Carbon Footprint Quiz Talking Points

Follow the Tabling 101 guidelines. If you’re doing this in a common area rather than a structured setting, think about what makes passersby want to engage in a tabling activity. Combine these strategies with one of the following prompts (or a variation) to draw people to your table. The prompt should be attention-grabbing, but should also relate specifically to the outreach.

Possible Prompts:
- Do you know what your carbon footprint is?
- Take a quiz, win a prize with a passing score of 0%!
- Do you drive, fly, use electricity, or eat food?

(Once they’re drawn to the table, you can use the following prompts.)

Secondary Prompts:
- Are you familiar with carbon neutrality?
- Do you think you can guess what impact our daily activities have on the environment and climate change?

Response:
- Yes:
  - Great! Now do you think you can guess what impact our daily activities have on the environment and climate change?
- No:
  - Okay, well as you may know, we emit carbon dioxide into the atmosphere through a variety of activities, including energy production, vehicle travel, and food production.
  - This increase in atmospheric carbon negatively affects our planet by trapping heat, increasing the severity of weather events, and accelerating sea level rise—all impacts of climate change.
  - By reducing our emissions, we are reducing our contribution to climate change.

(Launch into the quiz)

Answers
- Driving round-trip from Winston-Salem to New York City
  881 lbs
- Taking a round-trip flight from North Carolina to the UK
  4,563 lbs
- The average annual home energy use of a single person
  5,452 lbs
- The average American’s total meat consumption for a year
  2,200 lbs

- Nice job. Feel free to take a sticker.
- Takeaway: What do you think you can do to reduce your carbon footprint?
- If you’d like more information about our initiatives and volunteer opportunities, please feel free to sign up (sign-up sheet).
Follow-up Questions:
If someone asks you a sustainability-related question that you can’t answer, ask for the person’s email and let them know you’ll get back to them with an answer. You can also point them to the Office of Sustainability website and email address: sustainability.wfu.edu / sustainability@wfu.edu
What is the carbon footprint of our activities?

Carbon dioxide is one of the major driving forces of climate change. Carbon emissions come from all kinds of things: our cars and trucks, air travel, industrial processes, the production of food, and electricity. Can you match the carbon output with its corresponding activity?

- **881 lbs of CO₂**
  - Driving round-trip from Winston-Salem to New York City

- **4,563 lbs of CO₂**
  - Taking a round-trip flight from North Carolina to the United Kingdom

- **5,452 lbs of CO₂**
  - The average annual home energy use of a single person

- **2,200 lbs of CO₂**
  - The average American's total meat consumption per year

**TAKEAWAY**

What can you do to reduce your carbon footprint?
Tabling 101

“Tabling,” or staffing an interactive event with the purpose of educating and engaging the university community, is an important part of our outreach and behavior change efforts. Your enthusiastic participation in these outreach events is essential to the success of any behavior change campaign. It is important to have fun at these events, but also to take this job seriously. Below are some basic tips for effective tabling.

Do:
- Stand behind the table or slightly in front of the table.
- Invite passers-by to join you at the table. Greet them and ask if they are interested in participating.
- Use clear and concise communication. Take a few minutes to practice your pitch so that you are prepared to deliver a short, accurate summary to every person who comes to the table. It’s often best to begin with a question as your prompt.
- Smile and exhibit a positive attitude. Sustainability is fun, tabling is fun, and people want to join other people who are having fun.
- Thank participants for their time and suggest at least one more way they can get involved with campus sustainability (e.g. mention that they can find more info on the office’s website, invite them to sign up to get more information delivered to their inbox, or mention an upcoming lecture or event).

Don’t:
- Be late for your shift. Your colleagues are counting on you.
- Sit behind the table. We usually don’t even have chairs, so this shouldn’t be a temptation.
- Read, play on your phone, or dig through your bag. This makes it look like you are disinterested, bored, or unapproachable, which prevents people from wanting to talk to you. You will also miss out on opportunities to invite people to join you at the table.
- Mumble or insult participants. This is not the place for inside jokes, sarcasm, or vagueness.
- Give inaccurate information. If you don’t know the answer to a question, take the person’s email address and let them know that you or someone from the office will get back to them.