

Fall 2011

Go! Green Outreach, Fall 2011

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 15 • FALL 2011

Biodiesel Gets Mileage in Campus Research Project

Campus researchers put biodiesel fuel to the test for 18 months in a group of Kubota utility vehicles on the University of Arkansas campus and found that its use can reduce the percentage of EPA-regulated emissions emanating from a vehicle using a biodiesel blend.

Donald M. Johnson and George W. Wardlow, professors of agricultural systems technology, and graduate student Garris T. Hudson ran a study of 16 Kubota utility vehicles, eight running on petroleum-based diesel fuel and eight more running on a 20 percent biodiesel blend. For 18 months, employees of facilities management used the vehicles in their day-to-day work.

The researchers found no differences in daily performance of the vehicles based on fuel efficiency and engine wear. However, in the laboratory they found that the engines fueled with the biodiesel blend had fewer nitrogen oxide emissions when idling than the



petroleum-based diesel. The researchers published their findings in a recent issue of *Applied Engineering in Agriculture*.

The testing began in August 2007 and was scheduled to end in July 2009, but during the winter of 2009 the researchers ended the study early due to plugged filters from gelling of the fuel when beef tallow replaced soybean oil as the biodiesel feedstock during the second winter. Based on this, the researchers recommend decreasing the percentage of biofuel in the biodiesel blend during the winter, or winterizing it for cold weather use.

The studies were made possible by support from the Arkansas Soybean Promotion Board, the University of Arkansas Division of Agriculture, FutureFuel Chemical Co. in Batesville, Ark., and Facilities Management at the University of Arkansas. ■

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Fall For It!

Fall for sustainability at work and at home!
Tell us how you stay green by sending your ideas to editor@uark.edu.



UNIVERSITY OF
ARKANSAS

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.

Sydney Dunn and Lauren Treat contributed to this issue of GO.

No Impact Man author to visit

No Impact Man, written by Colin Beavan, is part of the university's third annual One Book, One Community project. The non-fiction book chronicles one family's effort to live for a year in New York City without any negative impact on the environment: producing no trash, using no petroleum products, eating only locally produced food, and buying only used products. *No Impact Man* recounts their trials, errors and successes as well as what they learned from the experience.

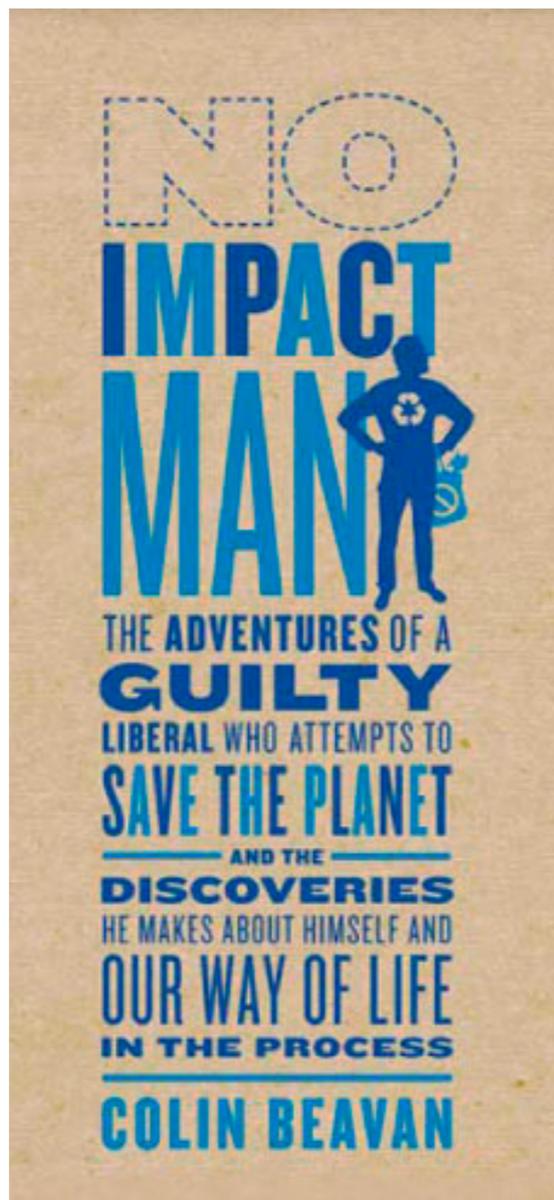
Members of the One Book, One Community committee organized several events and are incorporating activities originated by the office of campus sustainability to provide about two dozen events and activities related to sustainability which can be found in the *No Impact Semester* calendar of events. The university is excited to have Colin Beavan visit the university from Thursday, Oct. 27, to Friday, Oct. 28, where he will talk with students and give a public lecture at the Arkansas Union Verizon Ballroom and speak to book club members at the Fayetteville Public Library.

