

Winter 2008

Go! Green Outreach, Winter 2008

University of Arkansas, Fayetteville. Division of University Advancement

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GO! Green Outreach

SHARING SUSTAINABILITY NEWS, EFFORTS AND IDEAS WITH THE PEOPLE OF CAMPUS

ISSUE 2 • VOL. 2 • WINTER 2008

GO! for it

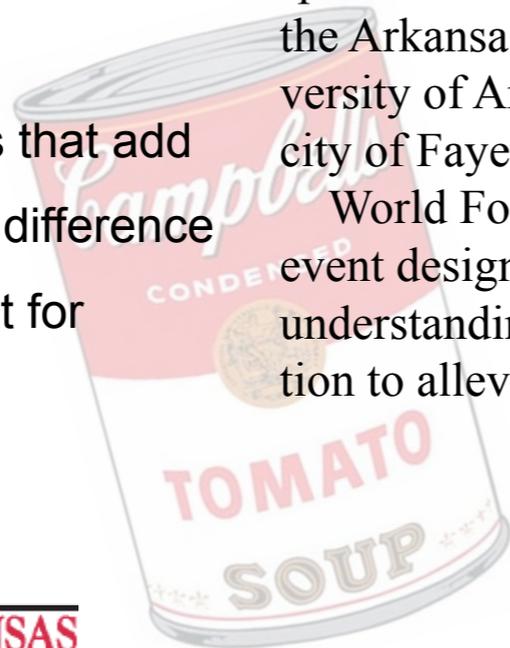
If you have never lived what you might consider to be a “green friendly” life, there is no time like the present to get started. It is as easy as hopping on your bike instead of driving to your neighbor’s house. Or, bring reusable bags the next time you buy groceries. It’s the little things that add up and can make a world of difference not only for your own life, but for others, too.

Campus, Community Collect Food for Ozark Food Bank

A canned food drive at the University of Arkansas collected 600 pounds of food for the Northwest Arkansas Food Bank. Tyson Foods Inc. matched the donations from university students, faculty and staff on a 100-to-1 basis and will donate an additional 60,000 pounds of food for distribution throughout northwest Arkansas.

The food drive was held in conjunction with World Food Day, Oct. 16. It was sponsored by the University of Arkansas, the Arkansas World Trade Center, the University of Arkansas Global Campus, the city of Fayetteville and Tyson Foods Inc.

World Food Day is an annual worldwide event designed to increase awareness and understanding and to spur year-around action to alleviate hunger.



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GREEKS GOING GREEN GREEN CAMPAIGN

Greeks Going Green (3G) is a campaign started to help promote environmental awareness and eco-friendliness within the Greek community at the University of Arkansas. The entire Greek community is encouraged to participate in this campaign as a way to work together as a collaborative group to make the university more sustainable. Sororities and fraternities are challenged each year to make one lifestyle change in each of their respective chapters to get them on track to living in the most environmentally efficient quarters and/or leading the most eco-efficient lifestyle they possibly can, given their resources. The lifestyle changes are not limited to the chapters, and creativity in the name of eco-friendliness will be highly recognized.

Changes are not limited to include:

- Implementing a new recycling plan to collect all the aluminum cans/water bottles used in the kitchens;
- Recycling all paper materials given out over the course of the year or starting an electronic correspondence program so that minimal paper is used;
- Printing all function t-shirts on hemp, recycled cotton or organic cotton tees;
- Ordering bags made of the above environmentally friendly materials for new members each year;
- Using only compact fluorescent light bulbs; you'll save \$30 in

- energy costs over the life of the bulb;
- Using only environmentally safe cleaning solvents within housekeeping service;
- Planting trees (for CO2 absorption) and re-landscaping chapter houses using native (i.e. drought tolerant) plants;
- Offering organically grown produce at meal times; we could save the world 10 million pounds of pesticides that would NOT be used annually if everyone ate organic food;
- Switching to recycled paper products at meals to eliminate Styrofoam;
- Limiting showers to 5-7 minutes to conserve water; and
- Installing dual-flush toilets; they can cut your water consumption in half and offer a full-flush and ½ flush option.

