Table of Contents

INTRODUCTION
5 - Introduction and Letter from the President
6 - By the Numbers

PROGRESS
10 - Network Performance Analysis
12 - Carbon Neutral Campuses
14 - Network Service
15 - Renewable Energy
16 - Financing
18 - Climate Leadership

REACH
22 - Climate Resilience in Urban Campuses + Communities (CRUX)
25 - University Climate Change Coalition (UC3)

IMPACT
30 - WASI and America’s Pledge
31 - Global Leadership by Signatory Institutions
32 - Policy Initiatives
34 - 2018 Higher Education Climate Leadership Summit

FINANCIALS
37 - Thank you
38 - Revenue and Expenses
Introduction and Letter from the President

We live in a world of action and reaction, stimulus and response. At Second Nature, we view this reality as a critical opportunity for action. If we don’t leverage higher education’s strengths to drive climate action in response to the changing world around us, we get stuck in the same operational patterns that can limit progress.

As this report demonstrates, our 2017-18 year has been filled with examples of how Second Nature has served as both the network driver and participant in initiatives that accelerate climate action in, and through, higher education. This is our mission.

And with this mission comes a responsibility to address the dynamic challenges posed by accelerating climate change in a timely way. We believe that by working not simply within higher education, but through higher education with other sectors of society, this can be possible. This is why, as network manager of the Climate Leadership Network, we think it’s critical for campuses to understand and embrace internal climate priorities, and at the same time understand how those priorities can reflect and support climate goals that transcend the campus’s physical boundary. Research in service of a city’s climate action, student life that blurs the line between the classroom and the community, and advocacy by presidents and chancellors for mission-critical climate policies, are all examples of how our signatory institutions are rising to the challenge.

In our rapidly-changing world, we remain steadfastly committed to tackling the climate challenge, leveraging all the resources of higher education to do so. We hope you will continue to join and support us in this endeavour.

Dr. Timothy Carter,
President of Second Nature
BY THE NUMBERS

- **Subscribers to monthly newsletter**: 3200
- **Followers**: >6500
- **Impressions**: >640k
- **Posts**: >900
- **Social Media Stats**:
  - 15 webinars
  - ~900 registrants
- **767 schools** we engaged with through our work
- **2600+ stakeholders** convened since launch at 12 cross-sector forums
- **486 current active signatories**
- **48 states** in the Network

**Impressions**

- **4,538,094 students** (active signatories)
- **3200 subscribers** to monthly newsletter
- **15 webinars with 25% Open Rate (4% above national industry rate)**

**Social Media Stats**

- **3200 Subscribers** to monthly newsletter
- **15 webinars**
- **900 registrants**

**Impact**

- **1.5B kWh of renewable energy** procured by Network institutions - equivalent to powering 145,475 homes
With over a decade of climate action, the almost 600 Presidents’ Climate Leadership Commitments signatories continue to lead the higher education sector in reducing greenhouse gas emissions and striving to meet the necessary goals laid out by climate scientists to avert the worst impacts of climate change. By publicly reporting progress, these signatory institutions in the Climate Leadership Network share examples of carbon reduction efforts from fuel switching and energy efficiency to renewable energy and carbon offset purchasing. This leadership that began more than a decade ago, is ever more relevant today as we continue to demonstrate what’s necessary and possible.

Over 372 signatories have committed to reaching carbon neutrality by 2050.

372

4 have become carbon neutral

4

33 are taking an accelerated path to carbon neutrality by the year 2020

33

The schools in the Climate Leadership Network produce 47% less carbon pollution and use 27% less energy than non-signatory institutions.

47%

27%
For more than a decade, signatory institutions have shared their knowledge by developing climate action plans and annual progress evaluations. Until now, this information has never been used to recognize the accomplishments of individual schools. The Marks of Distinction initiative recognize schools according to key performance indicators that demonstrate climate leadership.

Marks of Distinction are awarded in three categories:

**Performance:** Recognizes climate action progress based on data collected through the Reporting Platform

**Participation:** Recognizes participation in a program or initiative that advances a campus’ climate action

**Goals:** Recognizes institutions that have set aggressive climate action goals, going above and beyond incremental change
American University became not only the first carbon neutral university in the nation, but it is also the first urban campus and the first research university to achieve that distinction. They reached their goal two years ahead of schedule by using innovative approaches to reduce emissions, utilizing green power and purchasing strategic offsets. Concentrating on measures that directly impact its own footprint, AU works to reduce energy use per square foot and produce renewable energy on campus and within its electricity grid. Fifty percent of AU’s electricity comes from solar power sources.

