

# ECO-AMBASSADORS SESSION #2

*Medford Campus  
February 18, 2014*



Tufts University  
Eco-Ambassadors

# From last session...

- How did your office introduction go?
- Personal Behavior Change Challenge – Challenges? Successes?
- Recycling survey and audit

# Today's Agenda

- Water
- Transportation
- Meetings & Events
- Energy
- Purchasing

Water

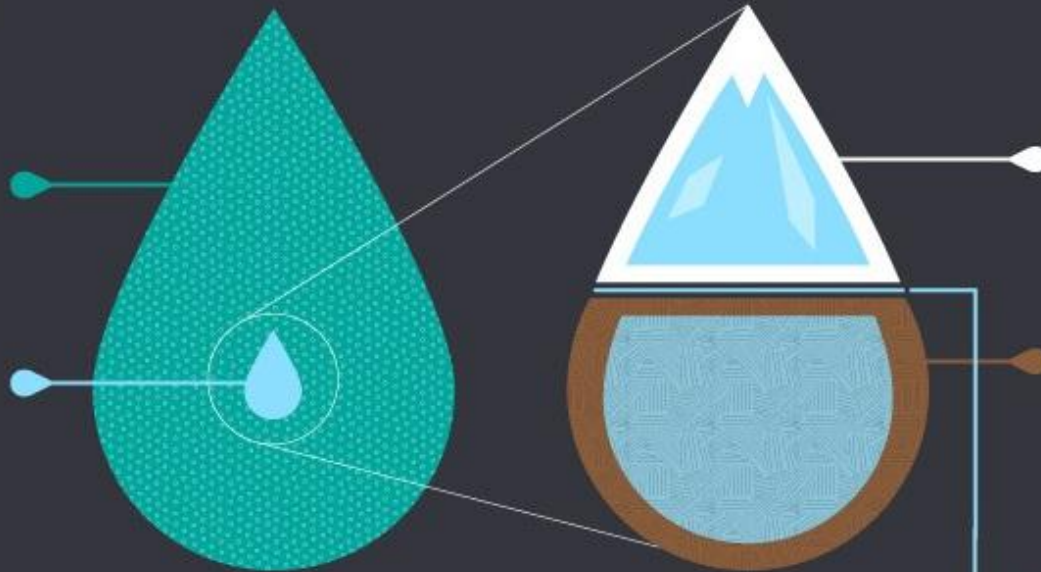
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## WHERE IS ALL THE WATER?

SALTWATER DOMINATES  
EARTH'S SUPPLY:

97.5%  
SALTWATER

2.5%  
FRESHWATER



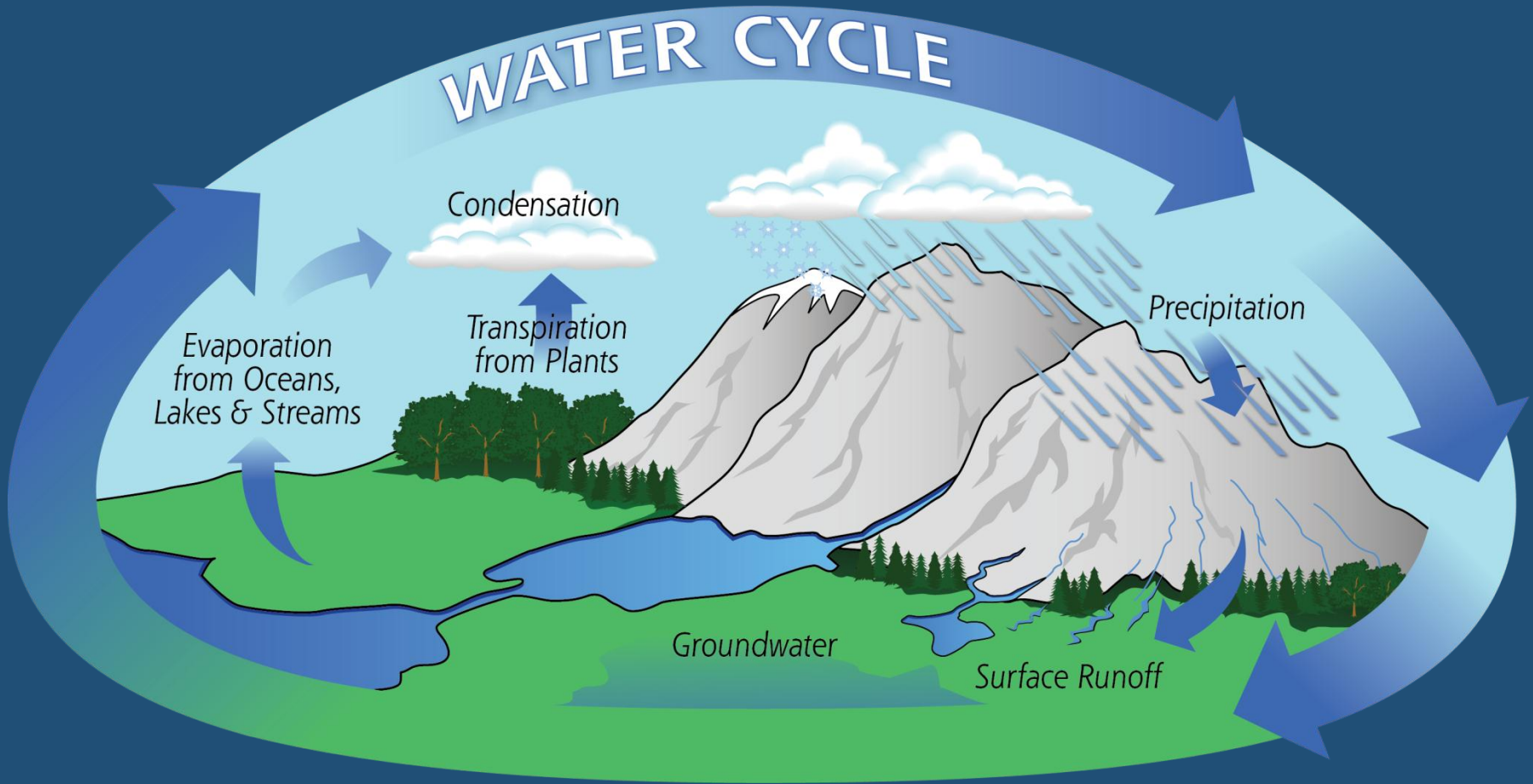
MOST FRESHWATER  
IS UNATTAINABLE:

70%  
IS FROZEN IN  
POLAR ICECAPS

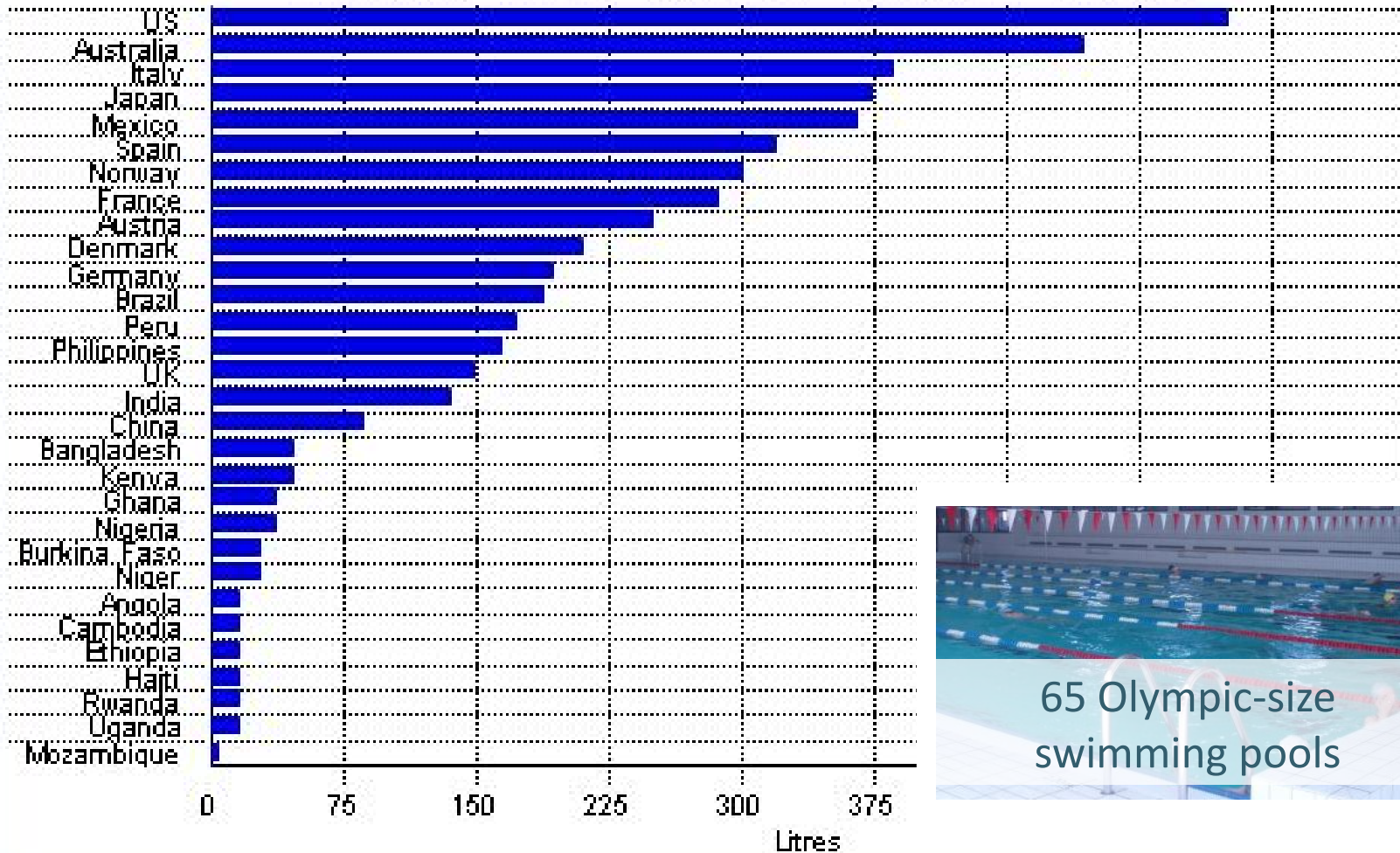
30%  
LIES UNDERGROUND  
(most of which is too expensive  
to tap into and filter)

