



Greening a Generation; a Look at The Leopold

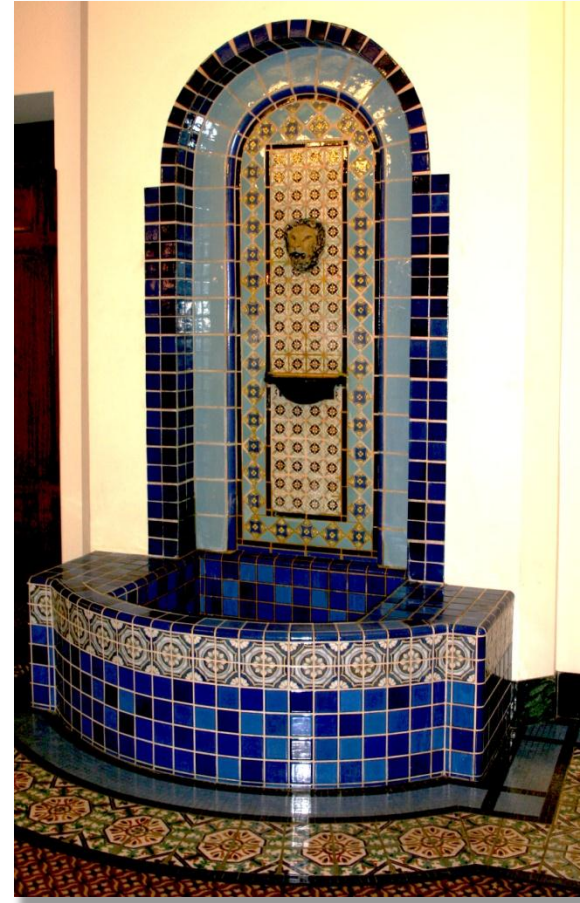
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Western Washington University
Campus Sustainability Planning Studio

Outline

- Project Goals
- Community Based Social Marketing
- The Leopold Today
- Conservation Barriers
- Strategies
- Future Works



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Project Goals

- Establish a baseline of resident's knowledge, practices, and attitudes
- Identify barriers to conservation behaviors
- Provide strategies to overcome barriers using Community Based Social Marketing (CBSM)

Community Based Social Marketing

4-Steps of CBSM:

1. Identify barriers

- Focus group
- Survey

2. Strategy development

3. Implementation

4. Evaluation



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The Leopold Today

- Member of Sustainable Connections
- FoodPlus! Program
- Compact Fluorescent Lights (CFLs)
- Recycling
- Monthly newsletter



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Conservation Barriers

- Forgetfulness
- Lack of incentives
- Lack of awareness



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Strategies

- Provide incentives
- Provide reminders
- Provide information
- Set goals & benchmarks
- Make it fun & interactive



Think.



Act.

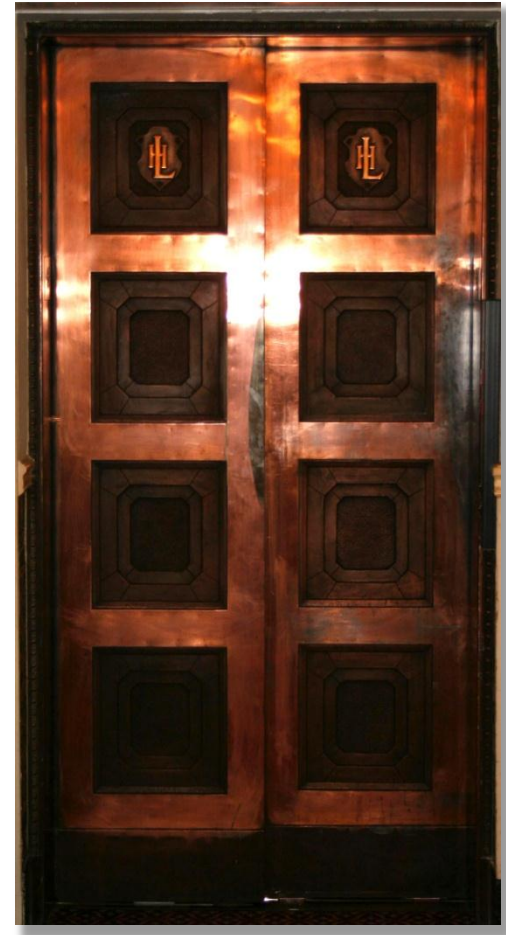


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Future Work

- CBSM Steps 3 & 4
 - Implementation
 - Evaluation
- Creation of Resident Council
- Design a conservation pledge
- Energy use analysis



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