

# Colorado Sustainability Challenge

## 2025 Playbook for Affiliate Institutions

### Important links

- [CU Boulder CSC Home Page](#)  
Feel free to create your own!
- [Student Registration](#)  
All students MUST register through this link!
- [Affiliate Promo Kit](#) (coming soon!)
- [Event Schedule](#)
- [Event Rules & Regulations](#) (coming soon!)

### Contacts

- **Event Questions**  
Allie Reitz: Affiliate Liaison / [allie@meepmeep.io](mailto:allie@meepmeep.io) / 618.334.0071  
Chris Westfall: CSC Director / [christophermarkwestfall@gmail.com](mailto:christophermarkwestfall@gmail.com) / 303.396.7054  
Karen Reid: Website and Communications / [Karen.Reid@colorado.edu](mailto:Karen.Reid@colorado.edu) / 303.492.1523
- **CU Boulder Questions**  
Stan Hickory: Director, Innovation & Entrepreneurship / [Hickorys@colorado.edu](mailto:Hickorys@colorado.edu)  
Leah Shafer: Program Manager, Innovation & Entrepreneurship / [leah.shafer@colorado.edu](mailto:leah.shafer@colorado.edu)

## Event Preparation (August)

### EVENT SETUP CHECKLIST

☐ **Confirm your event facilitator / team roles**

☐ **Provide your institution's info [here](#)**

This is how you'll let us know your institution's specific details, so we can communicate to student participants via the website and other materials.

☐ **Session Prep**

Get ready to host sessions during CSC! Review session types & schedules below for context.

- ☐ Book rooms (don't forget to add locations [here](#)) - ideal rooms for workshops are open with lots of large whiteboards, blank wall space, or windows
- ☐ Optional: Create CSC overall event page for your institution (add link [here](#))
- ☐ Optional: Order food
- ☐ Confirm AV availability
- ☐ Book faculty members / volunteers to facilitate
- ☐ Book mentors - see suggested [schedule of sessions and themes](#) below

## Session Registration

CU Boulder will create and host event registration links through our system, which can be found through the CSC Homepage. Please be sure to share your specific location and time information [here](#) so we can include details specific to your students!

## Event Communication

CU Boulder will send emails to ALL registered participants throughout the event to remind them about upcoming workshops, mentor sessions, pitch practices, deadlines, etc. Please be sure to share your specific location and time information [here](#) so we can communicate to everyone!

## Session Types

### - **WATCH PARTIES**

*Watch parties are hosted in-person at CU Boulder and broadcasted over zoom for our participants across Colorado. We'll broadcast the kickoff event and each workshop session over the course of the challenge. **If you want to go the extra mile, affiliate institutions are encouraged to host teams in-person to watch workshops and do the activities together!***

- **Workshop Schedule** - see the [full event schedule](#) for workshop dates

- **Session materials for in-person Watch Parties**

- ☐ Sticky notes (3 colors for each team)
- ☐ Sharpies / markers (5 per team)
- ☐ Large whiteboards, blank walls, or windows

### - **MENTOR SESSIONS**

*Mentor sessions are in-person events at each affiliate institution, designed for teams to connect with local mentors for advice and make progress. Slides are available **here** to show during the session for alignment with the workshop schedule. We suggest inviting two mentors per team.*

- **Agenda**

- 1hr Mentor Mingle with 60-second pitches by each team and time for teams and mentors to find each other
- 1hr for mentors and teams to work together on their projects

- **Suggested Mentor Session Schedule**

This is the schedule that CU Boulder will be following, please feel free to schedule your mentor sessions at times that work for you and your students. If you set a different schedule, please let us know!

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Tues 9/30 6:30-8:30pm</b>  | <i>Ideation, Vision/Mission, Prototyping</i>   |
| <input type="checkbox"/> <b>Fri, 10/3 7-8:30pm</b>     | <i>Go-To-Market Strategy, Sustainability Industry Experts (renewable energy, sustainable agriculture, EVs, manufacturing, etc)</i> |
| <input type="checkbox"/> <b>Mon 10/6 7-8:30pm</b>      | <i>Business Planning, Revenue Models, Finance, Funding, Sustainable Business Practices</i>   |
| <input type="checkbox"/> <b>Thurs 10/9 6:30-8:30pm</b> | <i>Pitching, Fundraising</i>   |
| <input type="checkbox"/> <b>Sat 10/11 10am-12pm</b>    | <i>Pitch Practice!</i>   |