LESS THAN 1%  
of the world's freshwater is  
available for human consumption

# WATER CYCLE



## Average Water Use Per Person Per Day







# How many gallons of water does it take to make...



35 – 53 Gallons



4,000 – 18,000 Gallons

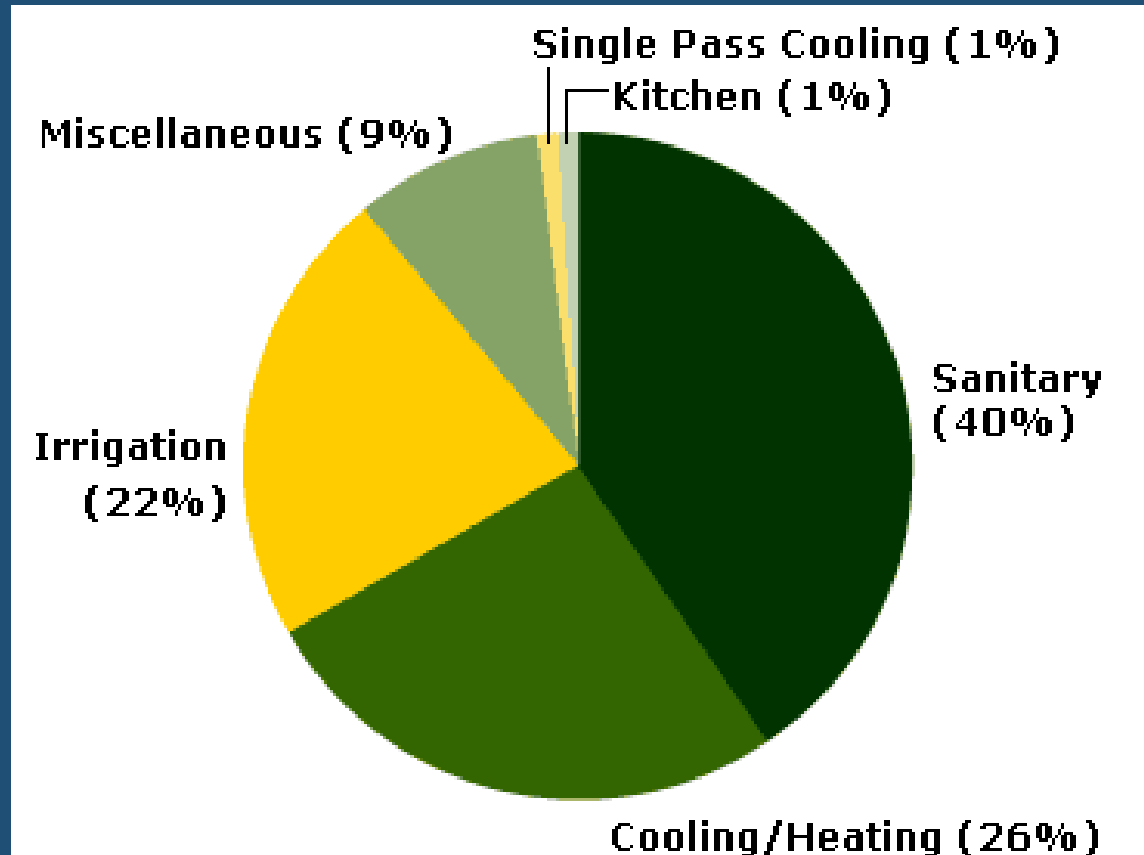


41,000 Gallons



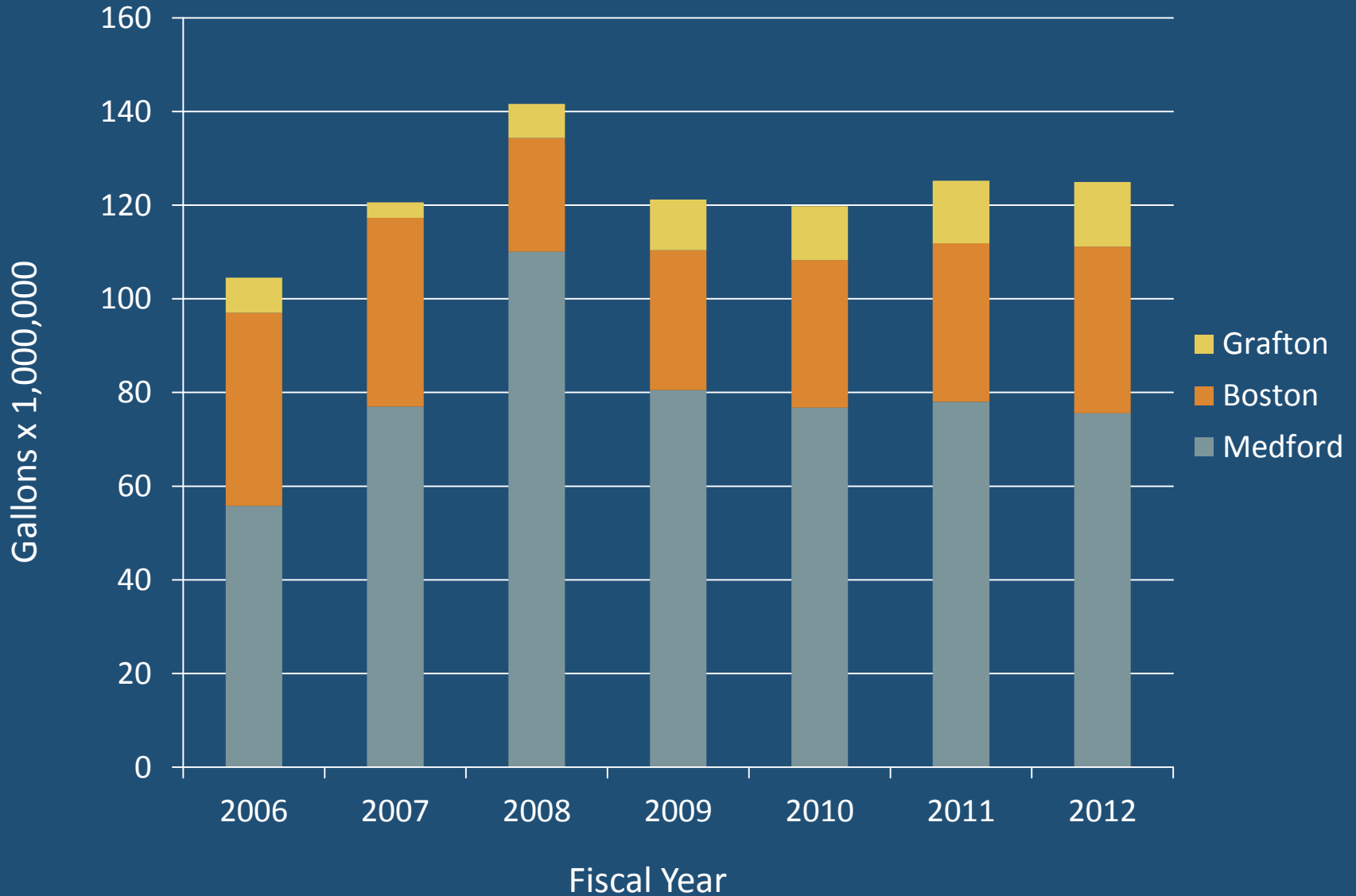
1.85 Gallons

# Typical office water use





# Water Consumption by Campus



# Water Reduction Projects at Tufts



- Low flow toilets and urinals
- Dual flush toilets
- Faucet flow restrictors
- Metered faucets





# The **FACTS** about **BOTTLED WATER**



\$0.0015 / gal




\$10.00 / gal

The price of bottled water is up to **10,000 times** the cost of tap water



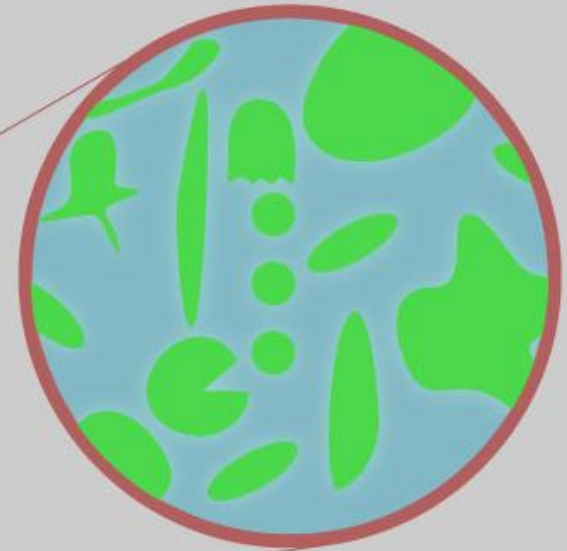
Annually, Americans  
consume 8.6 billion  
gallons of bottled water



# The **FACTS** about **BOTTLED WATER**



**40%** of all bottled water is taken from **municipal water sources** (a.k.a. **tap water**)

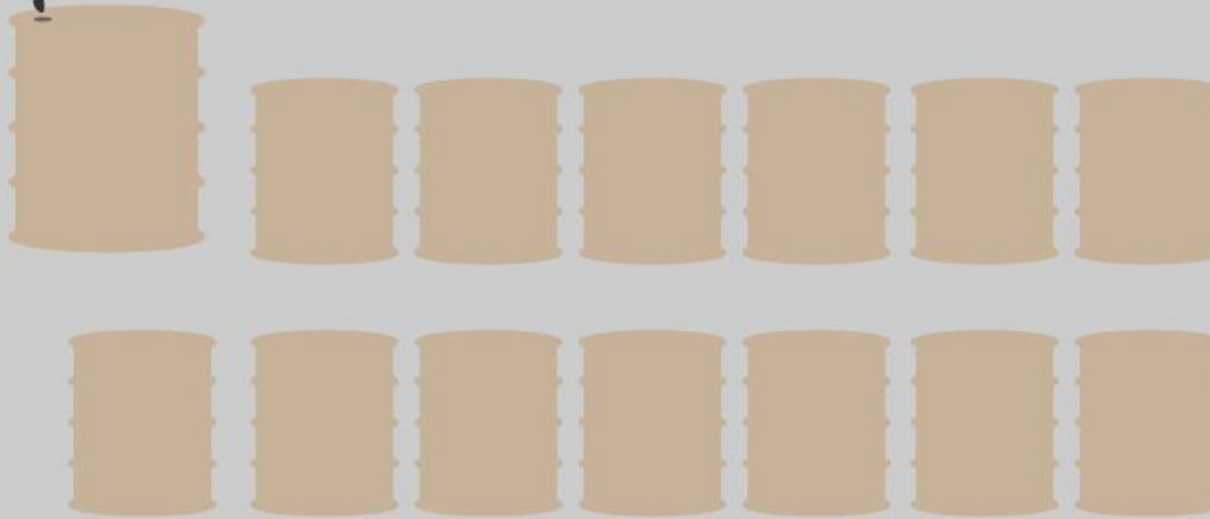


**22%** of tested bottled water brands contained **chemical contaminants** at **levels above** strict state health limits

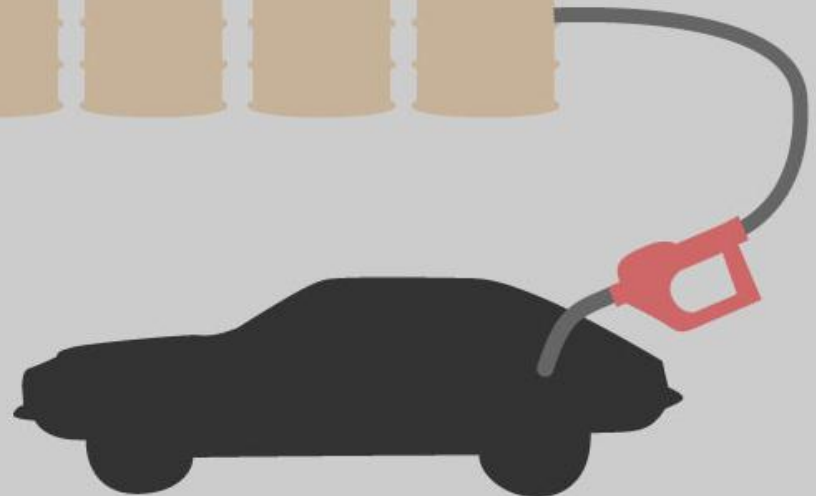
# The **FACTS** about **BOTTLED WATER**



**17 Million barrels of oil**  
are used in the production of water bottles yearly...



...enough to fuel  
**1 Million cars** for a year





# Cost of 750 gallons of water\*

Individual Bottles	Poland Springs 5 gal bottles	Poland Springs water filter	Brita Filter pitcher	Tap water
\$762	\$565	\$264	\$232	\$13

\*750 gallons provides 1 liter of water per day to each person in a 12 person office for one year (work days only).

