

Student Involvement in Campus Sustainability Efforts

CMN 465 - Team F:

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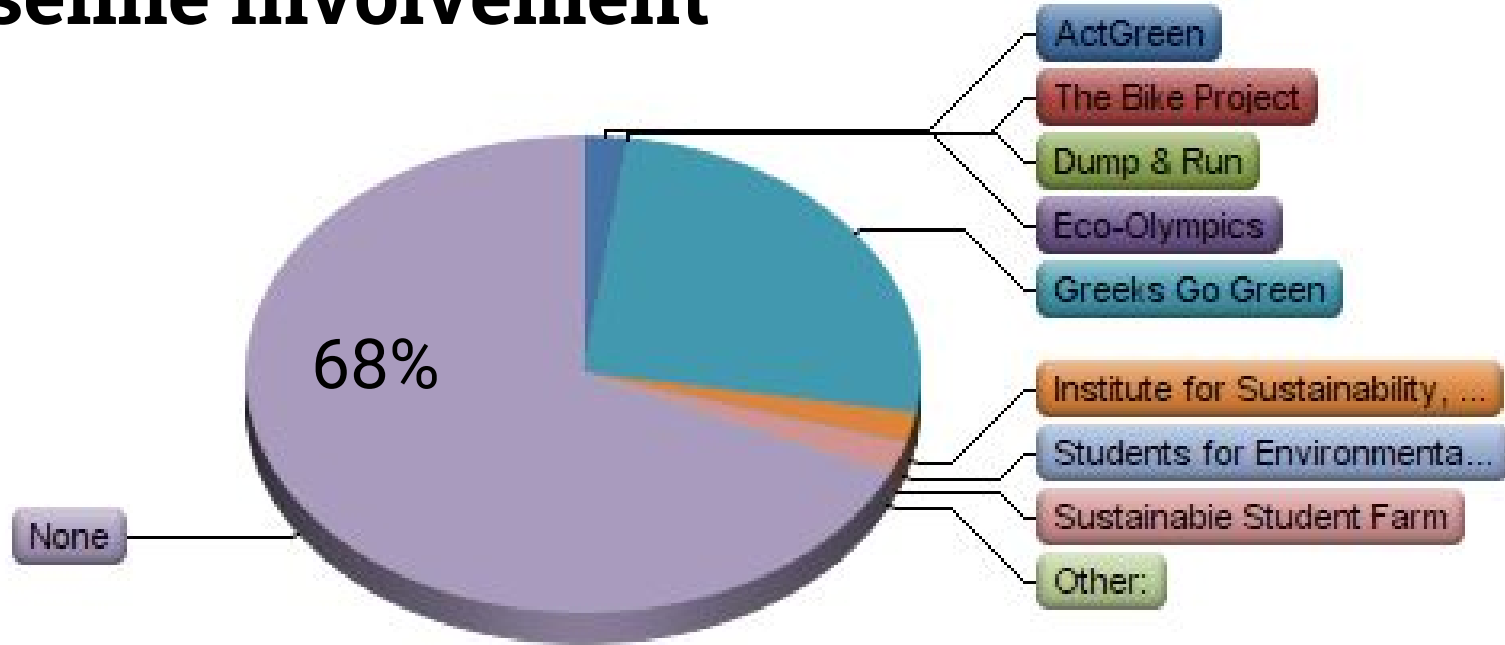
Background

- Small student presence compared to \$ students contribute to campus sustainability
- **68%** of undergraduate students at the U of I are uninvolved and **56%** unaware of campus sustainability efforts
- **20+** student groups dedicated to environmental sustainability - *So why are the majority of students unaware they exist?*



Source: Student Action | ILLINOIS. (2016). Retrieved from <http://sustainability.illinois.edu/campus-sustainability/actionsinitiatives/getting-involved/>

Baseline Involvement



Focus Group

- February 26, 2016
- 4 male students, 6 female students



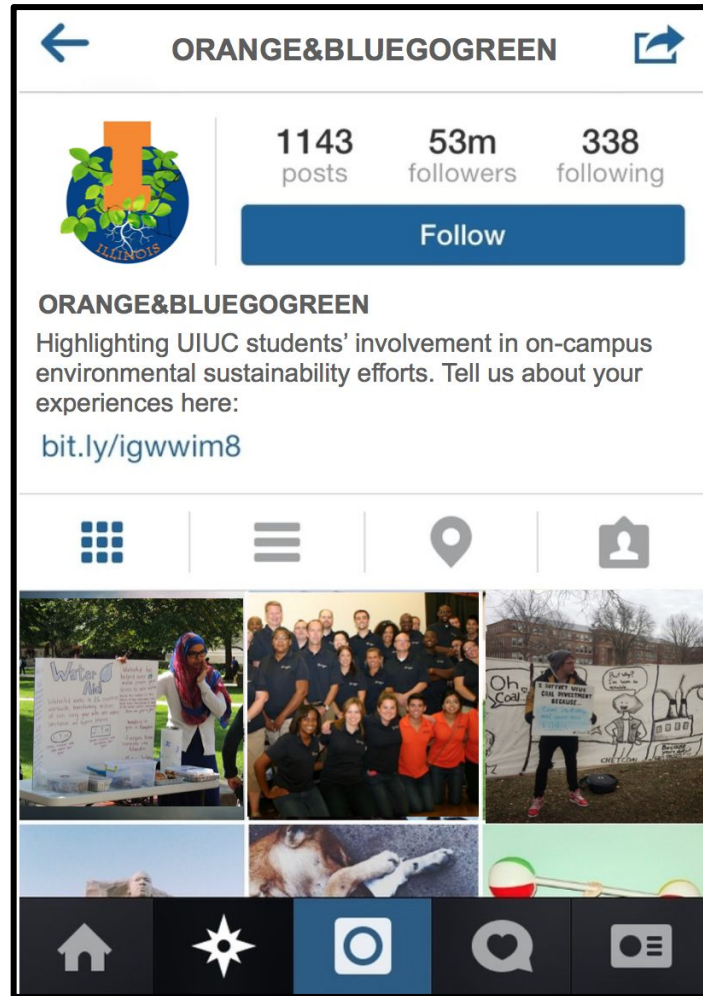
Findings

- Basic understanding of existing environmental issues
- Low degree of involvement in sustainability efforts
- Barriers included lack of awareness & poor advertising
- Motivation included peer pressure



Ideas

- Promote peer pressure
- Better advertising
- Social media
- Tangible rewards



Orange & Blue Go Green

