

CURRICULUM

STARTING A MOVEMENT

Global Sustainability, Spring 2013

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ABSTRACT:

Starting a Movement aims to expand student knowledge of the sustainability methods and initiate a trend that inspires long-term student participation and awareness.

The construction of a social movement requires fervor, vigor, and most importantly opportune timing. Throughout the project, Starting a Movement directed its efforts towards understanding and assessing the status of the sustainability movement at the University of Virginia. Collecting information on the students' opinions toward sustainability allowed our efforts to focus on the pressing issues that inhibit current efforts from achieving institution wide success. Our conclusions for the project determined that entering First-Year students are most likely to entertain social activism. Searching for a new beginning and to establish themselves, we proposed to resident advisors a dorm sustainability, flash-mob challenge. The objective of this idea is to encourage a continuing active participation in the sustainability movement through dorm competition. Despite the popularity of events such as flash mobs resident advisors rejected the proposal. Our efforts lead to new contacts with dorm sustainability advocates, First-Year residents who represent their dormitories promoting programs and acting as peer educators. Contact with this organization led proposal of a dorm sustainability inventor's competition. Students' would establish teams from their respective dorms, identify a sustainability related issue, invent a viable solution, and enter their idea in a competition among other dormitories. The winner's idea would be considered for implementation.

Contracted Independent Organizations were another avenue for promoting awareness and engagement in the sustainability movement at UVA. Starting a Movement drafted plans to create an additional organization that would meet once per semester with all organizations at UVA. The objective behind this participation is to encourage sustainable practices across the entire university and address all three spheres of sustainability: society, economics, and environment. The organization would also look to improve public relations efforts with university students. Offering new outreach programs that modeled off of successes such as *The Stall seat Journal*. To assess student involvement and the progress of student organizations thus far, representatives attended meetings and events. From attending meetings and events we are able to understand the goals of many individual sustainability movements and understand the issues that are faced regularly. In addition Starting a Movement attempted to observe the attachment of students to sustainability. A poster hung in heavily populated Clemons library, allowed us to evaluate opinions of students and determine that the moment to take action for a sustainable University of Virginia, was now. The report concludes by offering proposals for future implementation.

BODY:

Sustainability at UVA and history of social movements:

Social pressures advocating for a sustainable future increased dramatically in the past decades. Worldwide transformation is occurring in which politicians, environmentalists, and individuals prescribe to the need for a change in the universal over-consumption of Earth's resources. As statistics and modeling present ever more menacing results and consequences that threaten our everyday lives, the demand for a change becomes more urgent. However, the question that stalls humanity still looms: How do we encourage over seven billion people to resort to more sustainable methods of consumption and more broadly, share a common goal?

By focusing on a specific and smaller scale approach, a more global and universal goal will hopefully be met. Education provides a medium in which we can reach out to the youth and instill sustainability awareness in the forefront of their actions. This project focuses specifically on the curriculum at the University of Virginia while reaching out to the local community. Our objective is to instigate a trend among students to adapt to a more sustainable lifestyle in which resource use is maximized. The two main partners in this project are the UVA Office of the Architect and the University Committee on Sustainability. This project must present to students the opportunities to participate in the sustainability movement and inform them of the viable techniques for integrating sustainability into the curriculum. By developing a strong multi-disciplinary curriculum focused on sustainability, UVA and Charlottesville will perform more effectively in the transformation for a sustainable future.

It is clear that in order to propel social change it is essential that there is an incentive, consistency and effectiveness. The need for sustainable resource consumption is becoming more of a necessity rather than a prospect; students and faculty must be made aware that their everyday actions consume energy and resources, affecting the planet as a result. However, the dire need for a social change does not equate to an easy initiation. Early in the process, Starting a Movement encountered difficulties in promoting social change among students. Among the fundamental reasons for the failure of the sustainability movement lies the lack of a standard definition for 'sustainability'. Our group has learned that to successfully incite effective social change among a college demographic, the campaign will need to relate directly to students' lives. At the University of Virginia, two recent social movements obtained student support by addressing the issues that affect students most. The movement to reinstate university President Teresa Sullivan focused on the public image of the university, advocating for integrity to maintain prestige at UVA. Over the summer of 2012, students gathered in masses calling for the reinstatement of their school's president. The Living Wage Campaign also gained the support of the student body. Students protested for a higher living wage for university employees, using sit-ins, protests, and even hunger strikes to receive the attention of the university's administration. Starting a movement towards sustainable lifestyles among students is achievable, but will require significant effort on the political, social and economic fronts.