## Example (Tisch College):

- Bottled Water = \$720
- Filtration System = \$384
- Savings per year = about \$336, almost 50%

# What can you do in your office?

- Use tap or filtered water, not bottles
  - Contact: Scott DeFeo (Nestle Waters N. America)  
(978) 970-5656 x 3031, [scott.defeo@waters.nestle.com](mailto:scott.defeo@waters.nestle.com)
- Model sustainable water behaviors
- Report leaks to Facilities –
  - Submit an online service request  
(<https://fsrequest.tufts.edu/WebMaint/>)
  - Call (617) 627-3496 with emergencies
- Have a water survey for your office
- Hold a water tasting



# Transportation

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# Transportation Facts

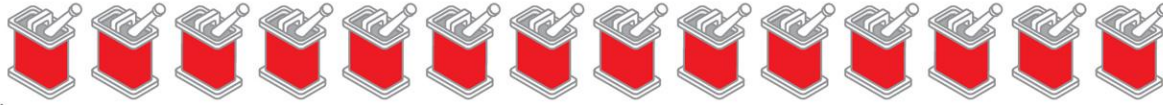
- Americans spend **4.2 billion hours** stuck in traffic each year
- On average, Americans spend nearly **20% of their household budgets** on transportation
- Transportation is responsible for **28% of greenhouse gas emissions** in the US
- Between 1995 and 2012, public transportation ridership **increased by 34%**
- In 2012, Americans took **10.5 billion trips** on public transportation

# GETTING AROUND: FUEL USE OF VARIOUS MODES OF TRANSPORTATION

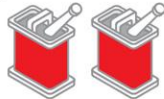
HOW MANY GALLONS OF FUEL PER PASSENGER DOES IT TAKE TO COVER A DISTANCE OF 350 MILES?



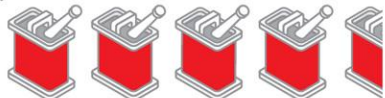
**Cruise Ship**  
 2915 Capacity  
 .009 Miles per gallon  
 121 Gallons per mile  
 10:56 Time to travel 350 miles at 32 mph



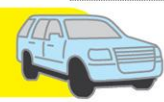
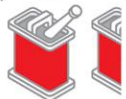
**Amtrak**  
 300 Capacity  
 0.46 Miles per gallon  
 2.17 Gallons per mile  
 04:22 Time to travel 350 miles at 80 mph



**Boeing 737**  
 175 Capacity  
 0.42 Miles per gallon  
 2.4 Gallons per mile  
 00:37 Time to travel 350 miles at 566 mph



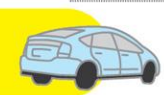
**Motor Coach**  
 50 Capacity  
 5 Miles per gallon  
 .2 Gallons per mile  
 05:50 Time to travel 350 miles at 60 mph



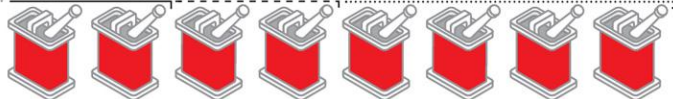
**Average SUV**  
 5 Capacity  
 21 Miles per gallon  
 .048 Gallons per mile  
 05:50 Time to travel 350 miles at 60 mph



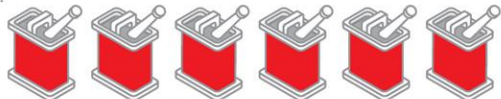
**Average Sedan**  
 4 Capacity  
 27 Miles per gallon  
 .037 Gallons per mile  
 05:50 Time to travel 350 miles at 60 mph



**Average Hybrid**  
 4 Capacity  
 46 Miles per gallon  
 .022 Gallons per mile  
 05:50 Time to travel 350 miles at 60 mph



**Motorcycle**  
 1 Capacity  
 56 Miles per gallon  
 .017 Gallons per mile  
 05:50 Time to travel 350 miles at 60 mph



**Bicycle**  
 1 Capacity  
 912 Miles per gallon (caloric conversion)  
 .001 Gallons per mile (caloric conversion)  
 23:20 Time to travel 350 miles at 15 mph



**Walking**  
 1 Capacity  
 211 Miles per gallon (caloric conversion)  
 .005 Gallons per mile (caloric conversion)  
 100 Time to travel 350 miles at 3.5 mph



..... FUEL USAGE for driver alone  
 - - - - FUEL USAGE for driver plus one passenger  
 ——— FUEL USAGE for driver plus three passengers

WHOPPER with cheese is 770 calories.  
 GOOD neither endorses or denounces the consumption of Whoppers

WE'RE EFFICIENT One gallon of gas equals approximately 31,000 calories. We only need about 2,000 calories a day.

CYCLIST A 175-pound rider, biking 15 miles per hour, and burning .049 calories per pound per minute.

WALKER A 175-pound pedestrian, walking at 3.5 miles per hour, and burning .035 calories per pound per minute.

NOTE Capacity, fuel economy, and speed numbers are, in some cases, averages or estimates.

good.is  
 Transparency

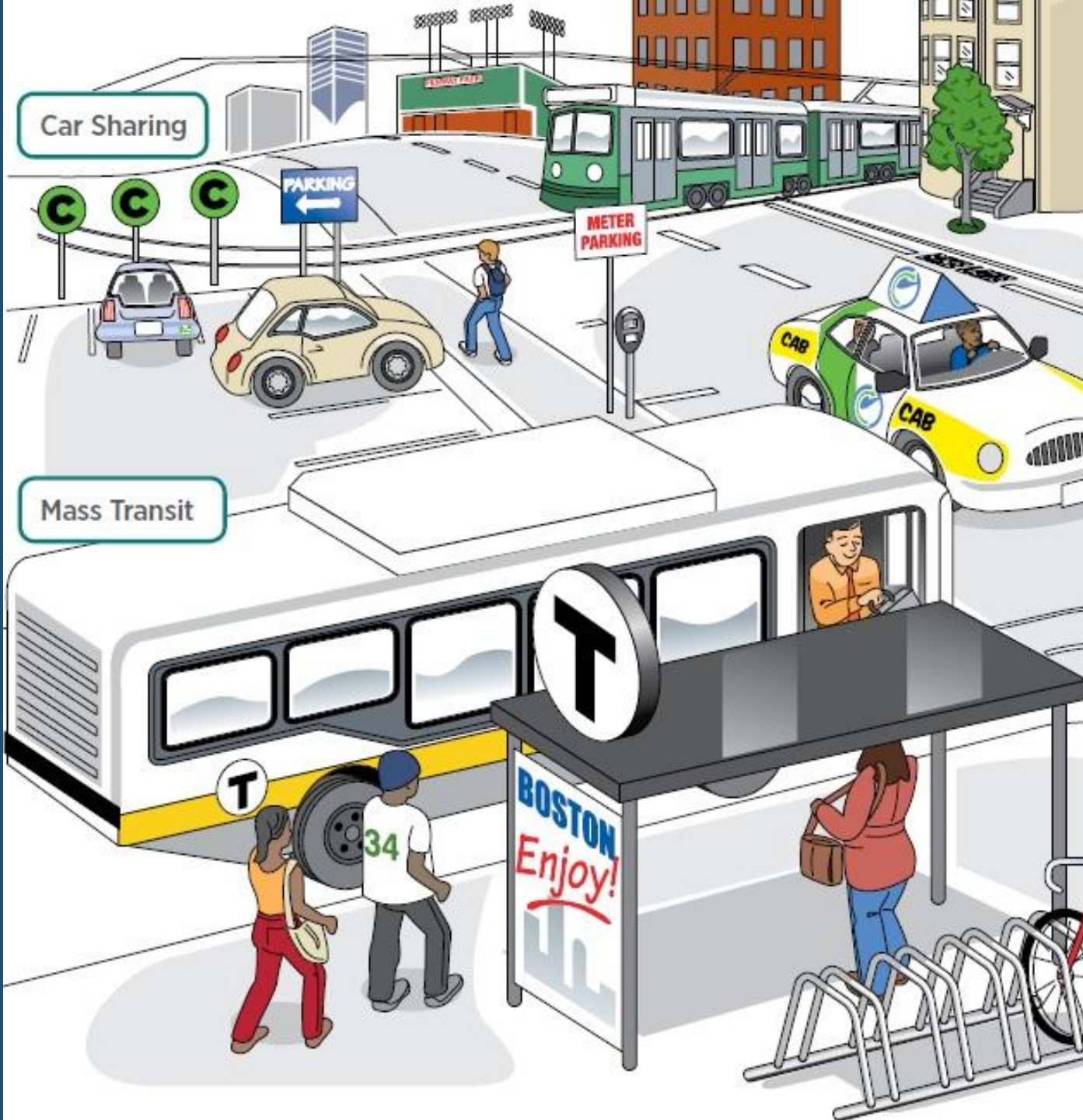
Amount of space needed to transport  
the same number of passengers by...



