

Usolec University Toolkit

Sustainability Creativity Showcase & Competition

Version 1.0 | Launch Year 2026 | 1/2/2026

Prepared by Usolec Company – Sustainability Consulting & Management

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USOLEC UNIVERSITY TOOLKIT

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Version 1.0 | Launch Year 2026

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Welcome Letter & Purpose

Dear University Partners,

The Usolec Sustainability Creativity Showcase & Competition is designed to empower your students to explore climate action through interdisciplinary artistic expression. This Toolkit contains all required materials to adopt, launch, and maintain a yearly climate-action arts program that uplifts student voices, strengthens sustainability culture, and enriches academic engagement across disciplines.

Toolkit Access & Sustainability Model

The Usolec University Toolkit is provided through a sliding-scale suggested donation model to ensure access while supporting national coordination.

Suggested institutional contributions:

- \$250 — Small or pilot program adoption
- \$500 — Standard university implementation
- \$1,000 — Institutional or multi-year use (Institutional Partner Contribution)

Equity access is available to ensure no institution is excluded due to funding limitations.

Purpose of this Toolkit:

- Provide a turnkey annual program
- Strengthen your institution's sustainability leadership
- Expand interdisciplinary collaboration
- Support Indigenous partnerships
- Offer a structured, fair competition experience
- Create a signature institutional tradition that boosts recruitment, retention, and community relationships

Executive Summary

The Sustainability Creativity Showcase & Competition is an interdisciplinary arts and sustainability program designed exclusively for enrolled university students. The program brings together **visual art, music, film, theatre, fashion, digital storytelling, and creative writing** to inspire climate action, elevate student voices, and strengthen institutional leadership in sustainability and the arts.

This program model reflects a refined and intentional scope that prioritizes **student equity, academic alignment, operational feasibility, and meaningful support structures**. Rather than an open or statewide competition, the model centers on a **campus-based, student-only framework** that integrates seamlessly into the university learning environment.

Students are invited to submit original, climate-themed creative works aligned with the annual Earth Day theme. The program culminates in a campus-wide exhibition and/or online showcase, accompanied by performances, screenings, and an awards ceremony. Optional elements may include Indigenous or cultural opening ceremonies, sustainability committees, student work-study or internship roles, and fundraising components such as silent auctions or benefit events.

The model is designed to be **replicable and scalable**, with long-term plans supported by a University Toolkit that enables other institutions to adopt and adapt the program beginning in subsequent academic years.

This student-centered initiative strengthens academic mission alignment, recruitment, engagement, sustainability leadership, and community visibility, positioning participating universities as leaders in a growing creative climate action movement.

Background & Rationale

Climate change requires interdisciplinary engagement that moves beyond traditional academic silos. Universities are uniquely positioned to address this challenge by integrating **creative expression, sustainability education, and community engagement** into cohesive student-centered programs.

The student-only competition model ensures fairness, equal access, academic relevance, and manageable program operations. It allows institutions to embed the Showcase within coursework, co-curricular activities, student organizations, and faculty-supported learning outcomes.

By grounding the program within the university environment, students gain real-world experience, creative agency, and public platforms for their work, while institutions benefit from enhanced engagement, visibility, and mission alignment.

The initial campus-based structure establishes a strong foundation for future growth. The development of a University Toolkit supports multi-campus expansion, shared resources, and cross-institution collaboration in future years.

Program Scope & Structure

The Sustainability Creativity Showcase & Competition operates on an annual cycle and is hosted at the campus level.

Core elements include:

- Student-only eligibility
- Climate-themed original creative submissions
- Multiple artistic and media categories
- Campus-based or hybrid (in-person/online) showcases
- Faculty- and community-informed judging
- Awards and recognition
- Optional fundraising and community engagement components

Institutions retain flexibility to tailor timelines, formats, and categories to their academic calendars and campus culture, while maintaining alignment with the core framework.

