can use the account to live stream activities and share photos to recap the events success. See **page 10** for social media guidelines.

At each event or activity, you need to record the number of students who attended. This should be done by using a sign-up sheet or by having students sign-in online. At the end of the month, the **Education Coordinator** will need to report the number of students who attended the educational event.

Coordinate with the **Communications** group so they may share sustainability fact and tips related to each month's topic(s) on the chalk boards and social media create fliers. Also share the event schedule with **Communications** so they may share it on ESF Engage. Work with the **Activities** group to incorporate facts and tips related to the month's theme into the engagement activities.

Each member the **Education** group must help host at least one **Activities** event each semester. **Hosting events and activities are the responsibility of ALL EcoReps.**

## Choosing Monthly Topics

Each month the EcoReps must work together to identify the topics that they wish to focus the education and engagement activities on within the month's theme. Monthly themes were chosen as broad sustainability topics to provide you with the flexibility to pick specific topics that are of interest to you and other residents. For example, in zero-waste month you may choose to focus on zero-waste dorm practices, where you would educate other students about the environmental impacts of single-use disposable items, and the activity may be centered on teaching them how to make low-waste products (like deodorant, toothpaste powder, etc.) themselves.

Educational topics and the focus of the engagement activities do not necessarily have to align, but can make the month feel more cohesive. However, diversity in topics may increase the total number of students that attend each month's events, since not everyone has the same interests. **There is no wrong approach!**



# Program Structure



## Reporting Hours Worked

All EcoReps and EcoRep Coordinators are paid positions and require you to report your hours. The form used to report your hours is a state document, and must be accurate and true. Do not exceed your allowed 4 or 6 hours per week, if you feel you need more time, contact Sue Fassler, [scfassle@esf.edu](mailto:scfassle@esf.edu).

## Canva

This year, **all EcoReps** will be able to create flyers, social media posts, and other digital content using the Office of Sustainability's Canva Pro Account. See the EcoReps Google Drive for log-in information. When using the EcoReps logo, you may [edit it](#) to match the background.

## Social Media

This year, we will allow the **Communications Coordinator** to have access to the ESF Sustainability Instagram account through Canva's Content Planner to share EcoReps posts and event announcements. **This will begin on a trial basis and the Office of Sustainability staff will monitor content and account use closely.** If the account is used inappropriately, this privilege may be taken away and posts will then first be reviewed and shared by the Office of Sustainability directly. The following guidelines were developed in coordination with ESF's social media manager.

### Suggested Use

- Post event and activities announcements at least 1 week ahead of time with reminders in the story up to and on the day of the event
- Share all posts on Instagram, share educational and looking-back/recap posts on Facebook
- Share educational posts (sustainability facts & tips) on a schedule - same days and times each week
- Share images and videos (**not** live-streaming, unless planned) during the event in the story, announce where it is if you want more people to join
- Share images from the event the day after the event with a short recap of the event in the description
- Share a "looking back"/recap post at the end of each month and/or semester with new photos from the events and activities

### Guidelines

- Send planned posts and photos to the Office of Sustainability staff **at least 3 days** prior to posting for approval/heads up. If you plan to post photos or videos during event, please let staff know ahead of time, but you do not need approval for these while the event is occurring.
- Follow the [ESF Branding and Style Guidelines](#) (log-in required) for all posts, fliers, and graphics
- Share posts with ESF school spirit - highlight what you like about campus and campus sustainability, share your love for Oakie when their around!
- Post to the feed when you want to share an video or video permanently



# Program Structure



## Social Media

- Post to the story when you want to share content temporarily (disappears after 24 hrs)
- Stories should tell a narrative between all of the individual posts
  - When you have content to share use it as an opportunity to tell a larger story - try to tie-in some educational pieces
  - Story posts should not exceed 8-15 "slides" or posts
- All videos and video stories must use captioning
- Keep image descriptions short - assume people will only read the first line
- Take a mix of action shots and posed pictures
- Prioritize image-focused posts & avoid text-heavy graphics
- **Ask permission first!** Before taking and posting pictures or videos of event and activity participants, ask their permission - this includes students, faculty, and staff
  - You can ask permission when students sign-in for the event or right before taking the photo

## Things to avoid

- Do not overuse hashtags - Instagram posts may contain up to 3-7 hashtags, but only use ones that are applicable, like for an event or topic
- Do not include links in the Instagram post description
  - If you would like a link to be added to the link in bio, please send it to the [Office of Sustainability](#).
- Do not overuse live features, use *very very* sparingly, have a moment-by-moment plan with coordination with the [Office of Sustainability](#).
  - Think of live-streaming like a radio show - you don't want "dead air" or things getting out of hand
  - Live-streams should be easy to follow

**If any of the following actions occur, individual or collective permission to share posts may be revoked.**

## Prohibited

- Do not share the Canva or Instagram account log-in information with other EcoReps or students
- Do not use profanity or discriminatory language or imagery
- Do not share explicit content
- Do not share ANYTHING that could be perceived as overtly hostile or threatening to any group
- Do not tag student (personal) accounts in posts
  - If you wish to tag professional accounts, ask permission from the [Office of Sustainability](#) staff first
- Do not share/re-post student posts from the events
  - If you wish to use pictures that other students have taken, please **ask their permission** and if they want photo credit - you may only use only their name, **do not** tag their account with permission from the [Office of Sustainability](#) first

# Fall Semester

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**September** - Zero Waste

**October** - Energy

**November** - Food



# Monthly Schedule



## September - Zero Waste

Each month may look slightly different, but the schedule should be followed to the best of your abilities. Some planning will occur ahead of each semester to prepare for upcoming events (see page 2). After September, planning for each upcoming month's events and activities will begin at least 2 weeks prior to the start of that month. All items listed for each week should be performed during meetings and by working independently as needed. See the [EcoReps Calendar](#)

SEPTEMBER 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5 <i>Labor Day</i> <i>No classes</i>	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Wiki Calendar

### Week 1 - September 4 - 10

- **Planning Meeting - Returning EcoReps:** Discuss and decide on zero waste educational topics and events, prepare the month's schedule, and discuss plan for communication and outreach with Centennial Hall residents
- **Activities:** Plan the month-long zero-waste engagement activity and standalone event (Week 3), prepare materials and agendas for these activities, coordinate with **Communications** to gain resident interest in month-long activity
- **Communications:** Create chalk boards to share educational content and event schedules, share 2+ posts on social media using information shared from the **Education & Activities** groups, post events on ESF Engage
- **Education:** Prepare materials and agenda for the zero-waste educational activity in Week 2 (movie, presentation, etc. with discussion), and identify facts and tips to share on the chalk boards and social media, coordinate with **Communications** to gain resident interest in event
- **Coordinators Meeting:**
  - **Activities Coordinator (AC)** will share the month's activities schedule with **Communications Coordinator (CC)**
  - **Communications Coordinator (CC)** will share the month's finalized outreach plan and schedule
  - **Education Coordinator (EC)** will share zero-waste facts & tips, and the education event schedule & topic with the **CC** for use on the chalk boards, social media, and ESF Engage





