

US EPA ARCHIVE DOCUMENT



OnCampus ecoAmbassadors

OnCampus ecoAmbassadors are college students who implement projects from EPA's partnership programs to help carry out the Agency's mission to protect human health and the environment. The program is open to ANY college student, regardless of program, age, or background. All interested students are encouraged to participate.

Did you know?

- The first Earth Day, observed across the United States on April 22, 1970, crystallized a growing public concern about ecological crises.
- Earth Day was the product of a local grassroots action to increase environmental awareness.
- This year's Earth Day event was held at the National Mall on April 15, 2011. EPA Administrator Lisa P. Jackson welcomed the participants who attended the event. Various activities, vendors, and exhibits were on display to educate attendees about efforts to promote green awareness and conserve natural resources.
- More than 500 million people and several national governments in over 175 countries participate in Earth Day each year.

Learn More

For more information, please visit:
www.epa.gov/earthday/



Earth Day Event

Earth Day, held annually on April 22, is a day intended to encourage awareness and appreciation for the Earth's natural environment and inspire discussions on sustainability and conservation. This annual celebration is considered the largest, most widely observed international environmental event. The first Earth Day, celebrated in 1970, drew extensive attention from the media and jump-started an era of bold environmental legislation. EPA actively participates in Earth Day each year, reaching out to people of every age, race, and economic status and encouraging them to commit to actions that protect our environment.

Goals of an Earth Day Event

- Promote EPA's fundamental mission of protecting human health and the environment.
- Encourage awareness and appreciation for the environment, locally and globally.
- Educate students about how they can participate in Earth Day.
- Lead your school to host or participate in Earth Day events and activities.

If You're Interested In:

- Meeting new people
- Planning fun events to get students interested in Earth Day
- Designing creative messages
- Empowering and motivating students to change their behavior

... then an Earth Day Event is for you!

See page 2 for a step-by-step checklist
for an Earth Day Event.



Students Taking Action

Bard College ecoAmbassadors made their table in the campus center stand out by "thinking outside the box" and leveraging their connections with other organizations on campus. First, they attracted passersby with an OnCampus ecoAmbassador's pet chinchilla. In addition to distributing EPA materials, they gave out free flowers thanks to the biology club. They also borrowed a button maker to craft popular, creative buttons using the slogan "Replace Apathy with Action."

Howard University celebrated Earth Day in 2011 with major projects and campus activities that involved hundreds of students, faculty and staff. Activities included an effort to create a 6,000-square foot organic vegetable garden on campus as well as a sustainability fair with booths that showcased green initiatives.

An Earth Day Event is ideal for students pursuing degrees in business, communications, education, environmental science, engineering, and public policy.

Checklist for an Earth Day Event

Follow the steps below to plan an Earth Day celebration on your campus.

☐ 1. Promote EPA's mission.

Visit <http://www.epa.gov/earthday/take-action.html> to find out how you can promote EPA's fundamental mission of protecting human health and the environment, including the air we breathe; the water that flows into our homes and our communities; and the land where we build schools, homes, hospitals and businesses.

☐ 2. Research the history of Earth Day.

Visit www.epa.gov/earthday/ to learn more about the history of Earth Day. You can also find information regarding events and activities planned in your area at www.epa.gov/earthday/events.htm.

Contact your school administrators and environmental organizations on campus to talk about what's been done before to celebrate Earth Day and how your efforts might complement their planned activities.

☐ 3. Develop an Earth Day plan and encourage participation.

Visit www.epa.gov/pick5/ for ideas to develop and implement an Earth Day plan. You can choose from the following categories: water, air, land, energy, waste, and advocacy. You can also register your selections on EPA's map of actions to learn what activities or events are being held close to your campus.

Use the information you have gathered to motivate students and other campus staff to join in and help reduce environmental impacts by taking action. Be creative! Work with organized campus groups and Resident Advisors in dorms to hold a kick-off event to promote your program. Check out the tips for successful events on the right.

☐ 4. Examine key messages.

Research and examine the key messages that you want to pass on to students and faculty on your campus as a result of participating in the Earth Day event. Share your messages with fellow students, faculty, and other participants to encourage and motivate them to participate in the Earth Day event.

☐ 5. Host the Earth Day event and take pictures.

Host the event for fellow students, faculty and other participants to encourage the continued implementation of Earth Day activities at your campus. Print out educational materials to hand out and take pictures to send to EPA and to share on the OnCampus Facebook page.

☐ 6. Prepare an Earth Day video.

Show that it's your environment by submitting a video clip up to 10 seconds long of a student doing something for the environment, then reading and passing to another student a sign that says "It's My Environment." Visit www.epa.gov/earthday/video/ to watch past videos and to review the rules and eligibility requirements. Be creative and have fun!

☐ 7. Track your results.

Develop a method for tracking your school's efforts to reduce environmental impacts. Learn more about Earth Day events happening in your area to possibly present your results to other interested participants.

☐ 8. Fill out your completion form.

Record the information that you are required to report to EPA on the event completion form, including your name, date of the event, name of your college or university, a description of the event or events, the number of interactions (include any interesting comments), and additional comments.

Resources

EPA Earth Day Website

www.epa.gov/earthday/
www.epa.gov/earthday/events.htm

Pick 5 for YOUR environment!

Environmental action means doing different things in different places, but begins by taking simple steps. Doing your part means doing what you can do to help. By choosing five or more of the provided ideas and sharing your own, we can together make the biggest difference!

For more information regarding Pick 5 for the Environment, please visit:

www.epa.gov/pick5/



pickfive

Tips for Successful Events

1. Find a suitable space.
2. Put up posters to advertise the event.
3. Create a Facebook event.
4. Ask friends to spread the word.
5. Plan to have snacks available – find out if you can get donations.
6. Arrange for music at the event.
7. Arrive early to set up the space, including snacks and music.
8. Use sign-up sheets to record attendance.
9. Create a written summary of the event.

EPA Contact Info

EPA OnCampus Team
EPAOnCampus@epa.gov

EPA OnCampus Websites

Visit the EPA website at
www.epa.gov/ecoambassadors/oncampus



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