No Impact Man is required reading for University of Arkansas

students in Freshman Composition classes and has been adopted as part of the curriculum in several other courses as well. In addition, many community book clubs are reading the book, and there has been general interest among people and groups who are concerned about the environment and sustainability.

One fan of the book is Chancellor G. David Gearhart.

"I want to encourage everyone — faculty, staff, upper classmen and community members—to also read this book and learn more about what they can do reduce their environmental impact," he said in a video message to the campus community. "As you know, we're working hard to save energy and be sustainable here at the University of Arkansas. We've made a commitment to achieving carbon neutrality by 2040. *No Impact Man* addresses many of the challenges and questions our campus community will have to ask and answer if we are to achieve this goal." ■



No Impact Semester

September 18 – October 15

No Impact Competition – winners will be recognized as No Impact Student and No Impact Employee. See sustainability.uark.edu for more info.

October 1 - 14

World Food Day food drive

Collection centers across campus and throughout Northwest Arkansas will collect food donations for the Full Circle Campus Food Pantry and the NWA Food Bank, in observation of World Food Day.

October 10 – 13, October 17 - 20 Arkansas Union, NW Quad, Brough Commons and Pomfret Hall dining facilities

Clean Plate Competition Diners with clean plates will have opportunities to enter a drawing for two Kindles. Chartwells will contribute food to the Full Circle Food Pantry in the amount of food waste reduced by the competition.

October 14

Verizon Ballroom, Arkansas Student Union

World Food Day (observed Sunday, Oct. 16)

- Lunch event announcing the food drive collection total

October 24 – 28

Think Outside the Bottle – held across campus

- Monday – Wednesday evenings – water bottle recovery and sorting
- Thursday – bottle sculpture project
- Friday – Drinking Water Info Expo and No Bottled Water Commitment sign-up

October 28, 2-6 p.m.

The Gardens

Care for the Creek stream cleanup at The Gardens

October 27 – 28

No Impact Man visits UA



Sustainability Center Hosts Polar Explorer and Environmentalist

The Applied Sustainability Center will welcome Robert Swan, a member of the Order of the British Empire, to the University of Arkansas Oct. 9, 2011.

By age 33, Swan became the first person to walk to both the North and South Poles, earning his place in history alongside the great explorers and adventurers. His 900-mile journey to the South Pole, "In the Footsteps of Scott," stands as the longest unassisted walk ever made on earth. During his expeditions, Swan experienced firsthand the effects of global warming at both Poles. In Antarctica, his eyes forever changed color after prolonged exposure under the hole in the ozone layer. In the Arctic, his team survived near-death encounters in a melting ocean, prematurely caused by global warming. These powerful experiences only helped to shape and focus Swan's lifetime goal: working toward the preservation of Antarctica as the last great wilderness on earth.

In 1992, Swan was the Keynote Speaker at the first "World Summit for Sustainable Development" held in Rio de Janeiro. At the summit, he committed to undertaking a 10 year global and local environmental mission which would involve industry, business and young people. Ten years later in 2002, Swan reported back to world leaders at the second World Summit held in Johannesburg. He had successfully completed all of his promised missions, including numerous international, youth-driven cleanup projects in Antarctica and Africa. A true visionary at heart, Swan committed to another 10 year mission, this time to inspire youth to become sustainable leaders and promote the use of renewable energy throughout the planet.