*Car*

*Bus*

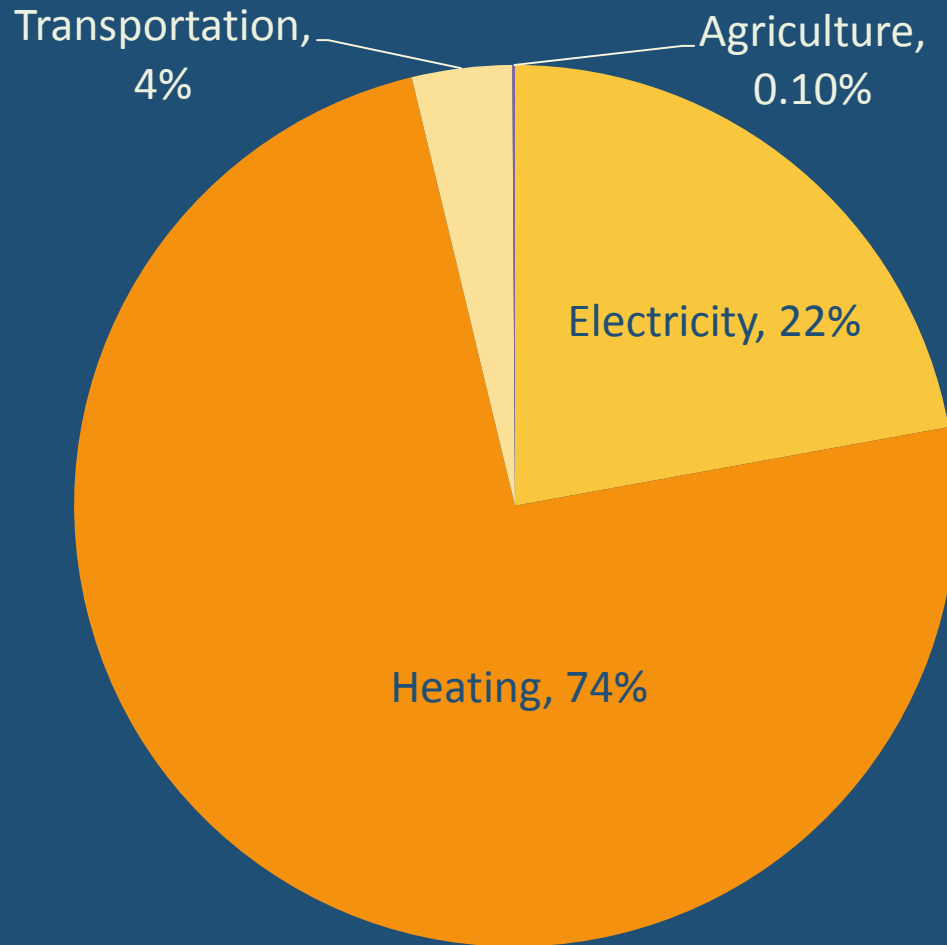
*Bicycle*



Car Sharing

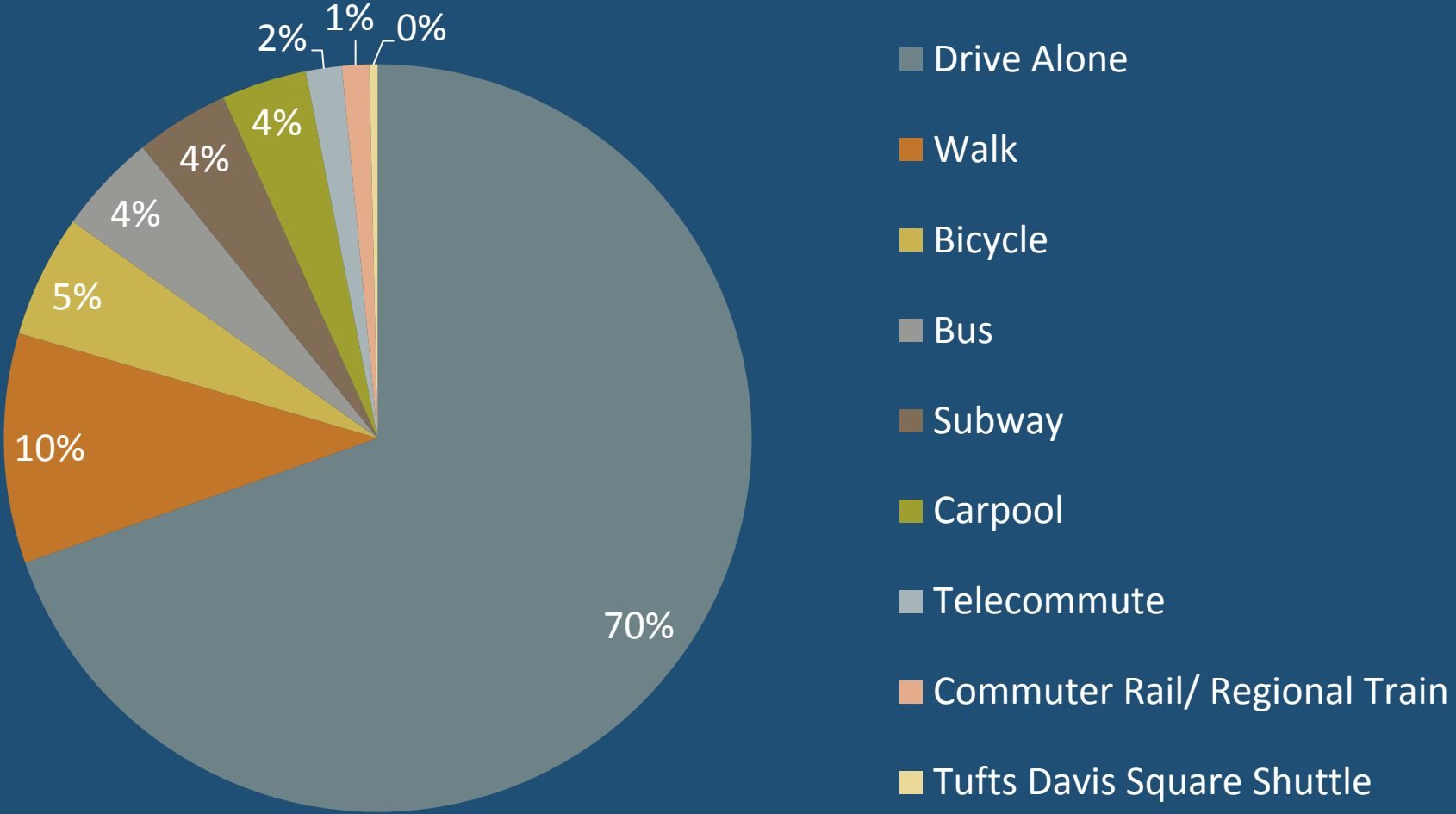
Mass Transit

# Tufts' 2010 Emissions (all campuses)



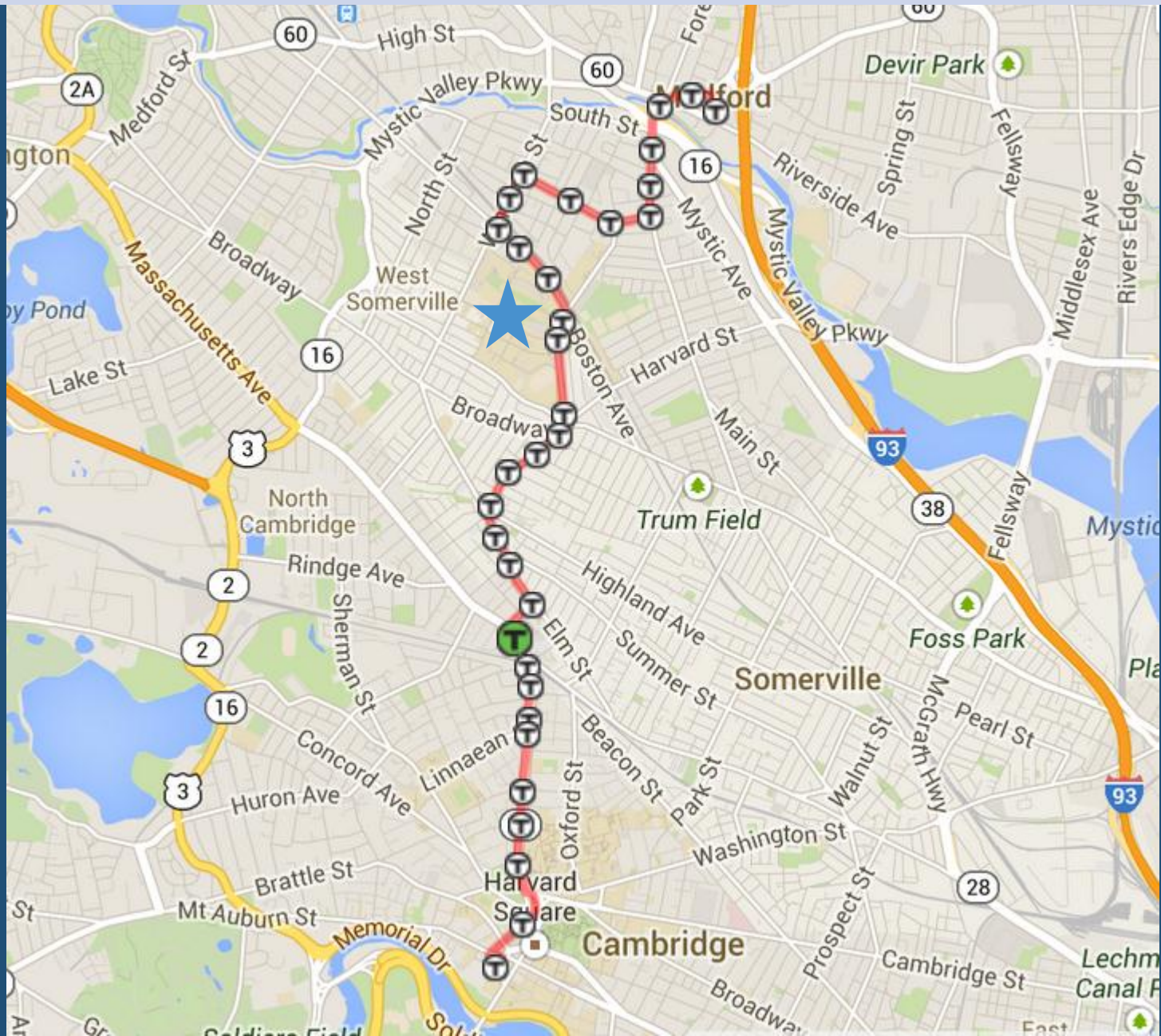


# How do Tufts Medford employees get to work?





# 96 - Medford Sq. - Harvard Station via George St. & Davis Sq. Sta.





Riding the T → App Showcase

- Trip Planner
- Service Nearby
- Service Updates
- T-Alerts
- T-Alerts FAQ
- App Showcase
- Developers

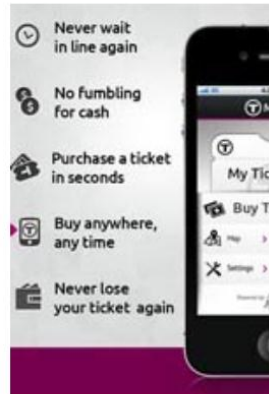
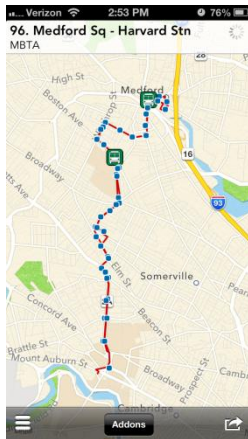
## App Showcase

Where's the T? New apps built by independent developers let you know where your bus or train is and when it will arrive. Check them out below!

Tweet Like 660 people like this.

**Image View** | **Sortable List**

### Real Time Apps



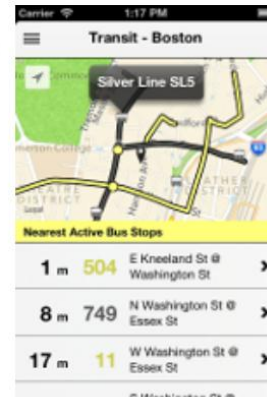
#### [MBTA mTicket](#)

Buy a ticket anywhere, anytime, in seconds. The Official MBTA mTicket App is like a ticket office in your pocket. The MBTA mTicket app is now available for all



#### [See Say App](#)

If you see something say something for smart phones Using this app, riders can send the MBTA Transit Police pictures, text messages, and locations of unattended



#### [Transit - Boston](#)

Find the nearest bus, train, subway or ferry stations with scheduled stops and view upcoming departures with just two quick taps.

