

GREEN PO

FOR INTEGRATING
AN ECOLOGICAL
RESPONSABILITY
INTO SCIENCES PO

THE GREAT TRANSITION PROJECT

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CONTEXT AND PROBLEM

Sustainability is a critical issue discussed at Sciences Po on an everyday basis. The opening lecture of the School of Management and Innovation given by the distinguished Gilles Boeuf back in September focused exclusively on the ongoing ecological crisis. The issue of sustainability has been truly at the forefront of our university and for good reason: we no more talk of climate change but climate emergency to highlight the need to take action and the urgency of the current situation. Figures such as Greta Thunberg and Leonardo DiCaprio have taken a strong stance on climate change and have shown great commitment in changing the status quo.

However, we believe that there is a discrepancy between the ongoing discourse at Sciences Po and what is practically being done on campus. Hearing about the critical situation make us, students want to take action, and want to implement sustainability into our daily lives. But we feel helpless because the current environment at Sciences Po is not conducive and does not support those who wish to be more eco-friendly.

Take this simple example: a student arrives at university in the morning and buys a coffee from the coffee machine. After enjoying their coffee, they throw the plastic or paper cup into the trash. For lunch, this student then buys a sandwich that is wrapped in single-use plastic packaging, as well as a bottle of water that is again packaged in plastic. Both of these plastic packagings will only last the student during the single period in which they use it. In the afternoon, the student wants a little snack from the vending machine and buys a pack of biscuits and another coffee. This again is packaged in single-used plastic and will be thrown away after only a few minutes. All of this waste results just from one individual in one day.

We firmly believe that sustainability needs to start in our everyday life. We need to find a solution to change the current consumption patterns that happens at Sciences Po. In this context, we are proposing a feasible, practical and engaging way for students to make more environmentally-conscious decisions on campus. Our aim is to make sustainable choices on campus a top priority and a practical decision for every student that goes to Sciences Po.



PROPOSED CONCEPT

In order to effectively tackle the issue of sustainability, we want to take action on a realistic scale: at Sciences Po. We want to provide a sustainable starter pack to all Sciences Po students. This sustainability starter kit would consist of a reusable water bottle, a reusable coffee cup, a tupperware and a set of reusable cutlery that would all come in an eco-friendly and reusable tote bag. Along with this kit would come our digital application: Green Po. This app would serve as a tool for students to be able to track their sustainable actions on campus in order to contribute to the effort of reducing their environmental damage. The app would include several sections:

- **Home:** a community platform where the student may announce and update the Sciences Po community on their sustainable actions of the day. Here, the student may also find the status of their friends' sustainable journey on campus. This will assure student engagement, support and interactivity
- **Map:** a map of the closest trash cans, recycling bins, vegetarian/vegan restaurants. This provides a fast and practical way for students to make eco-friendly decisions, even when they are in a rush or unaware of their sustainable alternatives

- **Chat:** the private messaging section will allow students to interact individually with their friends to share their overall progress in making more eco-friendly decisions in their daily lives, as well as share ideas, motivate and inspire each other
- **Challenges:** a fun and interactive section of the app, the app would include weekly or daily challenges for students to win. Such challenges could include, amongst others, using the reusable water bottle every day of the week, packing their lunches in the kit's tupperware, not using single-use plastic all day on campus. This section will provide a fun way for students to stay on track on their sustainable journey on campus and would assure that they are putting the sustainable starter kit to good use



PROPOSED CONCEPT

The starter pack is presented as practical tools to raise ecological and responsible behavior at the university. But if we are only given these tools to the students it will be inefficient, the starter pack needs an interactive and pedagogic guidance. Indeed, one of the risks by providing only the starter pack will be eventually at some point that the students will get bored or just forget to use them.

That's why where the Green Po app comes in: the app is an extension of the sustainability starter kit. It is a long-term solution to keep students accountable for the decisions they make on campus that impact the environment and would create an individual and communal sense of responsibility for living a more environmentally-friendly life.

The GreenPo app is here to encourage the use of the starter pack, more than that the app will be also a way to generally promote a sustainable behavior. To assure this, the app acts as a platform of sharing and interactivity. By entering a number of these daily actions on the campus, they will be able to track their ecological impact and determine how they can reduce them.

Concerning the originality and the feasibility of that project, the items of the starter pack will provide students with the necessary tools and base to make sustainable decisions, while the app acts as a unique and community platform (specific to Sciences Po students) to generate a greater sense of environmental responsibility amongst students. Indeed, our two-fold solution will remind students that they have a great individual impact on the environment and they hold the power of changing the world into a more sustainable and environmentally-friendly place in their own hands.



