

Winter 2009

Go! Green Outreach, Winter 2009

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

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GO! for the GOLD... or better yet, the COLD!

Assuming you've already tried the standard stuff to save money on heating this winter — beefing up your insulation and adding a programmable thermostat — make sure your heating system is running as efficiently as possible. Clean or change your air filter monthly during the winter and schedule a furnace tune-up. That can extend the life of your system and shave as much as 10 percent off your heating bill. And, don't forget about your water heater, which accounts for 15 to 25 percent of your energy costs. Turn down your water thermostat and, if the heater is in an unheated area, wrap it in an insulating "jacket."

Source: CNNMoney.com



Free Bicycle Registration



The university is now asking environmentally friendly travelers to register their bikes on campus...for free. While the use of bikes is strongly encouraged, registration is necessary to keep track of the bikes on campus and to be able to contact owners.

You may register your bike on the Web at <http://parking.uark.edu/531.php> and pick up your permit at the transit and parking department or have it mailed to you.

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Campus View: Poultry Science Research

Anne Fanatico, a research associate with the USDA/ARS, who concentrates on specialty and alternative poultry production (such as cage-free and free-range), and Valerie Brewer, a poultry science master's student, are currently conducting research on a sustainable food program for small organic farmers. Their research focuses on free choice feeding — the idea being that instead of feeding the birds fully formulated feeds, the birds will choose what individual ingredients they like best based on the theory that they will balance their own diets by choosing what they need.

This saves the small organic farmer tons of money on milling costs — the individual ingredients are cheaper than formulated diets. Thereby helping the small organic farmer to stay in business!



Susan Watkins has been leading research into the use of energy efficient lighting in poultry houses. Dimmable LED bulbs being tested in poultry houses operated by the University of Arkansas Division of Agriculture will be bought next year through the Advanced Lighting Technology for Poultry Growers grant (part of a state energy program grant through the federal stimulus program) and given to a select number of poultry farmers for free. The bulbs are more energy efficient than incandescent bulbs and promise a 76 percent cost reduction in the average grower's lighting bill.



For the energy efficient lighting in poultry houses, here is a link to a story that ran in the paper recently:

<http://www.nwanews.com/news/2009/nov/01/ua-testing-firms-led-bulbs-lighting-poult-20091101/>

Also, here is a link to a PDF regarding the same:

<http://www.poultryscience.uark.edu/pdfs/Article%20for%20Light%20project.pdf>

Now Showing: Internet Video

The Internet's a great place for sharing ideas and information. Here are a couple of sustainability videos we've come across that may be worth a watch.

The first, produced by the office of university relations, highlights some important research happening on campus that will help make the nation's power grid more efficient. In 2005, two years after the most catastrophic power failure in U.S. history, an elite group of electrical engineering researchers at the University of Arkansas, led by Alan Mantooth, received a \$1 million grant from the U.S. Department of Energy to investigate and develop purely electronic systems to help modernize the nation's outdated power grid.

The second video deals with recycling. It's a little piece produced by Volkswagen and shows the creation of a bottle recycling game that encourages people to have fun while recycling. It's overarching message is to challenge people to come up with innovative and creative ways to make a difference in the environment.



<http://researchfrontiers.uark.edu/16088.php>



<http://tinyurl.com/ykhqqdd>



Can you believe there is now a special font that uses 20 percent less ink when printing? Visit http://www.ecofont.eu/ecofont_en.html to learn more. Click "View the Ecofont" at the bottom to see the difference! It is free to download and free to use. The Ecofont works best in OpenOffice, AppleWorks and MS Office 2007. Printing with a laser printer will give the best printing results.

Sustainability Profile: Charlotte Taylor

The writers of GO! asked Charlotte Taylor, director of development for the Fay Jones School of Architecture, a few questions about her green behaviors at work and at home. The best thing? She has been a great green influence on her two teenage sons!



GO: How are you sustainable in your work life?

