

## Sustainability Summit 2024

### **Grant Type**

Mini Grant

### **Application Type**

Final Application

### **Project Manager 1 Name**

Ethan Lin

### **Project Manager 1 Status**

Student

### **Project Manager 1 Email**

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### **Project Manager 1 Department**

Office of Sustainability (Students for Sustainability)

### **Project Manager 2 Name**

Sara Blankenship

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### **Project Manager 2 Status**

Student

### **Project Manager 2 Department**

Office of Sustainability (Students for Sustainability)

### **Project Manager 2 Role**

Co-lead

### **Project Advisor Name**

Neha Gupta

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**Project Advisor Department**

Office of Sustainability

**Fiscal Officer**

Mary Moore

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**Fiscal Officer Department Name**

Business Administration

**Requested Funding Amount**

*Only enter this number after completing the budget sheet (the budget template will round up your request).*

*Mini Grants may request \$250 up to \$5,000.*

*Annual Grants may request \$5,001 up to \$100,000, and up to three years of funding.*

**Year 1:**

\$5000

**Year 2:****Year 3:****Official Project Name**

Sustainability Summit 2024

**Primary Project Category**

Social Sustainability (including Social/Environmental Justice)

**Secondary Project Category**

Campus Life (Health & Wellbeing, Behavior Change)

**Background and Context**

*Please provide relevant background about your organization/team including your mission and/or expertise. Lay out the rationale for the proposed project, focusing on the issue that your project would address. This section is meant to give us more information about you and the context for the project, while the questions below provide space to go into detail about your proposal's plan and specifics.*

**Response:**

Since 2020, Students for Sustainability (SFS) has held a series of events during the week of Earth Day (April 22nd) in an effort to provide widespread outreach to the University of Arizona (UA) on issues related to the environment, sustainability, and justice. While many of these events are fun and lighthearted (including sustainable cooking, movie night, and yoga) to help introduce and engage students who may not be familiar with these issues, there is not a heavy emphasis on education beyond just quick facts that are often forgotten. The Sustainability Summit aims to bridge this gap in the week's events through a four-hour symposium covering these topics under the themes of business, advocacy, science, and art.

Over the past two years, the Sustainability Summit has been the pinnacle event of Earth Week. Last year, it held 10 speakers and 26 organizations, attracting over 200 participants throughout the day. Although these were good engagement numbers, these are not as great as desired. We identified a major contributor to this is that there are still large groups at UA that are not attracted to the event. The challenge was getting people who don't see a connection between sustainability and themselves to care. This year we will address this issue by presenting sustainability through different academic themes. With 4 speakers and at least 15 tabling organizations, we hope to target a larger audience. In this context, the summit looks to involve groups, such as Eller College of Management, often not as closely associated with sustainability. Additionally, the Sustainability Summit aims to provide applicable skills to go beyond the simple facts. Interactive activities will help engage a wide range of individuals while providing relevance and application to their core interests. Additionally, clubs and organizations will provide outlets for individuals to get involved on a more consistent basis.

With Earth Week approaching, the Sustainability Summit is once again being planned for this year's Earth Week events held by SFS. Being the cornerstone of education outreach for the week's events, the event aims to provide an outlet to introduce the importance of sustainability, the environment, and justice. With the successes of previous years and adjustments to address challenges, the Sustainability Summit will reach a broader audience and provide relevance and significance of sustainability to their core interests.

**Project Description**

*Please provide a thorough description and explanation of your project. Be explicit in what your team is proposing. What are the goals of your project? What will your project's outcomes be? Outcomes should be SMART—specific, measurable, achievable, realistic, and timely. Describe how each objective will be achieved with the anticipated timeframes for each, including any key dates for when certain elements must start or be completed.*

**Response:**

The Sustainability Summit will be a four-hour sustainability, environment, and justice symposium held on Earth Day (April 22nd) as a part of Student for Sustainability's Earth Week events. The event

will be held at the University of Arizona Mall from 10 a.m. to 2 p.m. The agenda can be split into two categories: the speaker series and organization tabling. The speaker series will highlight sustainability, environment, and justice under four themes: business, advocacy, science, and art. Each theme will have an hour, where a speaker will provide information regarding relevant topics in the context of the theme at the top of each hour for around 45 minutes. This will also include an interactive aspect to engage participants. The tabling aspect will host several relevant organizations from the University of Arizona (UA) as well as the greater Tucson area. Through these two components, the Sustainability Summit aims to provide educational outreach to the student body of UA on these topics and introduce mindfulness and awareness of issues surrounding sustainability and the environment.

