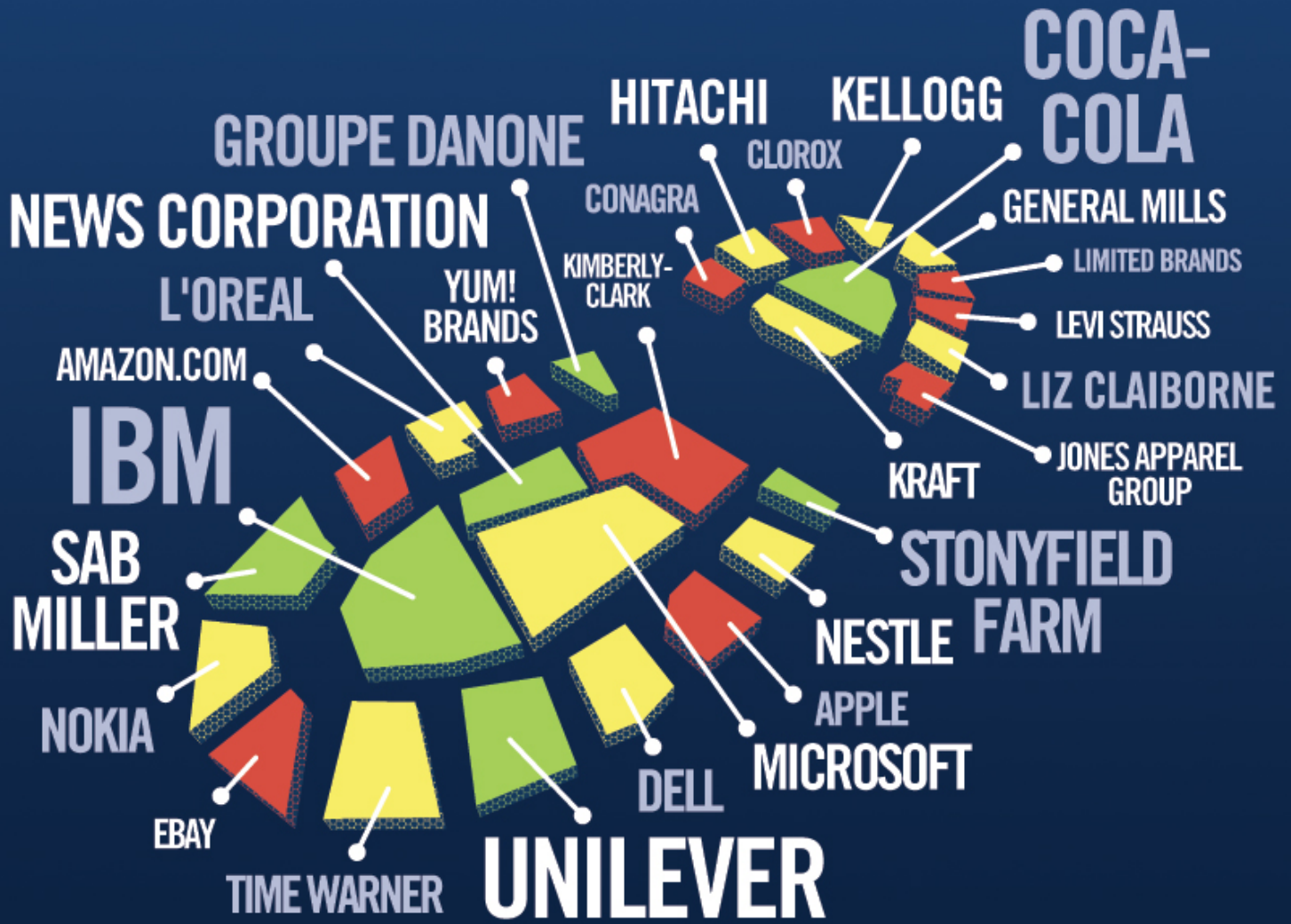


# YOUR CHOICE. YOUR VOICE. OUR COMPANY SCORES HELP YOU VOTE WITH YOUR DOLLARS.



## Climate Counts Campus Champions

Global climate change is the definitive issue of our time. It's time we come together to tackle this issue through meaningful action. At Climate Counts, our mission is to help individuals lead through climate conscious-consumerism. As a Climate Counts Campus Champion, you will help us to lead those in your campus community.

