

# *Leveraging Support From Champion-Leaders to Grow a Successful Green Labs Program*

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Sustainability  
Green Labs

# Learning Objectives

Understand	Develop	Identify	Learn
<p>Understand the variety of motivating factors that drive institutional leadership to embrace sustainability initiatives;</p>	<p>Develop a broader understanding of what motivates sustainability champions in leadership to engage with Green Labs initiatives;</p>	<p>Identify key ways to communicate and promote lab sustainability programs for greater leadership engagement; and</p>	<p>Learn how to be an effective sustainability champion in a leadership role.</p>

# Define "Institutional Leadership"

- ▶ Principal Investigators – leaders within laboratories
- ▶ Lab Managers – they know what's going on
- ▶ Green Labs / Sustainability Roles
- ▶ C Suite / Higher Education Administrators



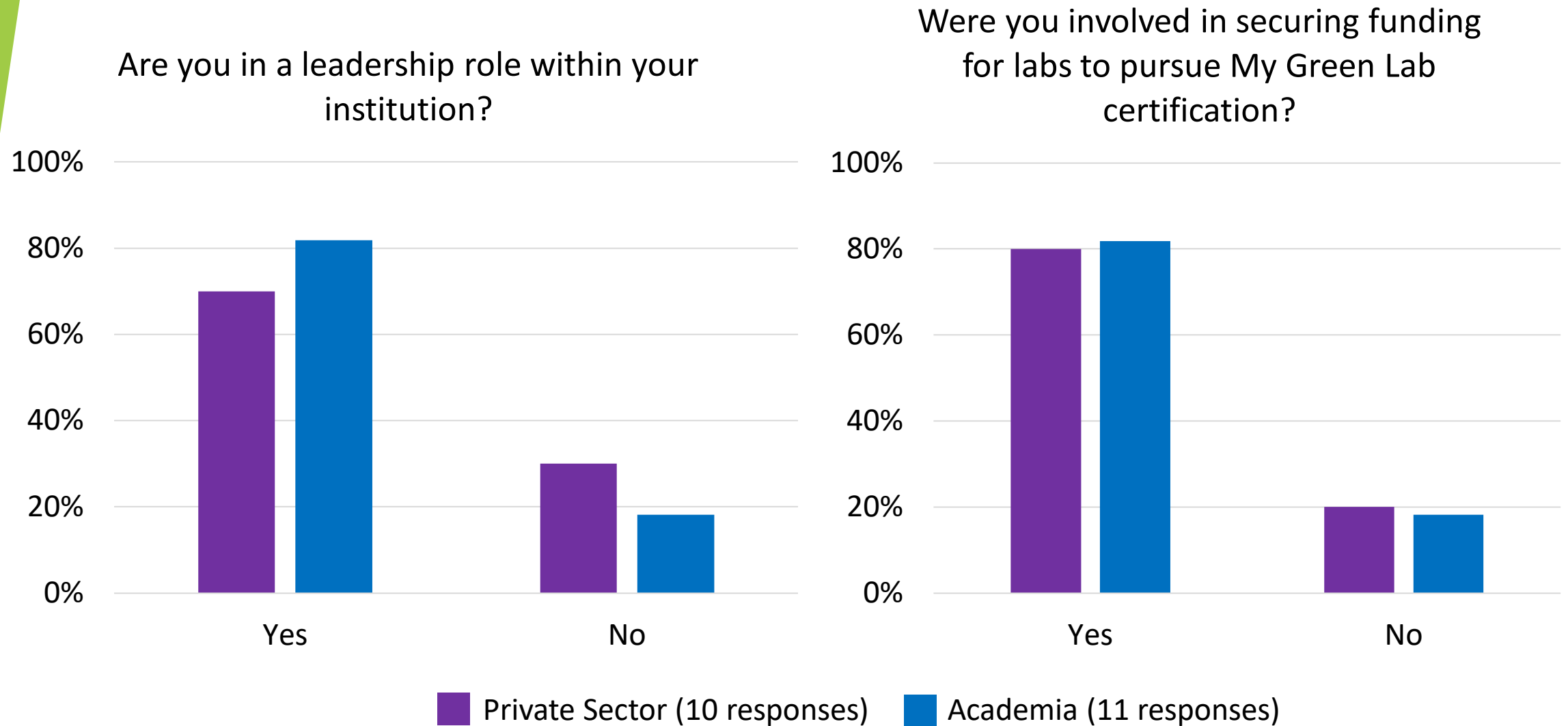
# Premise

- ▶ Leadership motivations have never been thoroughly investigated, only assumed
- ▶ Set out to survey the decision makers within labs and organizations
- ▶ Two surveys were asking similar questions, but one is focused on motivations for lab sustainability broadly, and the other is focused on motivations for pursuing My Green Lab Certification