#### App Disclaimer

These apps are not made by MBTA, and MBTA does not sell or license the apps. They are written by third parties unless otherwise noted. MBTA shall not be held responsible for the content of third party websites or any issue arising from the use of third party applications. MBTA neither endorses any third party products listed here nor makes any guarantees or representations as to accuracy or reliability. Proceed with care and understand any usage charges that may apply to you. MBTA reserves the right to remove/add applications listings without notice.

#### Are you a Developer?

Check out the [MassDOT Developers page](#) here to gain access to our data.

#### Want to be included on this page?

Please send a listing to [developer@mbta.com](mailto:developer@mbta.com) with the App Title, Developer Name, Platform, and an image that is 150 X 225 pixels.

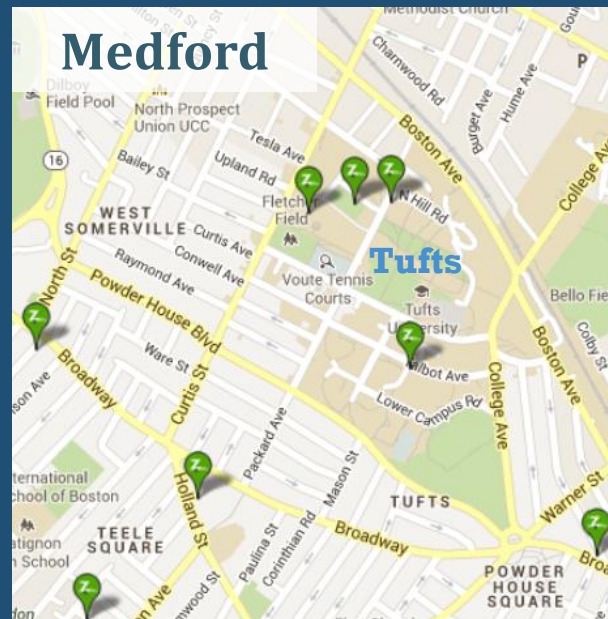
[MassDOT Developers page](#)



- Tufts membership for \$25/year
- \$9+/hr., including gas and insurance

More information:

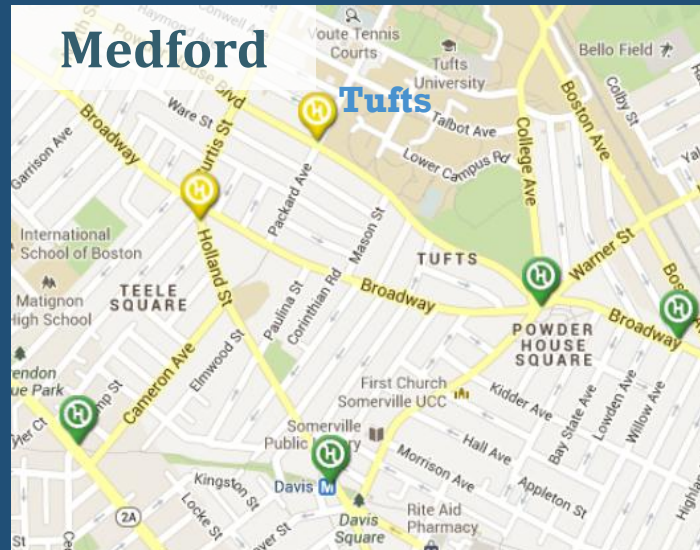
[www.zipcar.com/tufts](http://www.zipcar.com/tufts) (Tufts employees)





- New bike-sharing system that began in 2011
- 1,000+ bikes at 100+ stations
  - Rent by the hour, day, or year

More information: [www.thehubway.com](http://www.thehubway.com)



# Emergency Ride Home

- Eligibility: Use a sustainable mode of transportation to travel to work 2+ times/week
- Taxi or rental car reimbursement in event of unexpected personal illness/emergency, unexpected family illness/emergency, carpool driver emergency
- 4 trips/year





- Earn rewards by taking green trips
- Find carpool partners

### Find NuRiders

**Who**

Live < 2 mi. from: **A** 60 Sacramento Street, Cambridge, MA 02138, USA

Commute < 2 mi. from: **B** 210 Packard Avenue, Tufts University, Medford, MA

A map showing the Cambridge and Medford area in Massachusetts. Red pins are clustered in Cambridge, and green pins are scattered in Medford and surrounding areas. The map includes street names, parks, and landmarks like Soldiers Field and Fresh Pond.

**38** matches

Transit available for this route

Interested in:

- Carpool or vanpool
- Biking
- Walking
- Transit

On the way?  Yes  No

Just buddies?  Yes  No

Same org?  Yes  No

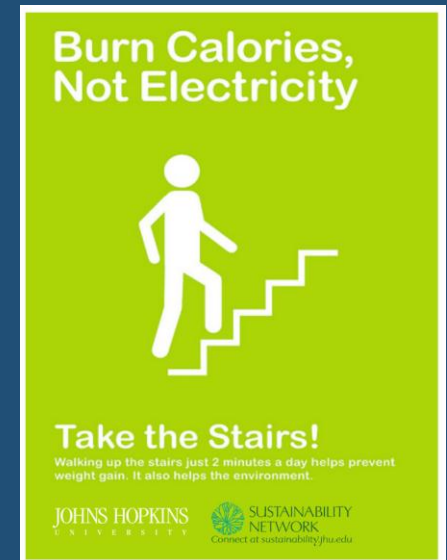
Smokers:

Gender:

Language:

# Ideas for your office

- Walk, bike, take the T or bus, or carpool
  - Share information with others
- Encourage office videoconferencing
- Take the stairs for exercise
- Start an office challenge
- Car-free Week, Bay State Bike Week





# Meetings & Events

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# How could you “Green” these events?

*#1 - You are organizing a staff meeting for your office. You need to provide participants with both an agenda and several documents for discussion. Lunch will be provided.*

*#2 - You are coordinating a large guest lecture for students, staff and faculty from all three Tufts campuses. You need to know how many people are participating in the event and will also have to decorate the lecture hall.*

## Green Event Links and Resources

### Tufts Specific

- [Tufts Green Event Planning Checklists](#)

### Policies and planning guides from other places

- [Green Event Guideline](#) – Hosting Green Events for COP17 in Durban – *excellent, easy to read PDF*
- [Eco-Logo Green Event Standard](#)
- [BlueGreen Meetings](#) – has a list of **10 easy tips** to creating a green event  
As they say, "Whether you are a host, planner or supplier, this is where you'll find the tips, tools and resources to make environmentally responsible choices for your meetings."
- The EPA-developed [Guide to Planning Environmentally Friendly Events](#)
- EPA press release with link to [14-point checklist](#) to use when assessing event locations.
- The US Environmental Protection Agency's [One Stop Information Source for Green Meetings](#) - actually links to BlueGreen Meetings, but also has additional information.
- [MeetGreen](#) is a conference management, consulting and training firm that works with associations and corporate organizations. We are dedicated to making your conference a premiere industry event while using our unique environmentally friendly approach to your advantage.
- [Meeting Strategies Useful Links](#)
- [MIT's Zero Waste Event Planning Wiki](#)

### Hotels

- "Green" [Hotels Association's](#) purpose is to bring together hotels interested in environmental issues. From adding "Drinking water served on request only" to the menu to installing new HVAC systems, and with every measure in between, "Green" Hotels Association encourages, promotes and supports the "greening" of the lodging industry. Includes list of hotels
- [Ceres' Green Hotel Initiative](#) (GHI) is designed to increase and demonstrate market demand for environmentally responsible hotel services. The GHI leverages purchasing power to increase the supply of green hotels available to businesses and individual travelers.
- [GreenSeal's](#) list of certified green hotels. Not very extensive, but a start.
- [TerraChoice](#) list of green hotels: also not extensive
- [Green Resorts](#): Uno Lodge, Copper Canyon, Mexico Papoose Creek Lodge, Cameron Montana Canopy Tower Soberania National Park, Panama
- [Bucuti](#) – has complete [list](#) of green practices

### Restaurants and Food

- [Green Restaurant Guide](#)
- [Seafood Watch List](#)
- [Decoding Food Labels](#)
- [OLSF Guidelines for lunch providers](#)

### Waste

- [Tufts Recycles!](#)
- [Lifecycle analysis of compostable plates vs. ceramic plates](#) (2008) – see page 32 for summary
- [Lifecycle analysis of plastic, paper, glass and ceramic cups](#) (1994)

### Boston Specific

- [Boston Green Tourism](#) – encourages visitor-industry professionals to green their operations. They promote Greater Boston as a green destination and help meeting planners achieve their environmental objectives.

## Green Event Checklist

**Small In-Office Meetings** – Examples include: staff meetings, project meetings, or small office parties

Topic	Individual Responsible	Completion Date
<b>Materials</b>		
Send out invitations and reminders via email.		
E-mail out presentations and meeting agendas instead of printing them.		
Write the agenda on a white (or black) board or flip chart instead of printing out hard copies for each person		
If handouts are unavoidable, enlarge the margins and print them double-sided. Print in black and white to save money		
<b>Food (if provided)</b>		
Provide reusable dishware or ask individuals to bring their own cups, mugs, (maybe even plates and silverware!) to the meeting		
If disposables are used, provide compostable <sup>†</sup> or recyclable* plates and utensils		
Use napkins made from recycled content paper		
If you are providing cups, offer hot cups or plastic cups as they are both recyclable (cold paper cups are not). Provide a marker so that individuals can label their cups for reuse.		
Use serving utensils from previous catered events or bring some from home for the day		
If you provide drinks, avoid single-serving beverages by offering drinks in two liter bottles or pitchers		
Avoid excess packaging by providing pitchers or cartons of milk, creamer and sweeteners		
Put out surplus food for students and colleagues and/or remind individuals ahead of time to bring containers to take food home with them		
Provide a compost bin for individuals to compost food waste and designate an individual to bring it to a compost station on campus		
If clean-up is necessary, use green cleaners to clean-up meeting space		
<b>Waste</b>		
Make sure there are recycling bins in the room		

## GREEN EVENT CHECKLISTS

### Small In-Office Meetings

Examples include: staff meetings, or small office parties



## Communication & Collaboration

Home > Services > Communication & Collaboration > Conferencing Tools

# Conferencing Tools

**Email & Calendaring**

**Telephones**

**Conferencing Tools**

**Web-based Collaboration**

### Desktop Video Conferencing (Jabber Video)

Desktop video conferencing allows individuals at multiple locations to interact or share applications via simultaneous video and audio transmissions.

### Telephone Conferencing

Telephone conferencing (Conferencing Bridge) provides the ability to connect geographically dispersed meeting participants (6-150) on a single phone call.

### Video Conferencing Rooms

Technology Services maintains conference room format video conferencing capability on all three campuses. Currently these units are available for meetings, distance learning, and education projects.