Annually, 3G will be sponsoring the Greeks Going Green Earth Day event. There will be a competition to see which chapter's lifestyle change was most effective for the year. There will be some quantitative means of gauging the chapter's progress for that year. This can be shown through proof of a decreased annual electric and water bill, receipts collected from purchasing environmentally friendly goods, pounds of materials recycled, number of trees planted, etc.

Student Spotlight

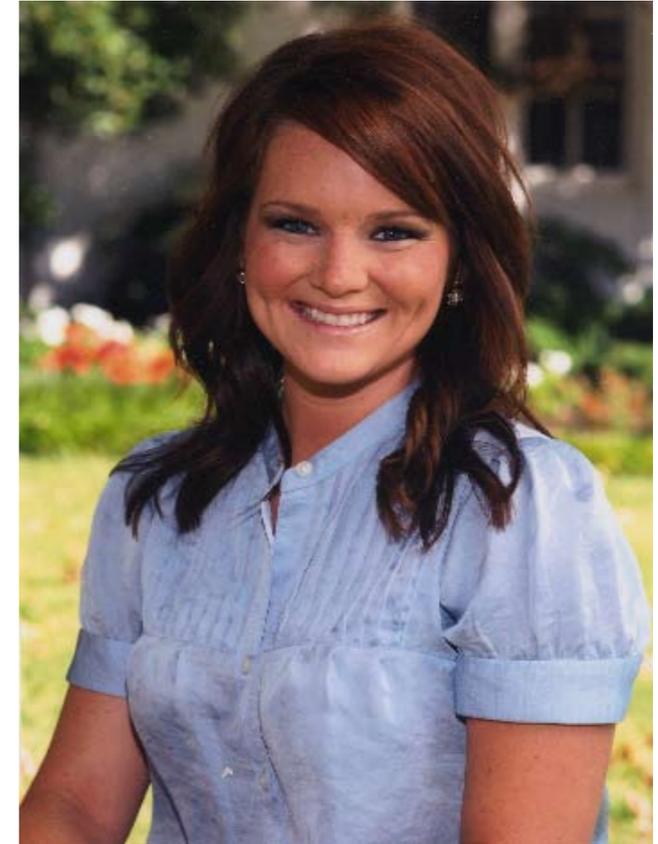
Emily Roetzel is the president of the University of Arkansas' Greeks Going Green effort. Roetzel is a senior marketing major who is interested in working for a company where she can get involved with their sustainability efforts after graduation. She shared with GO! her thoughts on the work she and her peers are doing here:

How did you decide to get involved with this campaign?

There has been a growing interest among Greeks in starting an organization that addresses the current growing awareness of sustainability, but it was hard for students to find way to develop such an organization. Together, with the interest of some individuals who are now the Greek Going Green officers and director, we were able to find information about the national Greeks Going Green organization. The organization seemed ideal to what we wanted to start on our campus.

Why is the Greeks Going Green campaign important on this campus?

The Greek organizations on campus represent a strong and large part of the university's student body. Through Greeks Going Green, the entire Greek community is encouraged to participate in this campaign as a way to work together as a collective group in efforts to make the univeristy a more sustainable campus. With such a large Greek system on our campus, we are hoping that there will be a great impact toward making our campus more environmentally friendly.



How much interest do you have so far? Are students receptive?

The reception of our organization on campus has been great. There has been an overwhelming response of people wanting to get involved, and great opportunities have opened up for us to do so already. Many of the houses have implemented initiatives to make their houses more environmentally friendly. Greeks Going Green is a great way for the Greek organizations to join together, share ideas and work on this process. Our organization could not be made possible without the great cooperation we have received from the houses and their members.

See STUDENT page 4 ...

