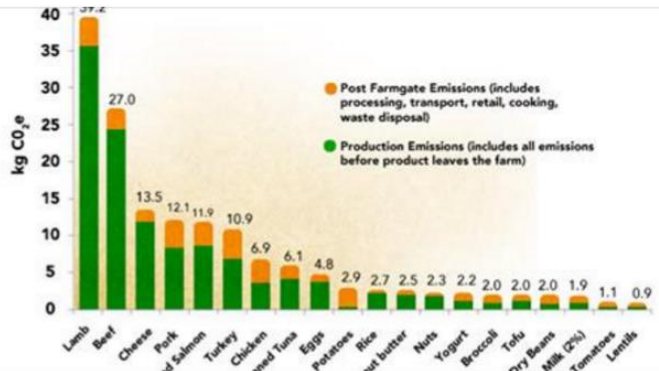




UW Tacoma's Carbon Challenge

AUTUMN QUARTER 2015 THROUGH SPRING 2016

Successes and "Challenges" of engagement and activism around sustainability



The Impacts - 2011 Meat Eaters Guide | Meat Eater's Guide to Climate Change + Health | ...
 An informative chart of protein foods and vegetables' climate and environmental impacts, with lamb, beef, and cheese ranking highest in terms of emissions and...
 EWG.ORG

5 Likes 3 Comments

Like Comment Share

You and 4 others like this. Seen by 82

Ellen Moore Hey Jim this website asks you to pledge at least one day a week to go meatless. Which day did you want to choose? 😊
 Like · Reply · 2 · October 6, 2015 at 9:18am

Jim Gawel I choose tomorrow.
 Like · Reply · 1 · October 6, 2015 at 9:38am

Ellen Moore Is there another day you'd like to choose? I think tomorrow is supposed to rain. *sigh* Tomorrow it is. I will get my biking gear ready.
 Like · Reply · 1 · October 6, 2015 at 9:41am

Ellen Moore
 October 20, 2015

I pledge to bike to school every day Jim **Gawel** eats vegetarian. I realize I'm in the "hole" to keep up with him, so today I biked to school. Thursday too. Now, the REAL test is biking home after teaching.



so I commuted to campus by ny bus commute!

Meagan Lucero
November 7, 2015

Happy to say everything on my face is made from scratch:)
Liquid foundation
Powder foundation
Bronzer... See More



Stefani Ryan ▶ UW Carbon Challenge!
November 19, 2015 near Tacoma · 🌐

Enjoying the beautiful non-stormy day! — with Francesca Morse.

👍 Like 💬 Comment ➦ Share

You, Janie Elizabeth Miller, Jim Gawel and 6 others like this

Ellen Moore LOVE it! Did you sign up for the "Ride in the Rain" challenge yet?
Like · Reply · November 19, 2015 at 4:19pm

Stefani Ryan I haven't yet, and unfortunately I got a flat on this ride. Boo!
Like · Reply · November 19, 2015 at 5:26pm

W Write a reply... 📷 😊

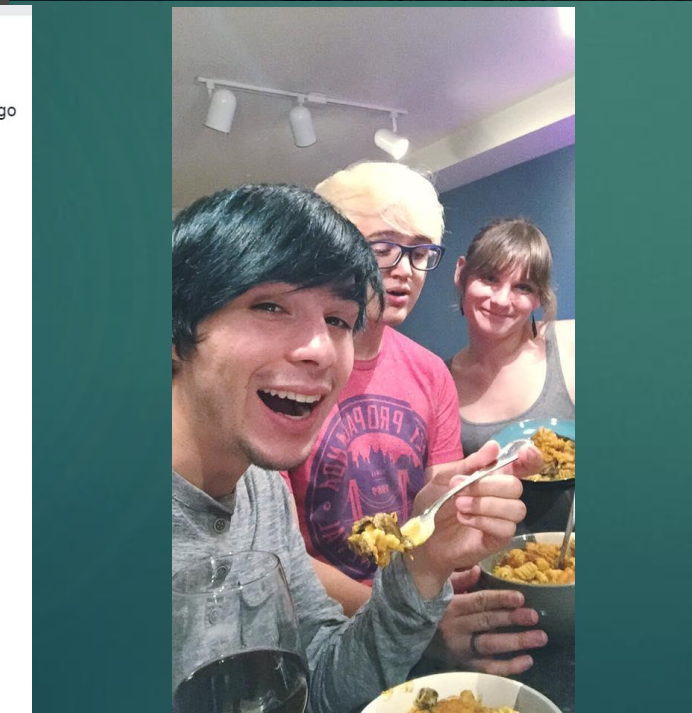
W Write a comment... 📷 🌐



Jim Gawel
October 30, 2015

Bikes in again today against headwinds that forced me to pedal to go downhill!!! Hardcore Carbon Challenge!