# Monthly Schedule



## September - Zero Waste

### **Week 2 - September 11 - 17**

- **Activities:** Kick-off month-long engagement activity and continue preparing for the activity next week, coordinate with **Communications** to gain resident interest to attend upcoming event
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Lead the zero-waste education event (movie, presentation, etc. with discussion)
  - **Activities** and **Communications** EcoReps should attend and help to host the event
  - \*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **Coordinators Meeting:**
  - **AC:** Share an update on the month-long engagement activity & discuss the plan for next week's standalone engagement activity
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share photos and a recap about the zero waste education event, share zero-waste facts and tips with **CC** for next week's social media and the chalk board
- **Returning EcoReps:** Start/continue reviewing topics and event ideas for next months theme, to decide on for the next week's planning meeting
  - Come prepared with fully formed ideas of the content your group would like to do

### **Week 3 - September 18 - 24**

- **New EcoReps Onboarding & Planning Meeting - All EcoReps:** Meet with Centennial Hall and Office of Sustainability staff to welcome the new EcoReps, new EcoReps will choose which working group they'd like to join, and start planning upcoming topics and events for **October: Energy**
- **Activities:** Lead standalone zero-waste experiential activity and continue managing the ongoing activity
  - **Communications** and **Education** EcoReps should attend and help to host the event
  - \*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Start researching topics for next month's theme (energy) and continue organizing zero-waste information and tips for next week's social media
- **Coordinators Meeting:**
  - **All:** Discuss October's (Energy) education topics, engagement activities, and communications plan, identify next steps for each group
  - **AC:** Share an update on the month-long engagement activity. Share photos and a recap on the standalone zero-waste engagement with **CC** for social media
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share zero-waste facts and tips with **CC** for next week's social media and the chalk board



# Monthly Schedule

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## September - Zero Waste

### **Week 4 - September 25 - October 1**

- **Activities:** Wrap up the month-long engagement activity & share results (if a competition), continue preparing for October's Energy activities - set date, time, and agenda
- **Communications:** Share final zero-waste posts (2+) on social media and share results of month-long activity on the chalk board - contact winners (if prizes are involved)
- **Education:** Continue researching energy conservation and efficiency information and tips for next week's social media and chalk board
- **Coordinators Meeting:**
  - **AC:** Share October's events and activities schedule with **CC** for social media, chalk boards and ESF Engage
  - **CC:** Share October's outreach plan and schedule and coordinate upcoming content with **AC** and **EC**
  - **EC:** Share energy conservation and efficiency facts & tips, and the education event schedule & topic with **CC** for use on the chalk boards, social media, and ESF Engage
  - **All:** Prepare Septembers monthly summary. Send to Office of Sustainability and Centennial Hall staff

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# ZERO WASTE



## A Guide to Zero Waste-Centered Education & Activities

### EDUCATE

- Discuss local and regional trash, recycling, and composting facilities (OCRRA & beyond)
- Explore how to properly recycle and compost on ESF's campus, in CenTen and off-campus
  - Coordinating with ESF's Sustainable Facilities Manager
- Research the benefits and drawbacks of managing materials by source reduction vs recycling vs landfill vs incineration
- Welcome a low-waste lifestyle & explore how to low waste shop online and in Syracuse
  - Thrifting, second-hand shopping, buying in bulk, package-free
  - Share resources for local and online zero-waste compatible stores
- Introduce students to product Life Cycle Assessments (LCA)

### ACTIVITIES

- **Events**
  - Visit Syracuse Real Food Co-Op on Kensington Road or at Salt City Market
  - Tour of Onondaga County Resource Recovery (OCRRA)
  - Trash pick-ups at Oakwood Cemetery, local parks - in the City, State or County Parks
  - Up-cycling & repurposing Workshops
  - Sustainable Swaps - Donate an item, get an item!
    - Lightly used clothes, textbooks, office supplies, dishes etc.
  - Make your own deodorant, toothpaste powder, all-purpose cleaner, etc.
  - Audit the waste you produce - look at what you throw away and weigh it throughout the month. Help students make individualized waste reduction plans
  - Screen The Story of Plastic documentary and host discussion after
  - Collaborate with Green Campus Initiative (GCI) and the Undergraduate Student Association's SustainabiliTEAM to host a presentation or activity
- **Floor Competition**
  - Floor-wide waste audits
    - Awards or recognition for floors that generated the least amount of trash, properly recycled the most and properly composted the most
  - Bottle collection drive - fundraising for future EcoReps events



# Zero Waste Resource Guide

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## Education

- **Materials Management**

- [Onondaga County Resource Recovery Agency](#). 2021, OCRRA.
- [Waste Management](#). 2021, NYSDEC.
- [Digital Campus Resources](#). 2022. Post Landfill Action Network (PLAN).
  - Sign-up with your @esf email address for free access!
- [PLAN Manuals](#)
  - [Zero Waste Events Manual](#)
- [Beyond Plastics](#)

- **Campus Materials Management**

- [Materials Management: Zero Waste](#). SUNY ESF

- **E-Waste Disposal**

- [Out of Sight, Out of Mind: How the United States Discard E-Waste](#). Berkeley Political Review, 2019.
- [Electronic Waste - Environmental Justice and Sustainable Purchasing](#). Michigan State University, 2018.
- [Monitour: Tracking Global Routes of Electronic Waste](#). Lee et al, 2018.

- **Life Cycle Assessment/Analysis**

- [Life Cycle Assessment Explained](#). PRé -Sustainability, 2020.
- [Life Cycle Assessment - Overview](#). Science Direct, 2022.
- [Life Cycle Assessment - Introduction and Overview](#). Russel et al, 2005.

- **Books**

- [The \(almost\) Zero Waste Guide](#). Melanie Mannarino, 2021.
- [101 Ways To Go Zero Waste](#). Kathryn Kellogg, 2019.

- **Movies**

- [The Story of Plastic](#), 2019.
- [Top 5 Ethical Fashion Short Films and Movies](#)
- [Short Films on Fast Fashion](#)
- [Plastic China](#), 2016.

