APPLIED IMPLEMENTATION ANALYSIS

ACC Carbon Cap Program

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EXECUTIVE SUMMARY

The ACC Carbon Cap Program is an innovative climate policy that aims to reduce carbon emissions across ACC universities in order to mitigate the climate crisis The ACC Carbon Cap Program will ameliorate the problem via compliance by mobilizing ACC universities to publicly release and track their carbon emissions and create advisory and oversight climate councils to ensure that universities stay below shared carbon emission caps. The ACC Carbon Cap Program will accomplish this through authority by requiring ACC chancellors to set carbon emission caps at their university and through learning as climate councils will collaborate yearly to gather information about struggles and successes in implementation across the ACC If universities across the ACC join the ACC Carbon Cap Program then universities will comply with the order and keep their carbon emissions below the threshold and carbon emission pollution will reduce. Socioeconomic and political conditions will positively impact the implementation of this policy through public and policymaker support and social capital and trust. Moreover, through the design of the policy solution, the malleability of the target will positively impact implementation. However, it is important to acknowledge potential negative factors in the implementation system with the length, complexity and burden of the customer journey.

INTRODUCTION

The ACC Carbon Cap Program is one of innovative carbon policy initiatives proposed by Syracuse University's student government body, Student Association, in their Sustainability Report. It aims to reduce pollution from carbon emissions produced from American universities within the Atlantic Coast Conference.

Each school in the ACC conference would create a sustainability taskforce, composed of school administrators, the student government president and environmental policy experts to oversee carbon emission reduction and ensure compliance. At the start of the ACC carbon cap program, all sustainability taskforces would meet to set carbon emission caps with benchmarks every 5 years, with the goal of carbon neutrality by 2040 across all ACC universities.

Each climate taskforce will meet internally throughout the year to discuss sustainability initiatives and progress in carbon emission reduction. Annually, representatives from each climate taskforce across the ACC will meet to discuss findings and share successes and report progress of meeting carbon cap. Every 5 years, the taskforces will meet to present carbon emission reductions and share successes and pain points in implementation.

This policy would require Syracuse University and other ACC colleges to record and track their carbon emissions and publicly report their progress to peer institutions. The ACC Carbon Cap Program will increase competitiveness and mutual accountability between universities and foster a campus culture that holds sustainability as a core value.

DESIGN OF THE ACC CARBON CAP PROGRAM

There is too much pollution in the United States from carbon emissions produced from ACC universities. The ACC Carbon Cap Program will ameliorate the problem via compliance by mobilizing ACC universities to publicly release and track their carbon emissions and create advisory and oversight climate councils to ensure that universities stay below shared carbon emission caps. The ACC Carbon Cap Program will accomplish this through authority by requiring ACC chancellors to set carbon emission caps at their university and through learning as climate councils will collaborate yearly to gather information about struggles and successes in implementation across the ACC. If universities across the ACC join the ACC Carbon Cap Program then universities will comply with the order and keep their carbon emissions below the threshold and carbon emission pollution will reduce.

ACC CARBON CAP PROGRAM – POLICY ELEMENTS

Syracuse University will have to allocate funding to develop the sustainability taskforce and accurately track and report carbon emissions annually. Syracuse University must develop a climate taskforce and coordinate internal meetings as well as external meetings with other ACC climate representatives and taskforces. An immediate consequences of this policy would be an oversight and compliance climate taskforce that holds SU accountable and ensures the university reaches their carbon emission goals through mutual accountability. An example of a changes in the target population would be increased collaboration between ACC universities and their representatives with sustainability initiatives as well as increased transparency of annual carbon emissions. Additionally, this policy will lead to a revitalized campus culture that is excited about sustainability due to competition between other ACC colleges and Syracuse's place as a national leader in climate reform. A larger impact of the implementation of this policy would be a significant reduction in total carbon emissions across the US as the ACC is composed of carbon intensive universities spanning across the nation.

ACC CARBON CAP PROGRAM – KEY ACTORS

The Board of Trustees is a key player as they approve long-term sustainability plans that will reduce carbon emissions and keep Syracuse University on track to be net-zero. This group of individuals manage and govern the assets of Syracuse's endowment and protect the nonprofit's best interests through decisions made on its behalf that will effect it on the local level.

Syracuse University Sustainability Management is another key player in the implementation of this policy as they will be responsible for recording and tracking carbon emissions yearly as well as implement sustainability initiatives at the direction of the university. This office within the nonprofit university will work on the local level to implement sustainability plans on campus to stay below carbon cap.

ACC CARBON CAP PROGRAM – APPLIED IMPLEMENTATION ANALYSIS

There are multiple factors to consider in the implementation of the ACC Carbon Cap Program policy. Socioeconomic and political conditions will positively impact the implementation of this policy through public and policymaker support and social capital and trust. Moreover, through the design of the policy solution, the malleability of the target will positively impact implementation. However, it is important to acknowledge potential negative factors in the implementation system with the length, complexity and burden of the customer journey.

One factor that will positively impact the implementation of this policy is public and policymaker support. The public, specifically the campus body, will support this policy as the their Gen Z students will be drawn to the university's steadfast commitment to sustainability as "three-quarters of Gen Z consumers state that sustainability is more important to them than brand names"(Nasdaq). Moreover, students will pressure the university to be transparent with their carbon emissions and reach their goal of net zero as the success of this policy will impact their future and their children due to the climate crisis. Moreover, the support from policymakers will positively impact the implementation as Student Association leadership created this policy and is dedicated to its success. Moreover, Student Association will utilize its relationship with faculty and administrators to lobby key players and will be integral in the creation of the climate taskforce.

Another factor that will positively impact the implementation of this policy is the extent of joint action. Through the implementation of this policy, unprecedented collaboration between multiple universities to reach a common goal of sustainability will be accomplished. Moreover, the joint action of frequent collaboration between university climate taskforces to identify successes and pain points will lead to a larger impact of ACC universities staying beneath the carbon cap and achieving their net zero goal in order to mitigate the climate crisis.

However, it is important to acknowledge potential negative factors that will impact implementation. One factor is the length, complexity and burden of the customer journey. The customer journey of this policy it is important to note the process needed to convince other ACC universities to agree to involvement with this program is lengthy. Additionally, universities must develop a climate taskforce swiftly in order to accomplish the activities of task force representatives' collaboration to set carbon emission caps. Coordination of creating climate taskforces and building relationships with ACC partners may initially be burdensome.

The malleability of target will positively impact implementation. The policy requires universities to stay below carbon cap, however it does not outline what universities must do to stay below that cap. Therefore, universities can be malleable in how they shape their own campus climate policy to reduce carbon emissions. This allows universities to consider the strengths and weaknesses of their current sustainability plan and be flexible in their initiatives to achieve net zero. This malleability will

impact the activities of climate taskforces and ensure they can adapt as they uncover pain points in their own climate initiatives.

Social capital and trust are another factor that will positively impact implementation. Each climate taskforce will be composed of motivated administrators, student leadership and sustainability experts. Climate taskforces share common values to preserve the environment and address the climate crisis. This shared common purpose will positively impact policy implementation as individuals are motivated to work together to achieve sustainability goals. Through taskforce collaboration, ACC universities will shape campus culture to make sustainability a core value and accomplish the goal of net zero emissions to mold students to be sustainable for generations to come.

References
 https://www.nasdaq.com/articles/how-millennials-and-gen-z-are-driving-growth-behind-esg