Alignment with Academic & Institutional Goals

The program supports institutional priorities including:

- Experiential and project-based learning
- Interdisciplinary collaboration
- Sustainability commitments and climate leadership
- Student engagement and retention
- Community partnerships and public visibility
- Workforce development and creative entrepreneurship

Faculty participation may include curriculum integration, extra credit opportunities, juried reviews, mentorship, or advisory roles.

Long-Term Vision & University Toolkit

The long-term vision is to establish a **network of participating universities** using a shared framework while maintaining local autonomy.

The University Toolkit provides:

- Program structure and timelines
- Standardized judging criteria
- Marketing and communications templates
- Faculty engagement guidance
- Student role descriptions
- Fundraising and sponsorship models
- Opt-in language for inter-university collaboration

This approach supports consistency, scalability, and collaboration while reducing administrative burden for participating institutions.

Optional Engagement

Institutions interested in implementing the program, receiving updates, or participating in future inter-university collaboration are invited to complete the optional interest form.

Appendix C: Sample Forms & Templates

Five-Year Program Growth Plan

Year 1: Campus Pilot & Foundation

- Launch a single-campus, student-only competition
- Establish categories, judging criteria, and timelines
- Integrate faculty advisors and student support roles
- Host campus showcase and awards ceremony
- Document processes, lessons learned, and outcomes

Primary Focus: Proof of concept, equity, academic alignment, and operational stability

Year 2: Refinement & Toolkit Development

- Refine program structure based on pilot feedback
- Develop the University Replication Toolkit
- Formalize judging rubrics and governance standards
- Strengthen partnerships with sustainability offices and academic departments
- Expand marketing and documentation

Primary Focus: Replicability, documentation, and institutional readiness

Year 3: Multi-Campus Adoption (Opt-In)

- Invite a limited number of partner universities to adopt the model
- Support campuses using the Toolkit
- Introduce optional inter-university recognition or shared showcases
- Begin cross-campus collaboration and knowledge sharing

Primary Focus: Controlled expansion and quality assurance

Year 4: Regional or National Collaboration

- Expand participation to additional universities
- Launch regional or national student showcases (virtual or hybrid)
- Introduce pooled awards or shared recognition pathways
- Strengthen sponsorship and funding partnerships

Primary Focus: Visibility, collaboration, and impact scaling

Year 5: Program Sustainability & Legacy

- Establish long-term governance and funding models
- Explore endowments, recurring sponsorships, or revenue-sharing structures
- Publish impact reports and best-practice case studies
- Position the program as a national model for creative climate action in higher education

Primary Focus: Financial sustainability, institutional legacy, and long-term impact

Program Overview

The Showcase brings sustainability and the arts together to inspire climate engagement through creativity. It includes:

- Visual Arts
- Fashion Design (sustainable focus)
- Music – Solo & Band
- Theatre – Short Plays
- Film – Short Films
- Creative Writing & Poetry

- Digital Media Art

Each work must reflect the annual EarthDay.org theme. For 2026: “Our Power. Our Planet.”

The program culminates in:

- Live performance showcase
- Visual & digital art gallery
- Film screening night
- Awards ceremony
- Optional sustainability fair
- Indigenous opening ceremony (recommended)
- Optional silent auction fundraiser

Competition Categories

Visual Arts: Painting, photography, sculpture, mixed-media, ceramics, printmaking, digital art.

Fashion Design: Upcycled garments, sustainable textiles, wearable art.

Music (Solo): Instrumental, vocal, digital composición.

Music (Band): Ensembles of 2–8 students.

Short Film: 10 minutes or under.

Short Play: 5–10 minutes.

Creative Writing/Poetry: Poetry, short stories, essays.

Digital Media Art: Motion graphics, VR concepts, interactive, video art.

The Usolec Sustainability Creativity Showcase & Competition is a mirrored, multi-university program designed to empower students through climate action and creative expression.

Participating universities host their own campus-based competitions while operating within a shared national framework.