- **Local Zero Waste-Compatible Stores**

- [Syracuse Cooperative Market](#)
- [Green Planet Grocery](#) - Syracuse
- [Sustainable and Zero-Waste Online Stores](#)



# Zero Waste Resource Guide Cont.

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- **Thrifting and Second-Hand**

- [Is Thrift Shopping Sustainable or Ethical?](#) Stylewise, 2020.
- [Commentary: Thrifting supports environmental Sustainability.](#) The Ithacan, 2019.
- [Rise of Thrifting: Solution to Fast-Fashion or Stealing from the Poor?](#) Berkeley Economic Review, 2019.

## Activities

- **Waste Audits**

- [Waste Audit Manual](#)
- [5 Step Guide to Conducting a Waste Audit](#)
  - Coordinate waste audits with [Sue Fassler](#) (DSO)
- [How to Conduct a Personal Waste Audit](#)

- **Composting**

- [Build your own Compost](#)
- [How to Compost in Your Apartment or Dorm](#)

- **Off-Campus**

- [Syracuse Cooperative Market](#)
- [Request tour of Onondaga County Resource Recovery Association Facilities](#)
  - Talk with the Residential Experience Coordinators and Office of Sustainability staff before making a tour request

- **Trash Cleanup**

- [How to host a community cleanup](#), 2018

- **Upcycling Workshops**

- [10 Useful Upcycling Ideas for College Students](#)
- [8 Ways to Upcycle Trash: College Edition](#)

- **Sustainable Swaps**

- The University of Illinois's YMCA "[Dump & Run](#)"
- ESF's [Move-Out Program](#) and AXS's [Clothing Swaps](#)
- [Second-Hand Student Free Store Manual](#). PLAN.

- **DIY Low-Waste Products**

- [Natural Deodorant](#)
- [Toothpaste Powder](#)
- [All-Purpose Cleaners](#)

- **NY Bottle Bill & Bottle Return**

- [FAQs about the Bottle Bill](#)
- [Get Your Money Back](#)



# Monthly Schedule



## October - Energy.

Each month may look slightly different, but the schedule should be followed to the best of your abilities. Some planning will occur ahead of each semester to prepare for upcoming events (see page 2). After September, planning for each upcoming month's events and activities will begin at least 2 weeks prior to the start of that month. All items listed for each week should be performed during meetings and by working independently as needed. See the [EcoReps Calendar](#)

OCTOBER 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	<b>Week 1</b>	6	7	8
9	10 <i>Indigenous Peoples Day</i>	11	<b>Week 2</b>	13	14	15
16	17	18	<b>Week 3</b>	20	21	22
23	24	25	<b>Week 4</b>	27	28	29
30	31 <i>Halloween</i>					

Wiki Calendar

### Week 1 - October 2 - 8

- **Activities:** Kick-off the month-long energy engagement activity and continue preparing for the standalone activity in [Week 3](#)
- **Communications:** Create the energy chalk boards, share 2+ posts on social media, and post events on ESF Engage, coordinate with **Education** to gain resident interest to attend the event
- **Education:** Prepare materials and agenda for the energy-focused education event next week, and identify facts and tips to share with **Communications** for the chalk boards and social media
- **Coordinators Meeting:**
  - **AC:** Discuss any updates for the standalone engagement activity and collaborate with **EC** to incorporate education information at the event
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share the agenda for the energy education event, share energy consumption facts and energy conservation tips with **CC** for next week's social media and chalk board update



# Monthly Schedule



## October - Energy.

### **Week 2 - October 9 - 15**

- **Activities:** Continue preparing for the standalone engagement activity next week and continue managing the ongoing activity, coordinate with **Communications** to gain resident interest to attend upcoming event
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Lead the energy-focused education event, continue researching and organizing energy efficiency information and tips for next week's social media and chalk board
  - **Activities** and **Communications** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **All EcoReps:** Start/continue reviewing topics and event ideas for next months theme, to decide on for the next week's planning meeting
  - Come prepared with fully formed ideas of the content your group would like to do
- **Coordinators Meeting:**
  - **AC:** Share an update on the month-long engagement activity & discuss the agenda for next week's standalone engagement activity, coordinate with **CC** for event outreach
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share photos and a recap about the energy education event, share energy consumption facts and energy conservation tips with **CC** for next week's social media and chalk board update

### **Week 3 - October 16 - 22**

- **Planning Meeting - All EcoReps:** Meet with Centennial Hall and Office of Sustainability staff to plan upcoming topics and events for **November: Food**
- **Activities:** Lead standalone energy-focused experiential activity and continue managing ongoing activity
  - **Communications** and **Education** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Start researching topics for November (food) and continue organizing energy information and tips for next week's social media
- **Coordinators Meeting:**
  - **All:** Discuss November's (Food) education topics, engagement activities, and communications plan, identify next steps for each group
  - **AC:** Share an update on the month-long engagement activity. Share photos and a recap on the standalone energy-focused engagement with **CC** for social media
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share zero-waste facts and tips with **CC** for next week's social media and the chalk board



# Monthly Schedule

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## October - Energy.

### **Week 4 - October 23 - October 29**

- **Activities:** Wrap up the month-long engagement activity & share results (if a competition), continue preparing for November's activities - set date, time, and agenda
- **Communications:** Share final energy posts (2+) on social media and share results of month-long activity on the chalk board - contact winners & give out prizes (if a competition)
- **Education:** Continue researching sustainable food information and tips for next week's social media and chalk board
- **Coordinators Meeting:**
  - **AC:** Share November's activities schedule with **CC** for social media, chalk boards, and ESF Engage
  - **CC:** Share November's outreach plan and schedule. Coordinate upcoming content with **AC** and **EC**
  - **EC:** Share food sustainability facts & tips for eating sustainably. Share the education event schedule & topic with **CC** for use on the chalk boards, social media, and ESF Engage
  - **All:** Prepare October's monthly summary. Send to Office of Sustainability and Centennial Hall staff

*Continue to the next page*





# ENERGY



## A Guide to Energy-Centered Education & Activities

### EDUCATE

- What is energy? Where does the energy used on ESF's campus come from? What are the byproducts and impacts of energy consumption?
- Highlight key renewable energy and energy conservation projects on ESF's campuses
- Calculate carbon footprints!
- Discuss individual energy consumption habits and vampire power
- Brainstorm how to conserve energy on campus (on campus, in CenTen and off-campus)

### ACTIVITIES

- **Resident Engagement**

- Lights-Out ESF!
  - Teams go around campus on Friday evening and turn off all lights in vacant classrooms
  - Award to the team that turned off the most lights
- Dark hours
  - Encourage students to keep their lights off during daylight hours and/or designate a time for students to turn off all non-essential lights (similar to Earth Hour)
  - Award the floor that had the highest level of participation
- Turn Down the Heat
  - Challenge students to minimize heat use, during the winter the ideal temperature is 68 degrees, and provide a cozy blanket to those that volunteer to participate