EXPECTED POSITIVE IMPACT

VS

MAJORS RISKS AND HOW TO REDUCE THEM

1. **Provide** a forum for students and staff to meet and interact on environmental issues.
2. **Empower** students to create a more balanced campus community.
3. **Involve** a wider variety of the campus community in environmental decision-making.
4. **Improve** the campus environmental performance, reduce environmental risks and impacts, and achieve financial savings as well.
5. **Set a good example** in the community and to provide guidance to and involve local stakeholders.
6. **Provide** positive publicity for the campus.

1. **Not receiving enough funding** or funding at all.
Solution: Using the know-how of the Sciences Po Environment club, as well as Sciences Po's extensive network with corporations who would want to collaborate with a sustainable project and improve their brand image through awareness and positive publicity.
2. **Lack of participation** on the part of students.
Solution: Engaging students in various events, activities and challenges that can be organized in collaboration with Sciences Po Environment.
3. **Not receiving approval** by the Sciences Po management.
Solution: with the knowledge of the current sustainable needs and urgency provided by Sciences Po's pedagogy, this project can be a student-organized endeavor that may start at a small scale of students and eventually expand through its success.



DEPLOYEMENT OF THE STRATEGY

Regarding the funding of our Green Po project, we have different options that can all be articulated together. As this project is made by Sciences Po students for Sciences Po students and as it is made to have a real impact on Sciences Po's campus, we of course believe that Sciences Po would have an interest in founding Green Po's kits and apps. Indeed, this project is in line with Sciences Po's pedagogy of responsibility, innovation and commons, thus serving to emphasize and put into action Sciences Po's teachings. Naturally, Sciences Po will benefit from positive impact this action will have on its image, in the student's community as well as in the public's opinion.

Meanwhile, our project could also be implemented with the aid of sponsors, including local ecological and package-free stores. Companies would have an interest in committing to the funding of the project in exchange of having their logo printed on the items within the sustainable kit. As this kit will be provided to incoming students (Bachelor's, Master's, Exchange), companies would have the opportunity to promote their image as sustainability-friendly amongst students, as well as have the advantage of being the first company to be discovered by students for their sustainable choices in the long-term during their studies and future careers in Paris.

In order to have a concrete idea of which companies would be interested in partnering to sponsor the kit, we have contacted several local eco-friendly companies and have identified the most viable and potential sponsors. Such companies include:

- **The Zero Waste House** (3, rue Charles Nodier 75018)
- **Less is More** (22, rue des Vinaigriers 75010)

Thus, there would be 2 ways for these companies to join and sponsor our project. First of all, their brand image with students would be positively impacted by their support for an eco-responsible and sustainable project. Moreover, these companies would have the advantage of being the first to build a privileged relationship with Sciences Po students, from the very beginning of their journey in the institution and on their journey toward sustainability. When we see the means implemented by companies to achieve these two objectives (brand image, access to students from the "grandes écoles," building loyal consumer relationships), we would therefore be able to offer them a 3-in-1 solution.

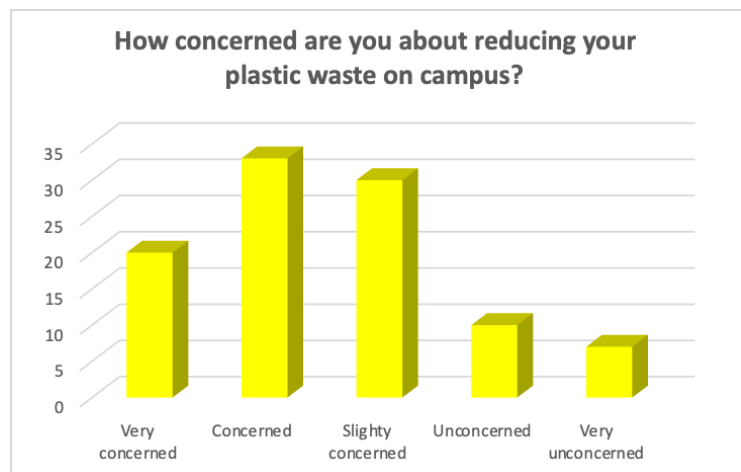
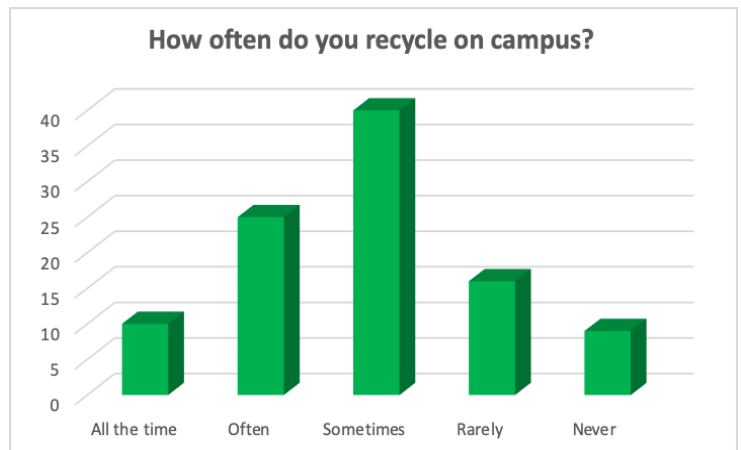