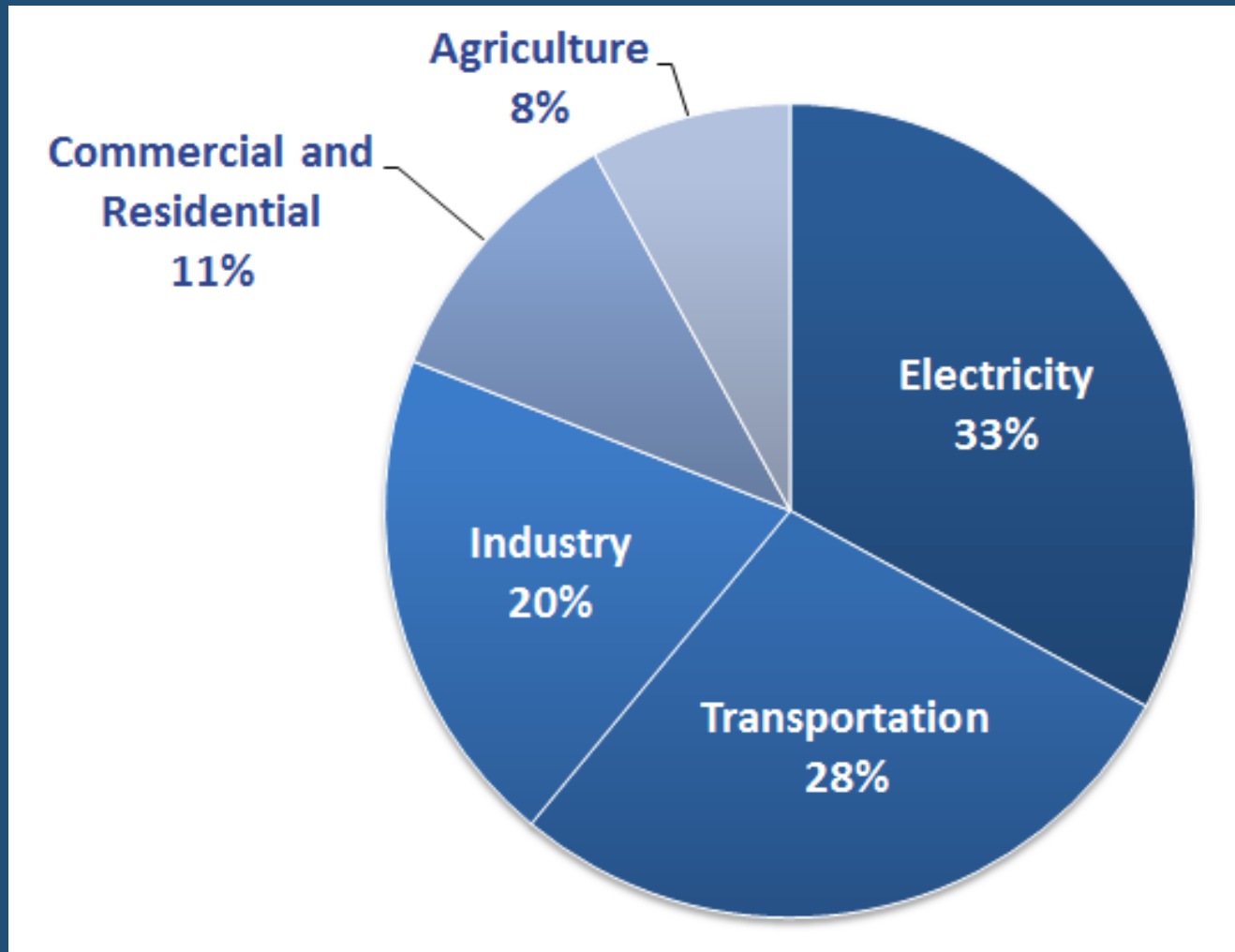
### Web Conferencing (Adobe Connect)

A web video conference uses a combination of video and audio telephony technologies to allow two or more users (or locations) to connect, meet, and collaborate via the Internet.

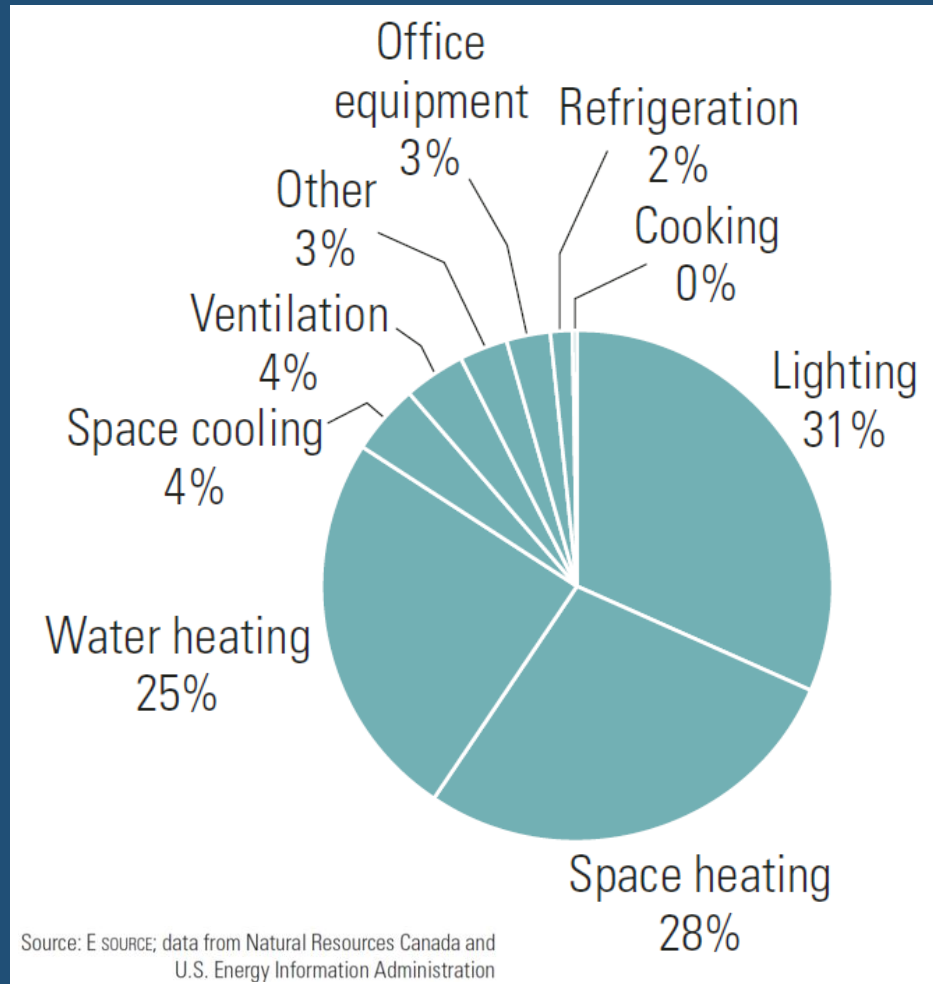
Energy

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# Total US Greenhouse Gas Emissions by Economic Sector in 2011



# Average Energy Consumption for US University Buildings



# Energy used at tufts

- Electricity
- ~~#6 Oil~~
- #2 Oil (home heating oil)
- Natural Gas
- Propane (Grafton)
- Purchased Steam (Boston)





