

Teaching Climate Change Science using Social Change Strategies

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Why Social Change?

- Make topic/class/content real
- Give students sense of personal connection to climate change
- Provide students with experience of being an activist

Social activism

- What is it?
- Why do it?

Examples from our schooling?

-

-

Goals/Learning Objectives

**To design a social change learning
experience**

Examples

- Personal carbon or ecological footprint
- Climate change solutions

Personal Carbon Footprint (I)

- Calculate annual carbon footprint
 - Gather energy/transportation data
 - Do simple calculation
 - Consider what's missing
 - Hypothesize what's missing

Personal Carbon/Ecological Footprint (II)

- Calculate annual carbon footprint
 - Web based calculator (e.g. myfootprint.org or footprintnetwork.org)
 - Focus is much broader and enables students to reach their own conclusions
 - Ask students to reduce footprint and justify (take action)
 - Individual or teams?

Carbon footprint reduction (others)

- Engage others to reduce carbon emissions
- Human interaction
- Justification can be required as part of analysis.
- Reflection can be interesting.

Climate Solutions Class

- Course devoted to small group projects
- Multiple faculty involved from different colleges.
- Teams competing for prize.
- Judged by independent panel.

Through You, Through Food

Sarah Callahan - Spanish/Art

Wei Kie Fong - Public Health

Kathleen Hendricks - Business

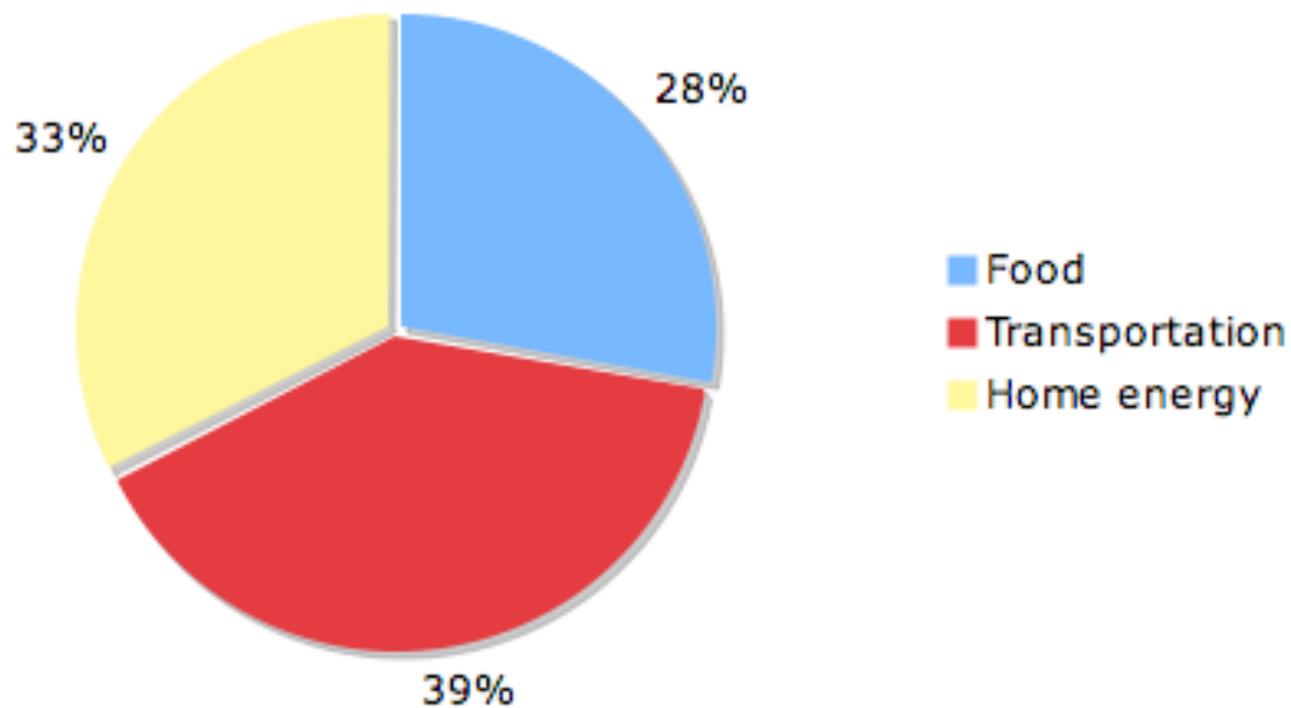
Elizabeth Jalone - Business (MBA)

