

Group Two

UVa Sustainability Guide

Final Report
Global Sustainability



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Background

2002

- The University of Virginia Sustainability Advocates group began with the goal of promoting awareness and participation through meetings, event participation, and volunteer opportunities.

2006

- UVA Sustainability Assessment
 - The report “identifies priorities, evaluates progress and sets targets in areas of education, behavior change, and operations in order to foster collaboration on sustainability” (UVA Sustainability Assessment).

2010

- SustainaUnity, a website created to allow easy access to information and opportunities involving sustainability.
 - Included on the website is an easy-to-read flow chart that lists the various sustainability organizations at UVA and also provides links to their websites.

2011

- 2011 UVA Sustainability Assessment
 - Evaluates the University's progress since 2006 and analyzes which aspects of its sustainability goals have been reached.
 - Proves to be a useful resource in terms of gauging which sustainability issues at the University are addressed effectively and actually make an impact.
 - “...documents significant accomplishments of the past 5 years” and recommends new goals that will advance the University’s sustainability efforts (UVA Sustainability Assessment).

Problem: Why we need a change

With over 50 sustainability-related organizations available to students, multiple guides, and kiosks around grounds, there are plenty of opportunities for students to get involved.

- As sustainability activities continue to expand, students are presented with the opportunity to quickly find their niche. However, problems arise that may actually prevent further growth of such sustainable activities.
 - With the abundance of events and activities happening, students may feel overwhelmed and become lost amidst the sea of change.
 - Since a single comprehensive guide does not exist, students may become discouraged by these initiatives.
 - While sources such as the UVA Sustainability website do exist, they are only accessed by those who already take an interest in sustainability and do not engage new activists.

Solution

Create a sustainability guide that will be easily accessible to students and will thereby provide students with the knowledge they need to live sustainably.

Group Two: Project Statement

In the process of formulating a sustainability guide for the university, our group's role is to:

- Find the sustainability guides and information that are currently available to students at UVA.

From this, we can ask:

- Which organizations were most successful in educating and attracting students to green efforts?

Therefore:

- The final guide will elaborate on the local information we find in the hopes of enriching students' knowledge about sustainability
 - The SustainaUnity website and the UVA Sustainability Assessment of 2011 are helpful tools in accomplishing this).

Sustainability Resources at UVA

After reviewing the SustainaUnity and UVA Sustainability websites, the following "green" organizations from the categories of dorms, food, general, and other seemed to be worth looking at more in depth, especially as potential sources for the content of the workshop's final guide.

Dorms

a. Hereford Core Committee on Sustainability

- Short courses like "From garden to table" where students learn about cooking fresh produce right from Hereford mini farm. Recycling bins at the end of every hall are brought out by residents.

b. Sustainability Advocates

- Strives to promote awareness and participation through meetings, event participation, and volunteer opportunities. First year students can apply to represent their dorm area.

Food

a. Green Dining

- Seeks to promote sustainable dining practices. Successful programs include "buy eight, get two free", where if students bring their own mug eight times to places around grounds, they will receive two cups of coffee.

b. UVA Food Collaborative

- Works to promote research, teaching, and community engagement by hosting graduate seminars. Has two to three film screenings each semester.

c. Food Not Bombs

- Community-based group that reuses old food from grocery stores and gives it to people in need.

General

a. Green Grounds Organizations

- Bicycle friendly grounds
- Recycling/Waste

b. Student Council Sustainability Committee

- Committee initiatives include film and speaker series, track-your-trash challenge week, farmers' market, tray-less dining

Other

- Greek recycling
- Habitat for Humanity
- Global Water Brigades

Creation of Matrix

Using the SustainaUnity website as a guide to the different sustainability organizations at UVa, we began to narrow down which organizations would be the most helpful with a list of criteria we chose. We then plugged that into a matrix. The criteria chosen include:

- Relevance
 - How relevant the topics are to the student body?
- Lasting impact
 - Will students be able to play a role with the organization in years to follow?
 - Will they continue to contribute beyond student life after following this guide?
- UVA Sustainability Assessment of 2011
 - Which areas do the university still need improvement in, according to the Assessment?
- Does the organization have clear, well defined goals and objectives?

