



February, 7, 2011

Re: Certified Green Room Program

Dear AASHE STARS Program Staff:

This letter is being submitted in support of Brandeis University's STARS documentation for an innovation credit for their Certified Green Room Program.

In my dissertation "Peer to Peer Sustainability Outreach Programs: The Interface of Education and Behavior Change" I researched the effectiveness of Eco-Rep program across the country. I believe Brandeis University's "Certified Green Room" program showed innovative approach to the challenge of changing behavior.

In the Fall of 2009 Brandeis University launched a "Certified Green Room" program for students. The program was designed by Eco-Reps, student peer educators employed by Facilities Services, working in residential halls on campus. Using social marketing skills the students observed among their peers the popularity of "Certified Organic Food" and the weariness of taking pledges. The idea of a "Certified Green Room" made pledging environmental actions innovative by recognition of a sticker on their door and invitation to special events. The campaign was intended as a leadership program, requiring at least 10 actions from participating students.

This innovative behavioral change campaign was successful in getting over 30% of students on campus certified. Students who didn't certify were exposed to the popularity of the program among their peers. Videos, Social Media, prizes, and a complete model "Green Room" set up in the student union drew wide attention to the program across campus. The Brandeis Eco-Reps presented their idea to peers at a conference and other schools expressed interest in adopting the program.

Sincerely,

Christina Erickson, Ph.D.

Sustainability Director, Champlain College