

Fall 2009

Go! Green Outreach, Fall 2009

University of Arkansas, Fayetteville. Division of University Advancement

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Citation

University of Arkansas, Fayetteville. Division of University Advancement. (2009). Go! Green Outreach, Fall 2009. *Go! Green Outreach.*, 3 (2) Retrieved from <https://scholarworks.uark.edu/go-green-outreach/8>

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GO! Green Outreach

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

VOL. 3 • ISSUE 2 • FALL 2009

Fall for green

Back-to-school time means more people, more traffic ... and more litter on campus. Feel free to pitch in and set a good example for the campus community by helping trash and recycling find their way into the appropriate receptacles.

...

Save a tree! It's OK to use your departmental letterhead and business cards with the "old" logo. You can order new stationery when supplies are gone.



Leading Sustainable Change

New consortium seeks to create sustainability index

Walmart is helping create a consortium of universities, jointly administered by the University of Arkansas and Arizona State University. This partnership will conduct the development of a science-based, open source, product lifecycle assessment that will provide scientific innovations that lead to a new generation of sustainable products, materials and technologies.

Through a collaborative process, Sustainability Consortium members, comprised of universities that will collaborate with businesses, non-government organizations (NGOs), and governmental agencies, will design and develop a sustainable product index for consumer products. This index will quantify the sustainable attributes of a product by examining them from raw materials to disposal.

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The Sustainability Consortium is jointly directed by Jay Golden of the Global Institute of Sustainability at Arizona State University and Jon Johnson of the Applied Sustainability Center at the University of Arkansas.

“Through the Sustainability Consortium, the University of Arkansas has a unique opportunity to influence the creation of a tool that will improve the decision-making abilities of consumers around the world,” said Johnson. “We will essentially be conducting research that enables customers to make informed, personal choices about the products they choose to use. Sustainability is, universally, a top priority, and our institution looks forward to working with other leaders in the field to make a visible difference. Arizona State University and the University of Arkansas are committed to leading an effort that will change the way people view their impact on the environment.”

“We are at the beginning stages of something great,” said University of Arkansas Chancellor G. David Gearhart.



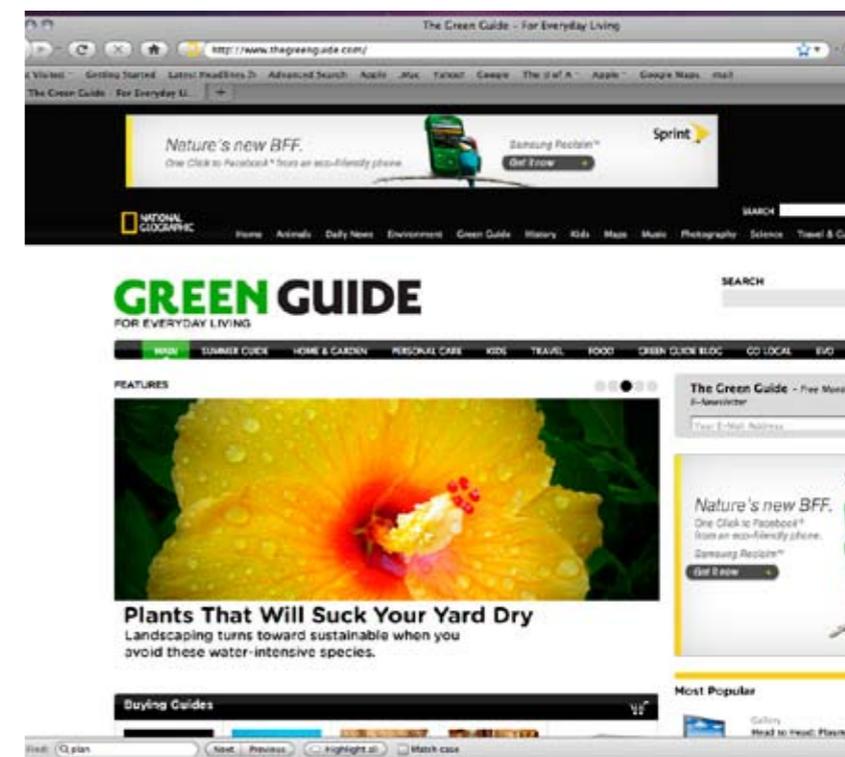
“This initiative will transform the way product value is measured, and I am very pleased that the University of Arkansas is playing a significant role in the growth and progress of sustainable practices.”

