

# CASE STUDY



## EMPOWERING EMPLOYEES TO GREEN THEIR OFFICE SPACE LIVINGGREEN CERTIFICATION PROGRAM

### Program Details

UC San Francisco (UCSF) engages staff to bring sustainability programming to the next level through certification, awards and education.

#### Certification

The LivingGreen Certification program extends environmental stewardship practices to the office, unit or laboratory level, empowering staff with the use of the checklist at both UCSF Medical Center and University campuses. Depending on the number of activities accomplished, the area achieves a bronze, silver or gold level of certification. The checklist is inspected by the student intern team members that conduct both an initial assessment with the user area, write up recommendations for achieving additional points and then follow up to see additional changes before final scoring and designation. Each year, twenty or more certified areas are recognized in a sustainability awards ceremony where they receive certificates.

#### Awards

In addition to certification, the university developed a sustainability award that solicits nominations from both campus and medical center for sustainability champions. Awards are given to faculty, staff, student and teams. In 2015, presented the awards for the first time, signaling the value of sustainability efforts across UCSF. Award winners are highlighted in a brief presentation of their contributions and presented with a certificate of appreciation. They are also interviewed for a story posted on our [LivingGreen.ucsf.edu](http://LivingGreen.ucsf.edu) website throughout the coming year. Registration to the CHESC is offered to all awards winners.

### UC San Francisco Medical Center

UCSF Medical Center is recognized throughout the world for innovative patient care, advanced technology and pioneering research. They are one of the nation's top 10 hospitals, according to an annual survey by U.S. News & World Report. For more than a century, they have offered the highest quality medical treatment.

Today, their expertise covers virtually all specialties, from cancer to women's health. In addition, the compassionate care provided by doctors, nurses and other staff is a key to their success. They receive countless letters of gratitude from patients and their families, a true measure of the valuable and caring service they provide.

UCSF services generate about 770,000 patient visits to our clinics and about 38,000 hospital admissions a year. About 1,800 babies are born at UCSF. Annually, these services generate about \$1.6 billion in revenue.

They have almost 8,000 employees and dozens of locations throughout San Francisco as well as outreach clinics throughout northern California and beyond.

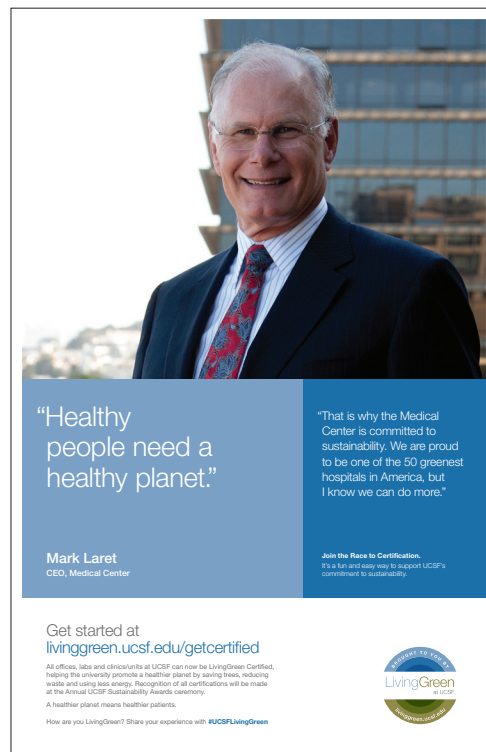
The main facilities are the Parnassus, Mount Zion and their newest medical center at Mission Bay, with 704 licensed beds.

**UCSF Medical Center**

### Poster Campaign

A poster campaign was developed to address sustainability relevant to mission. The campaign features campus leaders and their quotes supporting sustainability. Examples include “Being Green Protects Children’s Health,” chancellor and pediatrician Sam Hawgood, MBBS; “Advancing innovative health care requires strategic use of resources,” executive vice chancellor of research and provost Jeff Bluestone, PhD; “Living green is good medicine for the planet”, Joseph Guglielmo, PharmD, dean of the school of pharmacy; “Healthy people need a healthy planet,” Mark Laret, CEO of Medical Center; “Together our local actions can have a global impact,” Jaime Sepulveda, executive director of global health sciences.

A poster campaign featuring campus leaders addressing the correlation between sustainability and employee engagement. These posters are available on the [LivingGreen website](http://LivingGreen.ucsf.edu).



Other communications strategies include the [www.LivingGreen.ucsf.edu](http://www.LivingGreen.ucsf.edu) website, monthly email distribution to the listserv, poster campaign, and annual LivingGreen Fair on Bike to Work Day. The certificate holders are updated regularly with sustainability news.

### Project Lead and Committee Members

Gail Lee, sustainability director, supports the members of the UCSF advisory committee on sustainability who advise and approve initiatives. Nine work groups initiate and implement the initiatives. Each work group is co-chaired by a campus and a medical center representative and all are actively involved in implementation. Most team members participate voluntarily, with only a few with the role in their job description. Notices are sent out in the medical center updates through email and our listserv.

### Program Goal

The goal of the engagement strategies is to show that leadership is supportive of environmental initiatives and that they are encouraged to act to support sustainability programs. In 2015-16, the communications campaign will focus on strongly building the connection between health and the environment. There is also a plan to focus on energy, waste and water data for specific buildings.

## Challenges

Staffing of the various activities is the biggest challenge at UCSF. One sustainability director and a sustainability coordinator covers both the academic and medical center activities. Another challenge is connecting departmental leads or other passionate individuals, as schedules are busy, shift work, and volunteer staffers are more difficult to connect with.

## What's Next

UCSF is working to make the connection between sustainability and public health. Their campaign is framed around “advancing health worldwide.” In collaboration with the Academic Senate Committee on Sustainability, the UCSF Green Challenge was created to solicit ideas around energy and water conservation from faculty and staff. They have started to share information with family and child care services through their three child care facilities, in an effort to increase environmental awareness among families.

## Measuring Success

Measures for success include internal and external hits on the website. Survey fatigue is an issue so the team likes to piggyback onto existing surveys. They partnered with the transportation department's annual commute survey and added a question, “*in the past year, have you changed your behavior in any of the below areas due to UCSF programs (energy, waste, water, telecommuting, knowledge of green buildings)?*” The past three years have shown that the data has improved. The team shares data tracking on the facility website.