## The Aftermath of Copenhagen

As the world shifted its attention to Copenhagen at the end of 2009, certain realities began to take shape. Without the leadership of the United States, the emerging powers of China, India and Brazil saw no true incentive to take a firm stance against climate change. Recently, China has moved past the U.S. as the number one emitter of carbon dioxide with India and Brazil closing in quickly. Companies both domestic and abroad are maintaining the status quo, spewing large amounts of greenhouse gases (GHGs) into the atmosphere while our earth's carbon content edges closer to 400 parts per million.



## The Opportunity

Campuses across the nation represent a unique opportunity to fight global climate change. Campuses are more than learning centers and idea generators; they are communities, marketplaces, and ultimately, world earth shakers. The looming climate crisis needs the attention of these institutions and of the future generations that populate them. The number of years we have to reverse the current trajectory of climate change is finite. Big business produces the majority of the world's GHG emissions. Conversely, business can also be our greatest ally in creating a sustainable world. This is a transformation that everyone can partake in. Everyone shops. Everyone has a voice.

As a Climate Counts Campus Champion, you have the power to jumpstart this movement. You can motivate your peers, colleagues and administrators to take action. With Climate Counts' information and support, you can help reduce the climate footprint of your campus, activate climate-conscious consumerism and ultimately affect the supply chains of large-scale businesses.



In 2010 Global media giant News Corp, the owner of Fox, the Wall Street Journal and the New York Post, responded to the Climate Counts' [Green Watching Campaign](#) and more importantly, did not deny its news coverage of climate issues is completely out of sync with the company's commitment to action.



## How it Works – The Scorecard

Climate Counts is a non-profit, collaborative effort to bring consumers and businesses together to combat climate change. We score the most well-known corporations on their climate impact and their commitment to reducing that impact. Using an objective scorecard developed with the input of non-profit and academic leaders' third-party system generated by climate scientists, we score companies in four key areas:

- \* If they **MEASURE** their climate "footprint" (22 pts)
- \* If they **REDUCE** their impact on global warming (56 pts)
- \* If they **SUPPORT** (or suggest intent to block) progressive climate legislation (+ – 10 pts)
- \* If they **PUBLICALLY DISCLOSED** their climate actions clearly and comprehensively (12 pts)

Email: Mark Harrison [mharrison@climatecounts.org](mailto:mharrison@climatecounts.org) for a copy of the scorecard.

Climate Counts distills information on what businesses within major consumer sectors are doing regarding climate change to distinguish those that are leading from those that are doing little or nothing at all. This creates not only a sense of competition among rival companies, but also an opportunity for consumers to support those businesses that demonstrate a climate commitment. Campuses are significant customers of these corporations and spend a sizeable amount of money with them each year. As a result, businesses are keen to initiate and maintain loyal relationships with campuses.

**STUCK:**

A choice to avoid for the climate-conscious consumer. This company is not yet taking meaningful action on climate change. Tell them to step it up!



STUCK



STARTING




STRIDING


**0-10 Points**

**STARTING:**


A better choice for the climate-conscious consumer. This company is at an early stage in addressing climate change. Make sure they know you're watching their progress carefully.



STUCK



STARTING




STRIDING


**10-50 Points**

**STRIDING:**

The best Climate Counts choice. These companies still have work to do, but their beginning to hit their stride. Tell them to keep it up!



STUCK



STARTING



STRIDING

**50-100 Points**

## How it Works – Your Voice



In addition to harnessing your campus' purchasing power, Climate Counts helps leverage consumer voices. Through our email, Facebook, Twitter and iPhone campaigns, students and faculty can speak directly to companies. It does not take thousands of signatures to make companies listen. According to a supermarket chain head, it only takes a few dozen messages to bring a consumer or investor relations issue to a company's executive branch. Just think of the impact a student body could have.

## Climate Counts on Campus

By leading this effort, you can take steps to reduce your campus' climate footprint and solidify your campus as a leader in the area of sustainability. As a Campus Champion you will work on three fronts: (1) Engaging students, faculty and staff on how to become climate-conscious consumers and activists. (2) Creating a social media buzz around the ongoing Climate Counts' Campaigns. (3) Advocating for responsible procurement with school administrators and sustainability coordinators.

