

A scenic view of a Western Washington University building, a large multi-story structure with a brown roof and arched windows, nestled on a hillside. The building is surrounded by lush green trees and a well-maintained lawn. In the foreground, a paved walkway leads towards the building, with a few people walking. The sky is clear and blue.

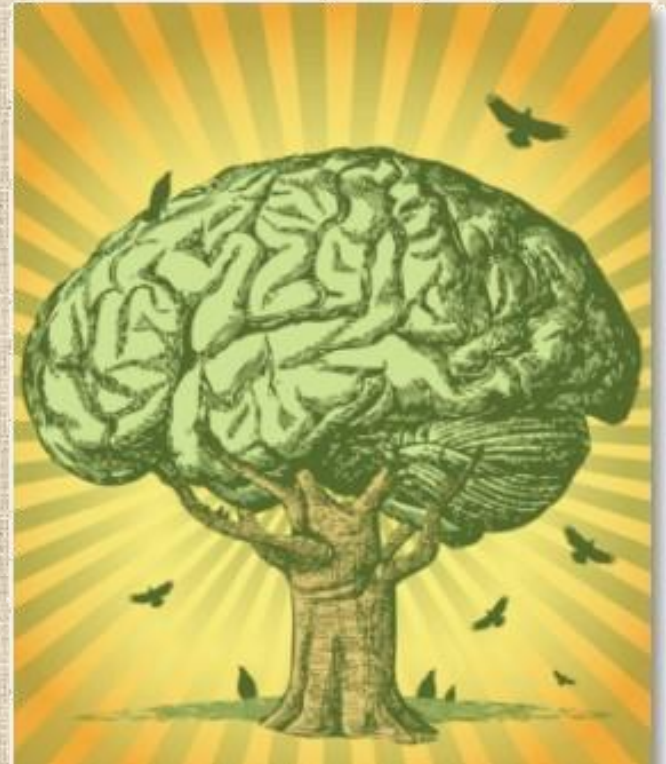
Western Washington
University
Sustainability Pledge

Sustainability Pledges

- Western's Commitment
- Pledge Power

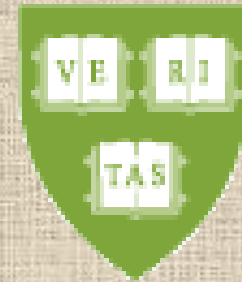
Pledge Psychology

- Social Marketing
- Sociocultural Factors
- Self-efficacy
- Group membership
- Social Responsibility
- Social Norms
- Public Commitment
- Cognitive Dissonance
- Elaboration Likelihood Model





