

# ENCOURAGING SUSTAINABLE BEHAVIOR CHANGES



## PROJECT DESCRIPTION

This is an initiative that promotes behavioral changes around campus through signage and on-campus events. The topics that this initiative cover include at LEAST the following: (1) Promoting energy efficiency by turning off lights and video games (2) Waste education on campus including what to recycle, how to recycle, small changes one can make to eliminate campus waste (reusable bags, bottles) and etc. (3) Information on how to reduce water usage (4) Could include the Plastic Initiative (see below) (5) Carpooling (6) Continuing to promote the climate change challenge.

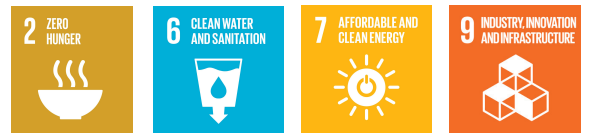
## PROJECT UPDATES

The fall semester was focused on spreading awareness of reusable solutions of plastic utensils by handing out reusable solutions. The spring semester is focused on surveying those who participated and identifying ways to improve our efforts as we attempt to reach the rest of the student body.

## PROJECT OUTCOMES

- Develop a behavior change program for students, faculty, and staff that include measurable milestones, campus wide communication, and reward systems.

## AFFECTED METRICS



Metric	Metric Description	2021 Key Results
2.3	Percentage of food disposed of in a non-circular manner.	Divert 100% of pre-consumer food waste from landfill or incineration.
6.1	Total potable water used per year	Sub-meter the potable water consumption of the ten highest consumption buildings on campus.
6.4	Mass of plastic due to water and beverage consumption sold on Villanova's campus (soda, water, coffee, etc.)	Reduce the sale and availability of single use plastics by 50%.
7.2	Campus's energy intensity (site energy).	Develop a plan to reduce energy intensity.
9.1	Net carbon emissions emitted by student, faculty, and staff commuters.	Develop comprehensive plan to reduce commuting related carbon emissions.
9.2	Scope 1 and 2 net greenhouse gas emissions.	

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## AFFECTED METRICS (CONTINUED)



Metric	Metric Description	2021 Key Results
11.5	Proportion of commuter miles traveled using low carbon transportation (public transit, carpooling, walking, biking, and electric vehicles).	Develop a plan to reduce commuting miles by car.
12.2	Percentage of food disposed of in a non-circular manner.	Divert 100% of pre-consumer food waste from landfill or incineration.
13.1	Scope 1 and 2 net greenhouse gas emissions.	Develop a plan to reduce scope 1 and 2 emissions to meet the 1.5 IPCC report by 2030. Buy at least 10% of electricity from renewable sources.
14.2	Percent of unrecycled plastic waste produced on campus.	Conduct a waste audit and develop an action plan.