# Medford/Somerville campus: energy systems

- *Heating*

- *District steam plants*

- *Central, Tilton, Jackson, Cousens*

- *Stand alone boiler plants*

- Michael Pearson, 4 Colby Street, 80 George Street, other smaller facilities*

- *Cooling*

- *Chiller systems*

- Tisch, 4 Colby Street, Granoff*

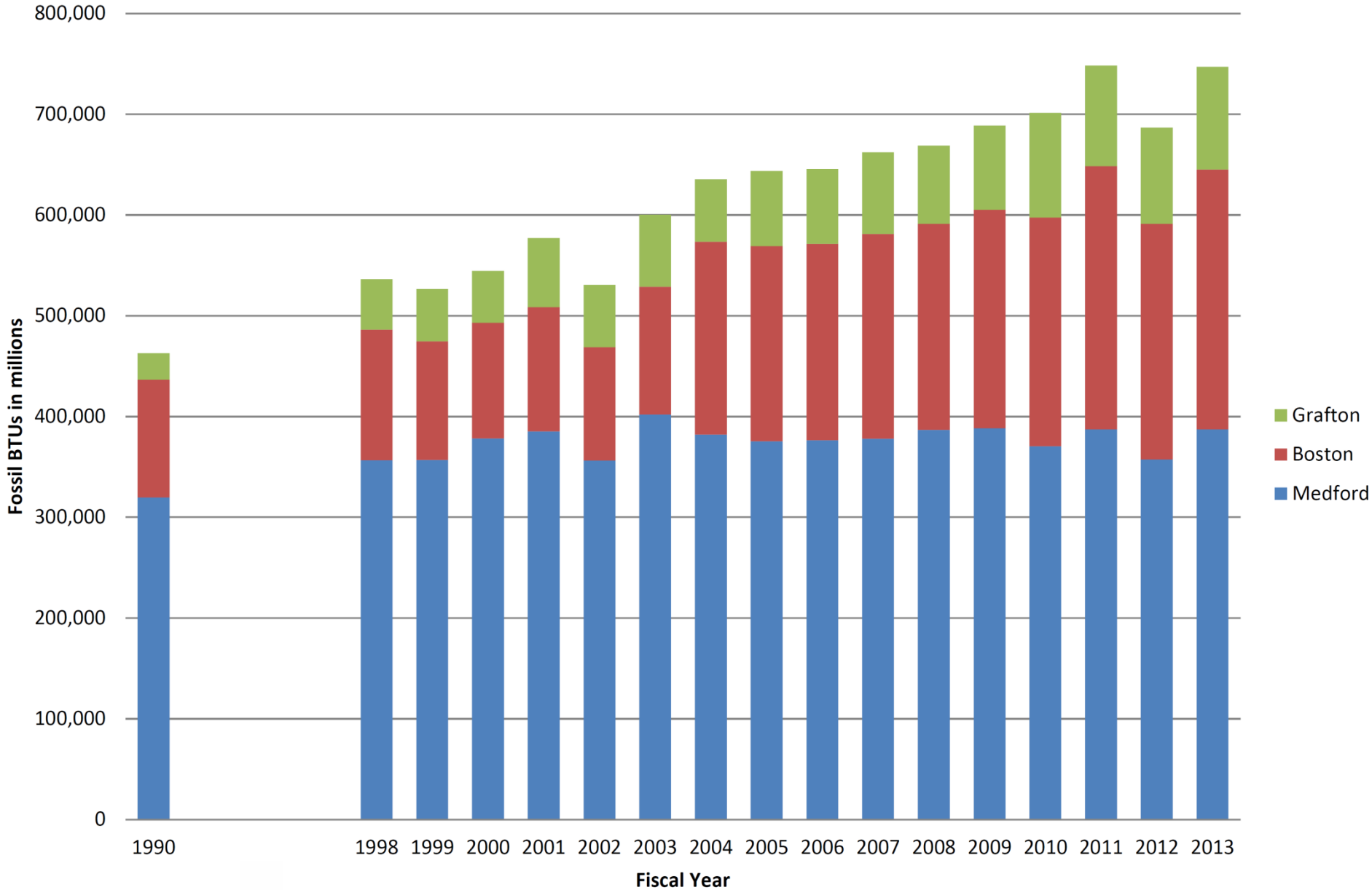
- *Package units and split systems*

- *Window units*

- *Purchased electricity*

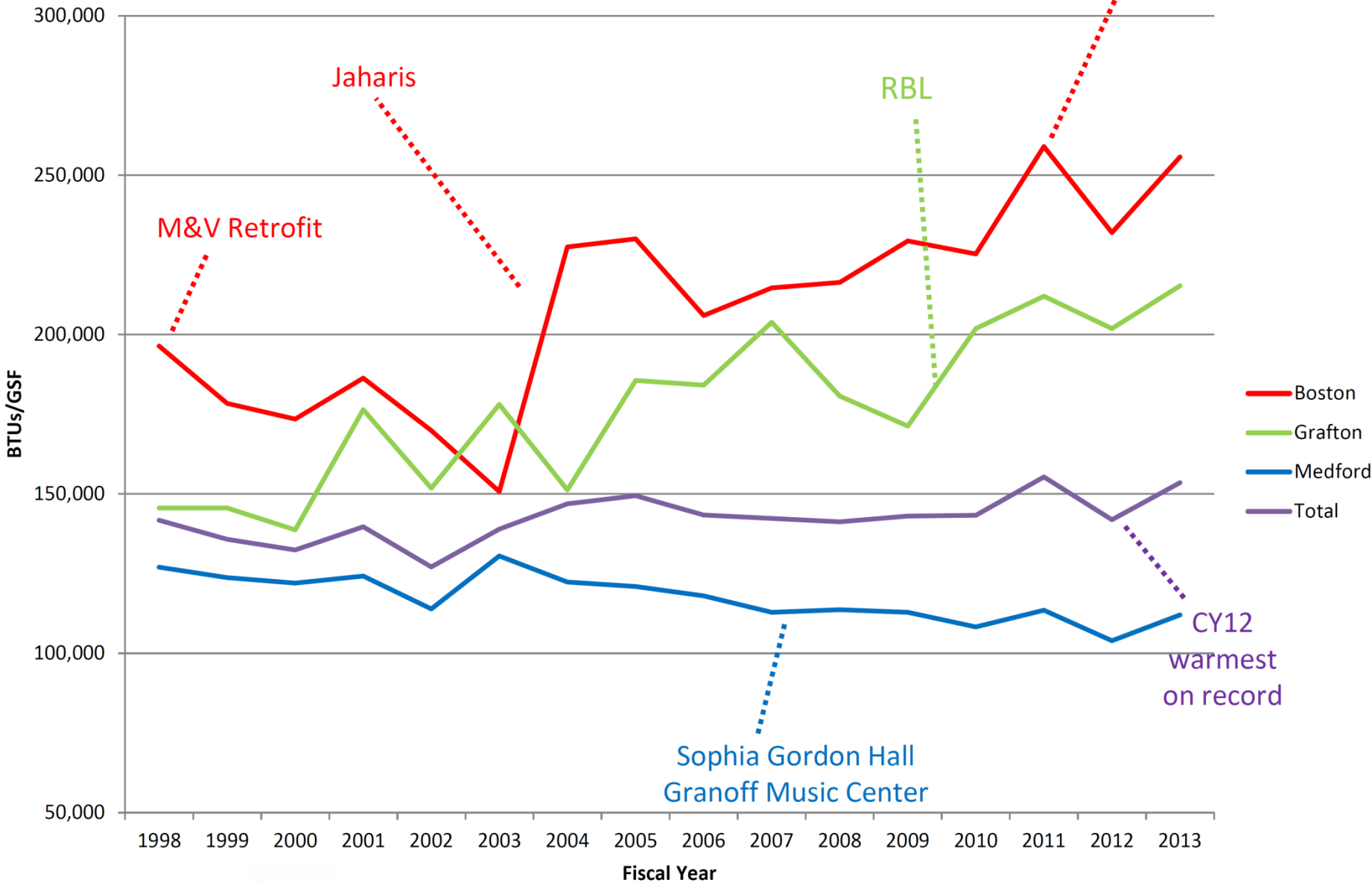
# Energy Consumption

Includes Transportation Fuels

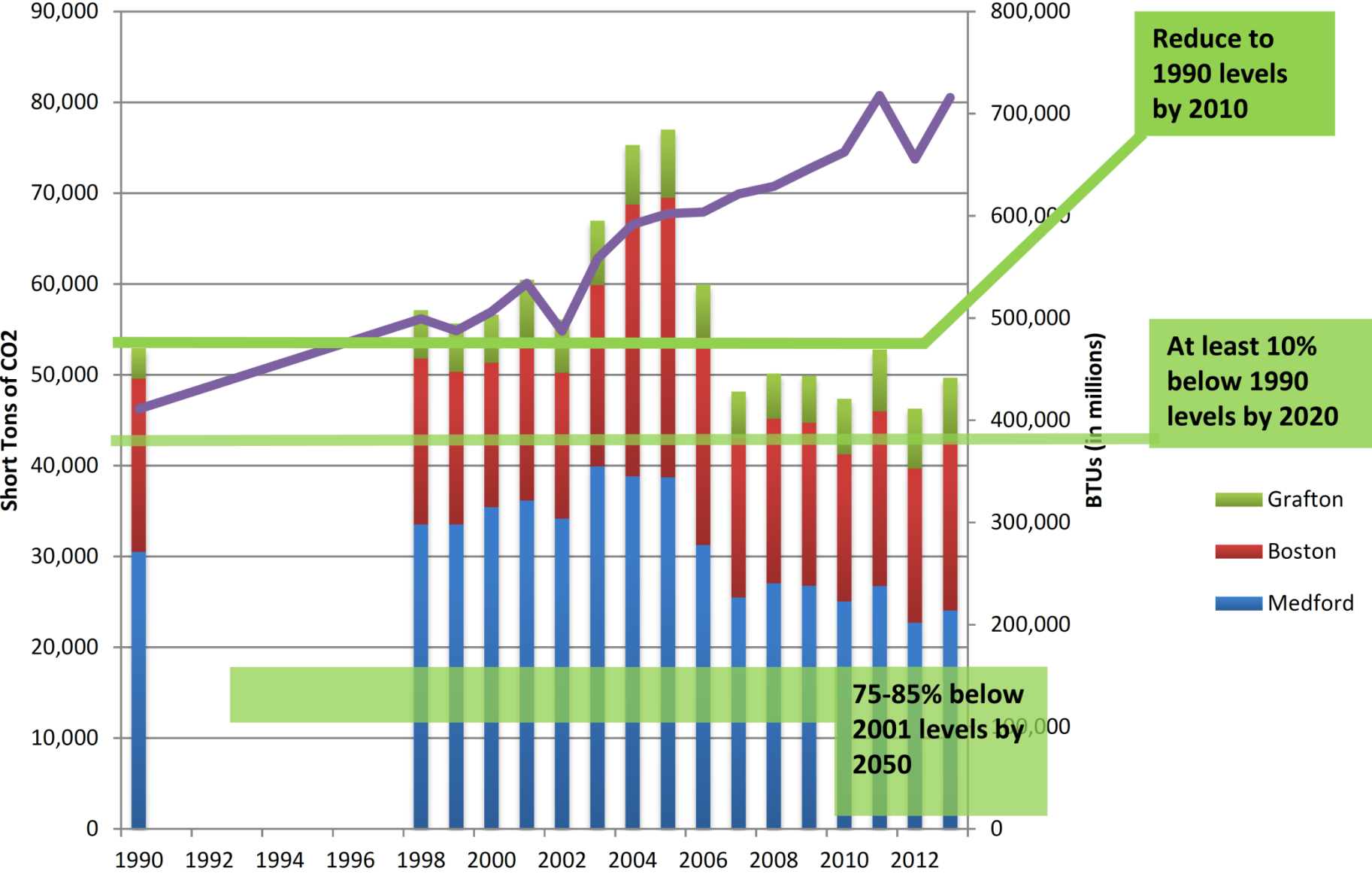


# Energy Consumption

Excludes Transportation



# Emissions vs. Fossil BTUs



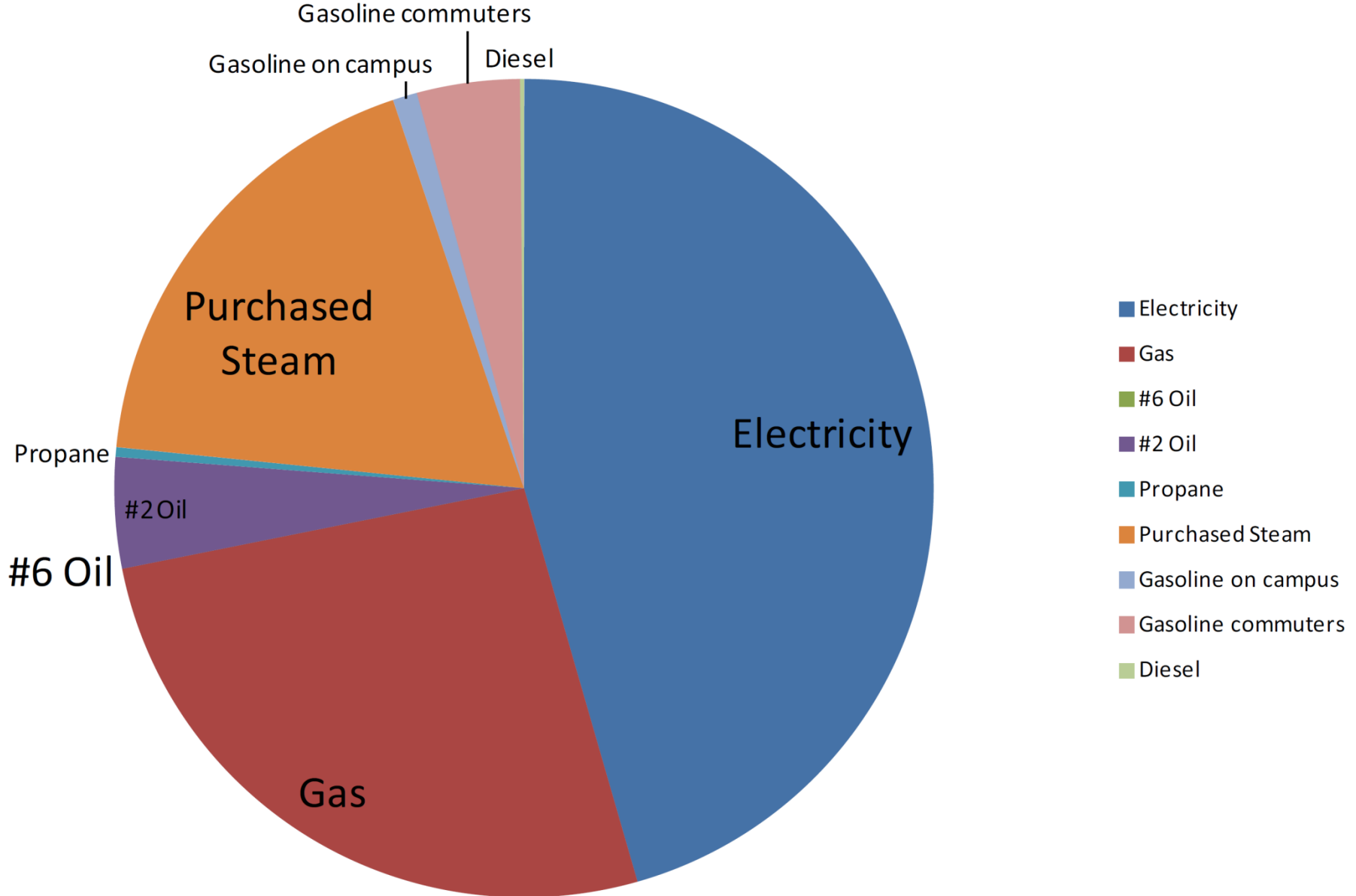
**Reduce to 1990 levels by 2010**

**At least 10% below 1990 levels by 2020**

**75-85% below 2001 levels by 2050**

- Grafton
- Boston
- Medford

# Categories of Emissions Released by Fuel Used 2012 (short tons of CO2)



# Green Buildings



Sophia Gordon Hall

## *LEED Certification*

- *Sophia Gordon Hall, Gold*
- *School of Dental Medicine, Vertical Expansion, Silver*
- *School of Dental Medicine, Level 2 Renovation, Gold*
- *School of Medicine, Sackler, Certified*
- *Biology Labs at 200 Boston Avenue, Gold*