At UVA, a plethora of clubs seeks to strengthen the University's sustainability efforts. Contracted Independent Organizations such as Green Grounds Group, Ride Forward, and Divest UVA, address issues such as resources consumption, the research for innovative designs of transportation, and work towards changing UVA's investment portfolio. Until recently organizations such as those above worked independently with little communication and cohesion. In response, students founded the organization, SustainaUnity, in order to create a connection among the sustainability factions. Likewise, students continue to create new projects and move towards a culture of sustainability at the university, but with limited success in the long-term. The vision of 'Starting a Movement' focuses on addressing the major issue faced by current sustainability advocacy groups: the challenge of solidarity. The improved efforts of sustainability groups to create and maintain working partnerships leads to greater success, but the issue of sustainability extends beyond the small niche of these clubs. Sustainability's multidisciplinary nature makes it a difficult subject to preserve. By uniting the clubs and administrative factions at the university, a sustainable culture can take root and develop.

An historical study of social movements offers instruction on how to best achieve a cultural change. An

essay by sociologist Jonathan Christiansen breaks down social movements into a four series process, “emergence, coalescence, bureaucratization, and decline.” The first stage develops early in social movements, when specific groups focus on localities and develop popularity. Early groups act as agitators, attempting to provoke, create a disturbance and draw attention. The Student Non-violent Coordinating Committee of the Civil Rights Movements demonstrates the role of an agitator. In the 1960’s the organization supported lunch counter sit-ins to highlight racism and inequality. From the perspective of Starting a Movement, the status of UVA’s sustainability movement remains in the first stage of emergence, though coalescence is soon obtainable.

Social movements in the recent history of the United States continue today as models for cultural change. The Civil Rights Movement, Student Movements, and anti-war activists catered to issues that a number of Americans held at heart. When mentioning 1960’s and 1970’s civil unrest and political change come to the forefront of any summary. Rejecting the establishment, was the objective of many social movements. Following World War II and through the 1960’s the government acted based on the research and interest of professionals. As a result pork barrel programs and secrecy dictated government actions. Failure in Vietnam and growing crime rates within the United States however, changed the submission of American citizens. Organizations formed challenging the establishment and arguing for participatory democracy. A major attribute that aided these groups and led them to success was a single and clear goal. The Civil Rights Movements initially focused on equality of education, the Student Movement wanted the ability to influence their own curriculum, and anti-war activists attempted to unveil the lies of the government policy. Clear goals enabled these campaigns to achieve success, a characteristic many modern movements fail to hold. Critics of health care reform for example argue that the “small-scale improvements in health care delivery [are] impediments to, or distractions from, more comprehensive reform.” Critics suggest that the individual fights for change on the behalf of a particular group causes failure. For sustainability advocates at UVA a lesson could be learned from history, uniting their efforts and generalizing their objectives may lead to success.

Christiansen claims that many social movements never reach the stage of coalescence due to the absence of organized leadership, assigned responsibility, and an attainable objective. As these characteristics become more defined, a social movement progresses into the bureaucratization stage, in which organizations form and take on full-time efforts to achieve social change. While these highly consistent efforts from students may not be realistic, connecting with faculty and gaining the support at the administrative level would represent success as it would allow for a more long-term development of the sustainability curriculum. Social movements enter their final stage of decline either as a result of success or failure. The objective of Starting a Movement is to first motivate students, which will spark the unification of sustainability organizations, and eventually create a culture of sustainability at UVA. Such a culture will be characterized by the integration of sustainability into curriculum, everyday functions of the university, and student life.

