



Scope 3 Program Prototyping & Feedback Presentation

Confidential Discussion Document

March 8, 2024



Overview

The Scope 3 program for Stanford's sustainability efforts was launched in 2021, sponsored by the Vice President of Business Affairs under the Office of the CFO. The team has established a baseline of data from 2019 and has prioritized Purchased Goods and Services and Business Travel as the highest impact activities.

However, there is a need to now build awareness about the program's guidelines with key stakeholders, such as Lab Managers and Researchers. This project's scope to help design a plan that increases awareness and over time ensures better alignment between the Scope 3 Program goals and relevant stakeholders.




Understanding the problems


- 01 Baseline data has been collected across various efforts and systems for 2019; continuous tracking of program reach and actionability is under way (DISCUSS)
- 02 There is a perception that due to decentralized purchasing, there will be a need to generate awareness about and influence of the program with key stakeholders for Goods and Services Purchasing
- 03 There is a desire to have easy, actionable messaging to educate the stakeholders about the opportunity to leverage purchasing program relationships and guidelines



Project objective

Develop a plan to assist the Scope 3 Program Office team in **increasing awareness of and progress towards** the goal of “net zero” Scope 3 impact by 2050 at Stanford

A detailed close-up of a printed circuit board (PCB) is shown, featuring various electronic components such as resistors, capacitors, and integrated circuits. A soldering iron is positioned over one of the components, indicating a manufacturing or repair process. The image is partially obscured by a dark blue diagonal overlay that contains the text.



Target audience (For Discussion)

- Lab Managers/procurement process owners at key labs (e.g. high spend, complex purchasing requirements and substantial GHG exposure)
- Researchers in above labs who are running specific projects/programs and own specifications of purchase requirements
- Named professors leading the labs and ultimately accountable for mission, outcomes and budget





Persona 01

Lab Luisa

- Administrator/manager of a Science lab at Stanford; 10 years+ in the Lab
- Responsible for ordering lab supplies and similar
- Manages to a budget but also to the specs of the lab researchers





Persona 02

Research Rich

- Senior PhD student/researcher in a lab
- Has key goals in alignment with Professors and grantors
- Needs to publish high quality papers to ensure career track
- Focused on quality of outcomes/research and minimal likelihood of errors/quality impact





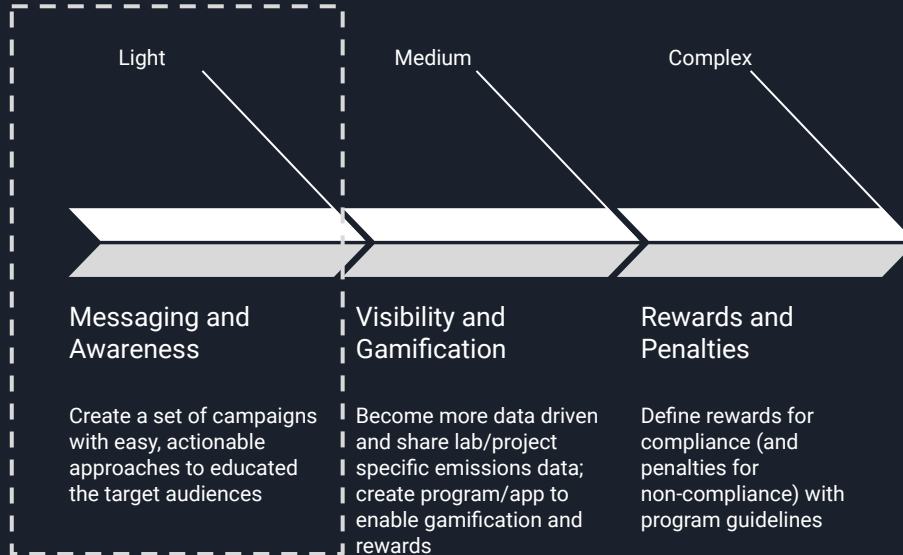
Persona 03

Prof Petra

- Named professor/researcher in a Lab at Stanford
- Has various PhD students, researchers and others working with them
- Normally works off grants from both government and private entities
- Keen to have team do their best work but also conscious about the sustainability challenges in place



Different levels of engagement are possible



Iteration Process for Awareness Campaign

Prototype

Design and test a few messaging concepts and vehicles; eg posters driving attendance to an internal webinar