CT: I recycle everything I can... cans, paper, etc. One of my faults is that I like hard copies. I struggle with not printing things because I prefer having hard copies. Also, we have an old building (Vol Walker) so we don't turn our heat on until the very last minute. I live close enough that I walk to work

whenever possible, and I walk around campus. I struggle with students who can't seem to walk across campus; they have to drive. We have a small, beautiful campus — WALK.

GO: What about your home/personal life?

CT: We do really well at home. We recycle everything we possibly can and we conserve on lights/electricity. My dad always said I would understand when I started paying the electric bill, and he was right! I think more about it now than I ever did before. My husband and I built a compost bin with

our children about four summers ago. I garden, so we grow as much as we can of our own things. We also live in an old house, so we avoid turning on air before June 1, and we turn on the heat when we get really cold.

GO: How do you teach sustainability to your family/children?

CT: I lead by example. We talk about sustainability a lot. The kids take out the recycling and help with everything we do. At first, you wonder how it will become the norm, but quickly it does and you can't imagine not doing it.

GO: What motivates you to be green?

CT: My kids' future motivates me. We live in a beautiful place, and I want to take care of it and make sure it's beautiful for generations to come. We've been trained to be a wasteful society, and we have to re-train ourselves to be less wasteful. The school systems do a really good job of making recycling and the environment a priority. If we do it in school and at home, surely our future will be brighter.



Walton College Ranked Among Top 100 MBA Programs



The Aspen Institute Center for Business Education has ranked the Master of Business Administration program in the Sam M. Walton College of Business at the University of Arkansas in its 2009-2010 Beyond Grey Pinstripes/Global 100 List.

The Walton College was 91st on a list of 149 schools, which was compiled by the Institute “over the past 18 months ... from 149 M.B.A. programs in 24 countries about the depth and scope of integration of social, environmental and ethical issues in business school education.”

Beyond Pinstripes is a biennial survey and alternative ranking of business schools conducted by the institute, which undertook an effort to map the landscape of teaching and research issues pertaining to business and society.

Visit <http://dailyheadlines.uark.edu/15996.htm>.

Peer Review – Arizona State University

Arizona State University, a strategic partner with the University of Arkansas in the new endeavor of a Sustainability Consortium, is also the home to the nation’s first School of Sustainability, established in 2007. The School of Sustainability, together with ASU’s Global Institute of Sustainability, provides innovative, interdisciplinary education and research opportunities for undergraduate, graduate and professional students, to better prepare them to identify and solve sustainability challenges.

The degree programs are flexible, interdisciplinary, problem-oriented programs where students explore the sustainability of human societies and the natural environment on which they depend. They offer undergraduate and graduate degrees in sustainability including a doctoral degree.

For more information, visit <http://schoolofsustainability.asu.edu/>.



If you know someone on campus who practices sustainability every day, let GO! know. Contact Laura Jacobs at laura@uark.edu or Danielle Strickland at strick@uark.edu.

Climate Action Plan Submitted

The University of Arkansas was among the first institutions in the country to submit a long-range plan to reduce greenhouse gas emissions on campus to zero by the year 2040. The university's Climate Action Plan was submitted as part of the agreement it made when it was among the first 100 colleges to sign the American College and University Presidents Climate Commitment document in February 2007.



Institutions that signed the commitment before September 2007 agreed to develop and submit a Climate Action Plan by Sept. 15, 2009.

“As a university, it is our responsibility to be at the leading edge of change and to bring the intelligence, expertise, energy and imagination of our campus community to bear on the most difficult problems of the day,” said Chancellor G. David Gearhart. “We must see farther, think clearer, dream bigger and work harder to solve tomorrow’s problems today. Thirty years from now I hope that people will be able to look back and say the actions we are taking today helped make their world a better place.”

The Climate Action Plan details the steps the university will take to reduce greenhouse gas emissions on campus to 10 percent below the current level by 2014 and to further limit emissions to 1990 levels by the year 2021.

To read more, visit <http://dailyheadlines.uark.edu/15650.htm/>.

Wonder what else the university is doing?