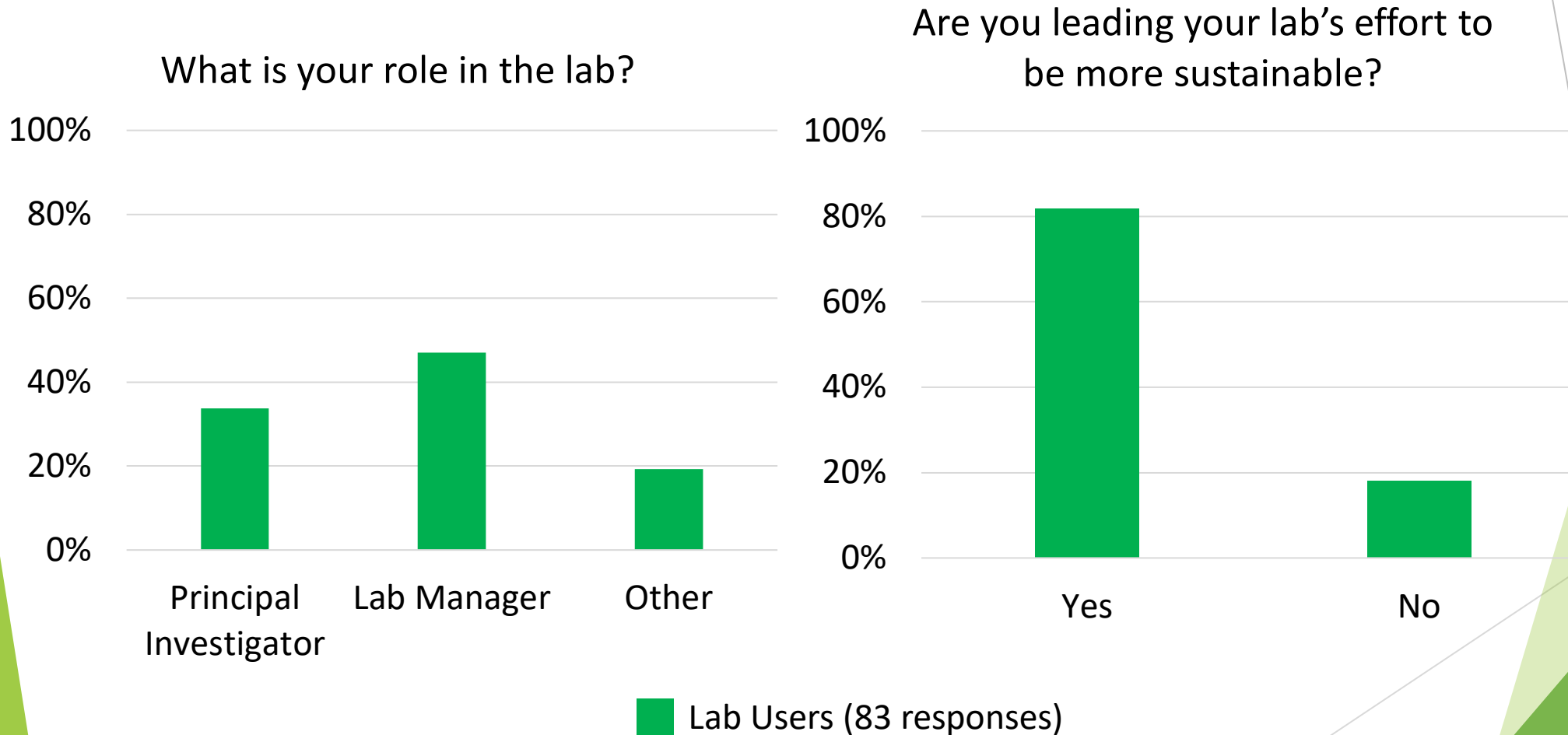
# Methods

- ▶ **Lab User Survey:** Principal Investigators and Lab Managers in academia
  - ▶ 9 universities with 83 total lab user responses
- ▶ **Facilitator Survey:** Primary contacts for My Green Lab Certification in the biotech/pharma sector and academia
  - ▶ 11 responses from academia facilitators, 10 responses from private sector