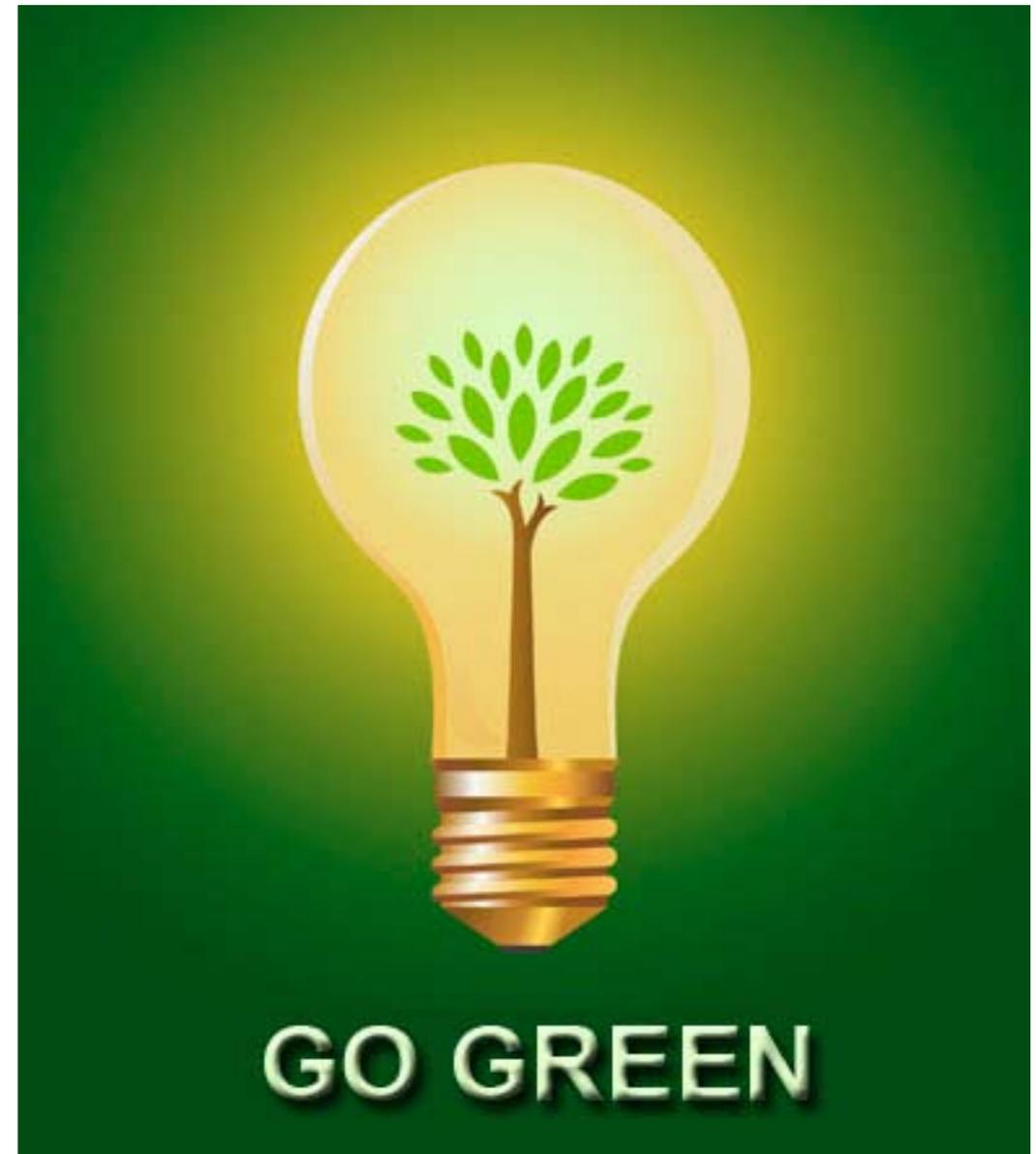
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What do you think is the most pressing issue in sustainability facing our campus?

I think that waste has been the most pressing issue to the environment and to our campus recently. It is our campaign's mission to make sure all of the Greek houses have implemented programs to reduce the waste in their house and to convince the members to change their "throw away" lifestyles and become more conscious of what they throw away and how it affects the environment. The next important issue to tackle will be water resources. People do not realize that water sources are starting to diminish, and there are several places that already are seeing the effects of this. Pure water is in short supply, and our campus and communities need to be proactive and try to create solutions to preserve our water sources before we, too, see the effects of diminishing water resources and unsafe water.