Justin Mackiewicz - Engineering

Goal: To reduce the food related carbon footprint of SJSU

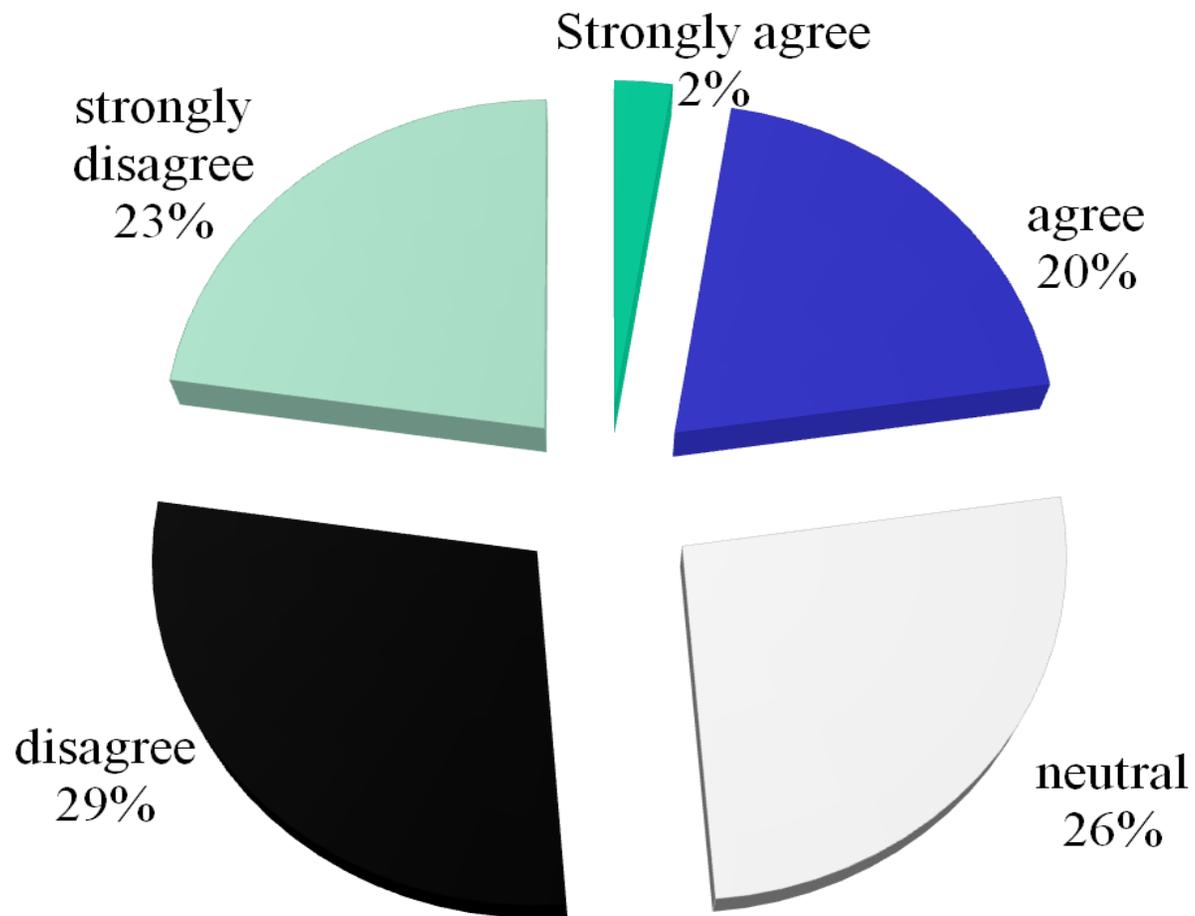
Methods: Research and social marketing

SJSU Student Carbon Footprint



Total carbon footprint = 16,605 lbs of CO₂ per year

First Survey: Eating a Vegetarian Diet can Reduce Global Warming



Various media were used to communicate our message

- Posters
- Postcards
- Facebook
- Environmental Awareness Fair



**WHAT DOES
YOUR
FOOTPRINT
LOOK
LIKE?**

STAY TUNED

**IN FRONT OF
STUDENT UNION
NOVEMBER 18**

w**orld**
thru you thru food **greened**

CO₂ OF...