- **Events**

- Offset the emissions of EcoReps events by purchasing carbon offset credits or planting trees
- Track campus-wide energy usage together! Use the Mighty Oak Energy Dashboard to break down energy consumption by building on campus, and by floor in CenTen!
- Plan activities that don't require electricity or fuel!
  - Play board games and card games
  - Do outdoor activities like hiking, cross-country skiing, or snow-shoeing



# Energy Resource Guide

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## Education

### • Resources

- [Basic Energy Facts](#). Energy Information Administration, 2021
- [Green Job Benefits](#). International Labor Organization,
- [Fossil Fuel Jobs Being Replaced](#). CBS, 2020
- [Fossil Fuel Jobs Hard To Quit](#). Brookings Institute, 2020
- [Energy and The Environment](#). EPA
- [Oil, Gas Vs. Clean Energy](#). Forbes, 2020
- [How Solar Panels Work](#). Union of Concerned Scientists, 2015
- [Advantages and Challenges of Wind Energy](#). Energy.gov
- [Hydraulic Fracturing Impacts](#). EPA, 2016
- [Big Oil and Gas Companies Dirty Secret](#). The Guardian, 2021
- [How Vampire Energy Works](#). How Stuff Works, 2008

### • Movies

- [From The Ashes](#). National Geographic
- [Best Renewable Energy Documentaries, TED Talks, & Videos](#)
- [The Future of Energy](#), 2015

## Activities

### • Events

- [Purchasing Carbon Offsets or Planting Trees](#)
  - [What is the most cost-effective way to buy carbon offsets?](#) MIT, 2021
- [Earth Hour](#). Scheduled: March 2023
  - You can do this in Centennial Hall as weekly Dark Hours with planned [electricity-free activities](#)

### • Residential Engagement

- [EPA Tool For Energy Consumption](#). EPA
- [Pledge to Reduce Energy](#). Energy Star
- [Cost of Energy Map](#). University of Texas Austin
- [Carbon Footprint Calculator](#).
- [Steps To Increase Energy Sustainability](#). Harvard University
- [Mighty Oak Energy Dashboard](#)



# Monthly Schedule



## November - Food

Each month may look slightly different, but the schedule should be followed to the best of your abilities. Some planning will occur ahead of each semester to prepare for upcoming events (see page 2). After September, planning for each upcoming month's events and activities will begin at least 2 weeks prior to the start of that month. All items listed for each week should be performed during meetings and by working independently as needed. See the [EcoReps Calendar](#)

NOVEMBER 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
		<b>Week 1</b>		<b>1</b>		
6	7	8 <i>Election Day</i>	9	10	11 <i>Veterans Day</i>	12
		<b>Week 2</b>		<b>2</b>		
13	14	15	16	17	18	19
		<b>Week 3</b>		<b>3</b>		
20	21	22 <i>Fall Break</i> <i>No classes</i>	23	24 <i>Thanksgiving Day</i>	25	26
		<b>Week 4</b>		<b>4</b>		
27	28	29	30			

Wiki Calendar

### Week 1 - October 30 - November 5

- **Activities:** Kick-off the month-long food engagement activity and continue preparing for the standalone activity in [Week 3](#)
- **Communications:** Create the food chalk boards, share 2+ posts on social media, and post events on ESF Engage, coordinate with **Education** to gain resident interest to attend the event
- **Education:** Prepare materials and agenda for the food-focused education event [next week](#), and identify facts and tips to share with **Communications** for the chalk boards and social media
- **Coordinators Meeting:**
  - **AC:** Discuss any updates for the standalone engagement activity and collaborate with **EC** to incorporate education information at the event
  - **CC:** Share an update on resident and campus outreach efforts. Coordinate upcoming content with **AC** and **EC**
  - **EC:** Share facts on the environmental impact of food & tips for eating sustainably with **CC** for next week's social media and chalk board update



# Monthly Schedule



## November - Food

### **Week 2 - November 6 - 12**

- **Activities:** Continue preparing for the standalone engagement activity next week and continue managing the ongoing activity, coordinate with **Communications** to gain resident interest to attend upcoming event
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Lead the food-focused education event, continue researching and organizing food sustainability information and tips for next week's social media and chalk board
  - **Activities** and **Communications** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **All EcoReps:** Start/continue reviewing topics and event ideas for February's theme (Transportation), to decide on for the next week's planning meeting
  - Come prepared with fully formed ideas of the content your group would like to do
- **Coordinators Meeting:**
  - **AC:** Share an update on the month-long engagement activity & discuss plan for next week's standalone engagement activity
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share photos and a recap about the sustainable food education event, share conservation tips with **CC** for next week's social media and chalk board update

### **Week 3 - November 13 - 19**

- **Planning Meeting - All EcoReps:** Meet with Centennial Hall and Office of Sustainability staff to plan upcoming topics and events for **February: Transportation**
- **Activities:** Lead standalone food-focused experiential activity and continue managing ongoing activity
  - **Communications** and **Education** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Start researching topics for February (Transportation) and continue organizing information and tips for next week's social media
- **Coordinators Meeting:**
  - **All:** Discuss February's (Transportation) education topics, engagement activities, and communications plan, identify next steps for each group
  - **AC:** Share an update on the month-long engagement activity. Share photos and a recap on the standalone food-focused engagement with **CC** for social media
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share zero-waste facts and tips with **CC** for next week's social media and the chalk board



# Monthly Schedule

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## November - Food

### **Week 4 - November 27 - December 3**

- **Activities:** Wrap up the month-long engagement activity & share results (if a competition), continue preparing for February's activities - set date, time, and agenda
- **Communications:** Share final food sustainability posts (2+) on social media and share results of month-long activity on the chalk board - contact winners & give out prizes (if a competition)
- **Education:** Continue researching energy conservation and efficiency information and tips for next week's social media and chalk board
- **Coordinators Meeting:**
  - **AC:** Share February's activities schedule with **CC** for social media, chalk boards, and ESF Engage
  - **CC:** Share February's outreach plan and schedule and coordinate upcoming content with **AC** and **EC**
  - **EC:** Share sustainable transportation facts & tips, and the education event schedule & topic with **CC** for use on the chalk boards, social media, and ESF Engage in February
  - **All:** Prepare November's monthly summary. Send to Office of Sustainability and Centennial Hall staff