All participating institutions:

- Use the same annual Earth Day theme (EarthDay.org)
- Apply the same standardized judging rubric

- Maintain student-only eligibility
- Share optional marketing and resource pathways

When multiple universities participate in the same cycle, Usolec Company coordinates a National Grand Prize competition among First Place winners.

Inter-University Collaboration & National Grand Prize Framework

The Usolec Sustainability Creativity Showcase & Competition is designed as a **mirrored, multi-university program**. Participating universities independently host campus-based competitions while operating within a **shared national framework**.

All participating institutions: - Use the **same annual Earth Day theme** (EarthDay.org) - Apply the **same standardized judging rubric** - Maintain student-only eligibility - Share optional marketing and resource pathways

This structure allows institutions of all sizes to participate equitably while contributing to a collective national impact.

When multiple universities participate in the same cycle, **Usolec Company coordinates a National Grand Prize competition** among First Place winners.

How to Launch the Program

Step 1: Form a planning committee with faculty, sustainability staff, Indigenous programs, and student leaders.

Step 2: Designate a Lead Coordinator (faculty or sustainability staff).

Step 3: Hire student positions (templates included in Appendices).

Step 4: Reserve venues (Student Union, theatres, galleries, recital halls).

Step 5: Create a submission portal (Google Forms, website forms, Microsoft Forms, Canvas).

Step 6: Promote campus-wide using digital-first outreach.

Step 7: Train judges using rubrics included in Toolkit.

Step 8: Host the Showcase event & awards.

Step 9: Conduct evaluation and sustainability reporting.

Step 10: Opt-In National Advancement (Optional)

Universities may opt in to the inter-university advancement pathway.

By opting in: - First Place winners automatically advance to national consideration - No additional submission or participation fees are required - Usolec Company assumes responsibility for Grand Prize fundraising

Universities that opt out may still host a complete campus competition.

Sustainability Requirements

Minimum Standards:

- Zero-waste goals
 - No single-use plastics
 - Recycled or repurposed materials encouraged
 - Digital-first marketing and ticketing
 - Composting and recycling available at events
 - Sustainable fashion requirements (upcycled thrift materials)
 - Energy-efficient lighting and equipment
-

Green Transportation Committee

The Green Transportation Committee is a student-centered, advisory and action-oriented group established to support climate-positive transportation practices connected to the Sustainability Creativity Showcase & Competition and broader campus initiatives.

The Committee serves as a collaborative space for students, faculty, staff, and community partners to explore, promote, and model sustainable transportation solutions that reduce emissions, increase accessibility, and strengthen environmental stewardship within the university community.

Participation on the Committee may be voluntary, work-study based, or integrated into coursework, internships, or student leadership roles. Membership is intentionally interdisciplinary and inclusive, encouraging representation from sustainability programs, urban planning, environmental studies, engineering, arts, student government, and community stakeholders.

Purpose & Role

The Green Transportation Committee supports the program by:

- Advising on sustainable transportation options for events, showcases, and campus activities
- Promoting low-carbon travel choices for participants and audiences
- Identifying opportunities to reduce transportation-related emissions associated with program operations
- Supporting educational outreach and awareness related to green mobility
- Aligning transportation practices with institutional sustainability goals

The Committee does not function as an enforcement body. Its role is collaborative, educational, and supportive, offering recommendations and resources that encourage voluntary participation in sustainable transportation practices.

Committee Goals

The Green Transportation Committee works toward the following goals:

- Reduce transportation-related greenhouse gas emissions connected to program activities
 - Increase awareness and adoption of walking, biking, public transit, carpooling, and shared mobility
 - Improve access to events through inclusive, affordable, and low-impact transportation options
 - Support student leadership and hands-on sustainability experience
 - Strengthen partnerships with campus transportation services and local transit providers
 - Collect insights and data to inform future sustainability planning
-

Key Activities & Responsibilities

Recommended Committee activities include:

- Developing green transportation guidance for event attendees and participants
- Coordinating bike-friendly and pedestrian-friendly event planning
- Promoting transit incentives, ride-share coordination, or carpool sign-ups
- Creating educational materials or campaigns related to sustainable mobility
- Advising on accessibility considerations and equity in transportation access
- Documenting successes, challenges, and recommendations for future cycles

Activities may scale based on institutional capacity and available resources.

