



March 11, 2016

RE: Letter of Affirmation – AASHE STARS Reporting Framework for Innovation Credits for University of California Campuses

It is my pleasure to offer my affirmation that the Cool Campus Challenge meets the intention of the innovation credit for STARS reporting.

With the University of California's ambitious goal of reaching carbon neutrality by 2025 just 10 years away, the [Cool Campus Challenge](#) (CCC) was designed to get the campus community engaged in the process early on and kick-start cultural change. In the fall of 2015, 19,400 participants (5.3% of UC's population) took part in the on-line gamified challenge to reduce their personal and campus carbon footprints. Students, staff and faculty participated from all 10 UC campuses as well as the UC Office of the President. The challenge included 37 different pledges to reduce energy and carbon footprints from lighting, computer use, purchasing, heating and cooling, and transportation. Participants submitted over 100,000 personal stories and 20,000 photos verifying completion of actions, with an estimated savings of over 24,000 metric tons of CO₂e.

The Cool Campus Challenge (CCC) is a collaboration between the University of California system, UC's Global Climate Leadership Council, and UC Berkeley's Renewable and Appropriate Energy Laboratory (RAEL). Sustainability officers and student leaders across UC implemented the CCC on their campuses – creating interesting and engaging activities to engage participants and encourage them to use the online tool developed for the program. Additionally, communications staff at UC Office of the President utilized the CCC to create broader exposure to the UC Carbon Neutrality Initiative and to the University and President's leadership in this area.

The CCC is a good example of what a living laboratory means - it furthers behavioral research, engages large numbers of people in the community to action, and results in measurable positive impacts in operations.

Sincerely,

Christopher M. Jones, Ph.D.
Program Director
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