At the core of its charge, the Sustainability Consortium will develop scientifically grounded tools to create life-cycle inventories and analysis for thousands of products that are manufactured and used

in geographies around the globe. This transparent database will eventually allow retailers and consumers the ability to

examine one product against another in a variety of areas. The analysis will factor standardized data beginning with the acquisition of the raw materials, the manufacturing process and distribution channels, consumer use and post-use.

Additionally, the consortium will provide decision and policy makers with a broader understanding of how new and innovative organizational strategies and technologies can assist in meeting various environmental, economic and national security goals. ■



Green Questions? Get Answers!

National Geographic is here to help. Visit www.thegreenguide.com for endless information about going green in your life. Subject areas range from kids to travel to food to personal care. The buying guide allows you to search for items that are sustainable, and it offers shopping tips for finding the greenest products and the best values.

The “Go Local” tab allows users to search for information about green services, retailers, restaurants and more in your neck of the woods. It’s a Green Guide for today’s Green Consumer. ■

Duncan Avenue Wins Big

The Green Building Initiative recognized the University of Arkansas for two of its sustainable buildings and the environmental-friendly construction.

The Duncan Avenue Apartments and the Duncan Avenue Community Center on the university's campus have both achieved Green Globe designations for sustainable design and construction. The Duncan Avenue Apartments building is the first apartment in the U.S. to receive Green Globes certification. The community center received two Green Globes.

The three-story apartment's water-efficient equipment, high indoor air quality, effective lighting, thermal comfort and suitable acoustic conditions were the target of the Green Building Initiative's recognition.

The Green Building Initiative recognized the two-story community center for its environmental purchasing. This included sustainable fixtures such as energy-efficient lighting fixtures and lamps and the improvement of storm-water runoff. Both buildings opened in fall 2008.

The Duncan Avenue Apartments and Community Center were designed and contracted by Allison Architects Inc., Little Diversified Architectural Consulting and Flintco Inc.

"We are very proud that Duncan is the first apartment to be Green Globes certified," said Sallie Overbey, an architect for Allison Architects in Fayetteville, Ark.

Allison Architects had five alumni of the University of Arkansas Fay Jones School of Architecture work on the Duncan Avenue projects. Four of the graduates are LEED-accredited professionals. LEED is an acronym for Leadership in Energy and Environmental Design, a rating system development by the Green Build-



The Duncan Avenue Apartments pictured at night.

ing Council.

"The facility has been extremely well-received by the residents, and students are enthusiastic about living in an environmentally responsible environment," Overbey said. "The entire university community was extremely supportive of this project."

The Green Building Initiative is a nonprofit organization dedicated to saving the environment and reducing the waste associated with the construction of new buildings. The initiative recognizes buildings and architects that are committed to advancing and accelerating the adoption of building practices that result in energy-efficient, healthier and environmentally sustainable buildings. ■

Odds and Ends

Sustainability Video Nominated for Emmy Award

A three minute video “University of Arkansas Sustainability,” produced by the Global Campus media services department was nominated for an Emmy award in the category “Advanced Media – Informational/Instructional.” The video was produced by Chris Erwin, business development manager for the Global Campus, Mandel Samuels, media services director, Nick Brown, executive assistant for sustainability and members of the media services staff. The video was created to educate students and the community about some of the university’s sustainability efforts over the past year.



The video is available for viewing at these links: <http://www.gogreentube.com/watch.php?v=NDgzNDA5> or <http://www.youtube.com/watch?v=4daccu8prU4>.

Award winners will be announced at the 2009 Emmy Gala Oct. 3, 2009 at the Renaissance Grand Hotel in St. Louis. ■

‘Recycled’ Art Display at University Libraries

Amy Edgington takes the topsy-turvy view of the phrase “one man’s trash is another man’s treasure” both literally and metaphorically in an exhibit of her “found art” collages previously on display in Mullins Library.

