Roundtable Discussion 1 Highlights – Coordinating with Athletics and Recreation

• Need to convince athletics that sustainability provides untapped market to increase revenue

• Have to emphasize social side of sustainability argument in conjunction with economic side

• Make partnerships with athletics attractive by proving you can “walk the walk” and are willing to work with them
Roundtable Discussion 1 Highlights – Coordinating with Athletics and Recreation

• Need to normalize and standardize sustainability metrics for use in benchmarking and marketing
• Sponsorships are the holy grail!
• Providing incentives to student volunteers is key to building a stable workforce and reducing burden on athletics
Roundtable Discussion 2 Highlights – Activating Behavior Change

• Concerted efforts across collegiate community towards Zero Waste
• Need to broaden focus to include waste stream reduction in addition to recycling
• “Game-ification” as prevalent approach to stimulating behavior change through informal competition
Roundtable Discussion 2 Highlights – Activating Behavior Change

• Ensure messaging is tailored to your audience and your goals, but structured to allow flexibility

• Communication and coordination among community stakeholders is key (students, fans, local municipalities, sponsors)

• Engaging leaders – administrative and student body – is critical to behavior change
Roundtable Discussion 3 Highlights – Student Engagement

• Social media