EATING

DRIVING

1/4 LB = 24.5 MILES

OF

IN A

BEEF

PRIUS

LESS BEEF LESS CO₂

STAY TUNED

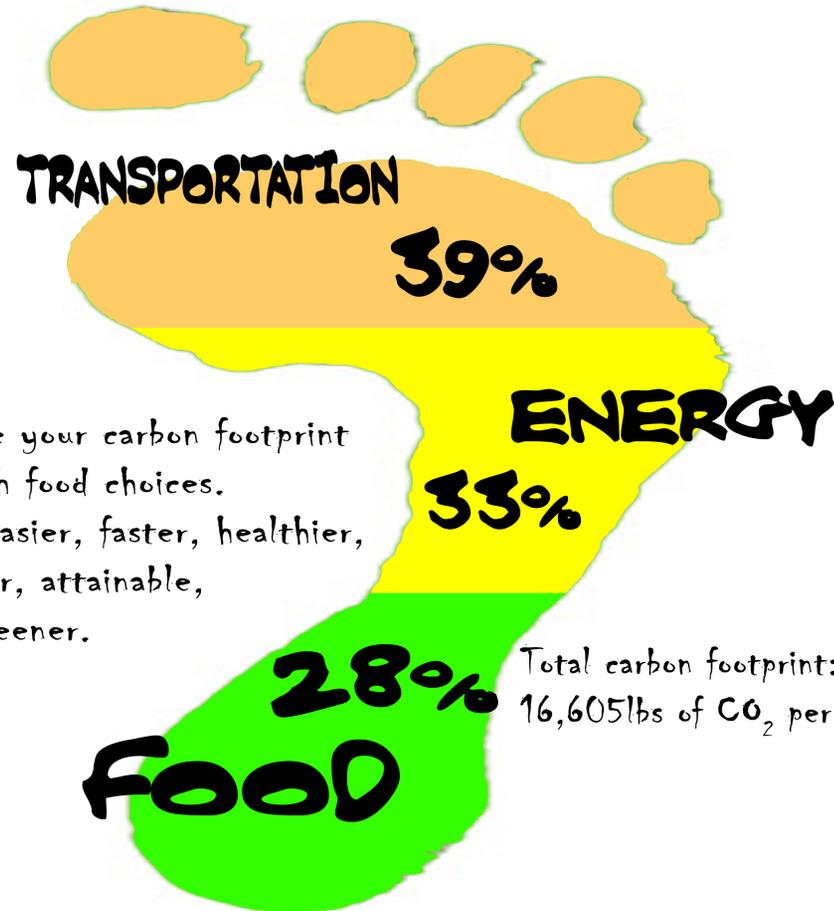
NOVEMBER 18

IN FRONT OF THE STUDENT UNION

facebook group: thru you thru food

wORLD
thru you thru food **greened**

THE CARBON FOOTPRINT OF AN SJSU STUDENT



Reduce your carbon footprint through food choices. It is easier, faster, healthier, cheaper, attainable, and greener.

Total carbon footprint:
16,605lbs of CO₂ per year

Lower carbon food choices: vegetables, grains, beans, and chicken
Higher carbon food choices: beef, lamb, and salmon





What does your foot print



Look Like?

Tuesday, November 18
12:00-4:00 pm
Art Quad





World **Greened**

through you through foods

WHAT DOES YOUR FOOTPRINT LOOK LIKE?



Food choices can have a larger impact on global warming than the type of car you drive.



The average cheeseburger is responsible for producing over 10 pounds of heat trapping gasses (CO₂), which is equivalent to driving a car 13 miles.