	Student Council Sustainability Committee	Sustainability Advocates	UVA Food Collab	Food Not Bombs	Green Grounds
Relevance	2	3	2	1	1
Lasting Impact	3	1	1	2	3
UVA Assessment	3	2	1	1	3
Clear Goals	3	2	1	3	2
Total	11	8	5	7	9

	Greek Recycling	Habitat for Humanity	Chesapeake Climate Action Network	Global Water	Green Dining
Relevance	1	1	1	1	3
Lasting Impact	2	3	2	3	2
UVA Assessment	3	2	1	1	1
Clear Goals	3	3	1	2	3
Total	9	9	5	7	9

From these criteria, the highest ranked were the Student Council Sustainability committee, Green Grounds, Greek Recycling, Habitat for Humanity, and Green Dining (as seen in the matrices above).

We soon realized there were several problems regarding our matrix and even our selection of organizations for the matrix. First, each organization was graded on the criteria based on seemingly arbitrary numbers we chose. In other words, we did not have a more scientific method of grading the organizations rather than grading purely on our personal whims. Secondly, we agreed that the criteria of relevance needed to be weighted heavier than the others, as that seemed to be the most important criteria and distorted all of our numbers. After much deliberation among the group, we decided the use of a matrix and researching the different organizations in this way was unnecessary.

We abandoned the matrix all together and instead consulted with Carla to decide upon visiting the source directly by emailing the heads of all the organizations.

Interaction with Resources

During our discussion group, we talked with Carla Jones and Andrew Greene regarding whether we should take one of two routes: 1. investigate the multiple organizations listed on the SustainaUnity website and critique their activities for effectiveness, or 2. narrow down the list to a specific few organizations and focus on how their efforts affected the student body regarding sustainability. It was suggested that we focus specifically on the particular guides these groups have available regarding sustainability. To take this a step further, we decided to contact Ashley Badesch, Caroline Hackett, and Sheffield Hale. Each play an integral role in the sustainability efforts here on grounds.

Ashley Badesch: SustainaUnity speaker

It was Ahmad's responsibility to get in contact with Ashley Badesch, the Speaker of SustainaUnity. By using Ashley as a resource we could get into contact with the leaders of the different sustainability organizations at the University.

We were aware of the 'Green Living Guide' that UVA Sustainability handed out to first years, but were unaware of the 'Green Dining Guide' produced by the Green Dining organization. Nevertheless, Ahmad sent follow-up emails with the purpose of finding out why these particular forms of media were chosen for their guides, how they planned on distributing the guide and advertising it to the student body, and if they had any way of gauging the success and impact their guide had.

It seemed that both the Green Living and Green Dining guides had the same problem regarding evaluation of success, but the Green Living guide had a more concrete approach to advertising.

Caroline Hackett: Creator of a guide for incoming and prospective students that outlines sustainability resources at UVa and may act as a selling point for the University.

Brianna was responsible for contacting Caroline Hackett, a fourth-year at the University who is currently in the process of formulating her own 'guide to sustainability'. Group two decided to contact her after it was suggested by Carla Jones. In contacting her we hoped to see what kinds of information she was including in her guide and also how she decided upon specific categories. By learning about her goals for the guide and the sources she used for her information, we became even more confident in the use of both the SustainaUnity and UVa Sustainability websites. After email correspondence with her on October 20th and October 22nd, we found that her guide mainly intends to target prospective and incoming students as both a marketing product and also a way to educate current students on how to get

involved in sustainability. Although the formats of our workshop's guide and Caroline's guide will most likely differ seeing as the pamphlet idea did not seem to be popular with students after surveying, perhaps we could coordinate our guide's content with the three main categories she came up with. For instance, if her pamphlet is successful with prospective and incoming students, it would be superfluous for us to include the exact same information in our guide.

After receiving Caroline's response, Brianna went on to gather the information from the UVa Sustainability and SustainaUnity websites that Caroline used in her research on her three categories of academics, living sustainably, and get involved. These are listed in Appendix A. While all of this information may not be applicable to our guide's purpose (as we are focusing more on the student body as a whole rather than primarily prospective students), some of it may wish to be used in the final guide.

Unfortunately, we were unable to look at Caroline's guide to see if there was potential for partnership.