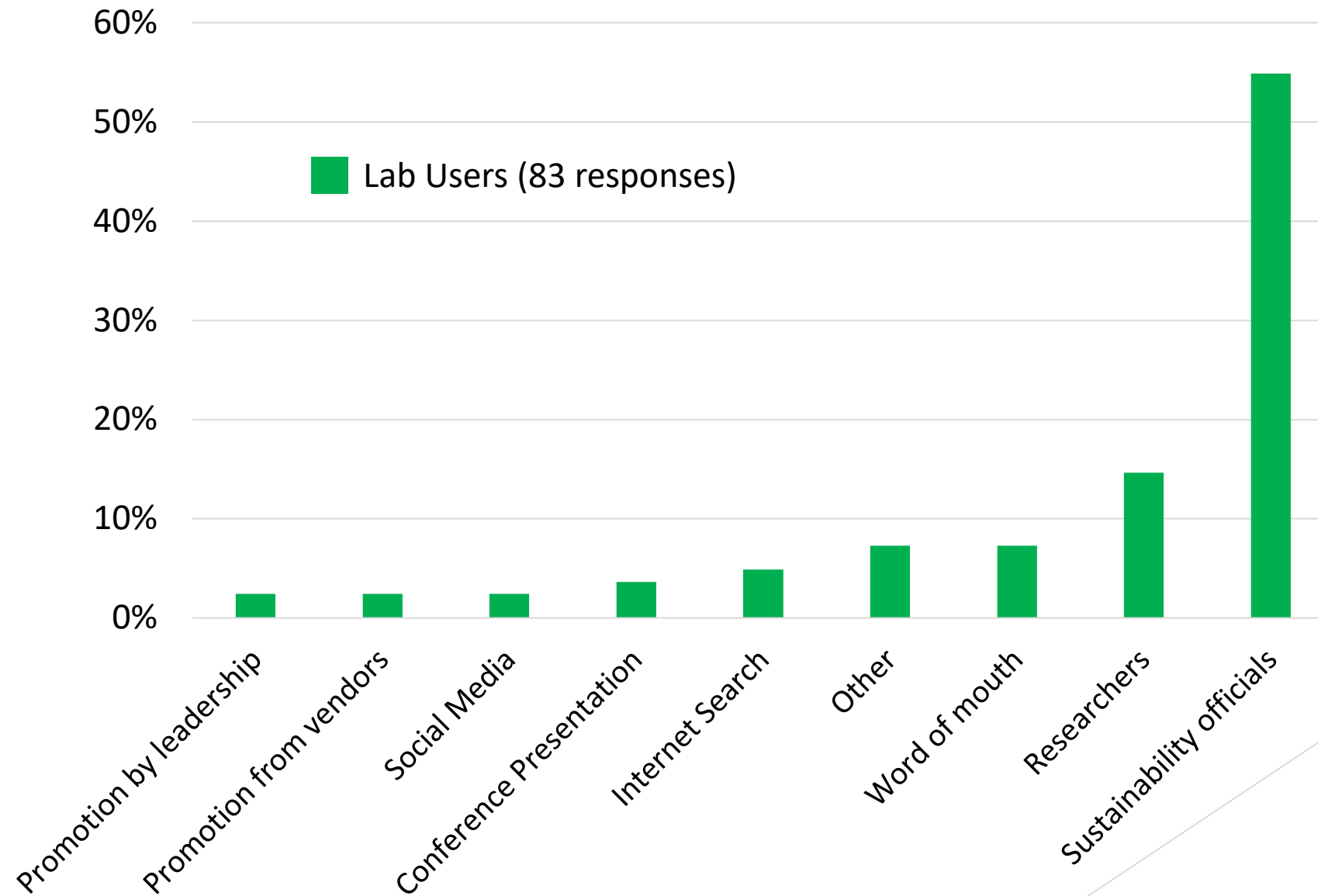
# Facilitator Survey Demographics



# Lab User Survey Demographics



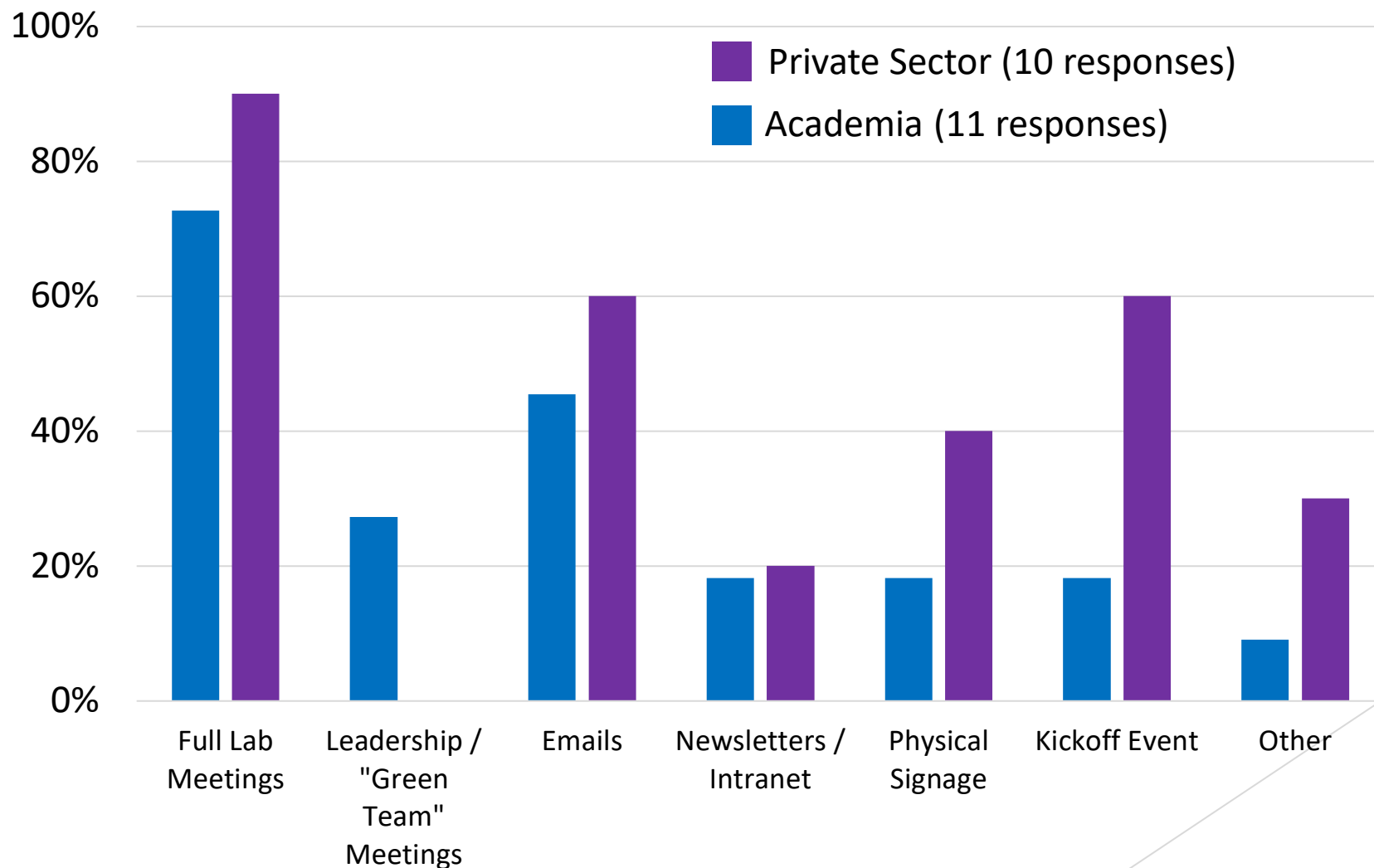
# Awareness of Initiatives & Opportunities