MAJOR STEPS

Furthermore, the Sciences Po Environment club would also serve as a powerful partner to build the awareness amongst students around the project, as well as provide us with their know-how to assure a successful implementation of the project. For this reason, we have identified Sciences Po Environment as an important partner to support the deployment of our project and we have been in contact with them for ideas and support.

The second major step we have taken is to determine the environmental consciousness of Sciences Po students through a survey. The findings of this survey will indicate to us the necessary steps to best implement our strategy amongst Sciences Po students, as well as identify their major needs while on campus.

Indeed, in order to assure our strategy meets the sustainable and budget-friendly needs of Sciences Po students, we have distributed a survey amongst a sample size of 100 Sciences Po students in Master programs. The survey introduced our proposal of a sustainability kit and a digital tool, and has produced the following key findings:



The data obtained from the above two questions indicate that there is a strong desire amongst Sciences Po students to make sustainable choices while on campus. However, while the majority of the sample indicated that they are concerned about how their daily decisions impact the environment, the majority of students also indicated that they only "sometimes" recycle. Therefore, we have identified a discrepancy in the mentality of students and their actions. Our solution to provide a sustainability starter kit and a digital tool to track student's environmental efforts will solve this discrepancy by providing students with the resources necessary to put their strong environmental beliefs into action.



MAJOR MILESTONES

In this context, major milestones in the success of our sustainability kit and Green Po app could include the following:

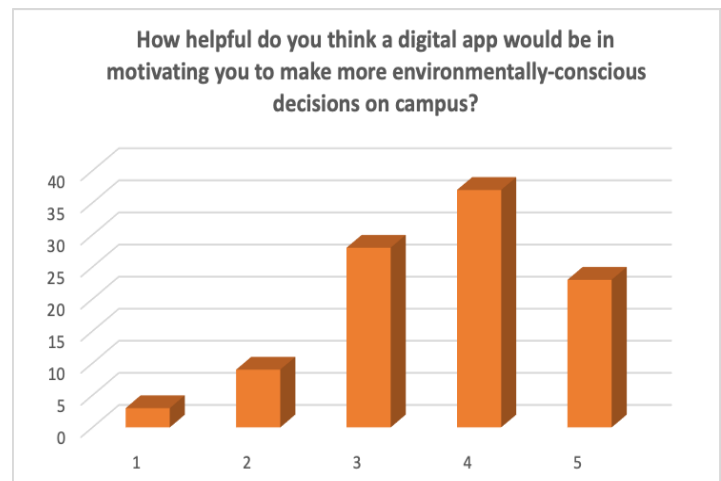
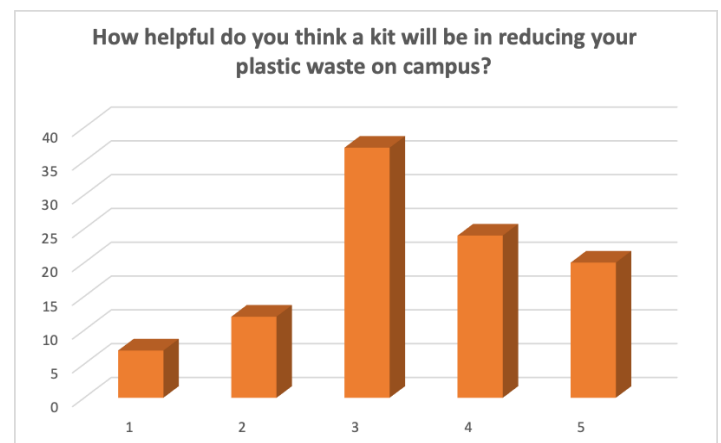
- Funding by student-organized initiatives or the previously identified potential eco-friendly companies as sponsors of the sustainability kit
- Downloads of the app by 50%+ of Sciences Po Paris students
- Active student engagement by using the tools of the sustainability kit on a regular basis and participation in the app's daily challenges
- Decrease in the food waste and quantity of non-recyclable trash on campus by students
- Increase in student morale and their environmental consciousness while on campus
- Implementation of eco-friendly actions by students outside of campus: at home, at their jobs, in their everyday lives
- Inspiring Sciences Po facilities (such as the cafeteria) to adapt to students' sustainable desires and actions by eliminating single-use plastic packaging of food, water and coffee

