What is Sustainability?

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Brundtland Report (1987)
Why should sustainability be important to AUS?

- positions AUS among the leaders in higher education
- helps attract students to AUS
- empowers AUS to use its resources in a smarter way
- teaches students ethical decision making, trends and innovation
- helps students be competitive in the job market
AUS Sustainability's mission

- Solving global sustainability issues at a local level -

By utilizing our outstanding academic resources, we aim to transform AUS into a powerful test-bed, generating ideas and forming behaviors that can address the challenges of our changing planet.
What does it mean to be an EcoAmbassador?
Creating a community of practice focused on sustainability

Creating a sustainability-minded office culture

Linking AUS Sustainability with all employees at AUS
Peer Education for Behavior Change
How to get the commitment from your peers?

Community-based Social Marketing

5 steps:
1. Select behavior to be addressed
2. Identify barriers
3. Develop strategies
4. Conduct a pilot
5. Evaluate the impact
Potential barriers

1. Lack of Motivation
2. Forget to Act
3. Lack of Social Pressure
4. Lack of Knowledge
5. Structural Barriers
Potential strategies for CBSM

1. Ask for Commitment
2. Set a Norm
3. Foster Personal Conversations
4. Set-up Prompts
5. Create Incentives
6. Make it Convenient
Connecting Barriers to Strategies

- Lack of Motivation → Set Incentives
- Forget to Act → Set-Up Prompts
- Lack of Social Pressure → Set Norms
- Lack of Knowledge → Have Conversations
- Structural Barriers → Make it Convenient
Building a Social Marketing Campaign involves addressing two behaviors simultaneously.

1. The behavior to be encouraged.
2. The behavior to be discouraged.

Group Exercise: Open Jam Board