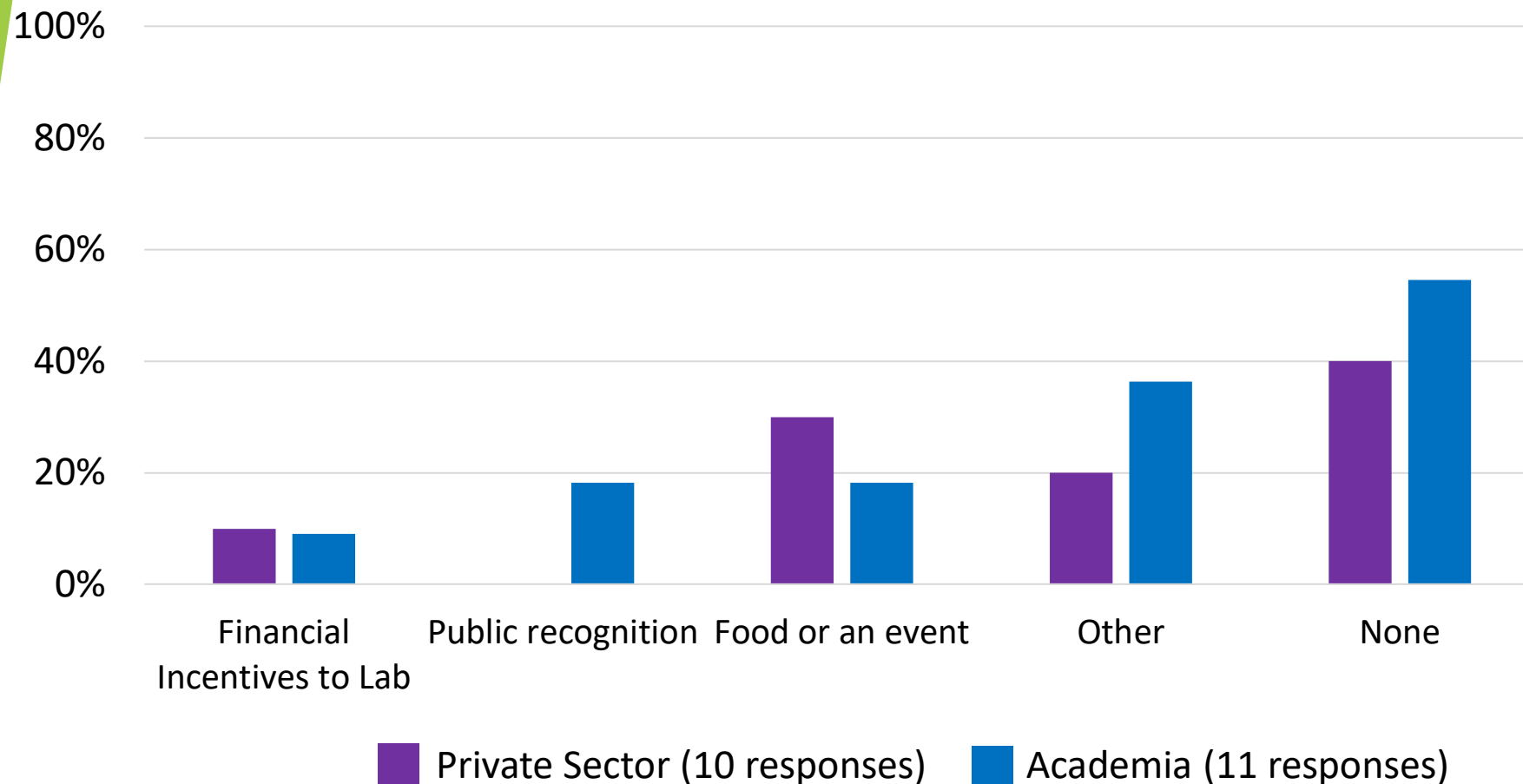
# Facilitator Survey

## Successful Communication Strategies



# Facilitator Survey Incentives

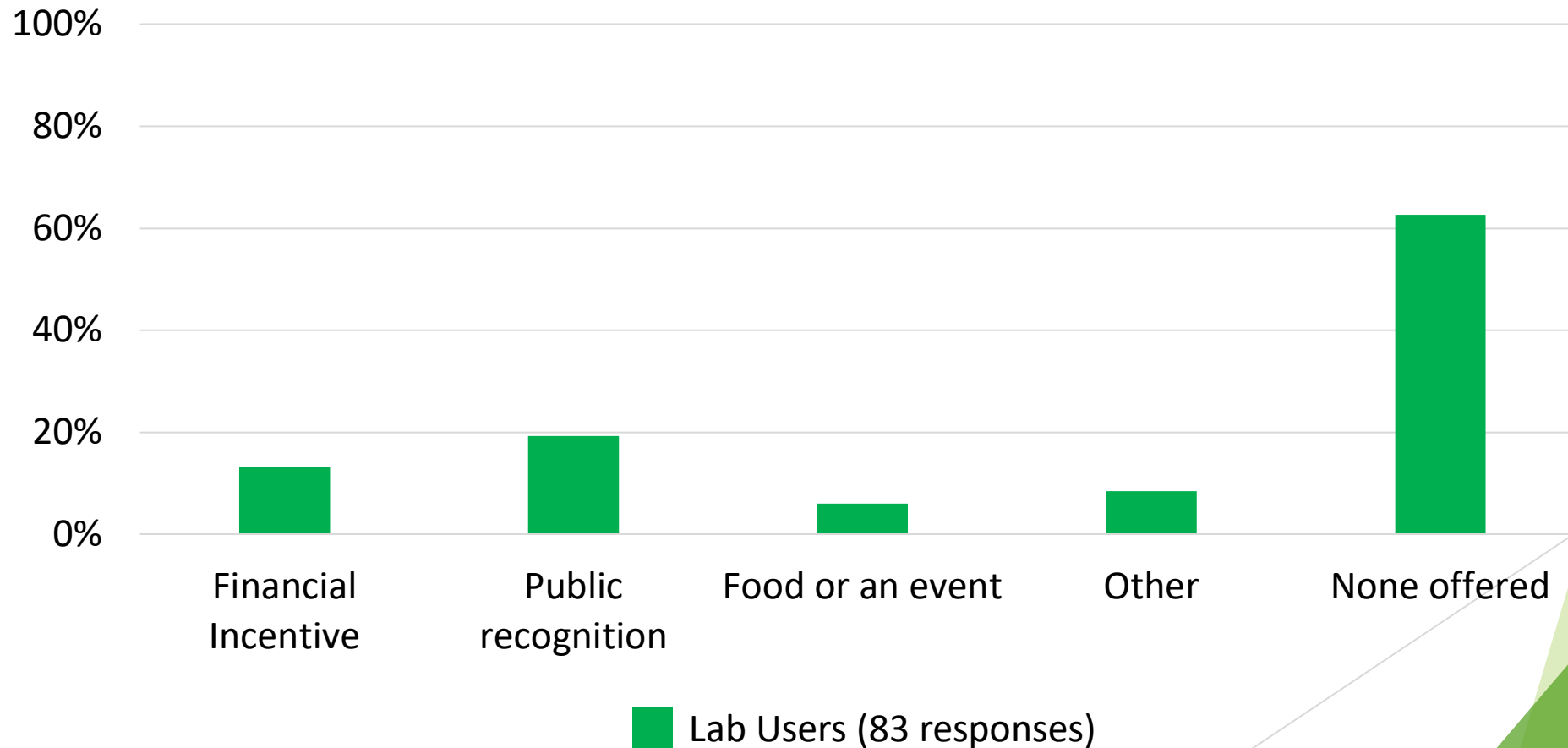
What incentives are offered to labs for participating in My Green Lab's Certification Program?



"Many of our lab members are doing this [MGL Certification] above and beyond their normal responsibilities, so incentives serve as encouragement to participate."