From the data collected in our survey, we expect to have a positive reaction and engagement by Sciences Po students. Indeed, the below two graphs refer to the practicality, usefulness and effectiveness of our two-fold solution.

The data indicates that there is a sincere desire on the part of Sciences Po students to have a solution to implementing more environmentally-conscious decisions into their daily lives, especially while on campus.

The range of responses in the following graphs refer to:

1 - Not helpful at all
5 - Very helpful





RETURN ON INVESTISMENT ANALYSIS

The costs of our project will depend on the number of items we want to include in our kit, the quality of the items, the features of the app etc... First, let's have a look on the concrete cost of the kit. We will base our calculations on the proposed price given by the website www.avecvotrelogo.fr. We propose to include in the kit the following items: a tote bag, isotherm water bottle, portable and reusable coffee cup, lunchbox, cutlery. Thanks to the simulator on the website, we estimated the costs and summarized them in the following table.

| Colonne1 | Bags | | Gourd | | Lunchbox+cutlery | | Kit | |
|----------|------------|-----------|-------|-----------|------------------|-----------|-------|--------------|
| | # of Items | Cost/unit | Total | Cost/unit | Total | Cost/unit | Total | Cost/kit |
| 1 | 7,33 | 7,33 | 4,5 | 4,5 | 8,46 | 8,46 | 20,29 | 20,29 |
| 50 | 3,91 | 195,5 | 4,3 | 215 | 4,52 | 226 | 12,73 | 636,5 |
| 100 | 3,59 | 359 | 3,5 | 350 | 4,14 | 414 | 11,23 | 1123 |
| 250 | 3,26 | 815 | 3,3 | 825 | 3,76 | 940 | 10,32 | 2580 |
| 500 | 2,93 | 1465 | 3,1 | 1550 | 3,39 | 1695 | 9,42 | 4710 |
| 1000 | 2,61 | 2610 | 2,9 | 2900 | 3,01 | 3010 | 8,52 | 8520 |
| 2500 | 2,2 | 5500 | 2,9 | 7250 | 2,54 | 6350 | 7,64 | 19100 |

Regarding the Green Po app, we will begin with testing the use and reception of the app amongst students. Therefore, we would only need a basic app at the starts, which would bring our estimated cost of the app to an average of 25,000 Euros. As we already have designed the prototype and essential elements of the app, we would need to hire an app developer for a maximum period of 4 months. As a project striving to increase sustainability, the development of our solution is, at its core, sustainable. However, the real issue will be when it comes to the benefits of our project, as it is not intended to to be a sustainable, economically speaking. Our solution serves Sciences Po students and takes into account their tight budget but strong needs. Therefore, we think of the benefits to our project in terms of the positive impact it has on the behavior and awareness of Sciences Po's students and, perhaps event personnel.



CONCLUSION

In conclusion, we are proposing a two-fold solution:

(1) A start-up kit for entering Sciences Po students: this kit will include eco-friendly products that will allow students to make sustainable choices on campus

(2) A digital platform that will give resources to, motivate students and ensure that they are continuing to make sustainable choices on a regular basis.

We are proposing a two-fold solution in order to not only provide students with sustainable resources, but also to assure that students are actively participating in the fight for reducing waste and contributing to an eco-friendly make up of society, which will impact their lifestyle choices on campus and, hopefully, at home.

Our solution stands out as it specifically takes into account the tight budget of students and provides sustainable alternatives directly on campus.

Our solution will also give students the necessary basic items and awareness to pursue a sustainable lifestyle on the long-term. The feasibility of our solution would be increased if the Sciences Po administration supports the idea in terms of funding. Yet the feasibility still remains as our solution can be student-organized and alternatives to funding can be found.

Our project aims to inspire Sciences Po students, and perhaps, consequently, their friends from other schools, to play an active role in the goal of building a more sustainable society and economy. Our digital tool would serve create a space where innovative ideas to live a more sustainable life can be shared and discussed. We hope this space would not only be able to change the consumption behaviors of Sciences Po students, but will also change their perceptions of the world as an environment that we need to nurture and not exploit.