Proposals

Initially, our team worked to identify and define various possibilities and outlets to utilize in order to disseminate “buzz” about sustainability at the University. These included Earth Week, the Tom Tom Festival, concerts, residence hall competitions, and flash mobs. The benefit of events such as Earth Week and the Tom Tom fest is that they take advantage of a volume of people already in attendance or engaged with the activity. However, due to time constraints, our team focused on identifying possibilities that were low cost, required minimal administrative obstacles, and were appealing to a wide variety of students. As David Meslin discusses in his TedTalk, “The antidote to apathy”, getting people involved means removing any possible perceived obstacles and making engagement an attractive and simple option. This is especially important for students in college who are bombarded with a myriad of invitations and events daily in addition to their classes and schoolwork.

Instead of seeing finals as a preventative issue, our group is aiming to harness the frenetic energy of finals and channel it into visual representations of enthusiasm for sustainability at UVA. We have first decided to focus on two events: a flash mob competition between residence halls and a signature campaign. While the flash mob option does require initiative on the part of students, it is incentivized by the fact that students will use anything as a release

during finals. On the other hand, the signature campaign requires minimum active participation, but contributes to our final goal of compiling all the signatures in one visual statement.

After establishing these goals, we made several steps to prepare for the launch of our campaigns. We met with SustainaUnity at one of their events to discuss plans and the possibility to collaborate on upcoming events. The committee agreed that there needs to be a big push for students to understand the obstacles facing sustainability education, but did not have any upcoming events for us to collaborate on. However, they did express enthusiasm about a flash mob video competition, both in supporting it and setting up a committee to judge the videos.

We also discussed the video competition with students involved in housing. The culture at UVA puts an emphasis on the unit of the hall in dorms. The resident advisors, or RAs, are then in charge of the most important unit of housing, making them crucial contacts. We approached RAs in the International Residential College (IRC) to find out how to access a wide range of RAs. Not only are they well connected to the halls; they also hold a position of authority and are given funding to coordinate events. This funding, which we were told is generous, could be used if the hall wanted to bring in speakers, make costumes, signs, or other props. These competitions are typical between housing, so we were participating in an established tradition.

Additionally we proposed using the local business Shenandoah Joe Roasters and Espresso Bar to sponsor an event held in Clemons Library. By providing Starting a Movement with premium roasts, we will distribute and advertise their coffee while at the same time informing students on the impact of non-green coffee cups and coffee production has on the environment. Our coffee stand would remain in Clemons library while supplies lasted, giving students the opportunity to stretch and gain some energy to push through the night. Statistically, coffee distribution has been highly successful at UVA libraries, and by incorporating sustainability within the event; we expect it to be very effective in increasing students awareness about the sustainability movement at UVA.

SustainaCoffee

Funding: \$ 150.00

Cups, Lids, Coffee, Spoons

Step 1: Meet with Shenandoah Joe Coffee Roasters and Espresso Bar and ask for a sponsorship in a sustainability awareness event that will simultaneously sponsor their premium coffee roasts.

Step 2: Advertise the event through flyers, email and word of mouth.

Step 3: Use 100% recycled and biodegradable coffee cups to distribute coffee/tea among students, limiting one cup per individual.

Step 4: Set up a stand within Clemons library during finals week. The Shenandoah Joe brand name is advertised through our posters and enthusiasm for the coffee, in return benefitting the local business.

Step 5: The students are made aware that their coffee is roasted through a non-automated method and has been served using highly sustainable cups, lids and spoons.

A major assessment project was the poster, as previously discussed, that hung in Clemons asking students what sustainability means to them. This objective of the poster was to understand the extent to which students cared about sustainability. This poster is one element of our goal to visually represent the student body's desire for Sustainability at UVA. This visual representation is used to demonstrate a tangible awareness of sustainability and the work ahead necessary to instate it in our curriculum.