Currently Swan is on a five-year global "Voyage for Cleaner Energy" aboard his renewable energy sailboat, which will conclude at the third World Summit, cur-



rently expected to take place in Singapore. Swan aims to showcase sustainable living practices and transport alternatives that run solely on renewable energy.

"We are truly lucky to be able to host Mr. Swan during his visit to Northwest Arkansas so that he can share his experiences and his environmental message with our community. He has worked tirelessly to promote sustainability and to preserve Antarctica. He has worked with a diverse array of companies including Coca-Cola, Shell, Credit Suisse, Nokia, Unilever, Philips, HSBC, HP, and many more," said Michele Halsell, managing director of the ASC.

Swan will speak at 4 p.m., Sunday, Oct. 9, in the auditorium in Willard J. Walker Hall. The event is free and open to students, faculty, staff and the public.

Call 479-575-3917 for more information. ■

Food Drive Recognizes World Food Day Aims to add to Campus Food Pantry reserves

The University of Arkansas is sponsoring its fourth annual food drive in acknowledgement of World Food Day. The drive kicked off Sept. 16 and will continue through Oct. 14, the day World Food Day is observed. All the food collected during the drive will be donated to the Full Circle Campus Food Pantry and the NWA Food Bank. Tyson Foods has agreed to match the collections on a 10-to-1 basis.

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. World Food Day is a worldwide event designed to increase awareness, understanding and informed, year-around action to alleviate hunger. It is observed each Oct. 16 in recognition of the founding of the UN Food and Agriculture Organization in 1945.

"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."

The results of the drive will be announced at a campus luncheon to be held Oct. 14 in the Verizon Ballroom in the Arkansas Union. For more information or to RSVP your attendance, please contact Kim Jones at Global Campus, kimj@uark.edu. ■

First Fulbright Fellow from UK to UA Joins Water Quality Research Team



Visiting Distinguished Professor Helen Jarvie, an environmental chemist at the Centre for Ecology and Hydrology in the United Kingdom, began an appointment in July as the first Fulbright Fellow from the U.K. to come to the University of Arkansas in the 63 years that the program has been in place.

Jarvie's Fulbright research at the university addresses a major international strategic need to protect water resources from excessive nutrients (nitrogen and phosphorus),

which can cause nuisance algal growth and degradation in water quality.

"My project will evaluate the remarkable self-cleansing capacity of streams and rivers in processing nutrients from agricultural and urban sources," Jarvie said. "Uptake and release of nutrients within watersheds and rivers can help to regulate the transport of nutrients and reduce ecological and water quality impacts downstream. Over the longer term, however, build-up of a nutrient legacy within watersheds can mean lengthy recovery times after the introduction of remedial measures to protect water quality, such as agricultural best management practices."

The work is of global importance for environmental agencies in developing scientifically sound tools for environmental policy decision-making and to ensure long-term sustainability of aquatic environments. Jarvie's Fulbright Fellowship is for six months, to be followed by another six months of an Organisation for

Economic Cooperation and Development Fellowship to examine the impacts of phosphorus-based nutrient management on surface water quality.

Jarvie is a graduate of the University of Oxford, as was Fulbright. After receiving her doctoral degree in Fluvial Sedimentology at Reading University, she

joined the U.K. Natural Environment Research Council's Centre for Ecology and Hydrology, where she is now a principal scientist in environmental chemistry.

She may be contacted at 479-575-2354 or hpij@ceh.ac.uk. ■

Jordan Schanda: Spotlight

Jordan Schanda is a senior at the University of Arkansas majoring in psychology with two minors; statistics and sustainability. Moving to Fayetteville from Forsyth, Mo., Jordan originally wanted to pursue a degree in sustainability but was unable to do so because of the lack of a sustainability program here at the university. Fortunately for Jordan, the sustainability minor was created a little over a year ago.

In January 2011, Jordan started working as the first paid intern in the office of campus sustainability and at the beginning of the semester Jordan founded the Student Sustainability Council, a brand new RSO on campus. After minimal recruiting efforts, 25 students were in attendance at the first SSC meeting. The SSC is already hard at work; one of their first initiatives includes trying to get a student sustainability fee where students would pay around .50 cents per credit hour and this would give sustainability projects on campus a budget of around \$250,000 per year.