Sheffield Hale: Undergraduate Representative for the University Committee of Sustainability and writer for SustainaUnity and the SustainaUnity Newsletter.

In group two's discussion section, the group delegated the job of emailing Sheffield Hale to Michael Peterson. His task was to ask him about the creation of a sustainability guide relevant to the students at UVa that would help inform students about ways to maintain sustainability in their daily academic lives. Sheffield is

The summary of Sheffield's links is included in Appendix A.

Sustainability Guides Summaries and Analyses

Green Dining Guide

Created by the green dining Group, the Green Dining Guide describes what efforts are currently being taken at UVa to make food service more sustainable and environmentally friendly (sponsored by Aramark). The main highlight of the pamphlet is its dedication to local and seasonal foods. By doing this, local farms are supported, food quality is improved, and CO2 emissions are significantly reduced due to the fact that the food travels less distance to reach its destination. The guide also highlights some of its accomplishments such as:

- The recycling of metal, plastic and paper
- The removal of trays in dining halls
- Incentive discounts on using reusable mugs at coffee, tea, and soda dispensary locations

The Green Dining guide was handed out as a pamphlet by Aramark, printed on 30% recycled paper.



(<http://uvagreendining.blogspot.com/2011/11/local-food-fair-and-farm-to-school-week.html>)

The Green Dining Group promotes and advertises through both its blog and by organizing events, such as the Local Food Fair which was held in the fine arts café in November.

Green-Living Guide

Provides tips and hints to students living on-grounds. The guide attempts to set normative guidelines in order to set a precedent among students, such as a graphic defining of what can and cannot be recycled. The guide also contains tidbits of information relating to energy and water use such as “turn off electronics and unplug them when not in use”, and “turn faucets off completely when done, drips turn into gallons quickly”.

This guide was created and distributed by SustainaUnity and given to first years as they moved into their dorms.

Green Grounds Smart Transportation Maps

The Green Grounds Smart Transportation maps were created by the Green Grounds Group and include the UVa Bus Map and the UVa Bike Maps. The UVa Bike map shows a myriad of things relating to biking such as bike racks, bike routes, roads with designated bike lanes, and areas where bikers should use caution. This map encourages people to ride bikes because it is a more sustainable way of going around campus than driving, as well as a quicker transportation method than walking. The UVA bus map shows all the bus routes, stops, and the run times for each bus. This helps students find an efficient way to get to class and around grounds, reducing the need for alternative transportation such as taxi or personal car.

Partnering with SustainaUnity

In the current stage of our guide-making process, we intend on implementing our guide in an email format. This format was decided upon after consulting with group three who surveyed students on which format they preferred. While other organizations such as SustainaUnity currently send out regular email newsletters through email, our workshop hopes to join forces with their organization in order to expand on these previously established initiatives. In doing so, we hope to provide a supplement to SustainaUnity's current efforts so that students will have a greater overall knowledge of sustainability and all that the word entails.

The main goal of SustainaUnity (as gathered from conversations with SustainaUnity representatives) is to compile the complex web of sustainable organizations, groups, and initiatives into a clear and concise list that may be accessed from a single location. As is said in SustainaUnity's site, the goal is to "maximize effectiveness...by sharing information, and by avoiding redundancy." At the same time, the website makes it easier for students to get involved with all that is available to them. These two important roles of the SustainaUnity website certainly fit with our workshop's concept of a guide that contains information that students will actually view and enjoy viewing. Therefore, partnership with SustainaUnity is ideal.

Timeline and Summary of Events

In our conceptual design timeline, we placed an emphasis on contacting a variety of student groups early on to see what information they would like to communicate to UVA students that we could potentially include in our guide. However, after realizing that our group would benefit more from looking specifically at guides already available to students (in order to gain an insight into success rate and how we can change the failures in our own guide), we narrowed our contact list down to three select individuals - Ashley Badesch, Caroline Hackett, and Sheffield Hale.