*Continue to the next page*



## FOOD



### A Guide to Food-Centered Education & Activities

#### EDUCATE

- Discuss the importance of food security and how it relates to justice (food deserts vs. food swamps, vs. food apartheid, culturally recognizable food)
- Discuss the most resource-intensive and destructive foods
- Explore the link between agriculture, the food we eat, and climate change
- Discuss individual food consumption habits and how to improve the sustainability of your diet
- Explore various agricultural practices (organic, traditional, CAFOs, small scale, large scale, urban, indigenous)
- Learn about different staple foods around the world, how they're used, their nutritional values, and flavors
- Learn about how to reduce personal food waste

#### ACTIVITIES

##### • Activities

- Food Fridays: attend different sustainable local eateries
  - Strong Hearts Café, a local vegan eatery
  - Salt City Market (they compost!)
- Visit ESF Garden at Lafayette Road
  - Work with CenTen staff to coordinate transportation
- Visit & enjoy local foods
  - Regional Market
  - Apple picking at Adam's Acres, an organic orchard in Jamesville, NY
- Calculate your "FoodPrint"
- Make window-sill gardens using leafy greens or herbs
- How to regrow vegetable scraps

##### • Resident Engagement

- Centennial Hall cooking night
  - Vegan baking night in Centennial Hall's basement
  - Make a shared meal using ingredients from the ESF garden at Lafayette Road Station or other local, sustainable food source



# Food Resource Guide



## Education

### • Books

- [Food](#). Fabio Parasecoli, 2019. A consumer's guide to the food system, local to global
- [Food Justice: A Primer](#). Saryta Rodriguez, 2018. A collection of essays by activists, academics, farmers, and others in the Food Justice Movement.
- [Everybody Eats - Communication and the Paths to Food Justice](#). M. LeGreco & N. Douglas, 2021.
- [Everyone Eats - Understanding Food and Culture](#). E.N. Anderson, 2014.
- [Food and Climate Change without the Hot Air](#). S.L. Bridle, 2020.

### • Food Deserts, Swamps, and Apartheids

- [Food Apartheid: Racialized Access to Healthy Affordable Food](#). NRDC, 2021
- Local - [Onondaga County Community Health Assessment and Improvement Plan 2019-2021](#). 2019. Page 27.
- National - [USGS Food Access Research Atlas](#). 2021.
  - Provides food access data for populations within census tracts

### • Resource Intensity of Food

- National - USDA. [Food Loss](#) and [Loss-Adjusted Food Availability](#). 2021.
- Global - [Environmental Impacts of Food Production](#). 2021.

### • Improving the Sustainability of your Diet

- [Sustainability](#), The Nutrition Source. 2021, Harvard.
- [Foodprint Calculator](#). Harvard
- [End Food Waste](#), OCRRA

### • Native & Indigenous Foods

- Global - [Global Indigenous Staple Foods](#)
- Continental - [20 Native North American Foods with Stories to Tell](#)

### • Different Types of Agricultural Practices

- [Understanding the USDA Organic Label](#). USDA.
- [Urban Agriculture](#). USDA.
- [Understanding Concentrated Animal Feeding Operations and Their Impact on Communities](#). 2010, National Association of Local Boards of Health.
- [Industrial Agriculture 101](#). 2020, NRDC.
- [Five Indigenous Farming Practices Enhancing Food Security](#). 2017, Resilience.



# Food Resource Guide cont.



## Movies

- [Sustainable](#) (2016). A film about the environmental impacts of agribusiness and makes the case for organic farming
- [Real Food Films](#). Use this page to contact and organize a screening event.
  - See the [Screening Guide](#) for films organized by theme and discussion questions
  - See the [Tackling Climate Change Through Food - Organizing Toolkit](#)
- [The Evolution of Organic](#), 2016
- [Rancher, Farmer, Fisherman](#), 2017

## Activities

- **Food Fridays**
  - [Strong Hearts Café](#) - Local, vegan restaurant
  - [Salt City Market](#) - Culturally diverse food hall in downtown Syracuse
    - Composts food waste!
- **Local Foods**
  - [Central New York Regional Market](#) - Local farmers market
    - Open every Saturday year-round and every Thursday, May through October
  - [Adams Acres](#) - Organic Apple Orchard in Jamesville, NY
- **Gardening in your Dorm**
  - [Best Vegetables You Can Grow Indoors](#). 2021, All Recipes.
  - [Beginner Windowsill Garden](#)
  - [Regrow Food Scraps](#). 2015, Food Revolution Network.
- **Calculating your Foodprint**
  - [Foodprint Calculator](#). Harvard
  - [Foodprints Calculators](#). Earth Day
- **Resident Engagement**
  - Centennial Hall Cooking Night
    - [Vegan Recipes Even Meat Eaters Love](#)
    - [84 Easy Vegan Recipes](#)
    - [Best Vegan Desserts](#)



# Spring Semester

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**February** - Transportation

**March** - Conservation

**April** - Water



# Monthly Schedule



## February - Transportation

Each month may look slightly different, but the schedule should be followed to the best of your abilities. Some planning will occur ahead of each semester to prepare for upcoming events (see page 2). After September, planning for each upcoming month's events and activities will begin at least 2 weeks prior to the start of that month. All items listed for each week should be performed during meetings and by working independently as needed. See the [EcoReps Calendar](#)

FEBRUARY 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
		<b>Week 1</b>				
5	6	7	8	9	10	11
		<b>Week 2</b>				
12	13	14 <i>Valentine's Day</i>	15	16	17	18
		<b>Week 3</b>				
19	20 <i>Presidents' Day</i>	21	22	23	24	25
		<b>Week 4</b>				
26	27	28				

Wiki Calendar

### Week 1 - January 29 - February 4

- **Activities:** Kick-off the month-long transportation engagement activity and continue preparing for the standalone activity in Week 3
- **Communications:** Create the transportation chalk boards, share 2+ posts on social media, and post events on ESF Engage, coordinate with **Education** to gain resident interest to attend the event
- **Education:** Prepare materials and agenda for the transportation education event next week, and identify facts and tips to share with **Communications** for the chalk boards and social media
- **Coordinators Meeting:**
  - **AC:** Discuss any updates for the standalone engagement activity and collaborate with **EC** to incorporate education information at the event
  - **CC:** Share an update on resident and campus outreach efforts. Coordinate upcoming content with **AC** and **EC**
  - **EC:** Share transportation facts & tips for eating sustainably with **CC** for next week's social media and chalk board update