## Procurement

The first step as a Campus Champion is to determine what companies are your campus' current suppliers and find out the amount of money your campus spends with these suppliers. You can then rely on our scores and research to help shape your school's supplier list around companies taking climate change seriously. By supporting companies with a climate commitment and avoiding those without, your campus can send a powerful message to companies: they need to keep it up or step it up if they want your school's business.

## Who to Meet With

Think about who would support you in your efforts. It is important to find allies and establish who might also have a vested interest in what you are doing. Climate Counts has most likely already connected with someone on your school's sustainability staff and it is your job to strengthen that connection. After reconnecting with the sustainability staff, try to find administrators who would support your efforts to raise sustainable purchasing voices. These allies may include:

- Sustainability Coordinator and/or Chair of the Sustainability Committee
- Campus President
- Vice President for Student Affairs
- Chairs or professors in various academic departments, such as business, marketing, and/or educational outreach.
- Student Government officers
- School Newspaper Editors

Set meetings with three people you think will help you in your campus efforts. Explain to them the aims of your campaign and listen to any advice they might have. Be sure to relay your desire to establish your campus as a truly sustainable institution.

## The Bigger Picture

With over 140 of the world's largest corporations scored and more than 3,000 different brands represented as a result, Climate Counts provides Campus Champions with plenty of fire-power when examining their school's sustainable (or unsustainable) purchasing practices. Use the chart below in combination with [www.climatecounts.org](http://www.climatecounts.org) to begin mapping the purchasing blueprint of your campus. You can then use this information to begin thinking about what companies your school should continue investing in and which companies it should begin divesting from.

Campus Questions	Most Frequently Used Company By Your Institution	Is This Company Scored By Climate Counts?	If Scored By Climate Counts - What is the Company's Latest Score?
Airlines			 Stuck
Apparel/Accessories			 Stuck
Beverages-Beer			 Starting
Commercial Banking			 Striding
Consumer Shipping			 Striding
Electronics			 Striding
Food Products			 Starting
Food Services			 Starting
Home and Office Furniture			 Stuck
Hotels			 Starting
Household Products			 Starting
Internet/Software			 Striding
Large Appliances			 Starting
Media			 Stuck
Pharmaceuticals			 Starting
Toys & Children's Equipment			 Stuck

Email: Mark Harrison [mharrison@climatecounts.org](mailto:mharrison@climatecounts.org) for a clean copy of this table.

### Promotion

As you become more familiar with our scores, your peer and public outreach will grow easier. Activating a students-for-climate-minded consumerism group; planning petitions, lectures and events; and distributing pocket guides to clubs, offices and student centers will all be enhanced with a stronger familiarity of what you are supporting: consumer awareness. Remember, the final goal is to aggregate a campus-wide voice to fight climate change and motivate businesses to do the same.

#### APPAREL/ACCESSORIES

Nike	83	+1
Levi Strauss	58	+36
Gap Inc.	52	+10
Limited Brands	35	+12
Jones Apparel Group	20	+20
Liz Claiborne	7	-8
VF Corporation	6	+2