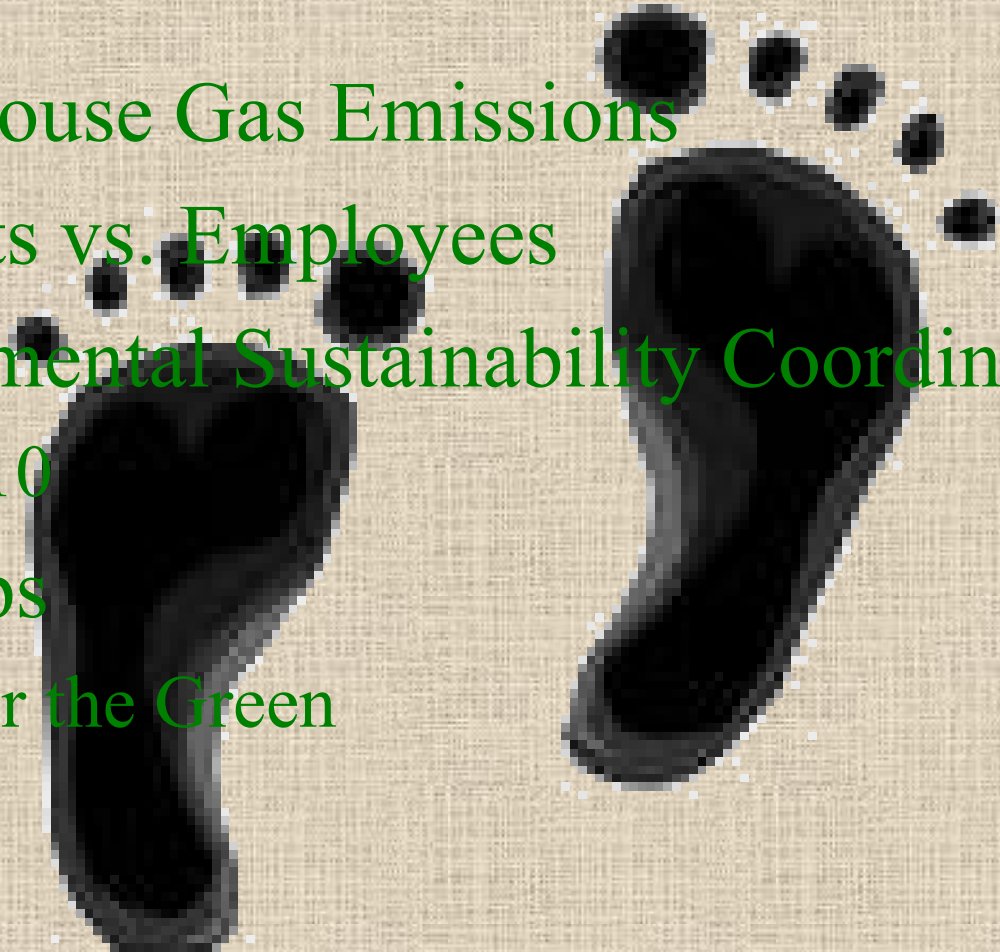
Case Studies



- University of British Columbia
- Harvard University
- Emory University
- UW, Evergreen and other peer institutions

Western's Footprint & Sustainability Programs

- Greenhouse Gas Emissions
- Students vs. Employees
- Departmental Sustainability Coordinators
 - 10 x 10
- Eco-reps
 - Go for the Green





WWU OFFICE of SUSTAINABILITY

Western Sustainability Pledge

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Help Western go green!

Sign the pledge below and declare our support for Western's vision of a sustainable future.

We encourage you to check off the great things you are already doing, and commit to at least three new things that you feel are within your capacity. We also ask you to promote the pledge to your fellow colleagues; the more people who join, the bigger our collective impact will be!

I pledge to do my part in Western Washington University's greenhouse gas reduction and sustainability efforts. I will consider the environmental, social and economic impact of my daily decisions and commit to new ways to reduce my ecological footprint impact while on campus and at home.

I also pledge to share my individual sustainability efforts with others at Western and promote the pledge to at least three fellow students/colleagues.

Energy

- Set sleep mode on my computer and turn off my PC, monitor, printer and copier at the end of the day. If unable to switch off the entire computer, turn off the monitor and my desktop printer.
- Adjust thermostats; lower blinds in the summer and raise blinds in the winter, and shut them when leaving for the day.
- Turn off the lights when you leave any room, bathrooms, meeting rooms for more than five minutes.
- Unplug equipment that uses standby energy such as computers, coffee makers, refrigerators, alarm clocks, chargers, and stereos, when planning to be away for extended periods, such as vacations and breaks.
- Use compact fluorescent bulbs, and choose ENERGY STAR rated lamps and other fixtures.
- Disable your screen saver, which prevents the computer from entering sleep mode.
- Wash clothes in cold or warm water.
- Take the stairs.

The Pledge

I pledge to do my part in Western Washington University's greenhouse gas reduction and sustainability efforts. I will consider the environmental, social and economic impact of my daily decisions and commit to new ways to reduce my ecological footprint impact while on campus and at home.

I also pledge to share my individual sustainability efforts with others at Western and promote the pledge to at least three fellow students/colleagues.

Western's Pledge Program

- Web-based or peer outreach
- Sign Up
- Post Pledge
- Follow Up Email
- Promote the Pledge
- Incentives



Barriers

- Virtual and Actual
- Internal
- Administrative support
- Proof



Evaluation

- Participation
- Results
- Competitive Incentives

Future Work

- Web Developments
 - Facebook Page
 - Symbolic Tallies
 - Quarterly Email Newsletter
 - Administrative Support
 - Participant Incentives
 - Comprehensive Programming
 - Off-campus Students
- 
- A pair of hands, one light-skinned and one dark-skinned, are shown from the back, cupping a small green seedling with three leaves growing out of a mound of dark soil. The hands are positioned as if carefully holding and nurturing the plant. The background is a textured, light-colored fabric.



Many Thanks!

Questions?