To evaluate our goals, the Sustainability Summit has a few outcomes. First is student engagement, where we hope to reach 400 individuals throughout the four-hour event. With good marketing of the event, eye-catching tabling for students passing by, and giveaway items associated with a stamp card to fill out, this goal should be achievable. Marketing for the event should start about a month before the event, and the other two components will be part of the event day. Beyond the initial engagement of students, we want to ensure that the level of engagement is high. To measure this, we will utilize the stamp cards as a measurement. The stamp card will require interaction with tables and speakers for a variety of tiered prizes. For example, an interaction with 1 speaker and 5 tables would get you a sticker, while visiting 10 tables and 2 speakers would get you a raffle ticket for a more desirable prize. We hope that at least 20% of people who check into the event do the first tier, and 10% of people complete the higher tier.

The second outcome is inclusivity, where we aim to include multiple colleges and students of different backgrounds. To measure this, we can utilize the check-in system to gauge the amount of students from each college attending. Additionally, we hope to invite several different organizations associated with underrepresented groups in the sustainability space. With these organizations present, we hope individuals will feel comfortable attending and learning about issues surrounding sustainability.

## **Budget Narrative**

*Use this section to provide supplemental justification for the items you are requesting on your budget sheet. Please break down your justifications into the budget categories: Personnel or operating budget. Do not list out each expense or repeat notes made in the budget template, but instead address why the line items are being requested and the purpose they will serve, providing elaboration when necessary.*

*If you are requesting funding for personnel, use this section to elaborate on the position you are creating and how the budget and timeline was established for it. If you plan to hire students, describe in what capacity. Describe relevant details thoroughly (wages, responsibilities, duration of job, extent of involvement, how you will solicit/ market these opportunities etc.).*

*Ensure the descriptions match the line items in the budget sheet.*

*If matching or supporting funds are secured for the project, identify the source and amount in this section, and detail the impact of the matching funds on your overall budget.*

**Response:**

The whole purpose of Students for Sustainability's Earth Week is to expose students who don't prioritize sustainability to a community of sustainability activists. To ensure that we get the most visibility and achieve this goal, we need to be at the mall. It is where the bulk of students pass by every day. The main problem with the mall is it is outside and even in April it is too hot to be standing in the sun. Over the last few years of hosting this event, we have experimented with different tent setups, even splitting the event and putting the speaker series inside. However, the event seemed to be disconnected, so this year we want it all outside. We believe that the large tents will help with the heat while making the event seem cohesive. With the two big tents, we can keep the two parts of the events together, the tabling and the speaker series, to make the event more cohesive. Due to UA's sound amplification rules, we will not be able to use a PA system for speakers. We want to provide an honorarium for those who come to speak because they are taking time out of their day to teach the UArizona students. We are asking a little bit more of our speakers this year, by asking them to provide an interactive element to their presentation so we would like to provide a bit more money to make their commitment more worth it. With the limited amount of budget, three speakers will be paid through the grant and the other will be paid for through SFS's budget. Additionally, to draw in more students we would like to cater Churros Inzunza. When you give students free food, they tend to get more interested. Churro Inzunza has been great to work with in the past, they provide vegan options, and we love supporting businesses in the local community. On that same note, a few give-away packages will be put together from local companies like Cero to pull in more students and encourage them to engage in the event, which is one of our outcomes for this event. This will be paid for with SFS's budget. With an added incentive to participate, we hope that more students will be at the event and have a high level of engagement.

## **Project Feasibility and Logistics**

*The Campus Sustainability Fund will only fund projects that have completed the necessary work to ensure they can succeed, be completed in the grant's timeline, or have an accurate budget.*

*Please provide a description of the work that has been completed so far to make this project feasible. Have all relevant partners been contacted/coordinated with? Have you received consent or authorization to complete your project (such as from Housing and Residence Life, Facilities Management, Parking and Transportation, etc.)? Please identify them in your response.*

*If you are making modifications to campus, do you have authorization or official quotes from Facilities Management to accurately identify the cost of labor and supplies?*

### **Response:**

Since this is Students for Sustainability's third iteration of the Sustainability Summit, we have learned from past challenges and are striving to make this event as successful as possible. We currently have a team of 4 people, including the project leads, working on all aspects of the event. We also have advisors that we can contact and talk to regarding problems that may come up.

For the Summit, a mall reservation has been requested for 9 am - 2 pm access to the C1-C4 section of the mall across from the Student Union; this time window will ensure time for set-up and takedown, and the location will ensure maximum visibility by a wide cross-section of the student body. FM has been contacted for the materials needed the day of, including two large tents, a stage,

and tables. Under one tent, we plan to arrange the organization tables in a circle or rectangle shape to facilitate the attendance of all booths and to make it easier to track students going in and out of the tabling area. Under the other will be the speaker series portion. We have concluded that for our event to look cohesive and to get people interested in attending the series we have to have it on the mall adjacent to one another. All Facilities Management requests are detailed in the Budget Sheet and the “Budget Narrative” sections of the application.

