



How will you Mobilize your U?

When coordinating MobilizeU, it is up to you and your student group to organize environmental activities during the MobilizeU Month (March 29 – April 29). The initiatives that you plan on your campus will generate “acts of green” – the point system used to determine your school’s standing in the competition.

What is an act of green?

This document is here to suggest ways of generating acts of green and how to calculate them.

An act of green is any action that either reduces an individual’s carbon footprint or educates someone about the environment.

Generating acts of green is easy, since most activities will count as multiple acts of green. Calculating the number of acts of green for each initiative will be up to you, but the main ways to calculate acts of green are based on:

1. The number of hours spent planning and implementing an initiative (per person involved).
2. The number of people in attendance (and thus educated about the environment) at an event you host – including the number of hours they spend at the event.
3. The number of pledges or petition signatures you accumulate, the number of new voters you register, or the number of dollars you raise for an environmental cause.

Feel free to contact the **MobilizeU Team** at
MobilizeU@earthday.org
with any questions about calculating acts of green.

MobilizeU is not just a campaign to instigate individual environmentally friendly acts it’s an opportunity for you and your campus to get creative and take on new projects that will make a big impact in your community. Since student groups on your campus may already be working on fantastic environmental initiatives, we encourage you to use the MobilizeU Month to amplify your current campus projects in new ways and count them as acts of green.

Take this competition in whatever direction you feel will best mobilize your university and be locally relevant. Let the MobilizeU community know how your school is generating acts of green and learn about what other schools are up to at the [MobilizeU Facebook page!](#)

MOBILIZE U

How your campus generates acts of green is up to you: you can spend the MobilizeU month working on a variety of small projects or you could spend the four weeks focused on one or two large initiatives. Here are some ideas on how to organize your campus' MobilizeU month and for additional suggestions check out page 5 of the [MobilizeU Toolkit](#).

Community Service Ideas

- Do a campus, beach, or forest clean up.
- Create a community garden. If you already have one, host a community volunteer day
- Have a clothes/book drive to encourage reusing items.
- Host a tree planting day in your local community.
- Install CFL light bulbs around campus and ask for CFL light bulb donations.
- Organize a competition between dorms to reduce energy consumption for a week.

CALCULATE ACTS OF GREEN FOR ANY ACTIVITY:

Number of hours spent planning and implementing an initiative (per person involved)

Activism Ideas

- Create posters and place them around campus to raise awareness about recycling, water consumption, or energy consumption.
- Host an:
 - Educational event to educate your peers about an environmental issue or initiative.
 - Sustainable dinner (serving locally produced organic food).
 - Concert, coffee house, or speaker event to raise awareness and/or funds.
 - Environmental-themed movie screening.
- Create a petition in support of a campus sustainability improvement.
- Coordinate a letter writing table on campus and for students to write letters to local officials about an environmental problem in your local community.
- Register new student voters on your campus.
- Organize a day of environmental action/education at a elementary, middle, or high school.
- Organize a peaceful protest against a local environmental problem.
- Create a community environmental art project.

Count 50 extra acts of green if a faculty or community member presents at the event.

Don't forget to count the number of attendees and hours they spend at an event as Acts of Green!

Big ticket ideas are ways to generate many acts of green while making sustainable and long lasting change to your campus and community. You can still calculate acts of green as the number of hours spent Planning and implementing an initiative (per person involved).

Big Ticket Ideas

- Get your school president to sign the American College and University Presidents' Climate Commitment. <http://www.presidentsclimatecommitment.org/>
- Get your campus administration to join the Billion Dollar Green Challenge. <http://greenbillion.org/>
- Lead a campaign to get a sustainability project or improvement instituted on your campus or by your administration.
- Perform an energy, waste, or water audit of your campus.
- Plan and organize a MyCity+20 event in your community. <http://mycityplus20.blogspot.com/>

Add 500 bonus acts of green if you succeed at implementing Your initiative during the MobilizeU Month

As a Regional/School Coordinator, you will be in charge of recording the number and types of acts of green. An online Google form will be sent out in a weekly newsletter during the MobilizeU Month where you can record your school's acts of green. We will also ask you to post weekly images and videos of your acts of green on the [MobilizeU Facebook Page](#) to share your actions with other student activists around the world!



Prizes will be awarded in a variety of categories, so start planning how you will Mobilize your U TODAY!