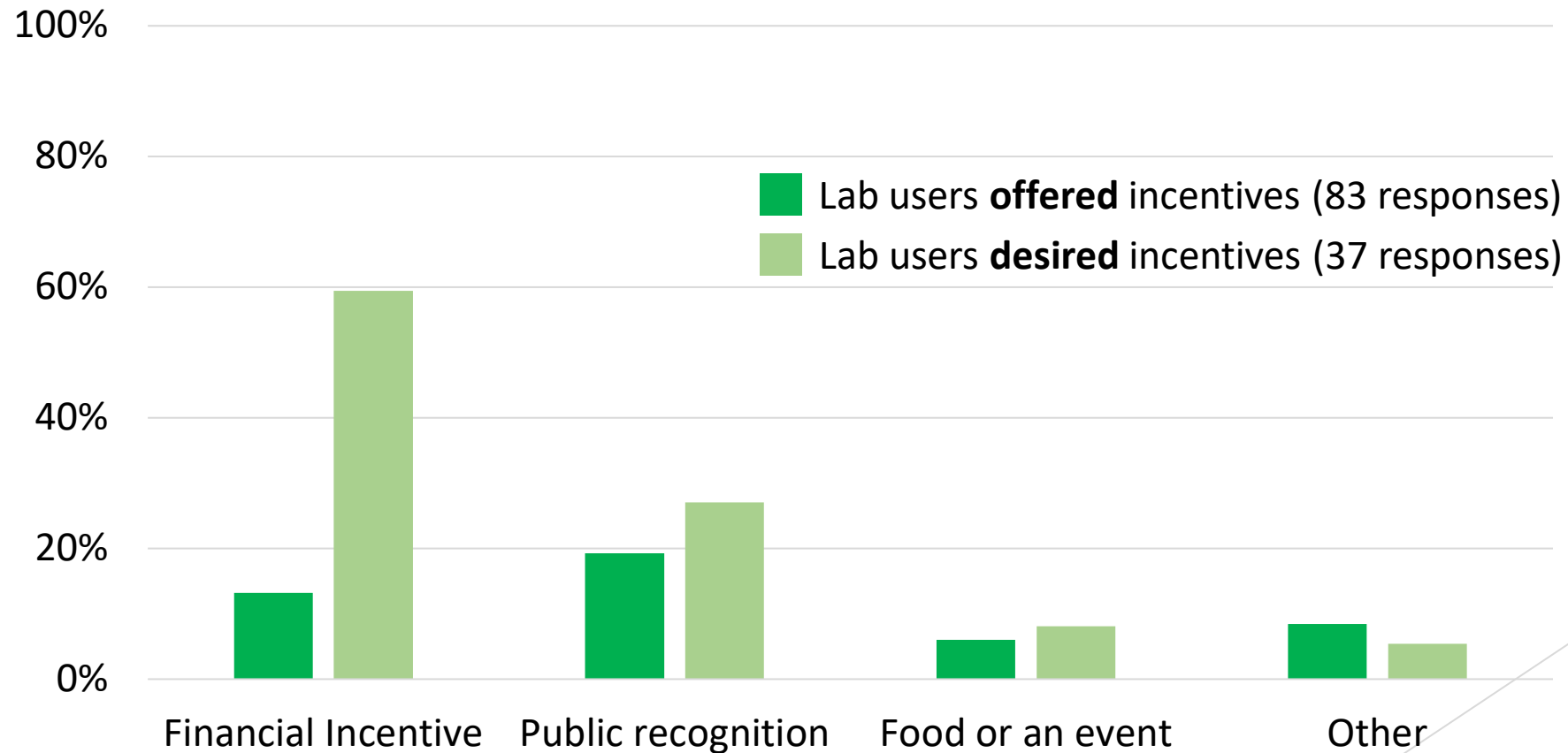
# Lab User Survey - Current Incentives

Does your university offer incentives to participate in green labs?

