

Fall 2010

## Go! Green Outreach, Fall 2010

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

VOL. 4 • ISSUE 2 • FALL 2010

## Bring on Fall

Don't you love the fall semester?

The change in the campus dynamic with all 21,406 students back on the Hill is energizing. Soon, we'll notice changes in the leaves ... and weather! As the days cool off, you may be able to run your home and office A/C less – or not at all – and that's good for energy and resource savings.

...



## Move In Wraps Up With Recycling

*University housing workers collect tons of cardboard*

Thousands of students moved into their University of Arkansas residence halls the days leading up to the start of class 23, hauling tons of belongings, packed mostly in cardboard boxes. When the unpacking is done what remains are mountains of cardboard.

So each morning this week crews from the housing office were out early, breaking down those cardboard boxes and hauling them off to the university recycling center.

It's the third year housing has run this recycling program.

"The housing staff is very involved in supporting green initiatives on campus", said Randy Alexander, executive director of housing and student affairs auxiliary facilities. "Linda Campbell, associate di-

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rector of residential facilities, and our custodial staff are the ones who take the lead for this program and they do an outstanding job staying ahead of the mountain of cardboard that comes to campus during fall check-in. It requires a great deal of advance planning to insure the smooth process that you see on move-in day.”

“Housing is doing a great job with this,” said Gary Enzor, who runs the campus recycling center for facilities management. “Since Sunday [Aug. 22] I think they’ve brought us about 10 tons of cardboard.”

The cardboard is loaded into a special truck so it can be compacted and then hauled off to sell to a recycling broker. Enzor said that there is actually a relatively good market for recycled cardboard.

“The progress we are making in the



Housing staff members break down the used cardboard packing boxes.

recycling process would not be possible without the initial efforts made by Linda Campbell, Randy Alexander and other housing staff members,” said Avery Minor, director of building services. “They deserve the credit for taking the time and effort to come up with a plan and put it into effect.” ■

## University Registers as Charter STAR

The University of Arkansas is participating in a new program to encourage sustainability in all aspects of higher education. The program, called the Sustainability, Tracking, Assessment & Rating System (STARS), is administered by the Association for the Advancement of Sustainability in Higher Education.



To date, nearly 230 higher education institutions have registered as STARS charter participants.

“The University of Arkansas is a member of American College and University Presidents Climate Commitment, and our campus sustainability team has determined that the STARS reporting system is fair and transparent, and will be a useful program in which to participate,” said Nick Brown, the campus executive for sustainability. ■

## Alumni Association Joins Chamber GreenWAY

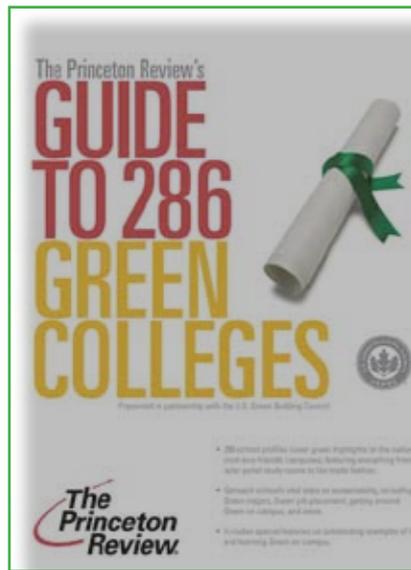
The Arkansas Alumni Association was certified as a member of the Fayetteville Chamber of Commerce's GreenWAY Initiative during a ribbon cutting at the Janelle Y. Hembree Alumni House July 13, 2010. The association is the first University of Arkansas-affiliated organization to complete the certification process.

The program's purpose is to assist chamber member organizations to implement best practices for green and sustainable business. The association's staff is strongly committed to practicing sustainability through recycling, water and energy conservation, carpooling, reducing copies and communicating with alumni through e-mail when possible. Other sustainability efforts the



alumni association is working on include completing the final stages of the certification process for GreenNonprofits, a global movement focused on greening nonprofit workplaces. ■

## University of Arkansas Among the Greenest Schools



The new Guide to 286 Green Colleges, published by *The Princeton Review* in partnership with the U.S. Green Building Council, includes the University of Arkansas among its list of 286 colleges and universities with the most impressive campus sustainability programs. It was the only university in the state included in the guide.