Since the submission of the conceptual design, we have each been corresponding with our contacts individually through email (another piece of convincing evidence that our guide should take email form) to find out about their efforts toward living sustainably and educating others about how to do this. We divided the contacts as follows - Michael contacted Sheffield Hale, Brianna contacted Caroline Hackett, and Ahmad contacted Ashley Badesch. In this report we each wrote a section about our conversations with them. Our correspondence began the week of October 20th and continued until we felt we had reached a satisfactory level of understanding of each person's efforts.

In a group meeting on Saturday, October 29th we organized the information for the preliminary report. To divide up the task at hand, Ahmad began with the introductory paragraph and included our reasoning behind our original matrix; Brianna added the section about our potential partnership with SustainaUnity and wrote about the adjusted timeline; and Michael reported about the guides we chose and our reasons for choosing them.

- October 20th
 - Contact designated persons this week
- October 29th
 - Meet to write preliminary report
 - Brainstorm topics for next stage of guide
- November 2nd
 - Review preliminary report

- November 3rd
 - Preliminary report due
 - Choose topics for guide in workshop
 - Make sense of knowns/unknowns chart completed in previous week's workshop
 - Designate new individual responsibilities for final stage of guide creation

- December 10th
 - Final report due
 - Begin thinking about presentation on December 12th

- December 12th
 - Final Presentation

Early Guide Concept Knowns and Unknowns

Knowns

- Email format
- How to guides
- Concise
- Join with SustainaUnity
- Interactive/Engaging
- Issues include energy, water, recycling, transportation, and consumption patterns
- Little Funding
- Graphically pleasing

Unknowns

- How often would email be sent out? (With what other group, etc.)
- How to measure success
- Funds (not sure exactly how much)
- Best marketing approach

Latest Progress

After following through with the workshop's goal to partner with SustainaUnity, the final guide has taken the shape of:

- A "Sustainability Tip" that will be sent out with the SustainaUnity Newsletter by e-mail
 - A new tip will be pulled from a list that the workshop compiled
 - The tips cover the areas of food, water, energy, natural resources, and recycling

Accompanied by:

- A “sustainability poster” that will be reached by a link on the SustainaUnity website
 - The poster includes all of the tips that will be sent out with the newsletter

The workshop collaborated on the last discussion of the class in printing out a select few of the tips and placing them in bags to be placed around the different libraries on campus during finals.

Sustain(Ability): Tips & Tricks

WHY SHOULD YOU CARE?
 The world is changing and it's becoming increasingly important for everyone to make responsible decisions and to live a more sustainable lifestyle. Living a sustainable life isn't all restrictions though, it can be fun! There are a lot of easy and creative ways for you to make a real difference. Here are a few tips to get started.

