



FY21 SUSTAINABILITY GOAL FACT SHEET

Community Engagement

	Purpose	Key Initiatives	Next Steps
Planet Blue Ambassadors	Encourage all faculty, staff, and students to become engaged in sustainability on campus and lead by personal action. Ambassadors form a network to advance U-M's sustainability commitments and move toward a campus-wide ethic of sustainability.	<ul style="list-style-type: none"> • Currently there are 7,600 certified Ambassadors. • Began the work of expanding the program to Flint and Dearborn. 	<ul style="list-style-type: none"> • Communicate to U-M community members about campus sustainability and carbon neutrality efforts and ways to engage. • Set up the structures to allow for PBA programming on all three campuses.
Student Sustainability Coalition	Promote a sustainable campus culture by bringing people together to achieve social change. SSC uses the Collective Impact Framework to create a mutually defined common agenda and shared vision that unifies campus-wide student sustainability efforts.	<ul style="list-style-type: none"> • Drafted a common agenda for student sustainability efforts at U-M. • Hosted two listening sessions to collect feedback on the PCCN final report. • Awarded \$43,000 to three Planet Blue Student Innovation Fund projects: sustainable period products, direct air carbon capture, and energy generating workout machines. 	<ul style="list-style-type: none"> • Pilot a student sustainability summit as a way to build connections and encourage collaboration between student groups. • Continue to promote U-M sustainability programs and resources to students.
Planet Blue Student Leaders	Work with staff to implement sustainability projects, collaborate with student organizations and university departments, and engage their peers (on and off campus) in sustainability programming.	<ul style="list-style-type: none"> • Engaged peers in year-long behavior change campaigns related to energy, water, waste, and off-campus housing. • Produced a podcast, blog posts, and other forms of creative multimedia storytelling. • Supported the work of campus sustainability partners. 	<ul style="list-style-type: none"> • Grow network of collaborators and participants. • Develop peer-to-peer behavior change initiatives on compost contamination, reduction, sustainable apparel sourcing, laundry conservation habits, and increasing the shelf-life of perishable foods.
U-M Sustainable Food Program	Organize and amplify student voices calling for a more just and sustainable food system. Collaborate with food, environmental, and social justice-oriented groups across campus. Consists of a paid student leadership team and a network of affiliated student organizations and individual collaborators.	<ul style="list-style-type: none"> • Launched on-campus Farm Stand in collaboration with the Campus Farm, serving nearly 800 unique customers in fall 2021. • Annual HarvestFest celebration in September 2021 had 800+ attendees. • Mini-grants for student organizations doing food justice projects. • Host annual Rooting For Change: Student Food Justice Summit. 	<ul style="list-style-type: none"> • Continue to build out Farm Stand operations and learning opportunities. • Expand number of student participants in working groups. • Build out opportunities for experiential learning and dialogue for U-M students focused on food justice and DEI.
Sustainability Cultural Indicators Program (SCIP)	Measure and track the culture of sustainability at U-M. Survey results are shared with the campus community and used to inform campus sustainability programming, research, and teaching.	<ul style="list-style-type: none"> • Consulted with various stakeholders to update the survey to include Flint and Dearborn, address carbon neutrality, and adjust food and travel questions. 	<ul style="list-style-type: none"> • Analyze and report data collected in late fall 2021.
Earthfest	Celebrate sustainability initiatives across U-M and the surrounding communities, while providing an inclusive platform to educate and engage the campus community on opportunities to support sustainability on campus and in our daily lives.	<ul style="list-style-type: none"> • Returned to the Diag for an in-person event with highly engaged attendees. • Added "Earthfest+" events hosted by partner organizations to promote interactive, hands-on opportunities. 	<ul style="list-style-type: none"> • Continue adapting Earthfest to university's sustainability priorities. • Build upon past efforts to diversify planning committee.
Zero Waste Stadium	Reduce waste and build a culture of sustainability by making football games zero waste.	<ul style="list-style-type: none"> • Diverted 60.75 tons of waste from the landfill, with a 73% diversion rate. • Implemented a post-game compost sorting process. • Piloted special signage to further educate fans on how to properly dispose of waste. 	<ul style="list-style-type: none"> • Continue zero waste collection process improvements. • Continue staff and volunteer training program. • Implement new signage and zero waste messaging in the 2022 season.