

## **Climate Counts Campus Champions**

Global climate change is the definitive issue of our time. It's time we come together to tackle this issue through meaningful action. Heads are turning, markets are changing, lifestyles are adapting, and, more importantly, people are ready to start leading.

At Climate Counts, our mission is to help individuals lead through climate conscious-consumerism. As a Climate Counts Campus Champion, you can take the reigns and pioneer this movement on your campus.

## **The Aftermath of Copenhagen**

As the world shifted its attention to Copenhagen at the end of 2009 certain realities began to take shape. Without the leadership of the United States the emerging powers of China, India and Brazil would see no true incentive to take a firm stance against climate change. The world stage continues to look as it did prior to Copenhagen; China has moved past the U.S. as the number one emitter of carbon dioxide with India and Brazil closing in quickly. Companies are maintaining the status quo and spewing large amounts of green house gases into the atmosphere while our earth's carbon content edges closer to 400 parts per million.

With all of the hype leading up to Copenhagen we as a people remain stuck at the very same crossroad presented to us in 2009. There is no universal cap and trade system. The emissions targets internationally remain meager at best and non-existent at worst. And so, the question begs - what next? Where can we invest our passion for our planet to have the biggest impact on climate change? What can we do? What can I do?

## **The Opportunity**

Universities and colleges across the nation represent a unique opportunity to fight global climate change. Campuses are communities, marketplaces, learning centers, idea generators and ultimately, world earth shakers. The looming climate crisis needs the attention of these institutions and of the future generations that populate them. The number of years we have to reverse the current trajectory of climate change is finite. Big business produces the bulk of the world's GHG emissions. However, business can also be our greatest ally in creating a sustainable world. This is a transformation that everyone can partake in. Everyone shops. Everyone has a voice.

As a Climate Counts Campus Champion, you have the power to jumpstart this movement. You can motivate your peers, colleagues and administrators to take action. Climate Counts can serve as a source and a roadmap. With our information and support, you can help reduce the carbon footprint of your campus, activate climate-conscious consumerism, and ultimately affect the supply chains of large-scale businesses.

## How it Works

Climate Counts is a non-profit, collaborative effort to bring consumers and businesses together to combat climate change. We score the most well-known corporations on their climate impact and their commitment to reducing that impact. Using an objective scorecard developed with the input of non-profit and academic leaders third-party system generated by climate scientists, we score companies on in four benchmarks key areas – whether they are measuring their climate footprint; whether they are working to reduce that footprint; whether they are supporting (or blocking) progressive climate policy; and if they are being open and transparency about their climate actions with consumers making their actions public and transparent.

ClimateCounts.org distills information what on businesses within a major consumer sectors are doing on climate to distinguish those that are leading from those that are still doing little or nothing at all. This creates not only a sense of competition among rival companies, but also an opportunity for consumers to support those businesses that demonstrate a climate commitment. Campuses are significant customers of these corporations and spend a sizeable amount of money with them each year. As a result, businesses are keen to initiate and maintain loyal relationships with colleges and universities.

In addition to harnessing your campus' purchasing power, ClimateCounts.org helps leverage consumer voices. Through our email petitions and text campaign, students and faculty can speak directly to companies. It does not take thousands of signatures to make companies listen. According to a supermarket chain head, it only takes a few dozen messages to bring a consumers or investor relations issue to a company's executive branch. Just think of the impact a student body could have.

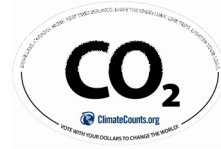
## Climate Counts on Campus

By spearheading this effort, you can take steps to reduce your campus' climate footprint and solidifying your campuses leadership in the field of sustainability. A Campus Champion will work on three fronts: The first is advocating for responsible procurement with school administrators, resource officers, sustainability coordinators. The second is engaging students, faculty, and staff on how to become a climate-conscious consumer and activist. The final front is creating a short and concise video specific to your campus its relation to the goal of climate counts.

### Procurement

The first step is to determine what companies are the current campus suppliers. Find out the amount of money your campus spends with these suppliers. You can then rely on our scores and research to help shape your school’s supplier list around companies taking climate change seriously. By supporting companies with a climate commitment and avoiding those without, you can send a powerful message to companies that they need to keep it up or step it up if they want your business. These lines of communication (whether for the continued use, new employment of, or discontinuation of a company) are crucial, and something that students and administration alike can partake in.

<b>Administration Question</b>	Airlines	Apparel/Accessories	Beverages-Beer	Commercial Banking	Consumer Shipping	Electronics	Food Products	Food Services	Home and Office Furniture	Hotels	Household Products	Internet/Software	Large Appliances	Media	Pharmaceuticals	Toys & Children's Equipment
<b>Most Frequently Used Company By Your Institution</b>																
<b>Is This Company Scored By Climate Counts?</b>																
<b>Dollars Spent by Institution Annually on the Referenced Company</b>																
<b>If Scored By Climate Counts - What is the Company's Latest Score?</b>																



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<b>Second Most Frequently Used Company By Your Institution</b>																
<b>Is This Company Scored By Climate Counts?</b>																
<b>Dollars Spent by Institution Annually on the Referenced Company</b>																
<b>If Scored By Climate Counts - What is the Company's Latest Score?</b>																

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<b>Third Most Frequently Used Company By Your Institution</b>																
<b>Is This Company Scored By Climate Counts?</b>																
<b>Dollars Spent by Institution Annually on the Referenced Company</b>																
<b>If Scored By Climate Counts - What is the Company's Latest Score?</b>																
<b>Total Dollars Spent By Sector</b>																
<b>Averaged Climate Counts Score for Institution By Sector</b>																
<b>Overall Averaged Climate Counts Score for Institution</b>																

### Promotion

You can motivate and educate your school on how to vote with their dollars in their everyday purchases and how to send a message to companies. As you become more familiar with our scores your peer and public outreach will grow easier. Activating a students-for-climate-minded consumerism group; planning petition drives, lectures and events; distributing pocket guides to clubs, offices and student centers will all be enhanced with a stronger familiarity of what you are supporting; consumer awareness. Remember, the final goal is to aggregate a campus-wide voice to fight climate change and motive business to do the same.

	<b>Name of Event</b>	Date of Event	Length of Event	Number of Pocket Guides Distributed	Number of Emails Listed
1					
2					
3					
4					
5					

### **Climate Counts Video Clip**

The final project for the Campus Champion will be a concise video clip posted on our website and social media outlets. The clip should document the relevance and relationship of major corporations to your institution. Climate Counts believes that by creating better consumer awareness companies will respond to the voices of consumers demanding action on climate change. Moreover, by beginning to take ownership of an institutions purchasing power, Campus Champions will greatly improve not only sustainability on campuses but at the largest corporations too.

All video clips will be reviewed by the Climate Counts Team. The Climate Counts Team will help campuses throughout all phases of the project.

### **Video Guidelines**

Conceptual Due Date	February 20th, 2010
Length	30 Seconds
Objective	Stated at the beginning of the video
Program Affiliation	Stated at the end of the video
Due Date	April 20th, 2010
Judging	Week of 20th
Website Postings	April 27th, 2010

### **Tools**

Personnel – Climate Counts Research Team, Climate Counts Outreach Team  
 Online – Scorecards, Widgets, Social Media  
 Mobile – iPhone Application  
 Materials – Pocket guides

### **Liaisons**

Campus Champion will schedule regular phone meetings with Climate Counts Campaign Coordinator Mark Harrison to discuss outreach efforts, procurement proposals, and provide general guidance and support.

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