Similar to the flash mob competition proposal, the inventor's competition took advantage of the established dormitory tradition. Students would plan with their RA to form a motivated team that wanted to make an impact at the university. Students would identify a sustainability related issue on campus, research causes and solutions, and then design their own solution to the problem. Resident staff would be able to supply monetary support for the design process and help connect students to administrative resources. Once students completed their project a winning solution would be chosen and students could work alongside facility management and other relevant departments to

integrate their solution into the university. The project would attract students with the incentive of making a difference, and also the opportunity to add a strong experience to their resume.

All social movements require a publicity campaign. At the university current projects use email or other means that require students to be registered or part of an organization in order to be informed. This acts as an obstacle for the sustainability movement, which needs larger support in order to implement change. Starting a Movement proposed the idea of creating a newsletter that was more accessible to the student body. The news letter would offer sustainability tips, but also mention sustainability groups on grounds mentioning what projects they were working on and times that they met. This would allow students to easily access information and become part of the movement even if they missed past opportunities.

Challenges

Starting a movement faced many challenges that had to be overcome. It is inherently difficult to motivate any group of people to come together and push for any cause, but it is even more difficult with college students. There are many different movements happening around grounds and many other activities that students have a hard time rallying around one cause. Our goal was to get as large of a group of students and faculty as possible to understand the need for sustainability curriculum and to motivate to create a change. There are many techniques that people use to incentivize students that would not normally get involved with a movement, including free food and giveaways. One of our largest challenges is convincing students to join our cause on a limited budget. This has forced us to be more creative than those groups that have a large budget. A lack of monetary resources was our greatest challenge and forced us to plan creatively by joining forces with other groups as well as using low budget techniques to get people to join our movement. The short-term key to the success of this movement was to get followers, since that is the best way to create the impression that enthusiasm is spreading. Few movements will succeed without sheer dedicated numbers. Aside from our financial limitations and the difficulty of convincing college students to choose to spend their free time on our movement, in the future, the movement has to gain the attention of the administrators that are not invested in creating a sustainability curriculum. Once we have our active body of members nothing will actually change until we can convince the administration to support our goals. The difficulty with the administration stems mostly from their preoccupation with many other pressing issues such as online courses, President Sullivan's reinstatement and lowered state financial support. Our goal is to begin the growth of a movement that will eventually grow to a magnitude that will not allow for the administration to table it, as has been the case for the past two years. This will not occur suddenly, but with the relentless support that we hope to create through our events and actions. Eventually, the administration will have to take a stance on changing the standards for curriculum, student life, and the institutions compliance with basic environmental regulations.

The sustainability coffee drive and flash mob failed in the first stages of development. The coffee drive was planned as an outreach event and that would connect with students and spread awareness of the growing movement. We contacted four local coffee shops and discussed with managers the opportunity for them to sponsor our event and build a public image. Unfortunately the coffee shops were reluctant to agree to such an event, we reiterated that we would create a sign with their name and logo but our efforts were unsuccessful. The flash mob proposal also failed as resident advisors expected minimal participation from residents. More frustrating than the rejection based on speculation was the inability to receive any cooperation from resident staff. Despite our proposal and zero cost, the plan was outright rejected, however, it is possible that the plan may have greater success in the fall semester.

CONCLUSION:

Starting a movement identified areas that have immense potential to initiate the sustainability movement. Currently the movement occurs from variety of directions from CIO's that have little leverage and as a result little success. By forming a coalition among sustainability related organization and even others, the movement could incur greater success. UVA's student council sustainability division has this idea in the works. The organization hopes to use their funds and greater authority to unite sustainability groups and form a movement that will endure through time.

This will require greater public relations and outreach programs that keep the student body informed and motivated. A revamped newsletter is a proposal we hope to advocate for in the future.

