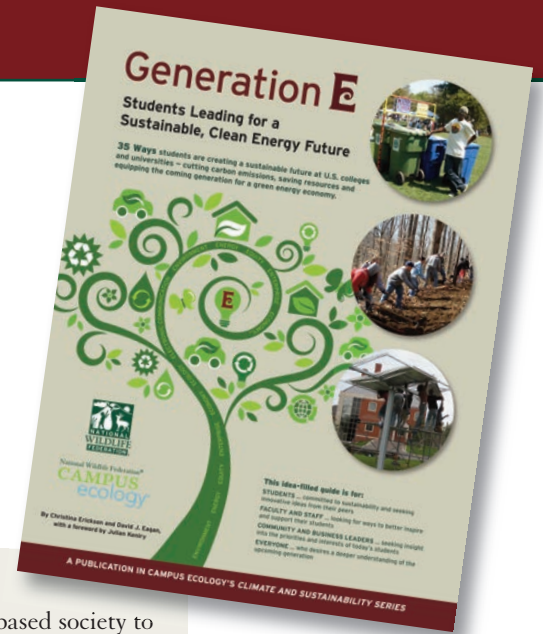


# Generation E

## Students Leading for a Sustainable, Clean Energy Future

**35 Ways** students are creating a sustainable future at U.S. colleges and universities – cutting carbon emissions, saving resources and equipping the coming generation for a green energy economy.



### From the Foreword -

The challenge in the United States and beyond to transition quickly from a fossil fuel-based society to one built on safe, clean renewable energy—as advocated by a majority of the world’s scientists—is the crucible of our time. “Generation E” explores how young people in college today are responding to this challenge, stepping up to make a difference in a wide range of creative and powerful ways. “E” stands for many things, including Ecology, Economy, Energy and Equity—which are among the interconnected concerns and values of sustainability that define and unite the current generation like no other issue of our time.

**Generation E** was created to show the many ways students are turning their passion for sustainability into effective action, both on campus and in their surrounding communities. In the past few years, there has been a groundswell of projects and initiatives at colleges and universities—as well as the formation of local and national organizations—that reflect a growing student movement based, in part, on a determination not to make the same unsustainable choices that now are the legacy of earlier generations. Today’s students will be the ones whose lives will be most shaped by the challenges stemming from climate change that arise during their lifetimes. The complex issues facing the campus, and indeed the world, may seem daunting, but students are viewing them as *opportunities*—initiating change and working to find solutions.

The college campus has been an ideal laboratory for exploring many of those solutions. The 70+ pages of *Generation E* feature dozens of contemporary, student-led projects across 35 project categories that are organized under 15 topics:

- Renewable Energy
- Behavior Change
- Climate Planning and Personnel
- Education and Outreach
- Energy Conservation and Efficiency
- Food and Dining
- Funding
- Green Building

- Green Purchasing
- Habitat Management and Restoration
- Mixed Media
- Recycling and Waste Reduction
- Residence Halls
- Transportation
- Water Conservation



*“Before I was active with GreeND [a student group], I saw the world as impenetrable. I thought that the forces that ran Notre Dame, ran Indiana and the country, were too big and highly structured for anyone to change the way things were done. Helping get Game Day Recycling started revealed to me that the power of a group of motivated students can be an incredible force for change. At Notre Dame I’ve found that the “powers that be” are simply people just like me.”*

—Connor Kobeski,  
Class of 2010,  
University of Notre Dame



### This idea-filled guide is for:

**STUDENTS** ... committed to sustainability and seeking innovative ideas from their peers,

**FACULTY AND STAFF** ... looking for ways to better inspire and support their students,

**COMMUNITY AND BUSINESS LEADERS** ... seeking insight into the priorities and interests of today’s students,

**EVERYONE** ... who desires a deeper understanding of the upcoming generation.

Project examples and case stories come from 165 campuses across 46 states. Those postsecondary institutions include all types: public and private, four-year and two-year, urban and rural, large and small. Topics range from photovoltaic panel installation to dorm move-out programs; from local food purchasing to restoring a native wetland. With an eye on the budget, students have devised creative funding mechanisms for campus projects and also have saved their schools significant amounts of money through initiatives such as residence hall competitions and laboratory fume hood closures. And they have enthusiastically taken the sustainability message beyond the campus borders with lightbulb exchanges and weatherization programs for low-income city residents.

While the focus of Generation E is on case examples of students-in-action, it is written for all members of the campus community, because everyone can make important contributions to campus sustainability efforts. As a richly illustrated “idea-book,” the guide presents a wide array of project possibilities, encouraging students, faculty and staff to engage with their campus and community in ways that make real reductions in their school’s carbon footprint and also foster the technical and intellectual skills needed in the future green economy. Throughout, there are photos, graphics, links to related resources and an extensive endnotes section so readers can learn more about specific campus projects.

The stories in this compendium of best practices from schools around the U.S. are an inspiration. In rich detail, they show how students are having a major role in advancing sustainability—and readying themselves for green jobs and a clean energy future. Increasingly, the National Wildlife Federation and other voices for the environment are taking steps to lift up examples like these to show how bright minds in a nurturing educational setting can bring about real change and provide leadership for others. We hope the stories and voices in Generation E spark new and significant action on campuses everywhere.



At the University of New Hampshire, students compete in the annual Energy Waste Watch Challenge to see which residence hall or campus apartment building can save the most energy. (Photo: UNH Photographic Services)



*“Student involvement has been critical to the success of UM’s transportation system. A student board directs all the activities of this office. Many board members have gone on to transportation fields—some have gone on to graduate studies in transportation planning, become transportation planners, are working in the transit field and have become politicians or are working for politicians.”*

—Nancy Wilson, Director, Office of Transportation, Associated Students of the University of Montana



National Wildlife Federation®  
**CAMPUS**  
 ecology®

**National Wildlife Federation**  
 11100 Wildlife Center Dr., Reston, VA 20190  
 703-438-6000 • 1-800-822-9919  
 campus@nwf.org • www.CampusEcology.org

