



HOUSING & DINING SERVICES  
COLORADO STATE UNIVERSITY



# Sustainable Living Challenge

Kirstie Tedrick

HDS Sustainability Project Manager



# Sustainable Living Challenge Overview

This is a sustainability campaign that engages residents on choices they can make in their day to day lives to live in a healthier home.

Goals:

- Educate and engage residents in each apartment building in sustainability
- Identify ways to engage the champions during the campaign
- Be inclusive of children in the campaign

The screenshot shows the top navigation bar of the Colorado State University Housing & Dining Services website. The header includes the university logo, the text 'COLORADO STATE UNIVERSITY | HOUSING & DINING SERVICES', and menu items for 'HOUSING', 'DINING', 'RAMCARD', and 'ABOUT US'. Below the navigation is a banner for the 'SUSTAINABLE LIVING CHALLENGE'. The main content area features a section titled 'Healthy Homes Pledge' with a sub-header. The text describes the goal of a healthy home and lists the pledge requirements. To the right of the text is a logo for the Sustainable Living Challenge, which depicts a house with two leaves growing from its base.

COLORADO STATE UNIVERSITY | HOUSING & DINING SERVICES


HOUSING ▾ DINING ▾ RAMCARD ▾ ABOUT US ▾

## SUSTAINABLE LIVING CHALLENGE

### Healthy Homes Pledge

A healthy home provides you a **clean, fresh, and comfortable** place to live. It also provides peace of mind by keeping you and your family **safe from harmful toxins**. You can keep your home healthy by taking simple actions indoors and by making healthy purchasing.

**I pledge to commit to at least three of the following actions and practices to keep my home and apartment community as healthy as possible for the health and wellbeing of my family and neighbors.** By completing the pledge, I am eligible to choose a reusable straw or microfiber cloth (while supplies last). The winning apartment will win a community prize!

  
Sustainable Living Challenge



# PSC Sustainability Fund Grant

- In FY21, this program was launched with minimal prizes and marketing.
- By having two years of successful engagement, this will provide opportunity to have this campaign as a standing yearly program.
- Currently, there isn't any sustainability programs, events or campaigns at the University Apartments, and this will help educate residents on several sustainability tips & tricks that they might have not otherwise learned during their apartment living time.



# Results

- In 2021, this program engaged 11% of residents in the Apartments. In 2022, the program engaged 9% of residents.
- In 2022, we successfully launched a children competition with 30 participants
- Participation in one apartment building increased by 300%
- Lessons learned to apply to have a stronger more successful program the following year
  - What types of communication/marketing work the best
  - Expectations of the champions
  - HDS Sustainability and IBE involvement