Are there prizes for the Earth Day competition?

Earth Day competition is something we hope to get going in the spring after we begin to include campus fraternities into our campaign. Earth Day will be a competition to see which chapter's lifestyle change was the most effective for the year. Prizes for the Earth Day competition will be in the form of points that are awarded to the winning houses. The points will go toward the Award of Excellence that each house strives for over the course of the school year.



Pedal your Way to Greener Pastures



During the 1970s and the first oil crisis, the Department of Transportation conducted a study into the most energy-efficient mode of commuting. Within a two-mile radius of one's home, the bicycle proved to be not only the most energy-efficient method but also the quickest way to commute in typical urban areas.

The land surrounding the University of Arkansas campus is, of course, not typical. Fayetteville is, how shall we say... hilly. However, there are ways for students, faculty and staff to avoid the hills and a lot of the traffic while commuting to the university by bicycle.



Five Tips for Commuting by Bicycle:

1. Don't use the route that you drive. It's easy to assume that the quickest route by car also is the quickest route by bicycle. Bicycling, though, is quickest along the path of least resistance. It might mean swinging a block north to avoid going over a hill, such as where Maple Street goes west over Mount Nord. Instead of following Maple, cut south a block to Lafayette Street, which avoids the hill, or maybe go north a couple blocks to Trenton and ride through Wilson Park.
2. Don't use the route that you drive. This bears repeating. The vehicular path you follow is likely the vehicular path that most drivers follow. Instead of following the same path on your bicycle, ride the back streets whenever you can. Your bicycle commute time is nearly the same, but you'll feel safer not competing with cars for the traveling lane.
3. Use the Razorback Transit for the heavy lifting. The campus itself is on a hill. To avoid climbing up Dickson, Garland, Razorback or Cleveland, ride to one of the transit stops on the downhill periphery of campus. Most Razorback Transit buses are equipped with bike-carrier racks over the front bumper. Fold out the rack, stow your bike, slip the hooked pole over the front tire and ride the transit to the top of campus.

... BIKING continued from page 5

4. Use Fayetteville's growing network of multiuse trails. They will make your bicycle riding easier and safer. With the new Scull Creek Trail open, you'll be able to ride from the north side of Lake Fayetteville via paved multipurpose trails and bike lanes all the way to the northeast edge of campus. Scull Creek Trail and Frisco Trail, which comes from the south, are shaded in the mornings and are well lit in the evenings. Remember to slow down when approaching pedestrians on a multipurpose trail as well as on any of the campus sidewalks.
5. Keep your center of gravity low. Rather than wearing a rucksack full of textbooks, add a rear bicycle rack and possibly bicycle panniers (saddlebags) to carry your school needs. Being able to strap books onto the rack or slip them into a pannier will help keep your center of gravity lower and make your riding more stable.

There are more general safety tips for bicycling available at the National Highway Transportation Safety Administration, or see the NHTSA's YouTube video about safe bicycling. The WorldWatch Institute recently studied the energy used per passenger-mile and found that bicycling requires about 35 calories per mile. Walking consumed about three times that amount for the same distance. The average passenger vehicle, however, required energy equivalent to more than 1,800 calories. Buses and trains do relatively well, falling about halfway between a bicycle and a passenger vehicle, primarily because they carry more passengers at any given time.

Don't Mock Me



Green roofs reduce stormwater run-off, cool cities and cut energy costs. They also cost more than conventional roofs. Mark Boyer, head of the landscape architecture department, has designed two research initiatives to quantify the benefits of green roofs.

Gatehouse green roofs: In 2006 more than 6,000 Fame flowers, sedums and other succulents were planted on the roofs of two new buildings in the Gardens, the tailgating area on the south side of the University of Arkansas campus. The two installations have allowed Boyer and his students to experiment with growing media and pinpoint which plants thrive in this area with minimum maintenance.

Mock green roofs: Fifteen mock green roofs were built, planted and installed at the university's Agriculture Experiment Station in fall 2008. This controlled experiment is designed to yield quantifiable data on how green roofs impact water quality, water quantity and the timing of peak flow during and after a storm event.