Jordan had the honor of participating in the *No Impact Semester* lecture series; Jordan discussed living sustainably from the perspective of a college student.

Jordan is passionate about decreasing the amount of bottled water consumed on campus; she gave the shocking statistic that "every day about 11,600 bottles of water are sent to the landfill from this campus alone."

"People think about sustainability as conserving



energy and they don't think about the big picture; a large part of being sustainable is giving back, being involved and volunteering your time, being engaged in the discourse of sustainability; it is not just about the environment it is about social sustainability and economic sustainability," she said. "It is not just about living a low-impact life; it is about trying to have a positive impact on your environment."

Jordan is currently working on her honors thesis and plans on graduating in May 2012. ■

Sustainability Consortium Going Global

The Sustainability Consortium, jointly administered by the University of Arkansas and Arizona State University, has announced the opening of its European office and the expansion of its board of directors to include non-governmental organization members. Both moves strongly align with the consortium's focus of growth, incorporating global partners and delivering on its mission to design and implement science-based measurement and reporting systems that are accessible to manufacturers and consumers.

The Sustainability Consortium is expanding its board of directors and leveraging the expertise of two international NGOs with the appointment of Helen van Hoeven, director of the market transformation initiative at World Wildlife Fund and Marcela Hahn, executive director of Strategic Partnerships and Alliances at the Cooperative for Assistance and Relief Everywhere (CARE).

"WWF and CARE bring significant expertise and global experience to the consortium across the full range of sustainability issues," said Andrea Thomas, Walmart senior vice president of sustainability and a consortium board member. "We are thrilled to have thought leaders on environmental and social challenges working with TSC to find solutions and drive change in the global consumer goods industry."

"We're very pleased with the progress of the consortium. Opening the European office and partnering with these international experts is a demonstration of TSC's commitment to globalization," said Hugo Byrnes, senior director of product integrity at Ahold. "Our new strategic direction prepares us for growth and we look forward to more partnerships in Asia and Latin America over the next year."

The Sustainability Consortium has recently delivered on its goal of creating a sustainability measurement and reporting system when its members approved seven product category lifecycle assessments for independent review. The consortium plans on delivering Category Sustainability Profiles for 50 products by the end of September, and 100 by December.

Learn more at www.sustainabilityconsortium.org or follow the consortium on Twitter: @sus_consortium ■



European Expansion

TSC Opens European Office and Appoints Three New Board Members, Including Two NGOs

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Peer Review: Georgia Institute of Technology

Making *Princeton Review's Green Honor Roll* for 2012, the Georgia Institute of Technology, located in Atlanta, Ga., is a leading university in the field of sustainability. Georgia Tech has found a way to develop sustainability throughout the entirety of its campus. They have 21 endowed chairs, 23 research and more than 100 classes that include significant sustainability components. Their sustainable initiatives on campus are endless; the initiatives listed below are just a snapshot of what they do to take care of our earth.

Alternative Transportation:

Georgia Tech is a national leader in supporting alternative transportation commute options, with over 41 percent of campus students and employees taking advantage of their clean commute programs. The Alternative Transportation program includes 23 Tech Trolleys & Stinger Buses (the trolley connects to Atlanta's public transit system MARTA), they provide over 2.4 million rides a year to students, faculty, staff and visitors around campus. The Parking & Transportation Master Plan is a part of the Alternative Transportation initiative and it includes Van Pools, Carpools, Zipcars, a SmartPark program, Bike Paths, and Bike Shares.

Recycling:

With the help of all residence halls, offices, classrooms and programs like "Greeks Recycle" and "Game Day Recycling" Georgia Tech typically recycles 97 percent of its demolition and construction waste. Four projects in 2009 resulted in a diversion rate of just over 51 percent because demolition and construction waste on these four projects included over 7,000 tons.

More than 25 sustainable student-led organizations provide opportunities for students to get involved and start their own projects.

<http://www.stewardship.gatech.edu/> ■