Our works also lead us to identify incoming First-year classes as the most efficient means of starting a new movement. From our experiences, and those of others we met with, we discerned a lack of spirit and participation in the social setting of dorm life. Much of dormitory social life evolved around weekend events and Greek life, but the opportunity to bring social activity into the academic setting remains open. After meeting with dorm sustainability advisors we formulated the proposal for the inventor's competition. In drafting this proposal we hope that we offer students new avenues for developing connections and become more active members at the university.

In order for our proposals to enjoy success, attitudes and cultural norms must be overcome. The university has a reputation of ignoring change and fulfilling the status quo, students turn to Greek life for social fun and organizations as resume boosters. The proposal to integrate the inventor's competition will have to overcome the social patterns that currently exist, and further convince faculty to support the idea.

The results of social movements do not occur over night, or even in a period of weeks. Change occurs slowly, but when it does its noticeable. For much of the project we were attending meetings and note taking and paying strict attention to the frustration organizations were having due to minimal participation or little cooperation with faculty. If our projects pass the varying stages of approval success will be measured by level of participation and longevity of the competition. In the following section offers details about the proposals and future implementation.

FUTURE WORK

Ideally, this initiative will provide a long-term sustainability awareness among students which will be maintained through the years. Information flyers will inform the student body about upcoming events. Likewise, petitions will be used to promote sustainability activism among professors and the administration of UVa. Once student interest for sustainability is presented to multidisciplinary administrators, a strong curriculum base can be established. It is essential that Global Sustainability classes and awareness is spread throughout UVa programs and majors, rather than being limited to the Architecture School. It is crucial that the student body be educated in sustainability, as our future requires that we make a change to the way we use our resources and treat the world around us.

The creation of our Stall Seat Green Journal will be small scale but will constantly iterate the importance of sustainability and what students can do individually to participate. Placed in bathroom stalls and walls, it will be a visual reminder of resource management and water footprints that relate directly to the reader - mainly students. We have found through personal experience and research that by having visual aids to get sustainability on peoples minds, we have a better chance of getting people motivated to participate in this movement. One of the main problems we have encountered through the project process is getting people interested and taking the time and effort to make a difference and promote this movement. While students and administrators are constantly preoccupied with other concerns, the effort and assertiveness this project aims to embrace will hopefully draw more attention to the movement. The long term preservation of this Sustainability Movement is achievable but it will need to begin from the ground up; beginning on a smaller scale will deeply enroot it within student life and activities. The Stall Seat Green Journal edition no.1 (See attachment) will be the first step towards volumes and the start of implementation within the student body. The University has used this method of stall seat journals to and instill concepts and statistics they want the community to understand in the past - it has been quite successful in the short term. When we talked to other students most remember having read some of the facts on that stall seat journal and felt that it made an impression on them. We hope that our stall seat journal will provide compelling and interesting facts to its readers and will have a similar lasting impression. This journal can extend into the spheres of social media. Journals can be uploaded to Facebook or mentioned on Twitter, to broaden the social following.

In addition to the Stall Seat Green Journal we have list below a proposal for the inventor's competition so that a group can potentially take use our idea and submit it for future implementation.

Objective:

Competition among First-Year dormitories in which students improve sustainability related issues that the university faces. The purpose of the competition is to motivate more active participation among the student body in the sustainability movement.

Structure:

The base of this competition is the competitive nature of dormitory life. With this foundation students will be eager to find the best solution to sustainability projects at the university. Students from each dormitory will form teams composed of other students in that dormitory. Once in teams the students will find issues of sustainability at UVA. Projects could include composting, water bottle use, or student energy waste. Once a project is identified students will invent a solution that addresses the issue. Not all project require the production of a machine, but rather can include business ideas or alterations in methods to make them more efficient. Students will have the opportunity to work on the project throughout the year, allowing a semester of analysis and planning and a semester for constructing their solution. A final project will include a report presenting the current issue and practices, details on the solution to the issue, and describe methods of implementation. Once completed teams will evaluate each other's projects along with facility administrators and elect the winning project. The project that wins will be chosen for implementation at the university. Students will work alongside respecting management in order to apply their project to the university. In winning the competition students have the opportunity to recognized by their University and add a respected project to their resume.

