

350 PITTSBURGH CARBON NEWTS STUDENT AFFILIATE PROGRAM

- The Carbon Newts are a project of 350 Pittsburgh that works on carbon neutrality at local colleges, universities and institutions
- 'Newts' was chosen as a playful mascot/nickname based on the word 'neutrality'
- The Newts worked for a number of years reaching out to both students and administrators at local schools, and developed student affiliate groups at 3 or 4 local schools
- Based on that initial work, they realized that a consistent, objective, transparent, and public way to evaluate carbon neutrality would be very helpful
- Therefore they decided to develop a scorecard and focus the work of their student affiliate groups using the scorecard to evaluate their schools
- The approach has been successful enough that the Carbon Newts have now developed TRACE the Three Rivers Assessment of Carbon Emissions scorecard