6 Likes 3 Comments



Ellen Moore ▶ UW Carbon Challenge!
October 28, 2015 · 🌐

Biking Brigade of two doing class prep. The matching orange jackets? Added bonus. — with Jane Compson.

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

Katie Baird, Jim Gawel, Colleen Carmean and 17 others like this.

W Write a comment... 📷 😊

People You May Know See All

Shon Frostad
1 mutual friend

UW Carbon Challenge: student videos about sustainability

- ▶ Environmental crimes!



Success! Some media attention for our challenge



Matt Driscoll: Visitor brings 'zero-waste' lifestyle to Tacoma

HIGHLIGHTS

- Lauren Singer appeared at UWT Thursday with a challenging message
- All the trash she's produced in three years fits into a mason jar
- It was the "signature event" of the school's ongoing carbon challenge



VIDEOS



about 2 weeks ago
VIDEO: Tacoma alternative



UW Carbon Challenge Sets Goal to Lose 5,000 pounds of Carbon a Quarter

The Carbon Challenge in Tacoma has sparked a tri-campus competition between the Bothell, Seattle and Tacoma campuses.

By Ryan Chambers
News Reporter

Spreading from a 40-person class in these campuses, the UW Carbon Challenge has taken on a new form as the University of Washington Seattle, Bothell and Tacoma challenge each other to lose a goal of 2 million pounds of carbon for the school year. Communications professor, Dr. Ellen Moore started the Carbon Challenge last Autumn in her TCOM 310 Environmental Communications class. Moore, who is an active member of the UWT sustainability committee, began the carbon challenge with a simple goal: to maintain and enhance the sustainable practices that UWT already engages in, and to develop them further for the future.

In the beginning of the quarter, students receive a guide on how to lose 5,000 pounds of carbon during the current quarter. Students are then shown the process of how to calculate one's carbon weight online.

The three tiers that are laid in the campaign fact sheet are as follows: "as teachers challenge YOU as students to lose carbon weight; we challenge ourselves to do the same; and you challenge one other member of our UW community (a professor, another student, or the Chancellor) to lose 5,000 pounds."

It does not take much to make a difference, even the smallest change in inefficient environmental behavior can make all the difference. Manageable (and minimal) changes such as showering for only five minutes a day, using energy-efficient light bulbs, eating less meat (or cutting meat out of one's diet), unplugging unused electronics, and challenging other students, staff and faculty are all part of the challenge.

Students are given challenge cards and these cards have a place for the name of the person being challenged. The challenge card states "You've been CHALLENGED! To lose 5000 pounds of carbon weight in 40 days." On the back of the card there are instructions on how to participate in the challenge. The goal is to then lose the same amount of weight or sing the Husky fight song (as a group) publicly to "get out." The more people that are challenged, the more points the challenger can earn.

Participants are required to complete four surveys throughout the quarter; providing their retrospective experience throughout the challenge.

"To help the planet is a lofty goal. The overall goal for the campus is to lose 2 million pounds of carbon," says Moore.



The Carbon Challenge encourages students to make small changes to their daily routines to engender huge environmental pay offs.

well-defined project—based on the sustainability research found during the quarter. The grant will go towards reserving space for committee meetings, paying student coders, travel costs, and paying participating professors for taking on extra work.

Student coders will be hired after each quarter the Carbon Challenge is completed. The coders will analyze the data collected in the aforementioned surveys and reflections and try to interpret various trends, which will then be used to inform discussion at weekly UW sustainability meetings. The ideas will then be published and presented in conferences throughout the country.

Another portion of the grant will go towards a guest speaker, Lauren Singer, founder of "Trash is for Tossers" (trashistossers.com). Singer, who was an Environmental Studies major in college, the waste she does emit fits in little glass jar.

Singer will be speaking on November 5th in William Phillips Hall from 4-6 pm, spending the first hour lecturing on how to be trash-free and the

a \$50,000 grant as a principal investigator across the UW community—a tri-campus challenge between Bothell, Seattle and Tacoma.

The Seattle and Bothell campuses are smaller than UWT in terms of the number of classes participating, however, the one Seattle class who accepted the Carbon Challenge is a lecture class with 300 students.

"I started this whole thing as a way to 'walk the talk.' I was teaching sustainability but I wasn't being sustainable in my own life. Making the switch enhances my pedagogy—my teaching—because I walk the talk," says Moore.

While on her mission of cutting carbon weight last year, Moore made a drastic change from eating meat almost everyday to cutting it out of her diet almost entirely. "I made changes in my life that are more sustainable. I want to work with UW Tacoma, for their active plan of being a campus of sustainability," she says. Students are encouraged to take chances, but are not required to make such drastic changes, as small steps are helpful as well.