Carbon friendly food choices:

Chicken instead of beef

Seasonal fruits and vegetables

Fresh foods instead of processed foods

**Find out more @ the art quad on
Tuesday, November 18th**

Check out our Facebook group: [thru you thru food](#)

Email: thruyouthrufood@yahoo.com

Environmental Awareness Fair

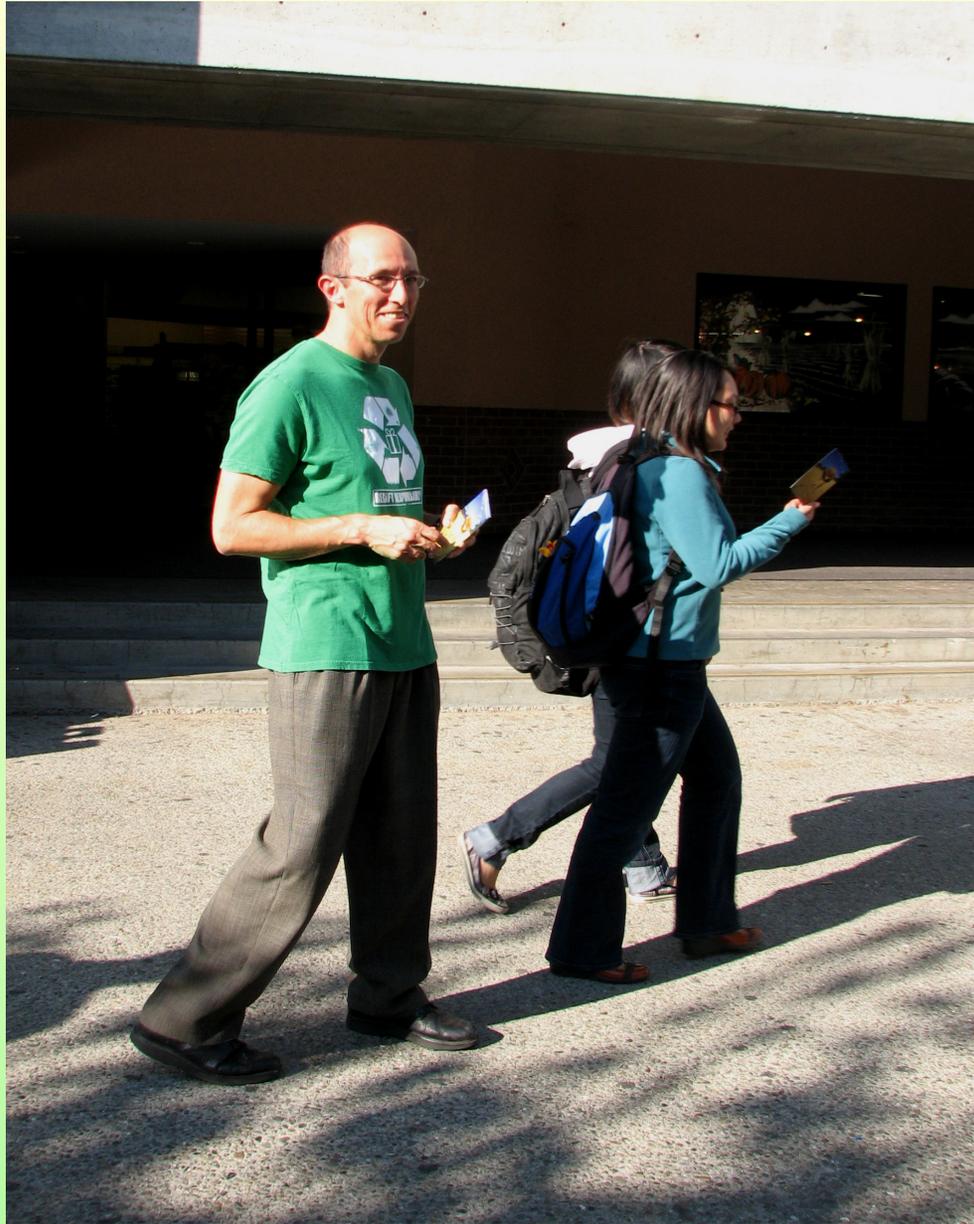
November 18, 2008

Art Quad

(With contributions from the Nutrition Department)











“I pledge to make a
green food choice this
week”







