UDC Pilots “Flicking CO2” Wall Sticker Campaign

In partnership with the CAUSES Center for Sustainable Development, the “Flicking CO2” Wall Sticker Campaign is a campus initiative created by Green Impact Campaign and Hu2 Design, focused on encouraging UDC students and faculty to turn the lights off through a highly-viral and visual behavior change program. During the course of the pilot, 250-350 light switch wall stickers will be placed in pre-approved buildings and locations determined by UDC staff. Expected to be included are residence halls, academic buildings, administrative offices and other campus facilities.

"This campaign is in line with our pledge to Sustainable DC Plan," explained Dr. Kamran Zendehdel, assistant director of CAUSES Center for Sustainable Development. "It will not only help UDC reduce our energy consumption and CO2 emissions, we hope it leads people to also changing their behavior at home."

At the conclusion of the pilot period, GIC staff will work with UDC Facilities department staff to benchmark energy usage of targeted and baselined buildings. The analysis will measure and determine campus energy savings associated with the behavioral campaign through the use of control buildings and building specific utility data.

The wall stickers are 100 percent environmentally friendly, PVC free, recyclable material that cause no wall or paint damage if removed.

For more information, contact Dr. Zendehdel at Kamran.zendehdel@udc.edu.

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