Participants:

- First-Year students
- Facilities Management
- School of Architecture
- Engineering School

Budget:

In order to initiate the project a Green Initiatives Funding Tomorrow grant will be applied for. The amount being applied for will be \$3,000. These monies will be the foundation for students to start their project. The money will be used to purchase supplies or conduct needed research. Overall the money amount is small, but students can apply for more grant money as their project becomes more developed. Over time and with success the project could become a more integral part of dormitory life and funds will come from other sources and in larger amounts.

A benefit of this competition may potentially be a decreased operation cost for university. If students manage to create a significant project the University may incur financial gains.

Starting the Project:

To start the project a group must contact the participants and present the project. Important contacts are resident life, facilities management, the school of architecture and the school of engineering. Resident life will be the most important contact for reaching students and presenting the competition. The other participants will be needed to endorse projects and act as judges once projects are submitted. Endorsing projects includes having staff that can assist students during the process. Student teams will contact professors to assist them through the project; the professors will volunteer before to offer assistance. To implement this project the two schools will be contacted and asked to find professor willing to sponsor a team of students in their project. The role of the professor will be minimal; students will manage the project on their own and establish their own timelines. The professor will be for students to pose questions to and to offer recommendations on how to make their project more complete. Facilities management will participate near the end of the project in evaluation and in the implementation process. Facilities management and respective administrators will judge the projects on practicality and effect. Once selecting a winner facilities

management will assist students implement projects. The scale of participation would vary on the project; some projects may include new composting systems while other might be simple involving different sales techniques of water bottles to encourage use more sustainable methods.

Contacts:

Housing and Residents Life
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Lessons Learned

Over the semester, our team faced many obstacles in achieving our established goals. As our class learned early on, institutionalized sustainability curriculum faced opposition from the University's administration. This led to our group's enthusiasm in growing a student movement- a grassroots effort that could excite faculty and therefore get the attention of the administration. Despite our multi-faceted approach to getting students aware, which included petitioning and setting up flash mobs, we soon faced a lot of apathy. Many of our emails and listserv sourcing went unanswered and the majority of our appearances at club meetings went without response.

Although the work was very frustrating, it was a learning process. Primarily, we learned the importance of context. We did not know how useful it would have been to understand why the sustainability movement had yet to catch on, how big were the largest movements on campus, and student behavior and engagement in unfamiliar programs. We experienced many of the pitfalls that other movements have: apathy from students, lack of easily accessible resources, and reluctance from established CIOs. We learned about the importance of establishing small goals to be built off of in the future as well as creating strong partnerships. Instead of asking many different groups to work with us, identifying an active and enthusiastic CIO would have been more productive.

APPENDIX:

The below poster would be distributed throughout campus during the first weeks of the Fall semester to inform students of this opportunity to become engaged in the sustainability movement.



SUSTAINABILITY

FIRST-YEAR COMPETITION

Want to be an inventor? Conquer the UVA sustainability challenge with fellow dorm residents. Find a sustainability related issue, like composting, recycling and design an efficient viable means of solving the issue. The perks, if your idea wins we will work with you to implement your design, and boost your resume.

The below template is an illustration of the proposed Stall Seat Green Journal. The journal could be published bi-weekly, or even daily during events such as Earth Week. The journal will offer students sustainable facts, and also offer events that are occurring on campus that students can become more involved in. The journal can be posted in high traffic spaces and in published on a Facebook page or mentioned on Twitter to increase viewers.

Stall Seat Green Journal



Brought to you by UVA Global Sustainability

Unlike petroleum and refined oil, water does not have a substitute. It is naturally the most precious resource to a human.

A single liter of bottled water takes a staggering 3 liters of water just to produce the bottle. Fill it up and now you are talking about a 4 to 1 ratio, what a

About 40 liters of water is used to manufacture one aluminum can. That's just the can itself, not the beverage inside!

What can you do to decrease your environmental footprint?

Invest in a reusable water bottle to carry around. They're convenient and have some pretty cool designs!