Food	Water	Energy	Recycling	Natural Resources
<p>City Market where local vendors offer fresh, produce, herbs plants, grass-fed meats, crafts, and baked goods. April- October: Saturdays: 7AM- 12PM November: Saturdays: 8AM- 2PM</p> <p>Take a Class Learn more about Sustainable through any of the following courses. Spring Semester 2012: ANTH 5420: Anthropology of Food BIOL 1060: Principles of Nutrition EDHS 4630: Nutrition PAVS 4500: Nutrition in a Changing World</p> <p>Relay Foods Save time. Save the planet. Shop all your favorite local shops, area farms, and restaurants online at: www.relayfoods.com Simply choose a pickup location or have your food delivered, and your shopping is done!</p>	<p>Reusable Water Bottles Skip getting the plastic bottles by refilling at the tap, and save money and the Earth! Do you know that if 5% of gym-goers adopted this habit the U.S. would reduce plastic waste by about 30 million pounds?</p> <p>Reasons to Conserve: + 86% of all U.S. Plastic Bottles are NOT recycled! + Water scarcity affects 1 in every 3 people OR 1.2 Billion people. + Meeting U.S. plastic bottle needs requires over 150 million barrels of oil OR fuel for 100,000 cars for a year.</p> <p>Tricks for Conserving: + When defrosting food, don't run it under warm water, defrost it over night. + Try minimizing how many plates you use for a meal. + When hand-washing dishes, try reducing water flow</p>	<p>Curtains: In the daytime, open south-facing window curtains to allow sunlight in for natural heating. At night, close them to reduce chill. Use white curtains, shades, blinds etc., to reflect sunlight.</p> <p>Thermostats: + By keeping the thermostat at 68 degrees or by turning it down 10-15 degrees for eight hours, you could save 5- 15% a year. + Avoid keeping TVs, lamps, and other appliances near thermostats. The radiating heat confuses the thermostat.</p> <p>Cars: + The best way to "warm-up" your car is driving it. No more than 30s of idling in the Winter is needed. Anything more wastes fuel and increases emissions + Idling gets you 0 miles per gallon</p> <p>Wash in Cold: Save energy by Washing clothes in cold water with cold-water detergents</p>	<p>How to Recycle Paper: Separate white paper, mixed paper, and cardboard. + White Paper = computer paper, notebook paper, paper with some colored print, and green bar paper + Mixed Paper = copier paper, newspapers, blueprints, envelopes and spiral notebooks, file folders, magazines, tissue paper, and gift wrap. + Cardboard = all cardboard and paper grocery bags. If there is no specific container for cardboard, place beside recycling receptacle</p> <p>Lights: Light out? Find out how to recycle light bulbs? Energy saving light bulbs (CFLs) don't belong in the trash! CFLs have dangerous mercury in them. Instead bring them to the Local McIntire Recycling Center: 611 McIntire Rd, Charlottesville, 22902 or the IryMaterial Utilization Center: 4576 Dick Woods Rd, Charlottesville, 22903 Home Depots and Ikeas often take the light bulbs too. To increase sustainable recycling, buy aluminum aluminum items instead of plastic when possible!</p>	<p>Paper: + To reduce junk mail ask that your name be removed from mailing lists. For more information, visit: www.stopwaste.org + Print Double-Sided + Make your own stick notes by reusing paper + Place a recycling bin right next to your trashcan as an easy reminder. Also, set up a collection box for paper reuse! + If possible, avoid using paper products. Try using cloth towels instead of paper towels. Use mug instead of a paper cup. Instead of the paper To-Go box, invest in a plastic one from UVA Dining. + Reuse your gift wrap OR be creative! Ex. Try using recycled newspaper.</p> <p>Transportation: + Get in the fast lane, and take advantage of HOV lanes by carpooling. + Take advantage of public transportation, like UTS, the CAT, or the Free Trolley. + Need a car for a quick trip? Try the ZIP Car program.</p>

Appendix A

The following email was sent to Ashley Badesch on Thursday October 20th:

Hello this is Ahmad Darab. I am currently taking Phoebe Crismans Global Sustainability class and our project is focused on a comprehensive guide on sustainability for the student body. Part of the project is to find which guides are already available on sustainability at UVA. As the speaker of SustainaUnity, I was hoping if it was possible for you to forward this to the leaders of the different groups posted on the website. I figured I might have better luck with responses if I went through you. I would really appreciate it if they could send any guides or handbooks they might have available. Thanks for your time!

Ashley then forwarded the email to the leaders of all the Sustainability organizations and Ahmad received a total of two email responses, one from Kendall Ann Singleton of Green Dining and Hannah Mangum of Sustainability advocates. Here are the emails received on Friday October 21st:

Hi Ahmad, this is the closest thing to a guide that Dining produces re: sustainability:
<http://www.campusdish.com/NR/rdonlyres/5E981EA9-5EAA-4ABB-863E-7A845A550812/0/sustainabilityBrochure2012a.pdf>

Kendall

Hi Ahmad,

I got your message from Ashley Badesch about the global sustainability class' guide, and just wanted to let you know that I have Carla a 'Green Living Guide' that UVA Sustainability handed out to all incoming 1st years and RAs this year. That should be a good resource for your project!

Best,

Hannah

The following emails were sent by Ahmad to both Kendall Ann Singleton and Hannah Mangum:

Thanks for the reply! I just have a few questions regarding the guide. How is it distributed? Are they printed out and handed to students, or is it just available online? Do you have any strategies regarding how you advertise the guide? I am also curious whether you have some way of gauging how effective the guide is, or whether people are getting exposed enough to this guide? Any info would be much appreciated!
Thanks!

Hannah responded with the following email:

Hi Ahmad,

I am actually not sure about the answers, but I cc'd my boss, Nina, who is the one who chose how to format and distribute the guide. She would definitely be the best resource for you!