Share

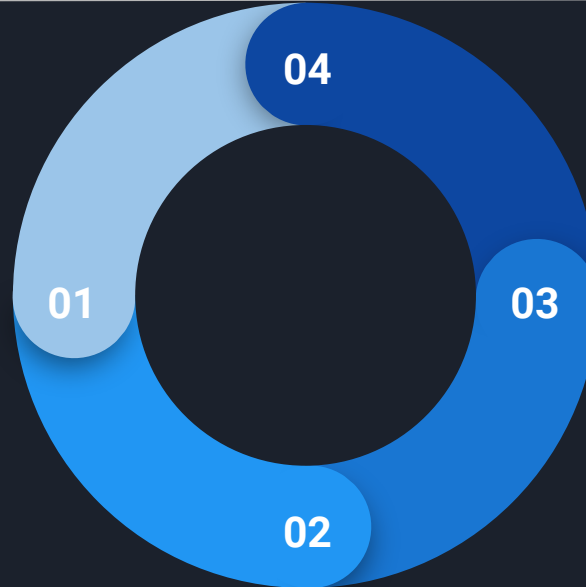
Execute targeted campaigns (eg. pilots)

Refine

Refine and expand the messaging program to other stakeholders

Get feedback

Understand feedback from target audiences - ease of use, inclusion of critical vendors/materials, etc.



Conceptual Design

Concept 1

Informational Webinar on April 30, 2024. Use QR Code to sign up and learn how labs and researchers can help Stanford reduce our carbon footprint.



THERE IS NO PLANET B. HELP US HELP YOU SAVE EARTH.

Our planet is our home. Let's cherish it, protect it, and ensure a sustainable future for all.

Purchased goods and services at Stanford account for over 400,000 MT CO₂-equivalent.

By collaborating with the procurement team, Researchers and Lab Managers can have major impact.



Conceptual Design

Concept 2

SUSTAINABLE STANFORD

45% of purchased good
emissions come from
our labs.



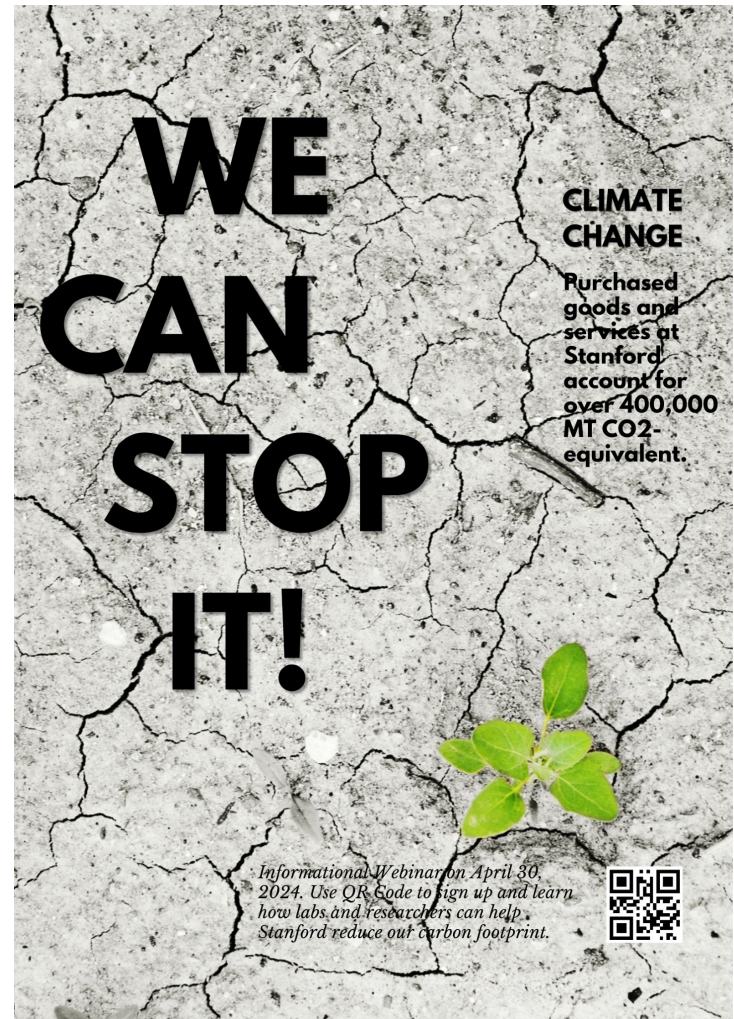
Purchased goods and services at Stanford represented
402,153 MT of CO₂-equivalent in 2019.

*Informational Webinar on April 30,
2024. Use QR Code to sign up and learn
how labs and researchers can help
Stanford reduce our carbon footprint.*



Conceptual Design

Concept 3





Thank you!

Feedback and Discussion