The Sustainability Council meets monthly to talk about top sustainability issues on campus and to discuss recommendations worthy of submission to the institution’s leadership. Here are a few hot topics on recent agendas:

Curriculum additions: The council has discussed the importance of and budget requirements for instituting a minor and a master’s degree in sustainability. Some would like to see it as an option for an undergraduate major, as well.

Temperature regulation: One council committee is working to save money on campus by regulating temperature in buildings and specific rooms based on high occupancy times and vacancy schedules.

Food waste: Research continues on composting options for the university. Cost, location of necessary equipment and feasibility are all concerns, but the benefits are many.

Phonebooks: Why does the university print and purchase so many phone books? Does everyone want one? How can we save paper?

If you wish to volunteer for a working group or to submit a project idea, please contact Nick Brown, director for campus sustainability.

Speaker at Native American Symposium Brings Lesson

Anyone interested in sustainable practices that mean considerable savings in home heating and cooling could take a lesson from a small nonprofit organization that is helping to build housing for American Indians living within their reservations. Mark Jensen, construction program director of the Red Feather Development Group, explained both the group's effort to build affordable housing for Indians and the technique of straw bale construction during this year's 16th annual Native American Symposium at the University of Arkansas. The symposium focused on ecology and sustainability with Jensen the featured speaker at a session on Nov. 6.

Jensen described the Red Feather group's effort to build two houses each year for Indians on the Northern Cheyenne reservation in Montana and the Hopi reservation in Arizona. The nonprofit group based in Bozeman, Mont., requires the families who will live in the houses to pay for materials that are not donated to Red Feather and to work on their house as well as a house built for another family on their reservation either the previous or subsequent year.

Jensen explained that straw bale construction has been exceptionally well-received on the Indian reservations because the homes are well-built and beautiful. Not only are the houses less expensive to build than standard wood-frame construction, the savings in heating and cooling costs are significant.

"The energy efficiency of straw bale construction can save up to 75 percent on heating and cooling costs compared to traditional housing construction," Jensen said. "The R-Value (a measurement of insulation's resistance to heat flow) of straw bale

construction is also significantly higher than wood-frame construction."

Jensen gave the example of a family in northern Montana, where the temperature falls to 30 to 40 below zero, whose heating bill in a traditional wood-frame house ran about \$400 per month in the winter. After they moved into a straw bale house, the heating cost went down to \$40 per month, he said.

The houses constructed by Red Feather also feature radiant floor heat provided by hot water pumped through pipes in a concrete floor.

"The fire resistance of straw bale construction is rated at 2 hours, compared to 40 minutes for stick construction," Jensen said.

Red Feather uses a load-bearing construction technique in which the straw bale walls are covered with plaster. More information on the construction technique as well as donating or volunteering for Red Feather Development Group can be found at the group's Web site: <http://www.redfeather.org/>.



Did You Know?

We talk a lot about recycling. But what happens to our bottles and cans once they leave the recycling bin? Here are a few answers:

- Newspaper – Most newspaper is recycled into “new” newspaper. Sometimes, it may be recycled into paper products such as game boards, animal bedding or egg cartons.
- Aluminum cans – Again, most aluminum cans become new cans or other aluminum products such as lawn chairs, window frames, foil and siding.
- Glass – Glass can be crushed into tiny pieces, mixed with sand, ash and limestone to become tiles, road paving, marbles, jewelry and fiberglass insulation. Glass may be recycled an infinite number of times.
- Plastic bottles – Plastic seems to be the material with biggest variety of new-life possibilities: it may be recycled into carpet, park benches, picnic tables, t-shirts or even sleeping bags. It takes five two-liter bottles to make one recycled ski jacket.

– Adapted from Pinellas County, Florida utilities

FAST FACTS from resourcefulschools.org:

- Every ton of mixed paper recycled can save the energy equivalent of 185 gallons of gas.
- Recycling just one ton of aluminum cans rather than throwing them away conserves more than 207 million British Thermal Units (BTUs), the equivalent of 36 barrels of oil or 1,655 gallons of gasoline.
- Recycling one aluminum can saves enough energy to run your TV for three hours.
- Old grocery bags can become new mail wrappings for magazines and catalogs, new dog food bags or new grocery bags.