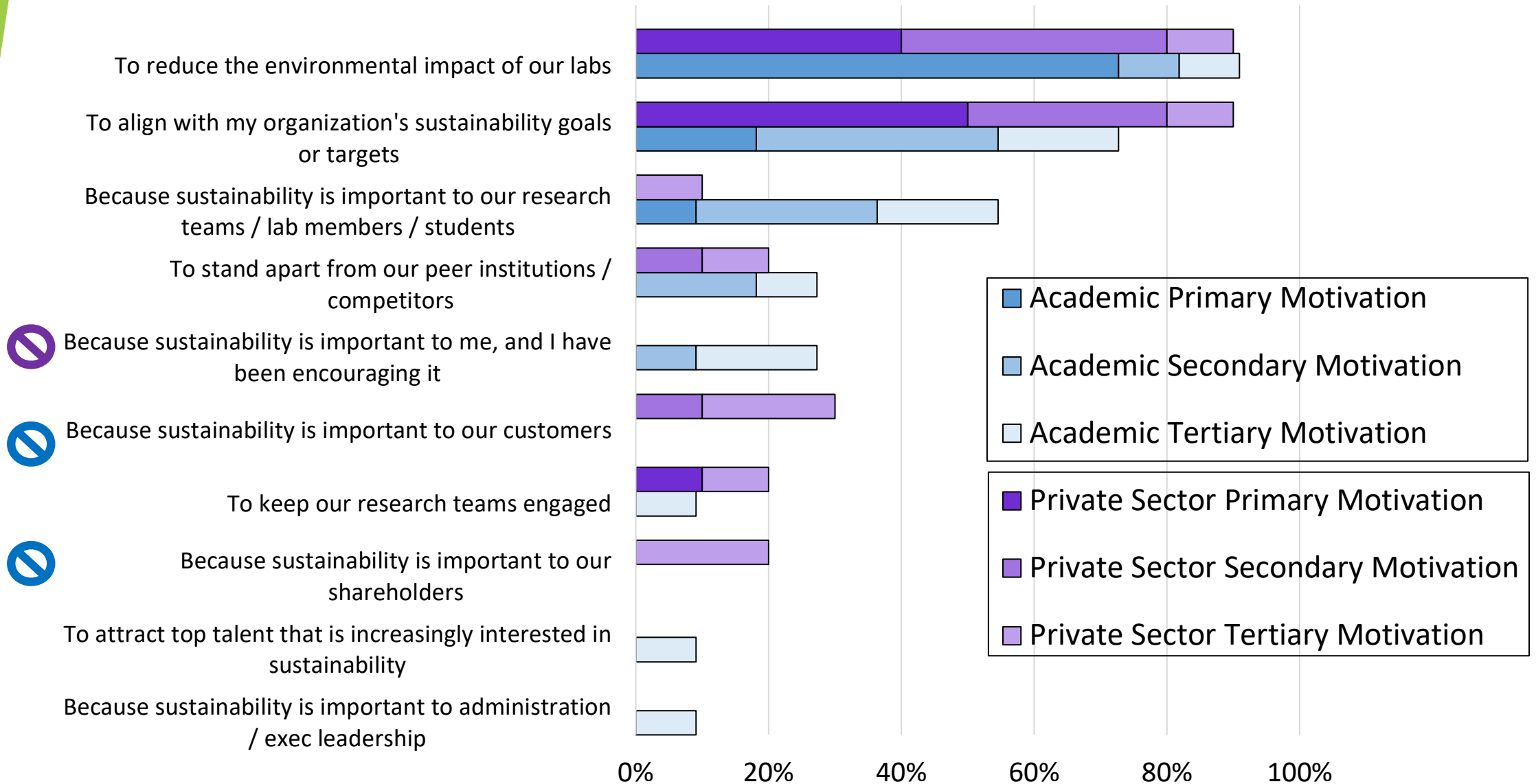


# Lab User Survey - Desired Incentives

What incentives would you like to see offered?

