**Summary of 15 Ways in 15 Weeks social marketing campaign – An initiative of the Carbon Neutral IBSS Project**

**S2 – AY 2020-2021**

Week 1 - #Enjoy the journey – Eat local and seasonal food

*Activity*: Webinar on regenerative farming with farm family in Canada

Week 2 - #Stay curious – International Women’s Day

*Activity:* Webinar on sHeroes with faculty, former Dean, IBSS and student as panelists

Week 3 - #Protein swaps – Beginning of Meatless Mondays campaign

*Activity:* Create a veg and fruit collage online and get a voucher for a free veggie meal in Green Bazar

Week 4 - #Ditch disposables – Stop using single-use plastics

*Activity*: Online Ocean Cleanup Game with CaiNiao

Week 5 - #Share your ride – QingMing Holiday long weekend

*Activity*: Ride sharing APP to coordinate rides to train stations and Suzhou tourist destinations

Week 6 - #Beyond buying

*Activity*: Unwanted items exchange/swap on 5th Floor with lucky draw for participants

Week 7 - #Choose Experiences

*Activity*: Assembling puzzles

Week 8 – Earth Week! #Go Cleaner

*Activity*: MOU ceremony with China Sustainability Tribune, Photo of CRRC in front of Earth Week PPT slide – company dedicated to clean transportation

Week 9 - #Energy Positive Homes (and Business Schools!)

*Activity*: Use the stairs instead of lifts promotional campaign with lucky draw, Solar Decathlon China Forum on Sustainable Housing and Pop-up exhibit on Guanqianjie

Week 10 - #Grow your own food

*Activity*: Potato growing workshop w/Shumeng Dong, Plant giveaway with prizes for sprouting

Week 11 – #Ethical Investing

*Activity*: Accounting Dept. faculty lecture with vegetarian lunch

Week 12 - #Use all your food (Waste sorting X SIP govt and CMO)

*Activity:* Lecture on waste sorting and sustainable tea break followed by waste sorting activity

Week 13 - #Be active

*Activity:* Fun games from childhood – equipment such as hula hoops, jumpropes, and jianzi for use outside only

*Donation:* 8000 rmb of sustainable menstrual hygiene products were sent to a high school teacher in Guangxi to be distributed in celebration of Menstrual Hygiene Day on May 29

Week 14 - #Fashion Slowdown

*Activity*: Learn to crochet

*Donation*: 6000 rmb to local charity, Tang Mama, that provided the volunteer teachers to help us learn to crochet

*Activity:* Lunchtime fashion show to encourage fashion as investment rather than fashion as disposable. Gave out “30wearschallenge” buttons.

*Activity:* Webinar on sustainable fashion with a lecturer in the UK

Week 15 - #Divestment

*Activity*: None because of Finals Week