Organizations, clubs, and speakers have been reached out to. Some organizations include the Office of Sustainability, Environmental Justice Task Force Tucson, UAZ Divest, Watershed Management Group, AZ AANHPI (Arizona Asian Native Hawaiian and Pacific Islander for Equity Coalition), SHAC, Arizona Youth Climate Coalition, AIR Environmental Education, Biosphere 2, LGBTQ+ Resource Center, and more. UAZ Divest, Arizona Youth Climate Coalition, the Office of Sustainability, Biosphere 2, Environmental Justice Task Force, and AIR Educational Initiatives have filled out the form, confirming their participation.

Currently, the speakers we reached out to include Linda Shosie from Environmental Justice Task Force, Michael Peel from 2030 districts, and the outreach coordinators from the Poetry Center and Environmental Education Exchange. Linda Shosie confirmed that she would be able to present on this day. With this, there will be enough time to find the rest of the participants and settle on a schedule for each category. Additionally, they will have enough time to prepare talks, resources, and interactive aspects. A finalized list of tabling participants and speakers will be completed half way through March, and absolutely by the end of March.

## **Environmental Sustainability Outcomes**

*Please provide a description of how you expect your project to advance environmental sustainability on campus. A definition of environmental sustainability is provided on our Guides and Tips page.*

### **Response:**

The Sustainability Summit aims to provide educational outreach and promote awareness of sustainability in the context of various academic areas including business, art, science, and advocacy. Sustainability can be integrated into every job and interest, so providing relevance and significance will encourage students to change their habits to be more sustainable as well as improve their attitudes towards the issue. These steps towards more green resource management will be communicated by experts in this field and opportunities to become involved will be offered by tabling from clubs around Tucson.

Guest speakers will discuss current research and solutions in sustainability. Having a diverse group of experts will give unique personal perspectives that can help connect a wide range of students to the importance of environmental issues while being solution-oriented. The previously mentioned themes highlight specific areas of challenge to address. Beyond promoting individual changes, the speaker series provides critical insight into why adopting environmentally friendly habits is critical to ensure future generations will have the resources we have today.

The tabling of clubs and organizations from the UA Arizona campus and Tucson will showcase change-making opportunities, enabling students to take action both on a personal level towards more

sustainable practices and on an institutional level through advocacy. Previously, groups such as Ecological Restoration Club, Mycocats, and UAZ Divest have participated. Additionally, all tabling groups will be requested to minimize waste by using QR code pamphlets and reusable engagement tools, as well as avoiding cheap give-aways.

These groups give insight into current projects being done regarding sustainability and addressing the climate crisis, provide resources for students to get involved, and encourage students to think deeper about environmental justice to make both conscious and ethical sustainable decisions. The pairing of expert speakers and organization tabling will help advocate, teach, and enable UA students to incorporate sustainability into their lifestyles. We will have targeted advertising of the event to Eller College of Management in order to get their students involved. We hope the business and activism speakers inspire their involvement in these issues. With a focus on contextualizing sustainability in different areas, the Sustainability Summit will prove effective in fostering environmental sustainability.

## **Social Sustainability Outcomes**

*Please provide a description of how you expect your project to advance social sustainability on campus. A definition of social sustainability is provided on our Guides and Tips page.*

### **Response:**

The main purpose of the Sustainability Summit is to create awareness of and encourage action regarding sustainability. The topic of environmental justice is defined by the unjust exposure of marginalized communities to climate change. This can be due to several issues, whether due to the historical effects of colonialism, the inequity of resources to combat climate-related issues, or the lack of accessibility of mitigation and solutions. This hybrid event combining expert speakers and tabling aims to increase visibility on how the environmental crisis disproportionately affects certain social and cultural groups. At the event, we'll be hearing from a broad range of speakers to reach a multitude of different types of students.

Knowledge and understanding are the first steps towards addressing social issues stemming from environmental injustice. Having experts communicate current information on the importance and relevance of environmental justice, cultural conservation, and place-based climate solutions is critical to understanding the disparities marginalized communities experience and the current research and action being done to combat them. We also have curated a diverse group of guest speakers for this summit.

We'll also be compensating the speakers for their 40-minute workshop with a \$250 honorarium to overcome the costs that make it difficult for them to speak at this event.

The tabling of organizations from across campus and Tucson provides further accessibility toward social sustainability issues. With these groups being present on the mall during the summit, thousands of students will have access to learning about opportunities to advocate and get involved with justice-oriented climate solutions. Organizations such as AZ AANHPI Students for Equity and Women in Medicine and Science provide connections to local efforts to address environmental

justice issues. Cultural centers will also provide resources to be involved with these communities. So far, the UAZ Divest, Arizona Youth Climate Coalition, and the Office of Sustainability have confirmed their attendance. These organizations will help provide a general understanding of sustainability issues, as well as ways to get involved. The openness of the tabling gives students the ability to ask questions and become more knowledgeable on their own time and creates a low-stakes environment to get more involved in local social sustainability efforts.

