# *Thank you for your commitment to green initiatives at the University of Illinois. One of the final steps in completing the terms of the funding agreement for your project is the submission of a Final Report with key information about your project. You will also need to submit a detailed report of expenses (if you don't list it within this document) as well as supporting photos to showcase your project.*

# *Please be as accurate as possible in describing the project (including possible setbacks or challenges in meeting the initial goals of the project). Not fully meeting your project's goals will not disqualify you from making future funding requests as long as your reports are as complete and accurate as possible. If you have any questions, please contact the Student Sustainability Committee, at* *sustainability-committee@illinois.edu**.*

**Project Name:** Freezer Challenge Pilot

**Date of Report Submission:** 8/10/2018

**Project Purpose:**

Run a pilot Freezer Challenge lab-competition participation-program focused on outreach and energy savings. The goal is to educate, inform and recruit members from the lab community to participate in the International Freezer Challenge and achieve winning level results for both the organizational and individual levels.

**Project Summary:**

Development started with implementing introductory marketing via emails, flyers/posters and digital media. I reached out to student organizations and obtained support from the Eco-Olympics organization team. They reached out to student organizations in the lab community and helped establish awards for various levels of participation for extrinsic motivation. I followed up with the research community, established relationships with key communications personnel from multiple colleges and departments. This led to a wide spread marketing campaign which prompted awareness and education regarding sample management and best practices. I personally engaged PI’s, lab safety and research managers in 17 buildings, educating and recruiting their participation. These efforts led to 60 people registering 58 labs with 45 labs submitting a score sheet, more than doubling our original goals established in our application. *Overall results were:*
**We won 1st place in the 2018 International Freezer Challenge!**F&S press release: <http://fs.illinois.edu/resources/newsroom/2018/08/06/u-of-i-wins-freezer-challenge>. We saved 262800 Kwh’s annually, equaling 431,181 pounds of CO2 avoided and an avoided dollar equivalent of $20,866.32 at campus FY19 electricity rates.

 **Summary of Project Expenditures:**

As for marketing expense and awards, I was able to keep all marketing design in house and the awards were donated through the Eco-Olympics RSO. The labor expense was billed at a rate of $54.24/hour. The SSC expenditures resulted in 182.5 hours which equates to a billed amount of $9898.80. Total hours for the project were 332, the remaining 150 hours were covered by F&S Energy Services

 **Problems/Challenges Encountered**

Progress was slow at the beginning, connecting with key stakeholders, gaining support and buy –in took repeat visits and communications. Developing and preparing marketing materials in multiple formats and distributing through the proper channels added to time delays. These efforts secured introductory engagement and administrative support which increased follow-up engagement results. Thankfully the competition deadline was extended giving us ample time to re-engage interested persons, doubling our participation in the final months.

**Problems/Challenges Encountered**

Connecting with the researchers through the proper channels is a challenging task, not easily defined and one that varies from college to college and unit to unit. I had to personally reach out to faculty and administrators within my network and get direction and introductions to key stakeholders. Researchers are challenging to engage and even more challenging to motivate in a direction that does not follow their research objectives, I had to create a parallel goal or objective that was tied to their current research objectives and add extrinsic motivation. This proved challenging and worked for some of the research community. I added intrinsic motivation, combining it with the extrinsic benefit which proved successful in terms of buy in, participation and ongoing efforts to implement sustainable best practices in their lab facilities.

**Student Involvement and Outreach to Date:**

Students were involved in supporting the initiative through the Eco-Olympics RSO, and registration along with implementing the sustainable practices was carried out by students in most labs.

**Marketing and Promotion Efforts to Date:**

Marketing via emails, flyers/posters and digital media student groups and individual department level communications.

**Additional Comments:**

Any additional comments/relevant information for this report

In addition to the above fields, please provide a detailed accounting of how the funding was spent as well as pictures of the final project in an email to sustainability-committee@illinois.edu. Thank you again for your commitment to sustainability.