

## Net Zero Statement

Mapping over 3,000 light fixtures across CSM's four floors changed how I view my role in climate justice. When we first got the brief, we started by looking at personal habits. But once we actually did the fieldwork, we saw a massive gap between UAL's Net Zero plan and what happens on daily operation. Vanya and Katka interviewed the staff and found out that the energy waste is completely systemic. The manual switches are so hidden that staff just leave the lights on all night, and the sensors on the Ground floor keep getting set off by security patrols anyway. We wanted to physically show this reality on our website, so we took Alex's spatial idea and stacked our 200+ photos floor by floor to create a huge visual record of the building draining energy non-stop.

Discovering that 100 days of diligently turning off lights in a single classroom saves just 720 kWh against a 360,000 kWh baseline made me question the heavy focus on individual responsibility. We can't expect personal habits to make up for institutional inaction, especially when basic infrastructural upgrades are lagging—like the fact that only a fraction of C Block actually uses energy-saving bulbs.

Ultimately, this project redefined my agency as a communication designer. It showed me how to translate a massive, overlooked system into tangible evidence. It made me realize we can use visual research to call out what institutions are ignoring, shifting the climate conversation past individual habits to demand real accountability.