

Fall 2013
Eco-Reps: Fostering Environmentally Responsible Behavior
ENVS 095 (one credit)

Instructors:

Stephen Posner, Eco-Reps Program Director

Class Meetings:

Day/time: Mondays 7:15-8:15pm

Location: University Heights South 133

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Course website: Blackboard site and www.uvm.edu/ecoreps

Course Description:

What motivates human behavior? Why do students on campus behave the ways they do with respect to the environment? How might we influence or encourage environmentally responsible behaviors within the UVM student community?

The UVM Eco-Reps Program *cultivates environmental responsibility by training student leaders to promote sustainable practices at the university and encourage environmentally responsible behaviors among peers*. This course complements Eco-Reps work on campus by providing a structured format to critically think about these topics. While taking this 1-credit class, you will participate in the same group projects and activities as all paid Eco-Reps, and you will also have assignments, a final project, and a grade to round out your Eco-Reps education.

Pre-Requisite:

Students must apply in Spring 2012 and be accepted to the Eco-Reps Program for Fall 2013.

Course Purpose:

- 1) To create a learning community that focuses on a range of relevant pro-environmental behaviors and behavior change strategies related to, for example, waste management, energy use, and food choices.
- 2) To support student development as environmental leaders and peer educators on campus.
- 3) To encourage students to consciously act as change agents in their lives and communities as they foster a culture of sustainability on campus.

Course Texts:

- 1.) Readings as assigned
- 2.) (optional) *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*, 3rd edition, by Doug McKenzie-Mohr (available online at www.cbsm.com)

Grading:

Grades will be based on completion of assignments, attendance and participation, and your final project. Here are the % of total grade.

Attendance and Participation	30%	(15% attendance + 15% participation)
Assignments	30%	(3 x 10% each)
Final Project	40%	(10% mid-semester + 30% final project)
TOTAL	100%	

Attendance and Participation:

Students are expected to attend all class meetings. However, one excused absence may be accepted if you contact the instructors ahead of time. Unexcused absence affects your attendance grade. For each unexcused absence, 5% is deducted from this part of your grade (max 15% deducted from total grade – see above).

We expect you to participate in class discussions and group activities. Lack of participation will affect your participation grade. It also may deny you the opportunity to shape this education experience and learn what/how you want. Your participation grade will be determined based on peer evaluations.

Assignments:

Readings: Readings will be assigned throughout the semester. It is important to keep up with the readings since they will inform in-class discussions and out-of-class work.

Written reflections: Over the course of the semester, there will be three written assignments. These may (for example) focus on responding to readings or class discussions, reflecting on experiences and lessons learned as an Eco-Rep, or writing a lifestyle creed that guides your own day-to-day decisions. Each of the three reflections assignments will be approximately 2-3 double-spaced pages.

Final Project:

You have creative license to develop and complete this real-world, applied project.

The challenge: Design and create a tool to communicate “here’s what UVM Eco-Reps do.”

What?: By communication tool, we mean a means of broadcasting a message about what Eco-Reps do at UVM. It could be a short video, a poster, a GIS map layer, or something completely different.

Why: The UVM Office of Sustainability needs tools for getting the word out about what the Eco-Reps Program is all about. Who better to design and create such a tool than you, an Eco-Rep?

Examples of Project Ideas:

- A witty “do-it-yourself: peer education” video
- A well-organized series of blog posts about “how to make environmentally responsible behaviors come alive on campus”
- A catchy and regularly-occurring public service announcement of “eco-tips brought to you by eco-reps” for WRUV

A project scope will be due at mid-term. This will include a summary of your design, a description of what you will do to create the finished product, and a careful description of what you will need in order to complete your project (resources, time, etc.). Final projects will be due at the end of the semester and presented to your fellow Eco-Reps. More details on this project will be delivered as the semester progresses.