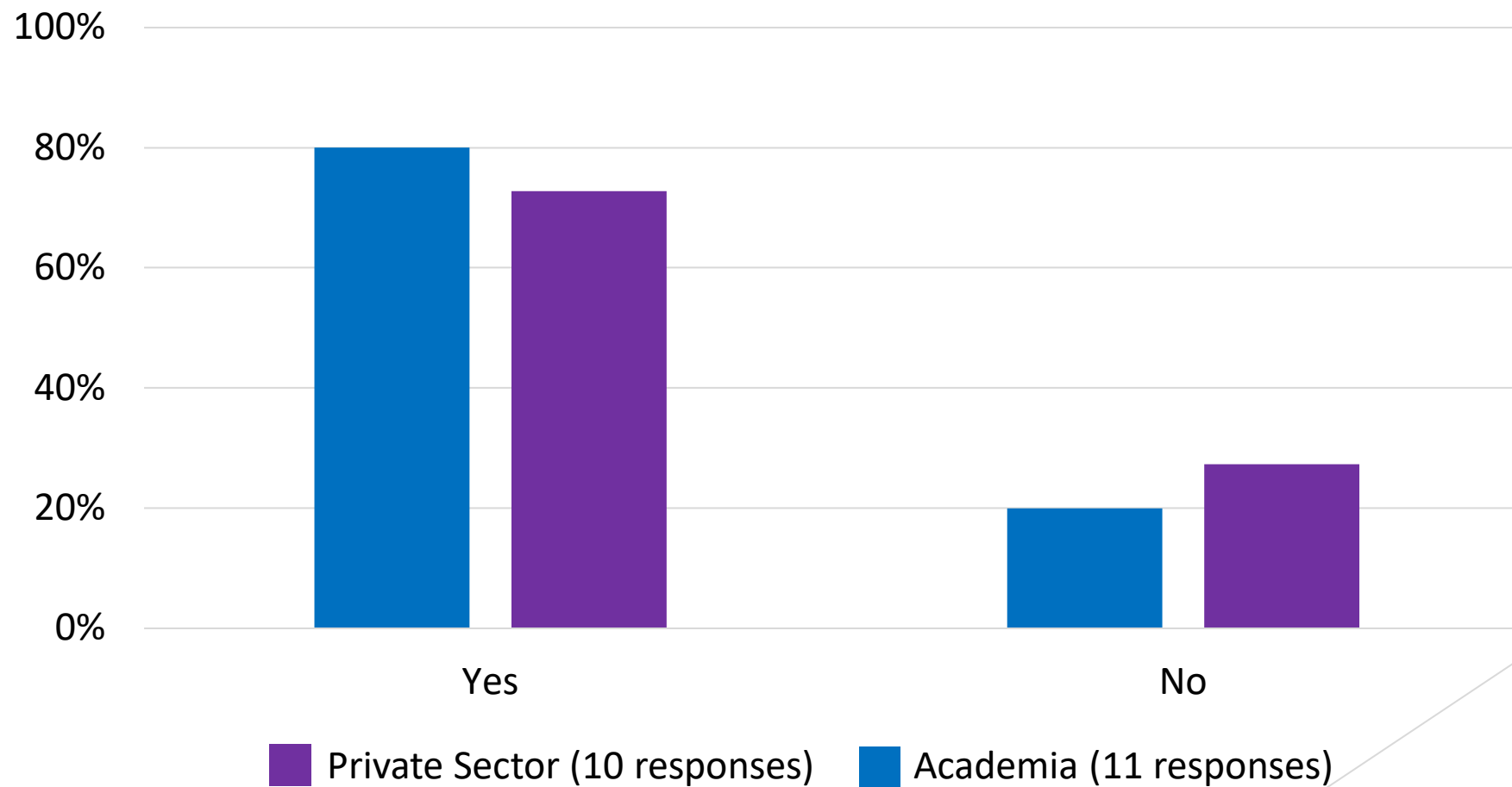


# Facilitator Survey - Motivations

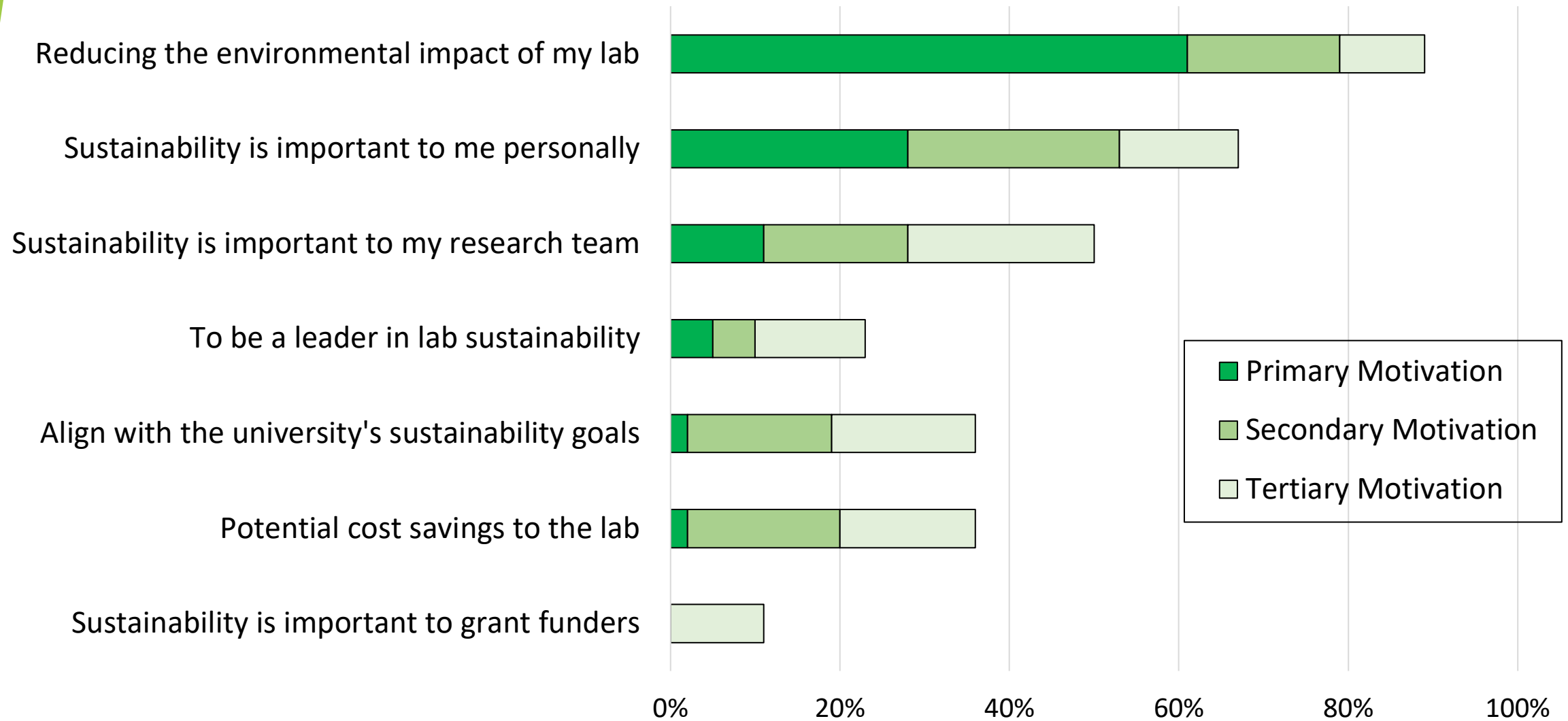


# Mixed Motives

Is your organization's administration / executive leadership aware that labs are participating in My Green Lab Certification?



# Lab User Survey - Motivations



# Final Thoughts

- ▶ Leaders should seek to understand motivations and existing barriers to working on lab sustainability efforts
  - ▶ Perspective matters
- ▶ Awareness of multiple motives can lead to more efficient and effective green labs programs
- ▶ Know your audience when finding champions to work with
  - ▶ Cater your message to what may drive them
- ▶ Sharing this data could help with social norming of lab sustainability efforts

“Leadership is an important aspect of research, and this extends to leading by example with sustainable practices.”



# Leverage Community Based Social Marketing

- ▶ This is a behavior-change framework that draws on social psychology. Promoting behavior change is most effective when carried out at the community level and involving direct contact with people.
- ▶ An alternative to media/information campaigns
- ▶ CBSM is rooted in 5 main steps/stages, **one of which** is applying strategies to promote behavior change
- ▶ Possible strategies:
  - ▶ Incentives
  - ▶ Commitment
  - ▶ Social Norms
  - ▶ Social Diffusion
  - ▶ Prompts
  - ▶ Effective Communication

[www.cbsm.com](http://www.cbsm.com)

# Final Thoughts ... Continued

- ▶ A surprising number of lab sustainability leaders are driven primarily from an altruistic perspective
- ▶ Motivations are complicated and would be wise to conduct own market research at individual institutions
- ▶ Lab users want more monetary incentives
- ▶ Green labs programs are viewed favorably
  - ▶ 100% of 83 lab users would recommend their university's Green Lab program to colleagues
  - ▶ 100% of 21 facilitators would recommend My Green Lab Certification to a similar organizations

# Acknowledgments

- ▶ Survey Participants
- ▶ Green labs leaders across the world
- ▶ My Green Lab Business Development Team
- ▶ John Hopkins University Office of Sustainability
- ▶ And a special thanks to I<sup>2</sup>SL



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