Bowdoin College reached carbon neutrality two years ahead of schedule. To reduce their emissions, the College updated much of its campus infrastructure including installing a cogeneration turbine (which produces electricity as a by-product of generating heat), converting buildings from oil to natural gas, insulating pipes, and replacing thousands of lights with efficient LED. Bowdoin will invest in carbon offsets with regional impacts, and in renewable energy credits (RECs) associated with wind farms. These tools will help the College maintain a net-zero carbon footprint as it continues to actively pursue ways to reduce its greenhouse gas emissions.
Several institutions are going beyond meeting their individual campus goals, by performing research, creating tools, and hosting events that benefit the Climate Leadership Network more broadly. The actions they are taking improve Network connectivity and scale success.

**Renewable Energy**

Second Nature and CustomerFirst Renewables are working to aggregate campuses’ electricity demand so that smaller institutions can access the market and larger institutions can diversify their energy portfolio in a financially meaningful way. This year, Second Nature and several Network institutions hosted workshops to explore the opportunities around aggregated renewable energy purchases.

- Workshops were hosted in New York (SUNY Albany), North Carolina (Appalachian State University), Virginia (Washington and Lee University), Minnesota (University of Minnesota Twin Cities) and Ohio (Case Western Reserve University)
- More than 40 institutions participated
- Attended by more than 100 people

**University of New Hampshire** Second Nature partnered with the University of New Hampshire Sustainability Institute to support the Sustainability Indicator Management and Analysis Platform (SIMAP™). SIMAP offers campuses a simple, comprehensive, and affordable online tool for measuring, calculating, and reporting their carbon and nitrogen footprints. Signatories received access to SIMAP at a 40% discount and are able to share their data via API to the Second Nature Reporting Platform.

**Offset Network**

Duke University and the Offset Network led the development of exciting new pathways for carbon offset projects. Schools can now create local, innovative offset projects in their communities.
The Carbon Credit and Purchasing Program (C2P2) is an initiative to support colleges and universities in developing and marketing carbon offsets as a way to accelerate their progress towards campus carbon neutrality. Proceeds from carbon sales are invested into sustainability projects on campus, allowing schools to achieve greater emissions reductions and pushing communities to develop clean, efficient energy systems. The Carbon Credit and Purchasing Program works on developing credits to the Verified Carbon Standard (VCS) through a methodology designed specifically for campus-based projects.

FINANCING

Schools in the Carbon Credit and Purchasing Program cumulatively generated over 100,000 verified carbon credits through energy conservation, renewable energy, and energy efficiency measures.

Second Nature facilitated the sale of campuses’ carbon credits, generating over $500,000 in revenue for campuses to invest in carbon reduction projects.

University of Wisconsin, Milwaukee (UWM) joined C2P2 in 2017 as a new project. UWM reduced its stationary combustion emissions by a yearly average of 11.79% through aggressive campus-wide measures that included lighting retrofits, occupancy-based heating, innovative technology pilots, and student behavior change initiatives. During its first year in the program, UWM generated over $30,000 in carbon revenue.
The Climate Leadership Awards recognize innovation and leadership in climate action, including mitigation and resilience at signatory campuses of the Presidents’ Climate Leadership Commitments at one 4-year and one 2-year institution.

**Loyola University Chicago** made a commitment to address climate change and the associated disruptions to natural and social infrastructure as a key aspect of its mission of social justice. Announced as part of an event for Laudato si’, Pope Francis’ Encyclical, Loyola released ‘A Just Future’, the climate action plan with a carbon neutrality goal of 2025. As a Catholic, Jesuit, urban, university, Loyola addresses climate through three main strategies: campus, curriculum and community engagement.

**Portland Community College** is dedicated to preparing students to be both educated and engaged as environmental stewards of the 21st century. The college’s strategic plan has sustainability integrated into its core initiatives. Their Green Initiative Fund provides mini grants for innovative projects such as reusable to go container purchasing, learning gardens, waste education centers, office composting, and efforts to eliminate water bottles on campus. The campus has reduced its energy consumption 65% per square foot since 2006 with efficiency and conservation projects. PCC promotes green building practices with a commitment to LEED Silver in new construction and renewables, and it is the only community college on the Founder’s Circle of the Sustainable Purchasing Leadership Council.