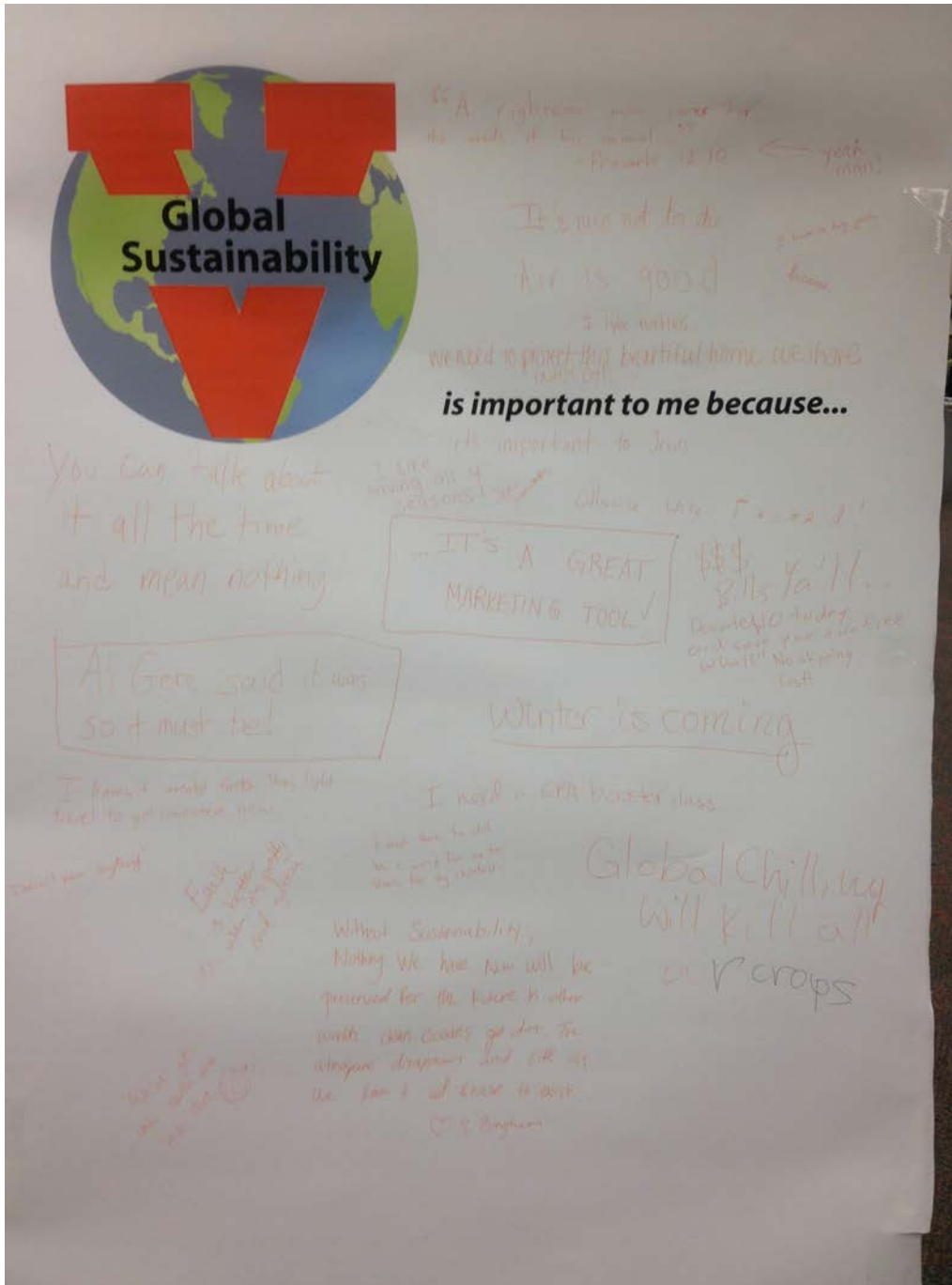
We're not here to dissuade you from partying, but we ask that you recycle those beer and soda cans while you're having fun. Aluminum is 100% recyclable and a simple gesture can make a huge impact!

