DESIGNING AND IMPLEMENTING A ROBUST AND SUSTAINABLE CAMPUS GREEN FUND: RECOMMENDATIONS FROM SUSTAINABILITY OFFICERS

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WHAT ARE CAMPUS GREEN FUNDS (CGFs)?

Dedicated funding for on-campus, sustainability projects.
*Also called student green funds, sustainability funds, etc.*

HOW ARE CGFs FUNDED?

- Student fees revenue
- Alumni donations
- Department budgets
- Senior Administrator budgets
The Clean Energy Fund (CEF) is a student green fund, sustained by a self-imposed student fee of $10 per student per semester.

The CEF is designed to advance renewable energy: Research, Education, and Infrastructure on campus.

Fund generates $225,000 per year.
CURRENT CEF PROJECTS

2009-2010 Projects
- Equine Center Solar PV system
- Slade Hall Solar Hot Water System
- Aiken Solar Trackers
- Energy Auditing & Retrofitting Course
- University-wide Energy Display System
- Virtual Carport course
- Solar Power & Smart Grid Research
- Biomass Feasibility Study for Trinity Campus
- Clean Energy Fund Implementation and Education Program

2010-2011 Projects
- Comprehensive Campus Renewable Energy Feasibility Study
- Green Labs Program
- Clean Energy Internship Program
- Clean Energy Futures Lecture/Workshop Series
- Organic Solar Cells Fabricated by UVM Students
- Greenhouse Solar (structural & electrical study)
- Pilot Revolving Door Installation (architectural study)
How do we sanely manage green funds while avoiding the potential for greenwashing and eco-clutter on our campuses?
1st component: Comprehensive review of student green funds in North America

- Background:
  - History of campus sustainability
  - Literature review
  - Legal context on use of mandatory student fees

- Institutional characteristics: geography, size, institutional type (public/private), types of projects funded

- Public database of funds

2nd component: Exploratory case studies of student green fund

- Illustrate the historical development and the implementation student green fund programs on campuses via interviews of students, faculty, and staff

3rd component: Recommendations on design and management of student green funds

- Fee design
- Fund management
- Project solicitation and selection
- Evaluation
Methods

1st Component:
- Develop a list U.S. college and universities with active student green funds.
- Review generalized findings on institutional and student green fee characteristics.

Data Collection Methods:
- Identifying accredited degree granting colleges and universities via NCES database.
- Survey
- Internet Research

2nd Component:
- Gather anecdotal advice on lessons learned from student green fund managers.
- Develop exploratory case studies.

Data Collection Method:
Interviews

Framework:
Exploratory Case Study Review
NATIONAL FINDINGS

As of December 2010:

- 80 accredited U.S. colleges & universities with active student green funds:
  - 64 public / 16 private not-for-profit
  - 75 Four-year Bachelor’s degree / 5 Two-year Associate’s degree granting institutions
  - Represent 29 out of 50 states.

- 87 active student green funds
  - Estimated annual total revenue generated from 86 of the 87 active student green funds: $30.5 million
  - Green Fund Themes:
    - 58 General Sustainability Projects
    - 18 Renewable Energy Projects
    - 4 Sustainability Program
    - 3 Recycling Services
    - 2 Green Building
    - 1 Transportation services
<table>
<thead>
<tr>
<th>Green Fund Theme</th>
<th>Example of projects funded</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campus Sustainability Projects</strong></td>
<td>• Organize a solar decathlon competition.</td>
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<td></td>
<td>• Establish a student farm on campus.</td>
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<td></td>
<td>• Occupancy sensors.</td>
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<td></td>
<td>• Prairie restoration project.</td>
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<td>• Mapping sustainability efforts on-campus.</td>
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<td>• Edible forest garden by childcare center.</td>
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<td></td>
<td>• Biodiesel facility production/workshops.</td>
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<td></td>
<td>• Electric vehicle purchase.</td>
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<td></td>
<td>• Indoor compost buckets.</td>
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<tr>
<td><strong>Renewable Energy Projects</strong></td>
<td>• RECs to offset energy consumption for residential halls.</td>
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<tr>
<td></td>
<td>• Installation of solar trackers to offset newly renovated green building.</td>
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<tr>
<td></td>
<td>• Energy audit and retrofit course.</td>
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<tr>
<td></td>
<td>• Purchase of Kill-A-Watt meters for dorms.</td>
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<tr>
<td><strong>Support Sustainability Office or Program</strong></td>
<td>• Engage undergraduate students with Sustainability office through internships.</td>
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<tr>
<td><strong>Recycling Service</strong></td>
<td>• Hire students as Recycling Technicians, a full-time Program Manager, and 2 full-time support staff to collect and package material for sale to scraps market.</td>
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<tr>
<td><strong>Green Building</strong></td>
<td>• Construction of a LEED Gold certified law school that uses 100% renewable energy.</td>
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<tr>
<td></td>
<td>• Provide funding to purchase and install green materials, implement green practices, and obtain LEED Silver certification for a student health center.</td>
</tr>
<tr>
<td><strong>Transportation Service</strong></td>
<td>• Allows students unlimited use of public transportation near and commuting to campus.</td>
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<tr>
<td></td>
<td>• Bike maintenance and rental program.</td>
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</tbody>
</table>
# Exploratory Case Studies