**2017 4 Year Winner**

Loyola University Chicago

**2017 2 Year Winner**

Portland Community College

**2017 Honorable Mentions**

Bristol Community College

Georgia Southern University
The Presidents’ Climate Leadership Commitments are designed to scale climate action beyond institutional boundaries and to facilitate collaboration with other sectors. Signatories in the Climate Leadership Network are expanding beyond the footprint of their campuses, and are connecting with their local communities to collaborate on resilience planning. Through resilience building workshops, solutions-oriented partnerships, pilot models for carbon pricing and capacity assessment matrixes, higher education institutions are preparing with communities for the impacts of climate change. These efforts aim to create greater capacity for socio-ecological systems to adapt to stress and maintain functionality amidst the negative impacts of climate change.
CLIMATE RESILIENCE IN URBAN CAMPUSES+ COMMUNITIES (CRUX)

Through a grant from the Kresge Foundation, Second Nature is working directly with six campuses and their community partners in three cities in the western United States to evaluate the first two action steps in the Climate Commitment. The CRUX cohort shared learnings among the campuses and with the Climate Leadership Network to accelerate resilience progress across the country.

• Developed an interactive online mapping tool that includes climate impacts for the Portland Metro area and social vulnerability indicators. (ClimateCope)

• Mount Hood Community College partnered with a local nonprofit to implement a large-scale stormwater management system which restores urban drainages and improves flood mitigation and water systems.

Portland

• South Mountain Community College developed and piloted a training program for students to become Resilience Ambassadors.

• Arizona State University developed and piloted a capacity assessment matrix to guide the initial resilience planning process, which other campuses have since used as a template for their own resilience assessments.

Phoenix

• Graduate students at California State University Northridge completed a plan to increase resilience for the campus and community of Northridge.

• Los Angeles campuses are working with the Los Angeles City Resilience Office to design and implement a Campus Resilience Challenge.

Los Angeles
Second Nature partnered with The Nature Conservancy to bring Community Resilience Building workshops to campuses.

**5+ Schools**
- have completed a campus-community resilience building workshop, including Tufts University, CSU Long Beach, and American University

**10+ Schools**
- have completed training in how to organize and facilitate a Community Resilience Building workshop

THE UNIVERSITY CLIMATE CHANGE COALITION (UC3)

The University Climate Change Coalition (UC3) is a bold new coalition of leading North American research universities that will prototype a collaborative model designed to help local communities achieve their climate goals and accelerate the transition to a low-carbon future.

13 R1 universities launched the Coalition in February 2018; 5 additional universities joined in September 2018

**Universities**
- Boston University; Tecnológico de Monterrey; La Universidad Nacional Autónoma de México; The Ohio State University; The State University of New York; The University of British Columbia; The University of California; University of Colorado, Boulder; University of Maryland, College Park; University of Toronto; The University of Washington; Washington University in St. Louis
The Coalition is piloting a new, iterative strategy for cross-sector climate engagement in order to serve their goal of creating a research agenda that is demand-driven and will better serve the needs of their localities. First each institution gains leadership support at the highest level. Next they establish a network across other institutions (the Coalition) and come together to foster a robust set of best practices reducing greenhouse emissions, and building community resilience. Then they brought together their community, and partners in the public and private sectors with the goal of sharing information and listening to their objectives and needs. Through this exchange of information, UC3 can continue to share expertise amongst the network to build a research agenda and partnerships within their respective communities that will enable businesses, cities, states and other actors to do more, faster.

Five Key Components

The Coalition is piloting a new, iterative strategy for cross-sector climate engagement in order to serve their goal of creating a research agenda that is demand-driven and will better serve the needs of their localities. First each institution gains leadership support at the highest level. Next they establish a network across other institutions (the Coalition) and come together to foster a robust set of best practices reducing greenhouse emissions, and building community resilience. Then they brought together their community, and partners in the public and private sectors with the goal of sharing information and listening to their objectives and needs. Through this exchange of information, UC3 can continue to share expertise amongst the network to build a research agenda and partnerships within their respective communities that will enable businesses, cities, states and other actors to do more, faster.

2600+ stakeholders convened since launch at 12 cross-sector forums

Institutional Leadership

Collaborative Networks

Cross-Sector Convenings

Demand-Driven Research

Solutions-Oriented Partnerships

Climate Change and the National and Corporate Interest

On June 18, 2018, the Center for Strategic and International Studies (CSIS) Energy & National Security Program hosted The Hon. Janet Napolitano (President, University of California), The Hon. Dr. Kristina M. Johnson (Chancellor, The State University of New York), and Dr. Timothy Carter (President, Second Nature) for a discussion on the recent launch of the University Climate Change Coalition (UC3), the role of research universities in the development of climate action plans, and their own imperatives for a more sustainable energy system.