# Monthly Schedule



## February - Transportation

### **Week 2 - February 5 - 11**

- **Activities:** Continue preparing for the standalone engagement activity next week and continue managing the ongoing activity, coordinate with **Communications** to gain resident interest to attend upcoming event
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Lead the transportation-focused education event, continue researching and organizing sustainable transportation information and tips for next week's social media and chalk board
  - **Activities** and **Communications** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **All EcoReps:** Start/continue reviewing topics and event ideas for March's theme (Conservation), to decide on for the next week's planning meeting
  - Come prepared with fully formed ideas of the content your group would like to do
- **Coordinators Meeting:**
  - **AC:** Share an update on the month-long engagement activity & discuss plan for next week's standalone engagement activity
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share photos and a recap about the sustainable transportation education event, share transportation tips with **CC** for next week's social media and chalk board update

### **Week 3 - February 12 - 18**

- **Planning Meeting - All EcoReps:** Meet with Centennial Hall and Office of Sustainability staff to plan upcoming topics and events for **March: Conservation**
- **Activities:** Lead standalone transportation experiential activity and continue managing ongoing activity
  - **Communications** and **Education** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Start/continue researching topics for March (Conservation) and continue organizing information and tips for next week's social media
- **Coordinators Meeting:**
  - **All:** Discuss March's (Conservation) education topics, engagement activities, and communications plan, identify next steps for each group
  - **AC:** Share an update on the month-long engagement activity. Share photos and a recap on the standalone transportation engagement with **CC** for social media
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share sustainable transportation facts and tips with **CC** for next week's social media and the chalk board



# Monthly Schedule

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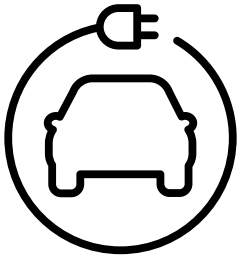


## February - Transportation

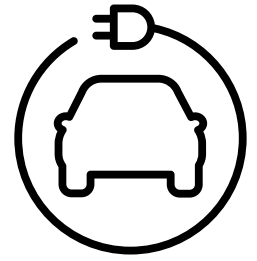
### **Week 4 - February 19 - 25**

- **Activities:** Wrap up the month-long engagement activity & share results (if a competition), continue preparing for March's activities - set date, time, and agenda
- **Communications:** Share final transportation posts (2+) on social media and share results of month-long activity on the chalk board - contact winners & give out prizes (if a competition)
- **Education:** Continue researching conservation information and tips for next week's social media and chalk board
- **Coordinators Meeting:**
  - **AC:** Share March's activities schedule with **CC** for social media, chalk boards, and ESF Engage
  - **CC:** Share March's outreach plan and schedule and coordinate upcoming content with **AC** and **EC**
  - **EC:** Share sustainable transportation facts & tips, and the education event schedule & topic with **CC** for use on the chalk boards, social media, and ESF Engage in March
  - **All:** Prepare February's monthly summary. Send to Office of Sustainability and Centennial Hall staff

*Continue to the next page*



# TRANSPORTATION



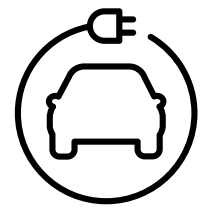
## A Guide to Transportation-Centered Education & Activities

### EDUCATE

- Explore the importance of transportation in the modern economy
- Discuss different modes of transportation and their environmental impacts
- Discuss the environmental and social impacts of transportation
- Explore individual transportation habits
- Learn about how to use public transit in Syracuse
- Explore EV charging infrastructure on ESF's campus, learn about electric vehicles and available incentives
- Share carbon-offset web resources like EcoCart or Ecosia

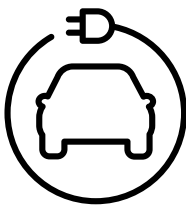
### ACTIVITIES

- **Floor Competition**
  - No Motorized Transportation Challenge by avoiding motorized transit for a set period of time, with successful participants receiving a prize/recognition
  - "Who Wins The Walk"
    - Students voluntarily share a weeks-worth of walking data (cellphone, smartwatch, or pedometer) and the top 3 students win a prize
- **Events**
  - Take group walks or take the bus to local businesses and eateries
  - Create a Walking Challenge including 10 places to visit within walking distance of CenTen
  - Explore Oakwood Cemetery, Thornden Park, and Barry Park
  - Organize a student bike ride through the University Hill Neighborhood



# Transportation Resource Guide

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## Education

- **Resources**

- [Sustainable Transportation](#), SUNY ESF, 2022.
  - Includes information on where to get your bike repaired, the Centro bus system, campus electric vehicle charging stations, and results of the ESF commuter survey
- [Reserve a Zipcar](#). Syracuse University, 2022.
- [Transportation Emissions Breakdown](#). EPA, 2022
- [Needs To Decarbonize Auto-Vehicular Transit](#). Carnegie Mellon University, 2020
- [Global Investment in Electric Vehicles](#). NYT, 2019
- [Explaining Electric and Hybrid Vehicles](#). EPA
- [Electric Vehicle Benefit Calculation](#). Duke Energy
- [What To Know About NYS Drive Clean Rebate Program](#). Edmunds, 2022.

## Activities

- **Events**

- [Central New York Energy Challenge](#)
- [New York State Drive Clean Rebate](#)
- [Where We Ride](#). Syracuse Bicycle, 2020.
- [Ride Maps](#). Onondaga Cycling Club, 2022.

- **Residential Engagement**

- [Car Efficiency Comparison](#). Fueleconomy.gov
- [Organize a Group Step Challenge](#)
- [Bicycle Tracking Apps](#)
- [Exercise GPS Tracking Apps](#)



# Monthly Schedule



## March - Conservation

Each month may look slightly different, but the schedule should be followed to the best of your abilities. Some planning will occur ahead of each semester to prepare for upcoming events (see page 2). After September, planning for each upcoming month's events and activities will begin at least 2 weeks prior to the start of that month. All items listed for each week should be performed during meetings and by working independently as needed. See the [EcoReps Calendar](#)

MARCH 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
		<b>Week 1</b>				
			<i>No classes</i>			
5	6	7	8	9	10	11
		<b>Week 2</b>				
12	13	14	15	16	17	18
		<b>Spring Break</b>			<i>St. Patrick's Day</i>	
19	20	21	22	23	24	25
		<b>Week 3</b>				
26	27	28	29	30	31	
		<b>Week 4</b>				

Wiki Calendar

### Week 1 - February 27 - March 4

- **Activities:** Kick-off the month-long conservation engagement activity and continue preparing for the standalone activity in Week 3
- **Communications:** Create the conservation chalk boards, share 2+ posts on social media, and post events on ESF Engage, coordinate with **Education** to gain resident interest to attend the event
- **Education:** Prepare materials and agenda for the conservation education event next week, and identify facts and tips to share with **Communications** for the chalk boards and social media
- **Coordinators Meeting:**
  - **AC:** Discuss any updates for the standalone engagement activity and collaborate with **EC** to incorporate education information at the event
  - **CC:** Share an update on resident and campus outreach efforts. Coordinate upcoming content with **AC** and **EC**
  - **EC:** Share conservation facts & tips with **CC** for next week's social media and chalk board update