According to *The Princeton Review*, the publication chose the 286 schools included in the Guide based on the "Green Rating"

scores the schools received in summer 2009 when The Princeton Review published Green Rating scores for 697 schools in its on-

line college profiles and annual college guidebooks. *The Princeton Review's* "Green Rating" is a numerical score from 60 to 99 that's based on several data points. The University of Arkansas got a 97 rating in the 2009 Green Rating.

In 2008, The Princeton Review began collaborating with the Green Building Council to help make the Green Rating survey questions as comprehensive and inclusive as possible. Of 697 schools that *The Princeton Review* gave "Green Ratings" to in 2009, the 286 schools in the Guide received scores in the 80th or higher percentile. *The Princeton Review* does not rank the schools in this book hierarchically (1 to 286) or in any of its books based on their "Green Rating" scores. ■

# Arkansas Tops List of States in Reducing Greenhouse Gases

*First place claimed by Arkansas, followed by California, New York, Texas and Alabama*

Los Angeles, CA – Annually, carbon offset projects in Arkansas reduce enough greenhouse gases (GHGs) from the atmosphere to equal the amount of emissions produced by 322,380 passenger vehicles over an entire year, according to the Climate Action Reserve, North America’s largest carbon offset registry. Another way to measure the amount is to think of it in terms of the carbon removed from the atmosphere by growing 43,232,026 tree seedlings for 10 years. By reducing such a significant amount of GHGs through projects registered with the Climate Action Reserve, Arkansas has earned the status of reducing more GHG emissions than any other U.S. state. Joining Arkansas at the top of the list are California, New York, Texas and Alabama.

<http://www.climateactionreserve.org/2010/08/24/five-states-top-the-list-in-reducing-greenhouse-gas-emissions/> ■



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## Fast Tips!

**Greener Holiday** – Summer ending doesn’t mean you should stop planning vacations. If you are looking for a fall or winter getaway, or if you are already considering vacation options for next year, check out <http://www.itsagreengreenworld.com/>. You can learn about eco-friendly hospitality destinations across the globe and read about their “green credentials.” If you don’t use this site to plan your next vacation, you should at least check it out during your lunch break. But beware: searching the various destinations

and reading about their alternative energy resources and dietary selections is addictive!

**On the Hunt** – Not that you’re looking for a job... but say that you were interested in a “green” career or company. Here’s a resource for green professions you may have never considered. For example, did you know the demand for solar panel installers is rising? That’s a good thing! <http://bit.ly/a0pUAO> ■



## Peer Review – U. of Houston Receives \$2.3 Million DOE Grant for New Wind Facility

Houston – Efforts by the University of Houston to become a national leader in offshore wind technology received a huge boost from the U.S. Department of Energy, which recently awarded university researchers \$2.3 million to establish a testing facility.

Slated to be located in the newly acquired UH Energy Research Park, the National Wind Energy Center (NWECC) will be the site for development and testing of composite materials and components for large offshore wind turbines.

“The new testing facility will not only help propel this region to the forefront of U.S. offshore wind development, but it will also help UH in becoming ‘The Energy University,’” said UH Cullen College of Engineering Dean Joseph Tedesco. “Gaining a fuller understanding of the challenges associated with offshore wind energy technology is critical if we are to move into a clean energy future.”

The U.S. lags behind other countries in wind energy research and technology development and less than 1 percent of the nation’s power currently comes from wind. UH hopes to change that. ■

Photo depicts an example of an offshore wind turbine.

# Being Sustainable Just Isn't that Hard

Loreal Robertson is a senior journalism major who proves that sustainable decisions can find their way into our everyday lives. Little decisions add up.