The Carbon Challenge was awarded a \$50,000 grant as a principal investigator

Reflection prompts

- ▶
- ▶ 1 – [**Week 1: first class**]: What does the word “environment” mean to you? What does the word “sustainability” mean to you? What has helped to shape these perspectives?
- ▶
- ▶ 2 – [**Week 3**]: What thoughts and emotions arose when you saw your carbon footprint? As you think about your participation in the carbon challenge, what ideas are emerging for you?
- ▶
- ▶ 3 – [**Week 7**]: What challenges have you faced, and what successes have you achieved during this challenge? What thoughts, emotions, and insights are emerging now at this stage in the challenge?
- ▶
- ▶ 4 – [**Final week**]:
- ▶ **Part I.** What does the word “environment” mean to you? What does the word “sustainability” mean to you? What has helped to shape these perspectives?
- ▶ **Part II.** Reflect on your experiences and insights associated with participating in the carbon challenge.

Reflections

Code: Protection

- ▶ “The environment is something we need to protect for future generations. We need to maintain our natural resources and wildlife.”
- ▶ “...the environment and our ability to preserve and maintain the world that we live in. We need to create a sustainable world so that we do not kill off endangered species or destroy the natural world.”
- ▶ “use of resources in a healthy, non-wasteful manner. To me, this is the act of gathering a resource without taking more than you need, creating it with little damaging output, using said item in its full lifespan, then recycling it back into a system so resources are preserved for future generations and what we have recycled in the system can be used, hopefully more so than taking resources we don't really need to.”
- ▶ “conserving what is still available or present in our world, and helping lessen the demand of unnatural products while being conscious of doing so”

Reflections

Code: Responsibility

- ▶ “We should be responsible and take care of our homes and make sure our ecological community is also cared for”
- ▶ “I stay informed because I have a moral obligation to myself, to the rest of society and to the planet to help protect and preserve the environment to promote sustainability.”
- ▶ “it is an individuals responsibility to encourage productivity in a sensible manner that does not eliminate precious resources. The earth is a delicate balance.”
- ▶ “I do believe each person should take responsibility for taking care of our planet and remaining mindful of our impact on the environment.”

Reflections

Code: Guilt

- ▶ “I am frustrated and embarrassed. I feel this way because I know I am one of the educated ones out there. I am aware of the footprint challenge, climate change and make conscious decisions to reduce my environmental impact everyday” * also coded as frustrated
- ▶ “I felt a huge burden on humanity but I am sure that was just for the moment and that it is the problem. We see our wrong doing and see how our carbon footprint is hurting the planet but we still keep doing the same thing.”
- ▶ “Some emotion I felt was disgusted with the negative impact my current lifestyle is having upon the world in regards to its sustainability.”
- ▶ “I was totally shocked that it would take almost 5 planets just to accommodate my footprint. I felt a twinge of shame that I am not doing more to decrease the strain that I put on the environment”

Reflections

Code: Awareness

- ▶ “After completing that quiz and participating in the carbon challenge I feel like I have a better idea of what I need to change in order to lower my carbon footprint.”
- ▶ “One thing that I didn’t know was how much diet affected my score. I knew eating meat puts a larger strain on the planet than eating vegetarian, but I didn’t really grasp to what extent.”
- ▶ “Overall though this has helped me notice how wasteful my lifestyle is and I am slowly making changes to improve this.”
- ▶ “This carbon footprint exercise really opened my eyes regarding human’s daily uses and the earth’s capability to support our lifestyle.”
- ▶ “I noticed more waste around me-milk gallon after milk gallon, plastic utensils, paper coffee cups, everyday at work.”
- ▶ “I’m glad I took the quiz, it helped me to realize that my everyday choices have a much larger impact then I ever had imagined.”

Reflections

Code: Success!!

- ▶ “still unsustainable but not as bad as it was.”
- ▶ “I have been successful with, waking up earlier so I can make in to the link to commute to class, taking shorter showers and sorting through my trash to make sure I am recycling and composting properly. I also buy local/ organic vegetables from the grocery despite the higher costs.”
- ▶ “One of the successes I’ve found is that my eating habits are healthier.”
- ▶ “tried my best to lower my carbon footprint and the funny thing is how much I have improved it, by simply spending an extra 30 seconds while shopping or choosing to do something healthier like walking instead of driving”
- ▶ “The first time I do this challenge, I think that it would be very hard to do. However, as I go with it, it became easier and easier”
- ▶ “I feel really proud when I am able to find a new way to conserve! Whenever I’m successful at limiting my shower time or buying thrifted clothes, I know more about the impact I’m having and how every small action can help a lot. Having the added discussion of the philosophical implications only furthers the joy I get when I take positive action.”