Student Learning & Leadership Outcomes

Participation on the Green Transportation Committee provides students with:

- Practical experience in sustainability planning and implementation
- Leadership and teamwork development
- Exposure to climate policy and transportation equity concepts
- Opportunities for community engagement and systems thinking
- Professional skills applicable to sustainability, planning, and public service careers

These outcomes align with experiential learning goals and may be documented for academic credit, portfolios, or resumes.

Long-Term Impact

Over time, the Green Transportation Committee contributes to:

- A culture of climate-conscious mobility on campus
- Improved integration of transportation planning into sustainability programs
- Scalable models for other universities adopting the Toolkit
- Data-informed recommendations for institutional decision-making

The Committee is intended to evolve alongside the program, adapting to campus needs while reinforcing the broader mission of creative climate action and sustainability leadership.

Judging Criteria & Rubric

Judges score each submission out of 70 total points:

- Theme Alignment (1–10): Reflects EarthDay.org theme meaningfully.
- Sustainability Message (1–10): Clarity and depth of environmental communication.
- Creativity & Originality (1–10): Unique ideas and inventive expression.
- Technical Skill (1–10): Craftsmanship, performance quality, composition.
- Cultural Respect (1–10): Responsible representation; honors Indigenous perspectives.
- Impact & Resonance (1–10): Emotional, intellectual, or social effect.
- Guideline Adherence (1–10): Length, formatting, material rules, submission criteria.

High-scoring works demonstrate intentional sustainability messaging AND strong artistic execution.

Submission Guidelines

Visual Art:

- Max size 48" x 48"

- Statement 150–300 words
- Sustainable materials encouraged

Fashion:

- Upcycled or sustainable textiles required
- 100–250 word description

Short Film:

- Max 10 min
- MP4/MOV
- Captioning required
- 100–250 word synopsis

Short Play:

- 5–10 minutes
- Script required
- 100–200 word playwright statement

Music – Solo:

- Original composition or performance
- Live or recorded
- 100–200 word statement

Music – Band:

- Group statement 150–300 words
- Original group performance

Creative Writing:

- Poetry (max 2 pages)
- Narrative/essay up to 1,500 words

Digital Media Art:

- Video, GIF, motion graphics, VR concepts
- Technical note 100–200 words

Ticketing & Admissions

Competition Entry:

- Free for all university students.

Admission Tickets:

- Students: Free (option to donate \$5)
- Faculty/Staff: Standard admission
- Community: Standard admission

In-Kind Ticket Options:

- Tree planting
- Campus sustainability service
- Community volunteer work

Access-for-All Policy:

- 10% of tickets reserved as donation-only or free to ensure accessibility.

Marketing Plan

Marketing Channels:

- Campus digital signage
- Faculty announcements

- Social media graphics (templates included)
- QR-code posters (low print)
- Student clubs and arts departments
- Email campaigns

Recommended Timeline:

- 8 weeks before event: initial announcement
- 6 weeks: submission promotion
- 4 weeks: ticket release
- 2 weeks: artist spotlights
- Week of event: daily countdown media

Student Roles

Work-Study Positions:

- Sustainability Intern: Leads Green Committee and sustainability compliance.
- Event Assistants: Operations, stage support, gallery installation.
- Marketing Assistant: Social media, design, campus outreach.