\$30K up for Grabs in Student Sustainability Competition

The University of Arkansas will hold a sustainability competition for student teams that will compete for \$30,000 in awards. This is the first time a student sustainability competition has been held on the University of Arkansas campus with such a large cash award, and the winning team may see their project implemented.

An information fair and student mixer will be held from 3:30-8:30 p.m. Monday, Dec. 1, in the Arkansas Student Union Alltel Ballroom. Faculty and staff sustainability experts will make presentations about the needs on the University of Arkansas that may inspire team projects. The fair will be a good opportunity for students to meet potential team members as well.

“The University of Arkansas is rapidly moving to the forefront of sustainability in higher education,” said Nick Brown, the executive assistant for sustainability. “The Students First Sustainability Competition will engage students in our sustainability efforts, harvest their knowledge about energy conservation, water conservation, recycling and pollution prevention, and reveal ways that we can save money on campus utility bills.”

Graduate and undergraduate students who enroll in, and successfully complete, at least six credit hours for the spring 2009 semester are eligible to form teams and may earn academic credits for their participation. (See rules and regulations for more information.) The teams will work to develop practical innovations that will provide the University of Arkansas campus with financial and energy savings, and reduce the negative environmental impacts of campus activities. They will also develop policies and business plans that also will improve the university’s energy and environmental performance.

Teams must be a minimum of two people, and a maximum of eight. This competition is focused on challenging students to devise practical innovations to address the environmental and energy problems of the 21st century by greatly reducing the negative environmental impact of their campus, especially the university’s carbon footprint. Faculty involvement must be limited to advice and general direction.

Awards for the competition are substantial: \$15,000, \$10,000 and \$5,000 will be awarded to 1st, 2nd and 3rd place winners, respectively. Funding for the awards is being provided by the Honors College.

A team registration form, the complete rules and regulations and other related competition information can be downloaded at <http://sustainability.uark.edu> online. The registration deadline is 4 p.m., Jan. 16, 2009. Project submissions are due by 4 p.m., April 1, 2009. The winners will be announced April 15, 2009.

A panel of judges comprising representatives working in comparative disciplines and University of Arkansas Chancellor G. David Gearhart will make a blind review of the proposals and select the winners.

Contact Brown for more information: nrb004@uark.edu.

Check out <http://sustainability.uark.edu>

Look Ma, No Fax!

The office of university relations has made a couple of changes recently designed to save time, effort and resources.

The office of university relations is no longer faxing news releases to media outlets across the state, nation and world. They are using e-mail to get the word out about faculty, staff, students and campus news. Most days, university relations sends out at least four news releases, averaging two pages per release. Over a year, the savings of paper will be quite substantial.

Also, for the first time, the University of Arkansas Dean's Lists and other academic achievement lists are available online. The lists can be sorted by students' college, hometown or county. The other academic achievement lists available online include the Chancellor's List, commencement lists and the School of Law Dean's List.

"It's important to recognize the academic achievements of students and for the past three years we've emailed such announcements as lengthy lists of names to hometown newspapers," said Steve Voorhies, manager of media relations. "Going to an entirely online format allows news outlets to pull just the information they need for publication. The information is now available to the students and their families as well."

To view the online lists, please visit: http://www.uark.edu/rd_vcad/urel/DeansList/deans.php?app=law

Professor to Present at Environmental Law Symposium

Law professor Carl J. Circo was recently invited to present at the prestigious William and Mary Environmental Law and Policy Review Symposium 2009: It's Not Easy Building Green.

The symposium, to be held Jan. 29-30, 2009, will explore legal and political issues related to green building standards and sustainable development legislation.

Circo's topic asks: Should Owners and Developers of Low-Performance Buildings Pay Impact or Mitigation Fees to Finance Green Building Incentive Programs and Other Sustainable Development Initiatives?

As more states and local governments decide to offer green building incentives, they must decide how to fund or offset the costs of their programs. Circo's research suggests a framework for analyzing complex issues related to green development. He additionally looks at constitutional limitations and questions of authority under existing rules.

Circo has been on the law faculty since 2003 and is an expert in construction law, wills and trusts, estate planning, zoning and land use, real estate.

