

### What is a Green is Gold Team?

A Green is Gold Team is a dedicated group of faculty, staff and students who, regardless of discipline or organizational level, are committed to sustainable operations for their college/department. Green is Gold Teams can range from the informal – a few employees working together to reduce their college/department's energy consumption, to the formal – a group specifically chartered by leadership to promote and foster sustainable operations that reduce a college/department's environmental footprint. Successful Green is Gold teams are very place-based, that is the issues they choose to work on are meaningful to their specific college/department or building (some points are easier to earn if your team represents an entire building but it is possible to participate as one floor, lab, etc.). What is feasible in one building or unit may be very different than in another location because the natural resources, culture and economic situations are all different.

Green is Gold Teams can choose to focus on one area of sustainability (waste reduction/recycling, energy consumption, water conservation, alternative transportation, etc.) or address sustainability for their college/department on a broader spectrum (total environmental footprint).

The Green is Gold Campaign encourages Green is Gold Teams to start with energy and resource reduction to realize cost savings during these tough economic times. Green is Gold Teams can expand to take on other sustainability initiatives as the team develops.

### Here's How You Can Start a Green is Gold Team:

#### 1. Register Your Green is Gold Team

- Register your Green is Gold Green Team at [www.green.colostate.edu/gold](http://www.green.colostate.edu/gold)
- Join the Green is Gold listserv - Visit the URL below and select GREENISGOLD from the list. Team leaders can utilize the listserv to ask questions of other team leaders and share green ideas.

<http://www.acns.colostate.edu/?page=frame&src=http%3a%2f%2fwww.colostate.edu%2fServices%2fACNS%2flistserv%2fsubother.html>)

#### 2. Gain Internal Support

- Seek buy-in from leaders in your department/college
- Emphasize cost savings (the purpose of the Green is Gold campaign is to reduce energy and resource consumption to help the University in this tough economic climate)
- Ask student organizations connected to your college/department to get involved
- Visit [www.green.colostate.edu/gold](http://www.green.colostate.edu/gold) for talking points related to the Green is Gold campaign

### **3. Recruit Team Members**

- Look to people in your department/college who recycle, use alternative transportation or have expertise in energy reduction, composting, etc.
- Recruit students from your department/college to be part of the team
- Ask your building proctor if they would like to get involved

### **4. Conduct an Energy/Resource Audit**

- Visit <http://www.fm.colostate.edu/sustain/index.cfm?page=initiatives/green> to see how much electricity, natural gas, water and steam your building is using
- Utilize informal or formal audit methods to identify potential resource savings opportunities in your area

### **5. Create a Game Plan**

- Pull together your Green is Gold Team to set goals
- Visit [www.green.colostate.edu](http://www.green.colostate.edu) for a Green is Gold Team Score Sheet
- Fact sheets and tips on various sustainability topics are provided online to assist team leaders (water reduction, energy reduction, recycling, alternative transportation, etc.)

### **6. Get the Word Out about Your Green Goals**

- Utilize your building proctor's email list to reach all building occupants to share your Green is Gold Team goals
- Utilize break rooms and meeting rooms to provide materials related to your team's efforts
- Visit <http://www.green.colostate.edu/gold/> for Word templates to help you create signs and flyers related to the Green is Gold campaign to post in public areas. Ask faculty, staff and students to post flyers on their office doors to help encourage building participants to take part
- A healthy competition is an effective and fun way to gain support for your cause; floors can compete to see who recycles the most or who turns off computers or other equipment at night

### **7. Stay Connected**

- Track your team points on the Green is Gold Team Score Sheet to earn recognition, energy efficiency grants, and other prizes for your team
- Share your ideas, frustrations, and successes with other Green is Gold Team leaders on the listserv
- Use newsletters and e-mails to share progress with your college/department
- Celebrate your successes!