**Q:** What does sustainability mean to you?

**A:** I always think of sustainability as awareness of your environment and your everyday surroundings. For example, this campus — I'm aware of the buildings, the landscape, the air I breathe. I want to take care of it.

**Q:** In what ways do you consider yourself to be green?

**A:** I recycle, and I encourage others to do the same. I live with my sister, brother-in-law, niece and nephew. By making good choices, I'm also teaching the next generation to do the same. My niece and nephew — at ages three and one — are already learning that paper and plastic don't go in the trash can. I also try to teach them that they don't need to turn on lights when natural light coming through the windows is enough early in the evenings. I try to set a good example by unplugging items I'm not using or before I leave the house.

Also, I park my car once in the morning near campus, and I'm done driving it until I leave campus. I walk everywhere I need to go, so I'm helping the environment in that way.

Another way I play a small part in being sustainable is through my sorority, Delta Sigma Theta Sorority Inc. We adopted Deane Street near campus, and we clean it twice a semester. We try to encourage the campus to get involved and help out.

**Q:** What made you more aware of sustainability?

**A:** The media got my attention initially. And within the last



Loreal Robertson

couple of years, it's everywhere. Think about going to Wal-Mart. They encourage you to recycle your Wal-Mart bags from previous visits, and they also encourage you to use reusable shopping bags. The encouragement is all around us, and it's becoming more and more accessible if we just open our eyes.

**Q:** People sometimes say being green is inconvenient. What do you say to that?

**A:** Life isn't just about you. Think about the impact on other people. Think about the people who have to clean up after you. Instead of throwing my bottle in the trashcan, I can put it in the right place to save someone else the extra work. They make it pretty easy on campus if we would all just do it. ■

# University of Arkansas Hosting Food Drive

*Third annual social sustainability event aids food pantries in region*

The University of Arkansas is sponsoring its third annual food drive in acknowledgement of World Food Day. The drive kicked off on Sept. 1 and will continue through Oct. 16, World Food Day.

World Food Day is a worldwide event designed to increase awareness and understanding and to inform a year-around action to alleviate hunger. The University of Arkansas has been named as an official collection site for this year's event. All the collections will be matched on a 10-to-1 basis up to 60,000 pounds by Tyson Foods Inc., the event's chief sponsor, and donated to the Northwest Arkansas Food Bank, which serves food pantries across the four-county area.

The collection of items at the Alabama game is being held in conjunction with the fourth annual Southeastern Conference "Together We Can Food Drive."

Collection boxes can be found at the Donald W. Reynolds Razorback Stadium on game day, Sept. 25, at the Arkansas vs. Alabama football game, and at numerous locations around northwest Arkansas through Oct. 16. On Sept. 18, Harp's grocery store will be partnering with Razorback athletics to collect food for one day at all the Fayetteville locations.

Honorary spokesperson for this year's food drive is Jeff Long, director of intercollegiate athletics at the University of Arkansas. Long will be featured on public service announcements being aired on campus and on local television stations.

Last year, the Northwest Arkansas Food Bank distributed 3.5 million pounds of food, which fed more than 100,000 people and the numbers this year are expected to be greater.

"We embrace sustainability concepts on campus, and social sustainability efforts are one way that the campus and the community can join forces to help meet a growing public need," said Nick Brown, director of sustainability for the University of Arkansas. "People are looking to give back and this is a great opportunity to do so." ■

#### Drop-off Locations:

- Sept. 25 – Donald W. Reynolds Razorback Stadium, Gates 1, 8, 12 and 16
- Global Campus
- Study Abroad Office
- Fayetteville Chamber of Commerce

For a complete list of drop-off locations, visit <http://sustainability.uark.edu/>.

Do you have story ideas or submissions for the next issue of *GO*?  
Do you know someone on campus who incorporates sustainability into their life?  
Contact Danielle Strickland at [strick@uark.edu](mailto:strick@uark.edu) or Laura Jacobs at [laura@uark.edu](mailto:laura@uark.edu).