

February 20, 2017

Bentley University AASHE STARS Submission

To whom it may concern:

The Bentley University Office of Sustainability has made enormous progress during its seven-year existence, but there has been one persistent challenge: campus community members look to the office to take care of sustainability for them. Bentley's explicit focus on business contributed additional complexity; if you are not talking about profit margins, market share, and preparing yourself for the job market, the campus community is not listening.

One of the office's goals for 2017 — the university's centennial year — was to infuse sustainability into the campus culture and foster campus community members' sense of individual responsibility. The Office of Sustainability partnered with GreenerU to develop a solution.

In April 2016 GreenerU and the Office of Sustainability conducted a baseline assessment of campus culture. This process consisted of four components: focus groups to hear from a variety of perspectives; one-on-one interviews with key culture creators on campus; a campus-wide survey to assess values, interests & attitudes, and a walkthrough of key gathering spaces on campus to get a sense of daily life at Bentley. GreenerU compiled results from these investigations into a report outlining key findings and recommendations.

Building upon the baseline effort, GreenerU helped Bentley create the "Sustainability is Everyone's Business" education and engagement campaign, which connects sustainability to key business concepts, shows students how sustainability advances their career goals, and taps into the intense ambition and deep camaraderie of campus culture. The overarching goal was to turn sustainability from 'something *they* do' into 'something *we all* do.'

The Office of Sustainability launched the campaign in September 2016 by driving carefully crafted messaging through a variety of synchronized communication channels, including personal emails from administrators, posters highlighting individuals' contributions on campus, and ensuring the events that form the social pulse of Bentley have sustainability built in.

This campaign's innovations include the degree to which it was tailor-made for the unique circumstances at Bentley, the way it revolutionized the office's communication strategy, and the depth and breadth of its impact. The campaign resonated with the community and its message reverberated throughout campus, integrating people and planet into a culture previously focused on profit.

Kind regards,



Dallase Scott
Director of Change Management, GreenerU