Edgington has worked for the Little Rock Public Library since 1991, where she catalogs adult non-fiction and is frequently seen



Hostile Butterflies, a mixed media work made from found objects by Amy Edgington, was on display at Mullins Library over the summer.

trolling library book sales and dumpster diving in recycling bins for fodder for her colorful pieces of art. “I think of collage as recycling elevated to an art form,” she said. Edgington creates her large art pieces from fabric, found images and objects, paper and mixed media. ■

Printing tip –

If you’re printing something (I mean, if you really must print it), try printing at a reduced percentage to save paper. It will still be readable,

and it’s easy to do.

MAC users: Click Print, and adjust the percentage under Page Setup. PC users: Click Print, then Properties then Effects to find your percentage tool.

Diet, Energy and Global Warming

A study by two University of Chicago researchers and recently published in the *Washington Post*, suggests that diet has the potential to make a bigger impact on energy savings than “trading in your gas guzzler for a Prius.” The research centers on studying the greenhouse gas emissions associated with both plant- and animal-based diets.

The researchers found that by switching to a local diet would soften the environmental impact of food production. The study prompted the head of the United Nations Intergovernmental Panel on Climate Change to recommend people go meat-free at least one day a week to sustain the atmosphere.

The message is certainly controversial as few people wish to willingly give up their bacon cheeseburgers. But when viewed as an “easy” way to contribute to the health of the planet, it might be a more realistic solution to make veggie chili for dinner than to cut out a lengthy car commute.



Read the *Washington Post* story here. ■

Peer Review — Vandy emphasizes ‘green’ move-in day activities

Thousands of college students arrived on campuses around the nation these past few weeks, bringing with them boxes, often filled with newspaper, Styrofoam and instruction manuals.

One institution in the Southeastern Conference, Vanderbilt University, enacted some key changes to its move-in procedures in an attempt to reduce the inevitable waste generated by students as they settle into their new residences.

A new aspect to Vanderbilt’s move-in day was the addition of 12 water cooler filling stations to give thirsty movers a much-needed source of refreshment.

The 12 filling stations were set around residence halls in lieu of providing bottled water to reduce waste.

Officials also offered Styrofoam recycling to collect packaging materials in addition to the regular recycling stations for paper, plastic, cardboard and aluminium already found in the residence halls. ■



VANDERBILT
UNIVERSITY

Sustainability Council Update

The campuswide Sustainability Council continues to meet monthly. Representatives from the colleges, schools and other units across campus participate on the main committee and on seven smaller working groups focusing on sustainability topics.

Meeting minutes and other relevant information is posted on the council's Sharepoint Web site and is accessible to anyone with campus computing credentials.

CAP Submitted to ACUPCC

The campuswide Climate Action Plan has been submitted to the American College and University Presidents Climate Commitment. Some key takeaway from this year's report include:

1. The CAP is the 1st plan of its kind for any public institution in the state.
2. It's the most wide-ranging and comprehensive of any climate action plan or fossil energy reduction strategy in the state of Arkansas so far.
3. By 2014 we'll reduce GHG emissions by 10 percent below the current level of emissions.
4. By 2021 we'll emit no more than we did in 1990, the year that the Kyoto Protocol was negotiated.
5. By the year 2040, we'll be a climate neutral or carbon neutral campus.
6. We'll save more money than we spend on some energy con-

servation projects. We'll reinvest some of the savings into additional conservation and GHG reduction projects.

To read the complete report, visit sustainability.uark.edu/. ■

Creek Restoration

A restoration of Mullins Creek, which runs through the campus, will be a three-tiered project including analysis and restoration design. Civil engineering students will be a part of the process and funding partners may be sought to help pay for the estimated \$1 million renovation. ■

Sustainability Courses Offered Online

The Global Campus now offers online non-credit courses in sustainability. For more info, visit globalcampus.uark.edu/. ■

Food Drive to Benefit NWA Food Bank Gets Under Way

A campus-sponsored non-perishable food drive kicks off Sept. 19 at the Arkansas-Georgia football game and lasts until Oct. 16. Drop-off locations can be found around campus, at Fayetteville Fire Stations and at the Global Campus locations in Fayetteville and Rogers. Tyson Foods will match the amount of food raised.

For a complete list of drop-off locations and more information about the drive being held in conjunction with World Food Day, visit sustainability.uark.edu/. ■

Do you have story ideas or submissions for the next issue of *GO*?
Contact Danielle Strickland at strick@uark.edu or Laura Jacobs at laura@uark.edu.