I PLEDGE TO
MAKE A
GREEN FOOD
CHOICE
THIS WEEK

FOR THE
WEEK OF
MAY 14-20
2012
GREEN FOOD
WEEK

FOR THE
WEEK OF
MAY 14-20
2012
GREEN FOOD
WEEK

Phase 2:

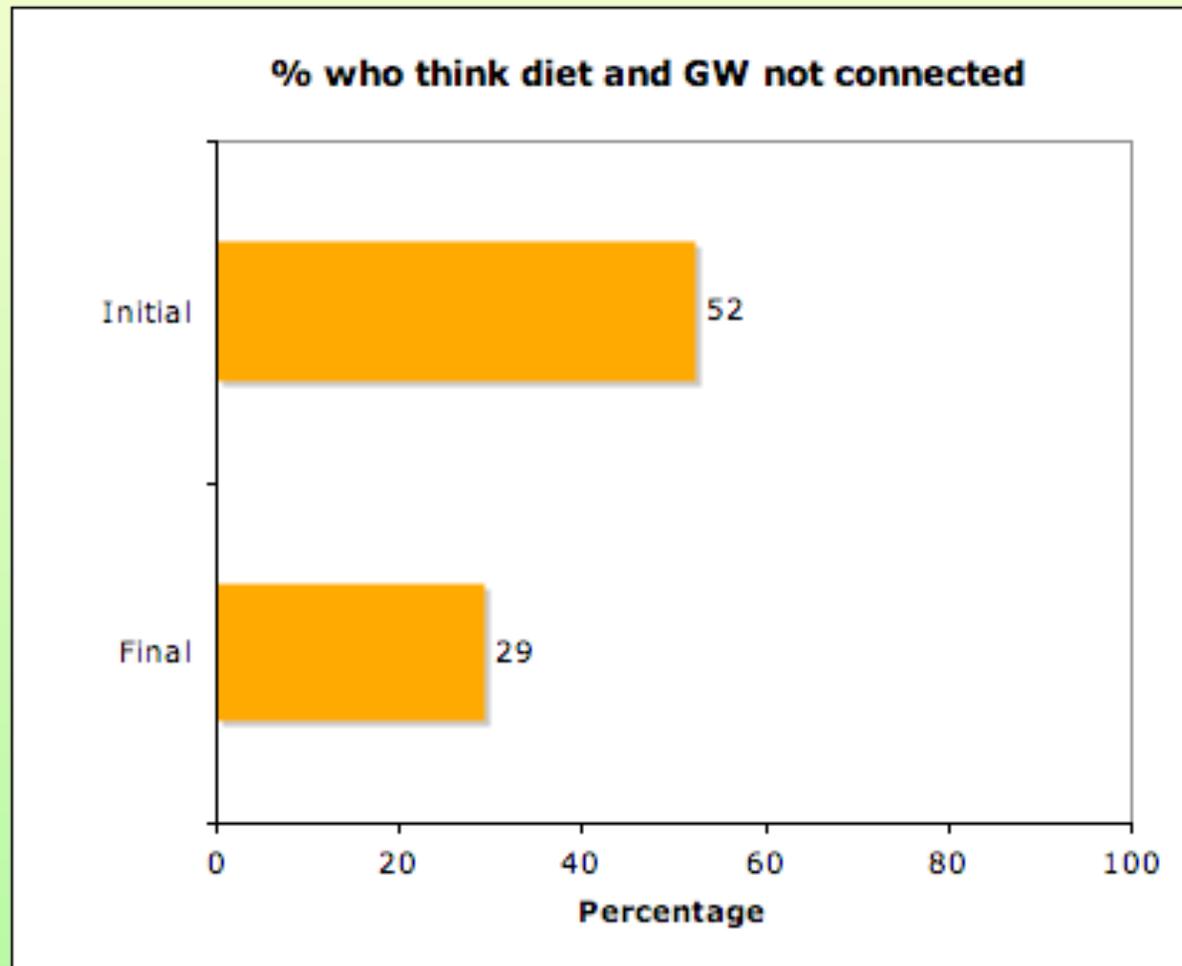
Dining Commons



Final Survey



Initial Survey vs Final Survey



Summary

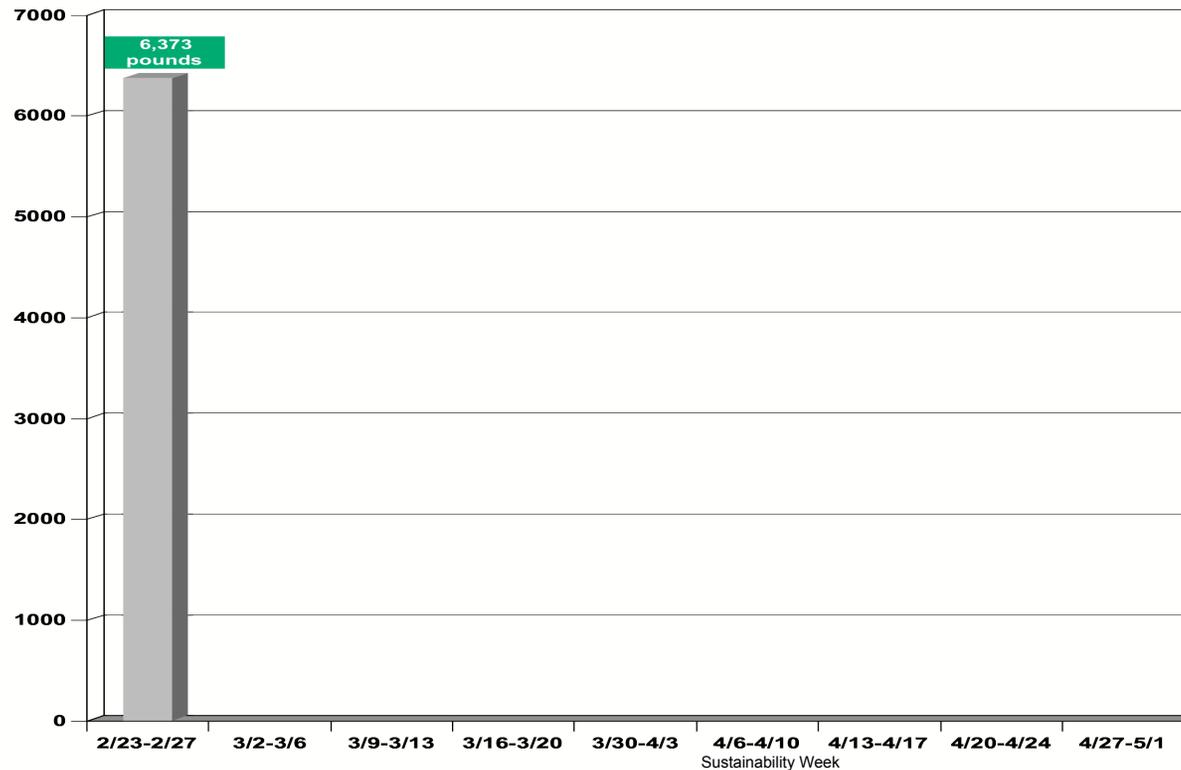
- Reducing SJSU's food footprint by 25%
 - Would reduce 36 million lbs of CO₂ annually
 - Equivalent to removing 4400 cars
- Solutions
 - Simple
 - Cost effective
 - Promote personal health
 - Promote more enjoyable living



Let's Work Together to Reduce Waste!

Green & Healthy with Spartan Shops

Pounds of uneaten food thrown away every week (M-F) in the DC:



Did you know:

- Students eating in the DC throw out over 1,000 lbs of food every day. That's enough food to feed 780 people!
- The average amount of waste is **1/2 pound PER PERSON, per meal!** Because of the energy it takes to grow food, your food waste produces 5 lbs of carbon emissions per day. That's equivalent to idling a car for 40 minutes. **Wasting food is bad for the environment!**

What you can do:

- **Think about how much food you will actually eat, and take only that amount.** Remember, it takes at least 20 minutes for your brain to register fullness. So, before going back for more, give your brain time to register those signals.
- Not sure you're going to like something? **Take a taste.** If you like it, come back for more. If not, you haven't thrown away a whole plate of food!

Let's work together to create a sustainable campus!