Climate Change and the National and Corporate Interest is a high-level speaker series showcasing a variety of country and corporate perspectives on plausible pathways for pursuing a climate change strategy and why those actions are in their national or commercial interest.
Second Nature's Climate Leadership Network engages with national and state policy issues and contributes to climate action conversations on the global stage. Leveraging the resources and reach of the higher education sector mobilizes action at the state, national, and international level, through partnerships and events such as We Are Still In, America’s Pledge, and our Higher Education Climate Leadership Summit. Our non-partisan Network is poised to support policy and legislation on initiatives such as grid modernization, energy efficiency, clean transportation, and renewable energy in order to further support our climate action goals. Drawing together the Network on key issues magnifies our impact for the future.
**WASI AND AMERICA’S PLEDGE**

**WE ARE STILL IN**

We Are Still In is a bottom-up network of over 3,600 leaders from cities, states, businesses, higher education institutions, and other local actors aligned to one goal: the United States meeting the global climate targets established by the Paris Agreement. We Are Still In signatories represent a constituency of more than half of all Americans, and taken together, they represent $9.46 trillion, a bigger economy than any nation other than the U.S. or China.

America’s Pledge is a separate initiative spearheaded by Former New York Mayor and UN Special Envoy Michael Bloomberg and California Governor Jerry Brown, working in parallel with We Are Still In to compile and tally the climate actions these non-state actors across the entire U.S. economy.

Second Nature is enabling higher education to help lead this groundswell of momentum as the sector’s network connector of 345 colleges and universities. At a moment when the situation demands swift and ambitious action, higher education is mobilizing the capacity that exists in colleges and universities to support all climate actors to do more, faster.

**GLOBAL LEADERSHIP BY SIGNATORY INSTITUTIONS**

Second Nature coordinated and secured funding for a delegation of higher education representatives at the U.N.’s Climate Change Conference (COP) in Bonn, including Dianne F. Harrison, President, California State University, Northridge, and pictured below, Mark Mitsui, President of Portland Community College, and David Finegold, President of Chatham University.
Second Nature partnered with Ceres and the Advanced Energy Economy on policy issues to support signatory climate action goals.

### CERES

**Transportation and Climate Initiative** - 20 signatory presidents and chancellors from the Northeast and Mid-Atlantic States joined the business community urging state representatives to support the transition to a clean transportation future to reduce greenhouse gas emissions and support increased regional collaboration in the development of those policies.

**Virginia Energy Plan** - Second Nature and Ceres organized a sign-on letter for businesses, universities, and healthcare institutions with operations throughout Virginia to demonstrate that a large and diverse portion of Virginia’s economy encourages the state to prioritize the transition to a low-carbon economy.

**Grid Modernization** - Many signatories contributed feedback on principles for “Grid Modernization” a term that can include pathways to decarbonization or can be misused in pursuit of projects or funding that do not enable a cleaner, more efficient, modern grid.

**Colorado Advanced Clean Car Standards** - Colorado signatories were invited to comment on the rulemaking to include the Zero Emission Vehicle (ZEV) program and Low Emission Vehicle (LEV) standards into Colorado’s Advanced Clean Car Standards.

### ADVANCED ENERGY ECONOMY

- Second Nature and the Advanced Energy Economy (AEE) partnered and shared AEE’s Powersuite software with signatories to demonstrate how campuses can engage and track energy related legislation in their States.

- Second Nature and AEE also performed outreach to signatories in Pennsylvania on PA Act 129, a bill to create new requirements for electric distribution companies to reduce energy consumption and demand, and in Ohio on HB114, legislation which aims to improve energy efficiency.
Second Nature and the Intentional Endowments Network hosted the 2018 Higher Education Climate Leadership Summit in Tempe, Arizona. It was the largest national gathering of higher education presidents, chancellors, trustees, and other senior leaders committed to accelerating climate solutions. The Summit was the connecting point to turn the WASI cross-sector alignment into performance and action. Senior leadership teams left the event prepared to tackle some of the biggest climate challenges — individually, collectively with other campuses, and across sectors.
Second Nature wishes to thank signatory institutions, as well as supporters and sponsors who have made it possible for us to advance climate action on campuses around the country. As a small nonprofit, 501(c)3 organization, Second Nature relies on support from signatory institutions, foundations, individuals and other funders to achieve our mission of accelerating climate action in, and through, higher education. To see our full list of sponsors, please visit our website.

Second Nature continues to improve and diversify our funding. More than 80 percent of Second Nature’s operating expenditures directly support program development and delivery. Revenues reflect an increasingly diverse base, with a notable increase in foundation support as well as continued generous support from signatories.
FINANCIALS

REVENUE

$1,922,173

- Grants / Contributions: $583,005 (30%)
- Other Income: $210,845 (11%)
- Consulting: $78,455 (4%)
- Signatory Dues: $1,049,868 (55%)

EXPENSES

$1,691,248

- Program Development: $1,407,815 (83%)
- Management / General: $219,116 (13%)
- Fundraising: $64,317 (4%)
- Signatory Dues: $1,049,868 (55%)