#### INTERNET/SOFTWARE

Microsoft	61	+23
eBay	53	+48
Google	52	-3
Yahoo!	46	+9
Amazon.com	14	+9

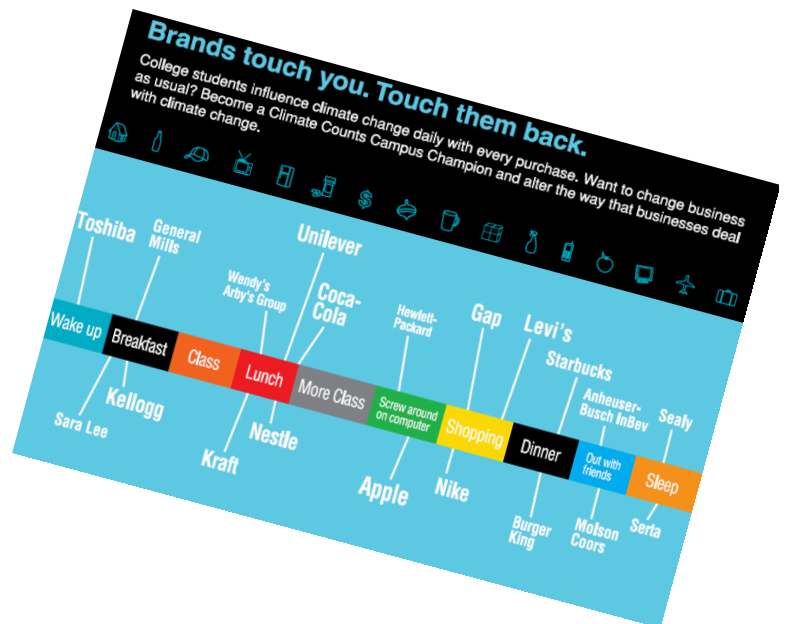
#### MEDIA

	CURRENT SCORE	CHANGE FROM 2008 SCORE
General Electric*	74	+3
News Corporation	68	+5
Disney	47	+22
Time Warner	36	+17
CBS	13	-1
Viacom	3	-1

Here are some ideas:

- Collaborate with or create your own environmental awareness petition drive. Prior to your events you should ask Climate Counts for pocket guides, petition lists and any other materials you might need to convey your message. Set goals for emails acquired, Facebook contacts and pocket guides distributed.
- Realize that the timing of your petition drive is directly related to your impact. It is far more effective to run a 2-3 day high intensity campaign than a monthly or weekly campaign that lasts for a few hours each time. Moreover, know what other organizations are doing as collaboration is always the best way to have the biggest impact.
- Tell your campus newspaper what you are doing. Being a Campus Champion and pressuring large visible corporations is not something everyone understands. Your school newspaper will be interested in what you are doing and the impact you are having on campus.

Email: Mark Harrison [mharrison@climatecounts.org](mailto:mharrison@climatecounts.org) for a pocket guides, petition lists, iPhone applications or other supportive materials.



### Events

Campus Champions are asked to attend at least five sustainability events on campus. Campus Champions are also encouraged to organize their own events and to support the events of other sustainability organizations on campus (see our list of partners below). The findings, results, and impacts should be assessed and discussed during the monthly conference calls.

### Tools

- Personnel – Climate Counts Research Team, Climate Counts Outreach Team
- Online – Scorecards, Widgets, Social Media
- Mobile – iPhone Application
- Materials – Pocket guides, Posters, Magnets, Stickers
- Conference Calls

### Partners

Climate Counts recognizes that campuses are in a position to have an enormous impact on large companies by exercising their campus’ choices through their student body’s voices. Campus Champions are encouraged to work in collaboration with other campus organizations and NGOs who have a sustainability presence on campus.

<ul style="list-style-type: none"> <li>• Sierra Student Coalition – <a href="http://www.ssc.org">www.ssc.org</a> Fighting to remove coal power from campuses.</li> </ul>	
<ul style="list-style-type: none"> <li>• CleanAir-CoolPlanet – <a href="http://www.cleanair-coolplanet.org">www.cleanair-coolplanet.org</a> Provides a carbon calculator to conduct a campus-wide emissions inventory.</li> </ul>	
<ul style="list-style-type: none"> <li>• AASHE – <a href="http://www.aashe.org">www.aashe.org</a> Provides an excellent How-to Guide for College and University Climate Action Planning</li> </ul>	
<ul style="list-style-type: none"> <li>• Reverb – <a href="http://www.reverb.org">www.reverb.org</a> Engaging music fans online and in concert while simultaneously greening musicians' tours.</li> </ul>	
<ul style="list-style-type: none"> <li>• Consequence – <a href="http://www.consequence09.org">www.consequence09.org</a> Educating, organizing, and mobilizing young voters for a cleaner future.</li> </ul>	

### Liaisons

Phone meetings with Climate Counts Campaign Coordinator Mark Harrison will be scheduled in order to discuss outreach efforts, procurement proposals and provide general guidance and support.

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**HOW YOU  
SHOP  
WILL CHANGE THE  
WORLD**

THE PRODUCTS AND BRANDS YOU CHOOSE  
IMPACT GLOBAL CLIMATE CHANGE!



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