

Environmental Action: Shifting from Saying to Doing

Syllabus • Spring 2014

ENVS196

Professor: Tina Woolston
Office: Office of Sustainability: Miller Hall
Phone: 617-627-5517
Email: tina.woolston@tufts.edu
Office hours: Wed 10-11 AM and by appointment

Professor: Ann Rappaport
Office: UEP 97 Talbot Ave
Phone: 617.627.3394
Email: ann.rappaport@tufts.edu
Office hours: Monday 2-4 PM and by appointment

Time and Place: Wednesdays 4:30 – 7 pm, TBD

Course Description

This is a hands-on, experiential class where students will explore the human behavior-environment nexus and practice acting as a change agent on campus. Students will develop, deploy and evaluate campaigns designed to reduce energy use among building occupants at select on-campus locations. Topics covered include: human behavior, [community based social marketing](#), energy, climate change, sustainability efforts at Tufts, culture change, survey techniques, effective communication, program evaluation and the social dimension of sustainability.

Prerequisites: ENV91 or Bio7 or permission of instructor

Course Reading and Other Resources

The course reading is all online – either through links to articles and books or through PDFs and websites. This is done deliberately so the students can experience a low-impact ‘paperless’ class. Trunk will provide access to general course information, announcements, handouts, course readings and assignments, supplemental resources, and other materials throughout the semester. You will be responsible for keeping up to date on all these materials.

Policies

If you will not be able to attend a class due to a religious holiday, please inform the instructors as soon as possible so that accommodations can be made. On those rare other occasions when you must be late or absent from class please let us know, and keep in touch with your fellow group members as a courtesy.

Grades and Grading Policy

Grades will be based on attendance and class participation and completion of individual and group activities. Grades will be calculated based on a 100 point scale, distributed across the following assignments:

CBSM participation: A major component of this class is collaborating with each other to design and implement a community based social marketing (CBSM) campaign to promote energy saving behaviors in specific building occupants on campus. Participation in this element of the class is essential to the learning process and will be factored into the final grade.

CBSM written assignments: To help formulate and track the progress of the social marketing campaign, there will be several written assignments that will also be assigned

throughout the semester. Students will collaborate with each other in small groups to prepare and submit these assignments.

Blogs: Each student will keep a weekly blog of their experiences and insights on class-related topics throughout the course of the semester, including reflections on the four behavioral challenges. Students are encouraged to post by the Monday night before class, in order to allow time to read and comment on each other’s blogs. High standards of respect and etiquette are assumed throughout online as well as in-class interactions. Students who prefer to keep an off-line journal should contact the instructors.

Class participation: Grades for class participation will be assessed based on attendance, preparation for class, enthusiasm and contribution to class discussions.

The total breakdown is as follows.

Community based social marketing project

- participation.....20 points (20%)
- written assignments.....20 points (20%)
- presentations.....10 points (10%)

Blogs..... 30 points (30%)

Class participation..... 20 points (20%)

TOTAL: 100 points (100%)

Course Syllabus

Date	Topic	Assignments Due: (assignments in bold are written tasks)
Week 1: Jan 15	Introduction, Context for Action, Behavior (1)	Recommended reading: - A very quick recap on Environmental Issues in US, CNN article - 1960-2004 environmental timeline , WorldWatch
Week 2 Jan 22	NO CLASS	Monday schedule
Week 3: Jan 29	Critical Thinking Behavior (2) 1st Personal Challenge	1. Set up blog 2. Blog 1: Introduce your “eco-self”; what are my habits? 3. Completed skills sheet 4. Readings: a. Warning: Habits May Be Good For You , NYT b. How personal actions can kick-start a sustainable revolution , Grist article c. Death of Environmentalism , Shellenberger & Nordhaus d. You are brilliant , and the earth is hiring.
Week 4: Feb 5	Community Based Social Marketing (CBSM) part 1 - Selecting Behaviors - Identifying Benefits and Barriers Survey Methods and Tools	1. Blog 2: Reflect on personal challenge #1 2. CBSM reading a. Community-based social marketing , McKenzie-Mohr (Chapters: “Fostering Sustainable Behavior” though “Step 2 Identifying Barriers and Benefits”) b. Life lessons from an ad man (video) 3. Survey methods reading TBD

Week 5: Feb 12	Community Based Social Marketing part 2 - Strategies - Implementation Communication 2nd Personal Challenge	<ol style="list-style-type: none"> Blog 3: Communication – Seeping into the cracks (who do you know?) Communication Reading TBD CBSM: Background research initial results CBSM reading <ol style="list-style-type: none"> Community-based social marketing, McKenzie-Mohr (Steps 3-5, and ‘Concluding Thoughts’)
Week 6: Feb 19	Energy Basics - How is energy made, transported and used? CBSM planning	<ol style="list-style-type: none"> Blog 4: Reflect on personal challenge CBSM: Background research report to class Energy basics readings <ol style="list-style-type: none"> Holdren, John P. 1971, “Understanding Energy” in <i>Energy</i>, Sierra Club: San Francisco, pp 14-19. Energy efficiency: Is the United States Improving?
Week 7: Feb 26	Climate Change Talking Points	<ol style="list-style-type: none"> Blog 5: Midterm reflection CBSM: CBSM worksheet – first draft due Climate Change readings <ol style="list-style-type: none"> Climate Change, OOS page, Gelbspan Belief In Science Hinges On Worldview, NPR UCS Climate Change in Massachusetts
Week 8: Mar 5	Sustainability at Tufts	<ol style="list-style-type: none"> Blog 6: Reflection on beginning of CBSM campaign Reading: <ol style="list-style-type: none"> Tufts Campus Sustainability Council Report
Week 9: Mar 12	The Social Dimension of Sustainability part 1	<ol style="list-style-type: none"> Blog 7: How do your actions affect others? CBSM: CBSM worksheet – final draft due Social Sustainability readings TBD
Week 10: Mar 19	SPRING BREAK	
Week 11: Mar 26	The Social Dimension of Sustainability part 2 3rd Personal Challenge	<ol style="list-style-type: none"> Blog 8: Reflect on re-introducing your “eco-self” to your family and friends. What’s in your closet? CBSM: Report back to group Reading TBD
Week 12: Apr 2	Program Evaluation	<ol style="list-style-type: none"> Blog 9: Reflect on personal challenge. CBSM: Report back to group Program Evaluation Reading: TBD
Week 13: Apr 9	Energy and Food 4th Personal Challenge	<ol style="list-style-type: none"> Blog 10: How do you choose what you eat? CBSM: Report back to group Readings: TBD
Week 14: Apr 16	Energy impacts that??	<ol style="list-style-type: none"> Blog 11: Reflect on behavior challenge CBSM: Report back to group
Week 15: Apr 23	Re-Cap CBSM debrief	<ol style="list-style-type: none"> Blog 12: Self-evaluation of your contribution to the CBSM campaign
Week 16: Apr 30	Reading Period	- Final Blog due