# Monthly Schedule



## March - Conservation

### Week 2 - March 5 - 11

- **Activities:** Continue preparing for the standalone engagement activity next week and continue managing the ongoing activity, coordinate with **Communications** to gain resident interest to attend event
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Lead the conservation education event, continue researching and organizing conservation information and tips for next week's social media and chalk board
  - **Activities** and **Communications** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **All EcoReps:** Start/continue reviewing topics and event ideas for April's theme (Water), to decide on for the next week's planning meeting
  - Come prepared with fully formed ideas of the content your group would like to do
- **Coordinators Meeting:**
  - **AC:** Share an update on the month-long engagement activity & discuss plan for next week's standalone engagement activity
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share photos and a recap about the conservation education event, share conservation tips with **CC** for next week's social media and chalk board update

### Week 3 - March 12 - 18

- **Planning Meeting - All EcoReps:** Meet with Centennial Hall and Office of Sustainability staff to plan upcoming topics and events for **April: Water**
- **Activities:** Lead standalone conservation experiential activity and continue managing ongoing activity
  - **Communications** and **Education** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Start researching topics for April (Water) and continue organizing conservation information and tips for next week's social media
- **Coordinators Meeting:**
  - **All:** Discuss April's (Water) education topics, engagement activities, and communications plan, identify next steps for each group
  - **AC:** Share an update on the month-long engagement activity. Share photos and a recap on the standalone conservation engagement with **CC** for social media
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share conservation facts and tips with **CC** for next week's social media and the chalk board





# Monthly Schedule

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## March - Conservation

### **Week 4 - March 26 - March 3**

- **Activities:** Wrap up the month-long engagement activity & share results (if a competition), continue preparing for April's activities - set date, time, and agenda
- **Communications:** Share final conservation posts (2+) on social media and share results of month-long activity on the chalk board - contact winners & give prizes (if a competition)
- **Education:** Continue researching water conservation facts and tips for next week's social media and chalk board
- **Coordinators Meeting:**
  - **AC:** Share April's activities schedule with **CC** for social media, chalk boards, and ESF Engage
  - **CC:** Share April's outreach plan and schedule and coordinate upcoming content with **AC** and **EC**
  - **EC:** Share water conservation facts & tips, and the education event schedule & topic with **CC** for use on the chalk boards, social media, and ESF Engage in February
  - **All:** Prepare March's monthly summary. Send to Office of Sustainability and Centennial Hall staff

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# CONSERVATION



## A Guide to Conservation-Centered Education & Activities

### EDUCATE

- What is conservation? Why is it important? How does it tie into sustainability?
- Explore interesting restoration efforts: local, regional, national and international
- Discuss individual preferences and opinions about species and conservation
- Introduce local/regional conservation organizations and discuss volunteer opportunities
- Research and discuss local/regional land trusts
- Map and discuss local/regional parks. Don't forget to check out [ESF's regional campuses](#) in Tully, Wanakena, Thousand Islands & Newcomb!

### ACTIVITIES

- **Events**
  - Take a weekend day trip to State Parks and local areas that have unique habitats
  - Explore opportunities to assist with invasive plant removal projects in the Syracuse area
  - Participate in Community Science projects
    - Use online or app-driven programs to contribute data
    - Identify native plants, iNaturalist
  - Visit Roosevelt Wildlife Collection (at the Syracuse campus) and/or other ESF campuses (in coordination with CenTen/Sustainability staff)
- **Resident Challenges**
  - Native plant identification challenge
    - Use community science apps like **iNaturalist** or **Budburst** to track your findings
  - Bird identification challenge
    - Use the **Merlin** app to ID birds
    - Use the **eBird** app to track your observations



# Conservation Resource Guide

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## Education

- **Books**

- [Braiding Sweetgrass](#) by SUNY-ESF professor Dr. Robin Kimmerer.
  - Teaches indigenous wisdom, scientific knowledge, and the teachings on plants.

- **Movies**

- [Fantastic Fungi](#). (2019). Takes you on an immersive journey into the magical earth beneath our feet, the underground network of fungi that can heal the planet.

## Activities

- **Events**

- Tour the [Roosevelt Wildlife Collection](#)
- Visit ESF's [Regional Campuses](#)

- **Resident Engagement**

- Community Science
  - Plant ID
    - [BudBurst](#) from the Chicago Botanic Garden
    - [iNaturalist](#) from the California Academy of Sciences and National Geographic
  - Bird Identification
    - [eBird](#) and [Merlin](#) from the Cornell Lab of Ornithology



# Monthly Schedule



## April - Water

Each month may look slightly different, but the schedule should be followed to the best of your abilities. Some planning will occur ahead of each semester to prepare for upcoming events (see page 2). After September, planning for each upcoming month's events and activities will begin at least 2 weeks prior to the start of that month. All items listed for each week should be performed during meetings and by working independently as needed. See the [EcoReps Calendar](#)

APRIL 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
		<b>Week 1</b>				
9	10	11	12	13	14	15
		<b>Week 2</b>				
16	17	18	19	20	21	22
		<b>Week 3</b>				
23	24	25	26	27	28	29
		<b>Week 4</b>				
30						

Wiki Calendar

### Week 1 - April 2 - 8

- **Activities:** Kick-off the month-long water conservation engagement activity and continue preparing for the standalone activity in [Week 3](#)
- **Communications:** Create the water chalk boards, share 2+ posts on social media, and post events on ESF Engage, coordinate with **Education** to gain resident interest to attend the event
- **Education:** Prepare materials and agenda for the water education event next week, and identify facts and tips to share with **Communications** for the chalk boards and social media
- **Coordinators Meeting:**
  - **AC:** Discuss any updates for the standalone engagement activity and collaborate with **EC** to incorporate education information at the event
  - **CC:** Share an update on resident and campus outreach efforts. Coordinate upcoming content with **AC** and **EC**
  - **EC:** Share conservation facts & tips with **CC** for next week's social media and chalk board update



# Monthly Schedule



## April - Water

### **Week 2 - April 9 - 15**

- **Activities:** Continue preparing for the standalone engagement activity next week and continue managing the ongoing activity, coordinate with **Communications** to gain resident interest to attend event
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Lead the water conservation education event, continue researching and organizing water information and tips for next week's social media and chalk board
  - **Activities** and **Communications** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **Coordinators Meeting:**
  - **AC:** Share an update on the month-long engagement activity & discuss plan for next week's standalone engagement activity
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share photos and a recap about the sustainable food education event, share conservation tips with **CC** for next week's social media and chalk board update