Best,
Hannah

Which was followed by an email from Nina Morris:

Hi Ahmad,

We chose the format of the guide to be easily understood and so that students could tack up the brochure (especially the inside chart that explains how to recycle) in their rooms to be a quick reference. We utilize social media, our website and weekly emails as well to educate and engage students on how to be sustainable at UVA and we see the Green Living Guide as another component of our outreach efforts. This is our first year sending out the Green Living Guides to all on Grounds students and although we did not develop a way to gauge the effectiveness of the guide specifically, we have seen an increase in participation in our programs such as Sustainability Advocates and an increase in students utilizing ROSE, liking us on Facebook and volunteering for our events like the EPA Game Day Challenge. I hope that information helps and let me know if you have any further questions.

Thanks!

Nina

Kendall Ann Singleton's response:

Ahmad,

Dining's sustainability brochure is distributed to most of the eateries around Grounds (Runk, O'Hill, West Range, etc), and is also available at all of our info tabling sessions when we're promoting sustainability for special occasions (America Recycles Day, Campus Sustainability Day, etc). The most up to date version is also (of course) available on our website, at the url I sent you last week.

I don't really have any way of measuring the brochure's effectiveness, other than to anecdotally note whether people seem to already know the concepts in the brochure (mainly our sustainability bull's eye and our waste management programs); anecdotally people still don't seem that familiar with our bull's eye program, so I'm guessing that our brochure needs a lot more exposure to really educate the University community.

Brianna's email to Caroline Hackett on October 20th:

Hi Caroline,

My name is Brianna Thompson and I'm in Carla Jones' workshop for the Global Sustainability class. Our workshop goal is to create a sustainability guide for the university, and my individual team goal is to research information already available to students here at UVA. When Carla told me about your orientation guide, I was very interested to find out what sorts of information you put in your guide, as well as what you think we should include in our guide. I know you must be busy, but any help at all from you is much appreciated!

Thank you!

Caroline's response October 22nd:

Hi Brianna,

I'm sorry I didn't get back to you sooner- it's been a busy week! The guide that I am putting together is designed to be an overview of sustainability at UVA that will be given to prospective, accepted, and first-year students to get them excited about UVA. I really want the sustainability initiatives at UVA to be a draw for students looking at UVA. It will help to draw students in early to the sustainability movement at UVA. I should note that this pamphlet idea first came up when we were looking at how people get involved in sustainability and that there was a gap in information for prospective and incoming students. I'm hoping the pamphlet will be given out in the admissions office, at high school info events, at Orientation, Days on the Lawn, etc. The guide won't be comprehensive but will have summaries of important aspects of sustainability and links to more information. The categories that I have for it right now are:

- Academics: Majors, Other Sustainability Courses, Research Opportunities;
- Living Sustainably: Dining, Energy, Housing, Land Use/ Built Environment, Recycling, Transportation, In Charlottesville (about groups and movements in the larger Cville community, e.g. the local food movement);
- Get Involved: SustainaUnity, StudCo Environmental Sustainability Committee, Student Groups, UVA Green Challenge, Sustainability Pledge, Green Dining Group, Special Events;
- First-Year Sustainable Dorm Living Tips (not comprehensive, just a few more ideas);
- Administrative Commitment: June 2011 Sustainability Commitment, Five-year Timeline of Highlighted University Sustainability Actions

This isn't final and it's definitely not done yet. I have to confirm with lots of different groups that this is the information that they want to be in the pamphlet; for example, I want to check with the environmental science department about the info that I put in about their major and their research opportunities. I drew most of the info from the UVA Sustainability website and the SustainaUnity website. I am working with someone from the Sustainability office and the Admissions Office to get this rolling.

Carla has told me a little bit about the project you are working on. She said that you guys are brainstorming the best way to get this information out to people, like maybe a website or app or email updates? I really liked the idea of putting your info onto the weekly SustainaUnity newsletter and sending out the info bit by bit. My question for you is who is this geared towards? Is it for students who don't know anything about sustainability, for first-years, for prospective students? I'm really excited that y'all are working on this, can't wait to hear more!

