

FACES OF SUSTAINABILITY AT UCCS

By Clare Thomas

No, it's not just you. You're not the only one trying to be more sustainable! We have launched a new photo campaign to highlight those who strive to live more sustainably every day. It's the frat guy sitting two rows down from you, your professor, that girl riding her bike... it's you. UCCS is full of enthusiastic people who try to live life differently than the average mountain lion.

Our campaign kicked off with Alex, a sophomore with a passion for recycling. Here is what he thinks about the project: "I'm stoked! I think it's awesome that our Faces of Sustainability campaign is helping the Sustainability Office reach out to our even greater student community. I can't wait to see how the campaign impacts UCCS by promoting a culture of recycling among other sustainable practices. I'm thrilled to be a part of it!" Alex's issue is the first of a monthly campaign that will feature a new individual and sustainable practice.



The idea behind the campaign came from a guest speaker at the 2015 Sustainnovation event, Jennifer Cross. Dr. Cross, a sociologist at Colorado State University, specializes in behavior change, particularly in relationship to our built environment. She spoke passionately about specialized communication practices to create social change. She promoted messaging that targets a specific audience, with a pointed message to encourage a specific change in behavior. Our message is, "We Dare You to Do Better" and this month focuses on recycling. We know there is a world full of potential to live life more sustainably and every person can do their part.

UCCS is committed to being a living laboratory of sustainable infrastructure and to serve as a resource for the community on sustainable practices. UCCS has implemented many different programs regarding energy and water conservation, waste diversion, sustainable transportation, and local, organic food. While the campus is striving to be better, our students, faculty and staff are taking thousands of small steps towards a big, sustainable future. Our job, spread the word and introduce you to these amazing people!