To encourage action beyond the event, we will also provide a follow-up email to those who attended the event. In this email, we will provide the tabling organizations if they want to get more involved, as well as the names of the speakers. We hope that the attendees find inspiration in each of the talks and take action themselves.

With more students engaging in these efforts towards combating climate change, the campus and Tucson community will also benefit from long-term effects. This includes improved individual physical and mental

## **Student Leadership & Involvement**

*Please provide a description of how your project will benefit students on campus regarding the creation of leadership opportunities or student engagement. What leadership opportunities exist within your proposal? If you plan to seek student involvement, include relevant details thoroughly and how you will solicit/ market these opportunities.*

### **Response:**

The Summit is an entirely student-planned and student-run event involving a team from Students for Sustainability. The primary student planning team consists of members from Students for Sustainability. Students will plan the event agenda, work with Facilities Management and external vendors to provide infrastructure and food, organize and communicate with speakers, and emcee and run the event -- through this, they will gain valuable experience in project and event planning. Tabling opportunities also allow student leaders of other organizations to become involved in existing environmental awareness efforts on campus and showcase their organizations' work at the Sustainability Summit. Student organizations that have collaborated with the Sustainability Summit in the past have included Mycocats, AZ AANHPI Students for Equity, UAZ Divest, Ecological Restoration Club, Compost Cats, and the Students for Sustainability. Tabling will also allow students who are interested in beginning their sustainability journey, or simply expanding the list of sustainability and community activism groups they're involved with, to get in touch with and join the organizations that will be present at the event. The day of the event, other members from SFS will be encouraged to volunteer at the event with tasks such as tabling and being speaker liaisons. The Sustainability Summit hosted by Students for Sustainability in the Spring of 2023 reached around 250 people during the four hours allocated to the event. The student involvement goal for the upcoming Spring 2024 Sustainability Summit is to reach roughly 400 people in the same timeframe. This event is being held on the UA Mall; this central campus location will bring further awareness of the event to students who may not be regularly involved in sustainability discourse, breaking past the sustainability choir. The addition of more student and community organizations tabling with the



Sustainability Summit allows students to discover different avenues of sustainability and increases awareness of ways to be involved on and off campus. The event this year will also make a much more concerted effort on marketing and publicity, with an early and strong outreach campaign across the university community. This increased awareness will hopefully contribute to increased involvement.

## **Education, Outreach, and Behavior Change**

*What opportunities does this project provide for members of the campus/community to learn about sustainability? How will your project educate the campus community and/or incorporate outreach and behavior change, particularly beyond the "sustainability choir?"*

*Please provide a description of how you expect your project will communicate its impacts to the campus community.*

### **Response:**

The UArizona and Tucson communities are diverse, however, this diversity is often not displayed in environmental discourse and fields related to environmental sustainability and education. Despite a lack of significant representation in environmental spaces, research shows it is primarily people of color and lower-income communities that feel the effects of environmental justice issues. To combat this lack of inclusivity in environmental spaces, the UArizona Sustainability Summit will be hosting a wide range of speakers and community organizations.

The purpose of the tabling component of this event is to provide an open and accessible way for all students who walk through campus to get involved and learn more about sustainability. This supports increased awareness from students who are not already involved in the fight against climate change and lack knowledge of environmental justice. These organizations will then enable students to learn about their objectives while providing opportunities to contribute.

Guest speakers will provide additional information on environmental justice in the contexts of activism, art, science, and business. Our goal with these themes is to reach an audience of students who are often not a part of these conversations due to the belief that they would not be interested. These sessions are open to anyone, with speakers across the four hours. Interactive aspects of each session will also provide an outlet for individuals to get involved immediately. Also, tabling on the mall will encourage students to attend the speaker series. These speakers will be from the Tucson community, which gives students a direct connection to the issues and their importance. They are also experts in these fields so the information will be communicated effectively and oriented by current challenges and solutions.

To garner more attention beyond passersby, the summit will be publicized through an Earth Week social media campaign in the weeks leading up to the event. This will likely be through the Students for Sustainability Instagram, reaching our 2,256 followers. We will also collaborate with related departments and campus organizations, such as the Coalition for Sustainability and Justice, UAZ Find Your Environment (formerly Green Guides), and the Student Health Advocacy Committee to publicize the summit via their platforms, attracting students beyond environmental fields. We can also have targeted advertisements for specific talks, such as marketing the business session to Eller and the science session to the College of Science. Social media posts and emails will be shared

regularly leading up to the event, to spread awareness and build anticipation among as many students as possible. Participating organizations and clubs will also be asked to publicize in their circles. These combined methods should gather a diverse body of students both experienced in and new to the field of environmental justice but all interested in working toward