Green Gaming

Original Xbox 360		=	208 Watts	Xbox 360 Slim		=	99 Watts
Original PS3		=	211 Watts	PS3 Slim		=	95 Watts

Although game consoles are small, they still use energy. Use a newer console model to decrease electrical usage.

This image shows the poster hung in Clemons library that was used to gauge student interest and opinion on sustainability. The library, among the most popular on campus, attracts students from all schools and enabled a less biased evaluation than a location such as the Architecture school, although those who write on the poster are more likely to be involved. After three weeks of display in the library students managed to fill a majority of the space on the poster with comments regarding sustainability. From this event we conclude that students are concerned about sustainability and likely to participate.



Social media sites such as Facebook and Twitter have been influential in social movements. Social media enables people, businesses, and organizations to form coalitions and fight for their cause with greater force. For the sustainability movement at UVA to be achieved social media will be a key aspect of uniting student organizations. The images below are from a flow diagram Facebook uses to explain their objectives and make connections with organizations such as the Audubon Society.

facebook
sustainability

The Facebook Platform Sustainable Technology Everyday Green

Like 198 Send

This is only the beginning.

2010 marked an awakening for Facebook's sustainability efforts, initiating a clear focus on protecting the environment through use of the Facebook platform, technological innovation in the data center, partnerships, and our own day-to-day operations. In 2011, we made significant progress, scaling up and stretching our efforts around the globe. 2012 – and beyond – represents great promise for Facebook and our sustainability initiatives, with a commitment to continue pushing our company – and industry – forward.

Saving energy? Tell your friends about it!

Facebook, the Natural Resources Defense Council (NRDC) and clean-tech startup Opower are working together on a new app to help consumers monitor and compare their home energy use with their friends on Facebook, and share tips and stories to improve their energy efficiency. [Get the app](#)

Like 47 Send

100,000 strong – and growing – for Facebook.com/green

Support for, and interest in, how people and organizations are using Facebook to promote environmental sustainability continues to grow. [Facebook.com/green](#), which highlights how the Facebook platform is enabling environmental action, awareness and education, has more than 100,000 fans and continues to grow organically.

Like 18 Send

Environmental efforts are thriving on Facebook

From the [World Wildlife Fund's](#) environmental advocacy app that allows people on Facebook to directly contact world leaders about environmental issues to National Geographic's conservation-themed Facebook game [EcoCity](#), to the more than 1000 unique Facebook groups and pages dedicated to sustainability topics, Facebook is enabling, extending and expanding grassroots environmental action around the world.

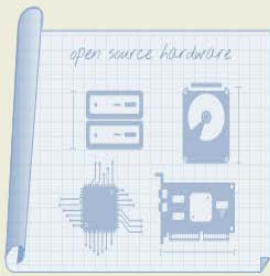
Like 13 Send

The Facebook Platform Sustainable Technology Everyday Green



Sustainable Technology

Facebook has made innovation a priority – investing in advances in sustainable technology, and sharing best practices for developing and maintaining sustainable infrastructure.



Open source hardware becomes a reality with the Open Compute Project

In 2011, Facebook launched the [Open Compute Project](#) (OCP) and formed the Open Compute Foundation. OCP opens up the specifications and design documents for energy efficient servers and data centers.

Like 11 Send



Facebook joins The Green Grid

In 2010, Facebook joined [The Green Grid](#), a leading global consortium of data center users, policy makers, technology providers, facility architects and utility companies that helps push the boundaries of energy efficiency in the data center.

Like 9 Send

The Facebook Platform

Sustainable Technology

Everyday Green

The image below is an illustration of the integration of sustainability into communities, and the dynamics of maintaining such a community. The image applies to the efforts of Starting a Movement as it provides a simple framework for what should be achieved in order to make sustainability a prevalent component at the University of Virginia.



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