Volunteers:

- Ushers, greeters, gallery docents
- Sustainability table volunteers
- Tech support for screenings and performances

Event Production

Venue Setup:

- Gallery walls or easels for visual art
- Fashion staging area
- Theatre or recital hall for plays & music

- Screening area for films
- Accessibility stations (captions, seating)
- Sustainability stations for compost/recycle

Tech Needs:

- Projectors
- Sound board & microphones
- Lighting kits
- Monitors for digital art
- Ticketing scan station

Awards

Awards May Include:

- Best Visual Art
- Best Fashion Design
- Best Music (Solo)
- Best Music (Band)
- Best Short Film
- Best Short Play
- Best Creative Writing
- Best Digital Media Art
- Sustainability Impact Award
- People's Choice Award
- Grand Prize Winner

Awards should emphasize artistic excellence AND sustainability impact.

National Advancement Pathway

First Place winners at participating universities are eligible for advancement

Judging criteria remain **identical** at all levels

Usolec Company administers national judging and prize distribution

The National Grand Prize may include cash awards, fellowships, internships, or national recognition opportunities.

Budget Options

Tier 1: \$3,500–\$8,500 — Minimal staffing, basic gallery, small tech setup.

Tier 2: \$8,500–\$15,000 — Full multi-venue event, student workers, sustainability installations.

Tier 3: \$15,000–\$30,000 — Flagship experience, expanded tech, professional photographers, large production team.

Costs May Include:

- Student wages
- Marketing materials
- Indigenous honorariums
- Tech equipment
- Gallery supplies
- Awards & certificates
- Sustainability stations

Timeline Templates

Semester Model:

- Month 1: Committee formed, marketing begins
- Month 2: Submissions open
- Month 3: Judging & production
- Month 4: Showcase event

Quarter System:

- Week 1–2: Setup

- Week 3–4: Submissions open
- Week 5–7: Production
- Week 8: Event

Trimester:

- Timeline adapted per institution

Timeline (this year)

SPRING 2025: Approval & planning

SUMMER 2025: Development & marketing prep

FALL 2025: Launch submissions & student hiring

WINTER 2026: Review, judging, production

SPRING 2026: Live Showcase Event & Awards

December 2025: Confirmation & working group

January–February 2026: Portal launch, hiring, early marketing

February–March 2026: Production & judging preparation

April 2026: Showcase Event

May–June 2026: Review & Year 2 planning

APPENDICES

Appendix A: Standardized Judging Rubric (Required)

This rubric must be used without modification.

Judging Criteria (1–10 points per category)

Each submission will be evaluated using the following standardized criteria:

Category	Description	Points
Theme Alignment	How clearly the work reflects the 2026 EarthDay.org theme: <i>“Our Power. Our Planet.”</i>	1–10
Sustainability Message	Depth, clarity, and impact of the environmental	1–10

Category	Description	Points
	or climate-focused concept.	
Creativity & Originality	Innovative thinking, unique expression, fresh perspective.	1–10
Technical Skill	Craftsmanship, performance quality, production value, composition, technique.	1–10
Cultural Respect & Ethical Representation	Mindful engagement with cultures, land, people, and Indigenous knowledge; avoids stereotypes.	1–10
Impact & Resonance	Emotional, intellectual, or social impact on the viewer/audience.	1–10
Guideline Adherence	Formatting, length/time limits, file requirements, category-specific rules.	1–10

Total Possible Score: 70 points

This rubric applies at **both university and national levels**.

Appendix B: Ticketing & Access Chart

Event Admission Tickets

Category	Cost
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SOU Students	FREE (Optional \$5 “Support the Showcase” contribution)
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Faculty/Staff	Standard Admission (TBD)
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Community	Standard Admission (TBD)
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In-Kind Ticket Options

Attendees may redeem a ticket through:

- Tree planting

- Community cleanup
- Sustainability volunteer hours
- Campus service projects

Access-for-All Tickets

- **10% of all tickets are reserved** for donation-only or free access
 - Supports low-income students and community members
 - Ensures inclusiveness without restricted language
-

Appendix C: Student Work-Study & Paid Roles (example/options)

Roles may be volunteer, paid, or work-study eligible.