### **Week 3 - April 16 - 22**

- **Activities:** Lead standalone water-focused experiential activity and continue managing ongoing activity
  - **Communications** and **Education** EcoReps should attend and help to host the event**\*\*Leading events and activities is the shared responsibility of ALL EcoReps\*\***
- **Communications:** Share 2+ posts on social media and update chalk boards
- **Education:** Continue organizing water conservation information and tips for next week's social media
- **Coordinators Meeting:**
  - **AC:** Share an update on the month-long engagement activity. Share photos and a recap on the standalone food-focused engagement with **CC** for social media
  - **CC:** Share an update on resident and campus outreach efforts
  - **EC:** Share water facts and tips with **CC** for next week's social media and the chalk board

### **Week 4 - April 23 - 29**

- **Activities:** Wrap up the month-long engagement activity & share results (if a competition)
- **Communications:** Share final conservation posts (2+) on social media and share results of month-long activity on the chalk board - contact winners & give prizes (if a competition)
- **Education:** Offer assistance to **Activities** and **Communications** group
- **Coordinators Meeting:**
  - **All:** Prepare April's monthly summary. Send to Office of Sustainability and Centennial Hall staff
- **End of Year Meeting:** **All EcoReps** meet with Office of Sustainability and Centennial Hall staff to review the past year & celebrate the years accomplishments!



# Monthly Schedule

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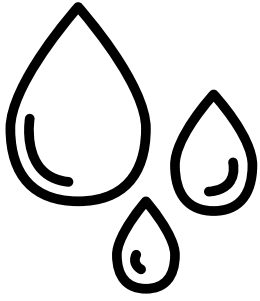


## April - Water

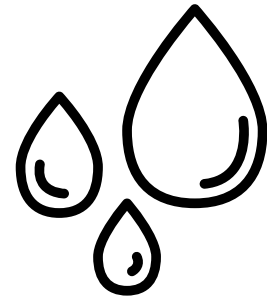
### **Week 4 - April 23 - 29**

- **Activities:** Wrap up the month-long engagement activity & share results (if a competition)
- **Communications:** Share final conservation posts (2+) on social media and share results of month-long activity on the chalk board - contact winners & give prizes (if a competition)
- **Education:** Offer assistance to **Activities** and **Communications** group
- **Coordinators Meeting:**
  - **All:** Prepare April's monthly summary. Send to Office of Sustainability and Centennial Hall staff
- **End of Year Meeting:** **All EcoReps** meet with Office of Sustainability and Centennial Hall staff to review the past year & celebrate the years accomplishments!

*Continue to the next page*



# WATER



## A Guide to Water-Centered Education & Activities

### EDUCATE

- Discuss the importance of water - both in the Northeast, throughout the Country, and throughout the world
- Discuss the impacts of climate change on global water supplies and the water cycle
- Discuss unequal access to water
- Discuss the ecological and health benefits of clean water
- Explore the history of local water bodies (ex: Green Lakes and Onondaga Lake)
- What is green infrastructure? Why is it important? How can it improve water quality on a small and large scale? Research local examples of green infrastructure (Save the Rain)
- Discuss individual water consumption habits
- Brainstorm ways to conserve water on campus, in CenTen, and off-campus

### ACTIVITIES

- **Floor Competition**
  - Turn off the Tap Challenge
    - Challenge students to reduce the amount of water they run throughout the week, have them track any changes they made to their daily routines, and estimate the impact of these changes
      - Share tips for success, like taking shorter showers, turn the water off while brushing your teeth, or only washing clothes as necessary, etc.
  - Cold Shower Challenge
    - Challenge students to try taking showers with cold water instead of hot water. At the end of the month, students can report back
- **Events**
  - Invite the NY Water Environment Association (NYWEA) student club to present
  - Host river or stream cleanup at the Erie Canal, Butternut Creek, or the Onondaga Creek
  - Visit local bodies of water and State parks (ex: Green Lakes, Onondaga Lake)
  - Visit local wastewater treatment plant
- **Activities**
  - Decorate a rain barrel and use captured rainwater to water the campus garden
  - [Paint night](#) with tutorial on how to filter used paint water



# Water Resource Guide



## Education

### • Books

- [The Water-Wise Home](#) - How to Conserve, Capture, and Reuse Water in Your Home and Landscape. Laura Allen, 2015.
- [Water Politics: Governance, Justice, and the Right to Water](#). F. Sultana & A. Loftus, 2020
- [The Food-Water-Energy Nexus](#) - Power, Politics, and Justice. J. Allouche, C. Middleton, & D. Gyawali, 2019.

### • Resources

- [The Energy in Water](#). EPA, 2021.
- [Save Water and Energy by Showering Better](#). EPA
- [Save Water: Reduce Your Water Footprint](#). RESET
- [How Often to Wash Your Clothes](#)
- [How Climate Change, Water, and Food Insecurity Drive Instability](#). Center for American Progress, 2017.
- [Summary of the Clean Water Act](#). EPA, 2020.
- [America's Water Crisis](#). The Guardian.
- [The Cost of Solving the Global Water Crisis](#). World Resources Institute, 2020.
- [The Biological Roles of Water: Why is water necessary for life?](#) Harvard University, 2019.
- [Geographies of insecure water and the housing-water nexus in US cities](#). PNAS, 2017.
- [Water footprint of crop and animal products: a comparison](#). Water Footprint Network.
- [Save the Rain](#) - Onondaga County's green infrastructure program

### • Movies

- Explained - [World's Water Crisis](#). 2020
- [10 Films](#) about Earth's Water
- [10 Documentaries](#) about the Future Water Crisis
- [A Civil Action](#). 1998
- [Lois Gibbs and the Love Canal](#). 1982

## Activities

### • Events

- Tour Onondaga County [Waste Water Treatment Facilities](#)
- Visit [Green Lakes](#), [Erie Canal](#), and [Onondaga Lake](#)

### • Resident Engagement

- [Personal Water Footprint Calculator, or try the Extended Version](#)
- [National Water Quality Interactive Map - USGS](#)
- [Water Conservation Apps](#)
- [Water Conservation Apps for Home and Garden](#)
- [How to filter your paint water](#)



# Appendix I

## EcoReps Logos

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Click [here](#) or the images below to download



Color



White



Black

## Program Developers

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**Delaney Demro**

**Program Lead**

*Sustainability Outreach and Engagement Manager*

**Sue Fassler**

*Director of Sustainable Operations*

**Liam Grima**

*Undergraduate Student Sustainability Coordinator  
Summer and Fall 2021*