Dental Vertical Expansion



# Heating & Cooling Controls

- Manual control valves  
(heating only)



- Thermostats



- Energy Management System





# Lighting Controls

- Light switch



- Occupancy sensors



- Energy Management System



# Electricity Reduction

## Occupancy sensors are common

- Classrooms, conf. rooms, offices, washrooms, library stacks, some corridors, some labs

## Energy Management System

- Site lighting
- HVAC controls tied to occupancy sensor
- Lab ventilation controls

## Daylight sensing/dimming, lighting & controls

## Ongoing technology updates include LED lighting

- 1,500 LED lamps provided at no cost by MA utility programs for all three campuses
- A19 LEDs provided to all Incoming students



**GREEN**  
SUSTAINABILITY IN ACTION  
**HIGH EFFICIENCY  
LIGHTING**

Light-emitting diodes (LEDs) installed in this garage reduce energy use and greenhouse gas emissions by 50% over standard lights.

This installation, the first in Massachusetts, is part of Tufts' ongoing commitment to environmental stewardship.

**Tufts**

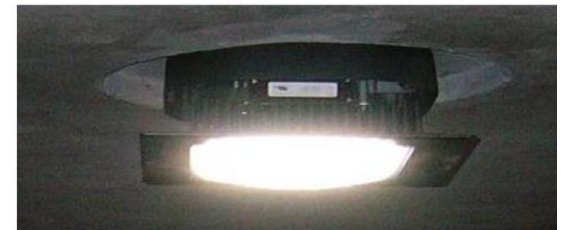
Corner mounted



Wall mounted



Ceiling mounted



# Projects

- *High efficiency condensing boilers: 4 Colby Street, Sophia Gordon Hall, 80 George Street, 58 Winthrop Street, 51 Winthrop Street*
- *Specific Building Projects*
  - *Science and Technology Center retro-commissioning*
  - *Pearson Chemistry heat recovery*
  - *The Fletcher School chiller replacement*
- *Fuel switching*
  - *Central Heating Plant -- #6 oil to gas*
  - *Tilton Plant -- #6 oil to gas*
- *Boiler Control Upgrades*
  - *Central Heating Plant*
- *Comprehensive lighting retrofits and controls*
  - *High bay lighting in gymnasiums and machine shops*
  - *LED lights in Art Gallery*
  - *LED lights in general use: Brown & Brew, Carmichael, 520 Boston Ave, Tisch Athletics*
  - *LED lamps to each residential student*
- *Steam trap replacement program*
- *Vending Misers*
- *Front load washing machines*
- *Dowling Hall electric vehicle charger*
- *Dowling Hall Solar: 99 kW of photovoltaics to be built if it ever stops snowing!*



A solar array is coming to Dowling!



# Medford/Somerville utility master plan is studying:

## *Cogeneration at Central Heating Plant*

*Waste heat from on-site electrical generation used to for campus heating needs  
Substantial cost savings and greenhouse gas reductions are possible  
Moving from feasibility study to concept design*

## *Campus chilled water plant/system*

*To support new High Performance Science and Engineering Center (in design)  
Would replace aging chiller plants and less efficient air conditioning over the next twenty years  
and beyond  
Moving from feasibility study to concept design*

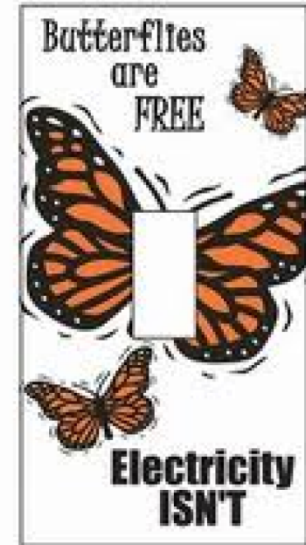
## *Campus wide metering system*

*RFP almost complete  
TEAM working group on Energy and Campus Sustainability reviewing software systems*

## *Continued building efficiency efforts*

# Expectations – what you can do in your office

- Turn off computer at night
- Enable power management
- Buy a flat screen or laptop
- Turn off your lights
- Shut your fume hood sash
- Turn up/down thermostat (if available)
- Space heaters only if provided by Facilities because building heat is not available



# Common Misconceptions

- Heating/cooling systems go on with the “flip of a switch”.
- Chilly in the summertime means the most wasted energy.
- The campus energy management system controls everything – my thermostat does nothing.
- It doesn't matter if I open the window.
- It doesn't matter if I use a space heater.
- It is better to call someone in Facilities and skip the Work Control system

# How to Help

## Report to Facilities Work Control:


- Leaks, stuck windows etc.
- Occupancy sensors that need adjustment
- Extreme indoor temperatures
- Be patient, but persistent

Reporting is particularly important in areas where there is no  
“owner”



# Submitting a Service Request

→ operations.tufts.edu/ ← → <https://fsrequest.tufts.edu/WebMaint/>



Home

Contact Info by Campus

Custodial Services

Event Planning

Keys and Locks

Mail Services

Project Administration

Recycling


Residential Facilities


Service Requests

Shipping and Receiving Packages

Surplus Furniture Wish List

Utilities & Efficiency

**Online Work Request** 



## Facilities Services - Online Service Request System

You are here to report routine repair, non-urgent maintenance service requests.  
Service requests will be processed during normal business hours.

If this request is an **emergency during business hours**, please contact your Facilities Services Department:

**Boston:** (617) 636-3535 - 8:00 am to 5:00 pm  
**Grafton:** (508) 839-7921 - 7:00 am to 5:00 pm  
**Medford:** (617) 627-3496 - 7:30 am to 5:00 pm

If this request is an **emergency during off business hours**, please call your University Police:

**Boston:** (617) 636-6610  
**Grafton:** (508) 887-4900  
**Medford:** (617) 627-3030

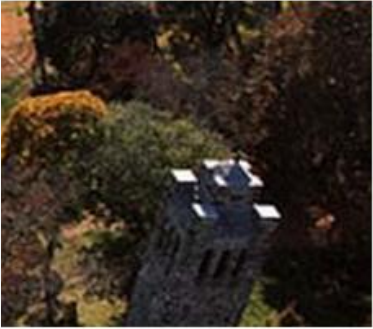
The University Standards for Web Browsers are I.E., FireFox and Safari.  
**IE 11 is not currently supported.**

Please enter your Tufts UTLN and password.\*

UTLN  Password

\*If you have made your Tufts online directory information private your information will not be pre-populated in the work request form, nor will it ever be saved. You will also not be able to look up any of your previous requests.

this site  tufts.edu



### Quick Links

- [Grafton Alkaline Battery Recycling Drop Off Sites](#)
- [Paperless IDR](#)
- [Removal of Surplus Furniture](#)
- [Request a Recycling Bin](#)
- [Submit a Service Request](#)
- [Survey and Inventory Form for Fac. Ambassadors](#)

Questions?

Betsy Isenstein

[elizabeth.isenstein@tufts.edu](mailto:elizabeth.isenstein@tufts.edu)

617.627.3704

# Purchasing

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# Green Claims – “Green” or Greenwashing?

**Between 2009 and 2010, the number of “green” products increased **73%**.**

Green  
(Reliable)

Greenwashing  
(Unreliable)



**Search**



1 Item  
\$61.90

**Checkout**

Shop By Category ▾

[Click To See All Categories](#)

My Orders ▾

My Account ▾

Ink & Toner Finder

Special Offers

Quick Order

Qty.

**Add to Cart**

[Order Multiple Items](#)

Tufts Custom Print and Best Buy Items

Please select a list ▾

Search Results

[Printable Version](#)

**All Products Match:**

Category:

- Copy Paper

Brand:

- Staples

3-Hole Punched:

- No

Paper Brightness:

- 92 US

Paper Weight:

- 20 - 22 lb.

**Narrow your results by:**

[Clear All](#)

**Product Type**

Your Search for "375577" returned 2 matches.

[Compare](#)

Sort By

Best Match ▾

Items Per Page

15 ▾

Items 1 to 2 of 2



**SUGAR CANE PAPER**

On Contract

Customer Item # 375577

Staples Item # 375577

MFR Item # 22101CC

**\$30.95**

**CT/5000**

Qty.

**Add to Cart**

[+ Add to List](#)

[Check Delivery Date](#)

# What can you do in your office?

- Reduce and reuse first
- When you buy, buy sustainable
  - “Buy green, buy fair, buy local, buy used, and most importantly, buy less.” – Story of Stuff
- Talk with co-workers, purchasing staff, and suppliers



# Helpful Resources

## Tufts Purchasing Department:

<http://finance.tufts.edu/purchasing/>

## Purchasing Guides:

[http://www.responsiblepurchasing.org/purchasing\\_guides/all/](http://www.responsiblepurchasing.org/purchasing_guides/all/)

<http://www.epa.gov/epp/>

<http://www.greenpages.org/>

## Eco-Labeling:

<http://www.greenerchoices.org/eco-labels/>

<http://epa.gov/greenerproducts/consumer/index.html>

<http://www.nrdc.org/living/labels/cleaning.asp>

## Food Labeling:

<http://archive.audubonmagazine.org/audubonliving/audubonliving1103.html>

<http://www.ewg.org/meateatersguide/decoding-meat-dairy-product-labels/>

## Green Printing at Tufts:

<http://sustainability.tufts.edu/?pid=109&c=48>



# Some final thoughts

- Share the results of the Green Office Survey with a supervisor
- Provide resources to your colleagues
- Start an office (or building, or floor) green team
- Get to know your fellow Eco-Ambassadors
- Don't forget OOS!

# What does an Eco-Ambassador do?

1. Act as a point of contact and resource
2. Model sustainable behaviors
3. Implement office sustainability initiatives and foster behavior change

# Social Marketing Plan

**Step 1:** Select Behaviors

**Step 2:** Identify Barriers and Benefits

**Step 3:** Develop Strategies

**Step 4:** Pilot

**Step 5:** Broad scale implementation & Evaluation

# Looking ahead

## Assignments:

- Create draft social marketing plan
  - Due March 21
- Meet with supervisor or existing Eco-Ambassador team

*Thanks for participating!*

**Tufts**  
**gets green**

*<http://sustainability.tufts.edu>*