Work-Study Positions

1. Sustainability Intern (Paid)

Responsibilities:

- Lead the Green Committee
- Oversee zero-waste plan
- Help coordinate sustainable materials and event workflows
- Assist with environmental messaging and educational signage
- Support Indigenous partnership protocols

Skills Preferred:

Sustainability interest, organizational skills, and communication.

2. Event Operations Assistants (2–3 positions, Paid)

Responsibilities:

- Assist with event setup/breakdown
- Check-in, ticketing, and wayfinding
- Backstage support for music/theatre/film tech
- Help manage gallery installations

- Work with faculty and student leads

Skills Preferred:

Reliability, teamwork, interest in arts and event production.

3. Marketing & Communications Assistant (Paid)

Responsibilities:

- Social media content creation
- Photography/videography during events
- Flyer/QR-code distribution
- Digital outreach to departments and clubs
- Canva/Adobe design support

Skills Preferred:

Marketing, design, communication, social media.

Volunteer Positions

- Ushers & greeters
 - Gallery docents
 - Tree-planting volunteers
 - Sustainability booth volunteers
 - Tech support (film screenings, audio, etc.)
 - Fashion show setup helpers
-

Appendix D: Artist Silent Auction Agreement (Optional)-Fundraising option

Participation optional. Artist retains authorship. Recommended revenue split: 70% Artist / 30% Program Fund.

Appendix E: Annual Earth Day EARTHDAY.ORG Theme Requirement

All submissions **must align with the official EarthDay.org theme for that year.**

Theme substitution is not permitted.

2026 Earth Day Theme:

“Our Power. Our Planet.”

This theme highlights:

- Collective action
- Youth leadership
- Global environmental responsibility
- Indigenous stewardship
- Sustainable technology
- Climate justice
- Personal and community empowerment

All submissions must clearly engage with, interpret, or respond to the theme in a meaningful and creative way.

Appendix F: Submission Form Templates & Academic Use

Eligibility: - Open to **currently enrolled university students only** - Faculty may assist or submit on behalf of students - Submissions may be used for assignments or extra credit - Outside collaborators are not permitted

Required fields include student ID, university email, category, artist statement, and Earth Day theme alignment.

Appendix G: Sustainability & Non-Pollution Compliance Checklist

The event must be designated as a **Non-Pollution Sustainable Event.**

Minimum requirements: - Public sustainability statement on website - Digital-first marketing - No single-use plastics - Recycling/composting available

Green transportation support encouraged when feasible.

Appendix H: Marketing & Shared Resource Templates

Includes digital posters, social media graphics, faculty announcements, and QR templates.

Participating universities are encouraged to share non-proprietary marketing resources when competing nationally.