<table>
<thead>
<tr>
<th>Cases</th>
<th>Purpose of Fund</th>
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</thead>
<tbody>
<tr>
<td>Interviewee #1: Wind Energy Fee</td>
<td>Funds were allocated toward wind energy offsets for three student run campus buildings.</td>
</tr>
<tr>
<td>Interviewee #2: Clean Energy Technology Fee</td>
<td>Funds were allocated toward renewable energy and energy efficiency projects on campus.</td>
</tr>
<tr>
<td>Interviewee #3: Renewable Energy Fee</td>
<td>Funds were allocated to REC's and renewable energy technology installations</td>
</tr>
<tr>
<td>Interviewee #4: Campus Sustainability Fee</td>
<td>Funds were allocated to student organizations that coordinated sustainability-related events and hands-on, student-led projects on campus.</td>
</tr>
<tr>
<td>Interviewee #5: Clean Energy Initiatives Fee</td>
<td>Funds were allocated toward REC's (50%) and renewable energy and resource conservation projects (50%) on campus.</td>
</tr>
</tbody>
</table>
CAMPUS GREEN FUNDS

As of October 2011, there are:

- 104 student green funds at 97 North American colleges and universities

- 4 student financed revolving loan funds at 4 North American colleges and universities

- 45 alumni and non-student fee based funds at 41 North American colleges and universities
MAP OF CAMPUS GREEN FUNDS

http://tinyurl.com/greenfundmap
### North American Campus Green Funds Index

<table>
<thead>
<tr>
<th>Institution</th>
<th>Institutional control</th>
<th>City/Town</th>
<th>State</th>
<th>Country</th>
<th>Student green fee name</th>
<th>Year Fee passed</th>
<th>Fee Rate per Academic Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern Arizona University</td>
<td>Public</td>
<td>Flagstaff</td>
<td>AZ</td>
<td>USA</td>
<td>Northern Arizona University Green Fund</td>
<td>2010</td>
<td>$5.00</td>
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<tr>
<td>Northland College</td>
<td>Private not-for-profit</td>
<td>Ashland</td>
<td>WI</td>
<td>USA</td>
<td>Northland College Renewable Energy Fund</td>
<td>2000</td>
<td>$40.00</td>
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<tr>
<td>Oberlin College</td>
<td>Private not-for-profit</td>
<td>Oberlin</td>
<td>OH</td>
<td>USA</td>
<td>Student Green Fund</td>
<td>2008</td>
<td>$20.00</td>
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<tr>
<td>Occidental College</td>
<td>Private not-for-profit</td>
<td>Los Angeles</td>
<td>CA</td>
<td>USA</td>
<td>Renewable Energy and Sustainability Fund</td>
<td>2007</td>
<td>$10.00</td>
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<tr>
<td>Oregon State University</td>
<td>Public</td>
<td>Corvallis</td>
<td>OR</td>
<td>USA</td>
<td>Sustainability Fund</td>
<td>2007</td>
<td>$8.50</td>
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<tr>
<td>Pacific Lutheran University</td>
<td>Private not-for-profit</td>
<td>Tacoma</td>
<td>WA</td>
<td>USA</td>
<td>Green Energy Fund</td>
<td>2007</td>
<td>$20.00</td>
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<tr>
<td>Point Loma Nazarene University</td>
<td>Private not-for-profit</td>
<td>San Diego</td>
<td>CA</td>
<td>USA</td>
<td>Green Fund</td>
<td>2009</td>
<td>$5.00</td>
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<tr>
<td>Portland Community College</td>
<td>Public</td>
<td>Portland</td>
<td>OR</td>
<td>USA</td>
<td>The Green Initiative Fund</td>
<td>2009</td>
<td>$0.10</td>
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<tr>
<td>Rice University</td>
<td>Private not-for-profit</td>
<td>Houston</td>
<td>TX</td>
<td>USA</td>
<td>Rice Endowment for Sustainable Energy Technology</td>
<td>2010</td>
<td>$9.00</td>
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<tr>
<td>Southern Illinois University, Carbondale</td>
<td>Public</td>
<td>Carbondale</td>
<td>IL</td>
<td>USA</td>
<td>Green Fund</td>
<td>2009</td>
<td>$10.00</td>
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<tr>
<td>St. Mary’s College of Maryland</td>
<td>Public</td>
<td>Ashland</td>
<td>OR</td>
<td>USA</td>
<td>Green Energy Fee</td>
<td>2007</td>
<td>$15.00</td>
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<tr>
<td>Tennessee Technological University</td>
<td>Public</td>
<td>Cookeville</td>
<td>TN</td>
<td>USA</td>
<td>Campus Sustainability Fee</td>
<td>2005</td>
<td>$8.00</td>
</tr>
</tbody>
</table>

[http://tinyurl.com/campusecofunds](http://tinyurl.com/campusecofunds)
RECOMMENDATIONS
From Student and Staff green fund managers
Fee Design

- Be precise with ballot language (specific to student green fees).

- Write clear criteria on what types of projects are funded.

- Make sure the scope of the campus green fund allocation operates at scale and there are enough credible projects to work on.
Fund Management

- Create a management plan prior to distributing funds.

- Hire a permanent staff person to help administer the fund and coordinate committee meetings.

- Make sure decision making body is representative from diverse areas of campus (students, faculty, staff, administrators, and alumni) or bring in representatives to decision making process.

- Committee and/or fund administrator should be aware of key stakeholders on campus.
PROJECT SOLICITATION AND SELECTION

- Education and outreach are efforts are key piece to making campus community aware of the green fund’s purpose.

- Applications should be specific and upfront on what kind of information they need from applicant.

- Committees should select projects that fit with the institution’s strategic goals such as a climate action plan.
EVALUATION PROCESS

- Make sure in the fund design to plan a project evaluation process and have a plan to follow-up with project leaders.

- Project information should be made readily accessible to the public.
THANK YOU

- Find updates on campus green funds on Facebook at: http://www.facebook.com/Campus.Ecofunds

- More information at: http://tinyurl.com/ecofunds

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