HEAR THE CURTAIN CALL *OF* CLIMATE ACTION



EARTH DAY

HEAR THE CURTAIN CALL OF CLIMATE ACTION



**EARTH DAY
2026**





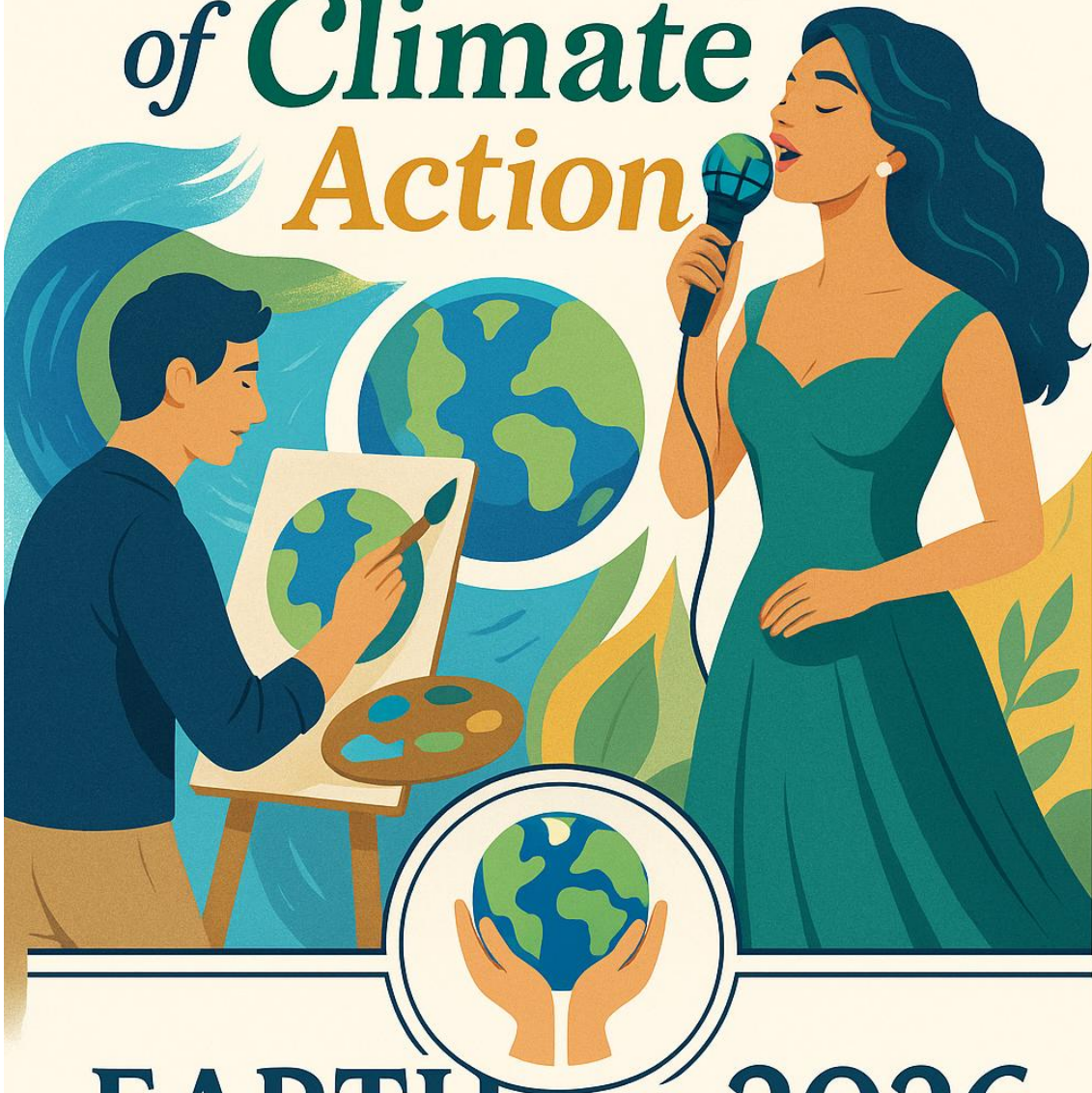
HEAR THE CURTAIN CALL OF CLIMATE ACTION



EARTH DAY 2026



Hear the Curtain Call of Climate Action



EARTH DAY 2026

CURTAIN CALL OF CLIMATE ACTION



EARTH DAY 2026





www.usoleccompany.org

Hiring SOU Sustainability Students

Join the Climate Action Competition Team!!!!



- Collaborate on the design & development of the toolkit
- Support Email Marketing and Outreach campaigns
- Work on Campus
- Flexible hours and 4 hrs a week

Send resume to Dawn Hightree
usoleccompany@gmail.com
Call Dawn (831) 346-2316 for info



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Appendix C: Sample Forms & Templates

Creative Arts Interest Form: <https://www.usoleccompany.org/student-competition-join-us>



QR Code:

Creative Arts Submission Form: <https://www.usoleccompany.org/student-competition-submission-form>

Submission QR Code:



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