Best,
Caroline

To answer Caroline's questions from October 22nd, Brianna responded on October 23rd:
Caroline,

This is a fantastic idea! I'm excited to see what you make of it, and perhaps we could help each other out since we seem to have similar bases of information. I will meet with my group this week and tell them about your idea - we might be sending more questions your way if you don't mind!

In regards to who we are targeting, I believe we are targeting the entire university (with first-years being the easiest target since they are all in dorms/dining halls). So we are looking to mostly encourage students (both educated and uneducated about sustainability) to become interested in sustainable practices.

Also, I will pass on your input about publicity to the group in charge of that!

(October 29th):

Caroline,

Hope you are having a nice Halloween weekend! Just wanted to update you - it looks like our guide will be sent out in email form after surveying the students, and we are looking into your idea of partnering with SustainaUnity and having the information on there.

Also, I have another question for you. How did you choose the categories that you came up with? I know we had difficulty deciding which information to include in our guide, and even further, which information would actually engage students (or prospective/incoming students in your case).

(October 30th):

Hi Brianna,

Thanks for the update! Sounds like a good plan. So will the guide be sent out every year via email? Or will that just happen this year and then it can be accessed by students somewhere else?

To answer your question, I chose the pamphlet categories because it seemed like information that would be useful to prospective students and would demonstrate just how much they can get involved in sustainability if they come to UVA. I thought about what I would want to know if I were trying to choose [sic] between a bunch of schools. I would want to know about the majors and courses that would teach me about sustainability and how I could do research and how I could work sustainability into my everyday life (e.g. dining, living, transportation). I used a lot of info from the UVA Sustainability website and I liked how they had divided up their info.

I would love to know your thoughts and your group's thoughts on the categories I had mentioned. Have you decided what you will include? Let me know!

(November 1st):

Caroline,

Sorry for the late response, it's been a busy weekend! As for sending out the guide, we have not yet decided how frequently it will be sent- I think we were thinking of sending a small blurb each month or so, like a 'tip of the month' sort of thing. Then hopefully we would post that information online as well.

I haven't had a chance to speak with my group about the categories you chose, but I think the ones you picked are comprehensive and will provide a good inside look at our programs here!

We are not yet sure what categories/information we will include, though some members of our group have surveyed and found the three top categories students are interested in - like recycling, energy, etc. My group is, like you, mainly using the two sustainability websites as well as a few guides as our sources. Also this week we are supposed to come up with topics that we want to research, which will serve as the guide's substance, so we should know soon what we will include. I'll keep you posted!

(An update sent to Caroline on November 17th):

Hi again Caroline!

So I met with my workshop today, and they were very interested in the guide that you are making, and felt it would be helpful for us to team up since our concepts are so similar!

Right now, we have consent from SustainaUnity to partner with them and their weekly newsletter (so our tips will be attached to those weekly). Also, we are currently in the process of deciding which sustainability tips we will include from the topics of water, energy, natural resources, recycling, and food, by each of us entering tips into a google doc and rating them from there. Carla also came up with the idea that we could roll up our tips in little ribbons and pass them out during finals week to see how people react to them!

Also, for my group's final report, we think it would be helpful to use your guide as a reference (although it is not fully complete yet). I'm not sure if you are comfortable releasing it, or parts of it, yet, but it would be great if we could take a look!

Thank you,

Brianna

(This is the last e-mail sent)

Michael Peterson sent out the following email on October 23, 2011 to Sheffield Hale:
Hello Mr. Sheffield,

My name is Michael Peterson and I'm in Carla Jones' workshop for the Global Sustainability class. Our workshop goal is to create a sustainability guide for the university, and my individual team's goal is to research information already available to students here at UVA. We are trying to ask ourselves "What is sustainability," and questions similar, and my group has assigned me to ask you a few questions relative to sustainability, mainly "What is it that you do, and how effective do you think it is"? We are hoping that some insight from someone who has some experience in the field of sustainability and ranking the effectiveness of sustainable goals. I know you must be busy saving the world, but any help at all is greatly appreciated.

- Michael

Mr. Sheffield Hale's response on the same day, October 23, 2011 is as follows:
Mr. Michael,

I try to 1) connect students with people and opportunities in sustainability so that they can create bigger impacts for the earth
and 2) help set a vision for the University to be a leader in sustainability so that more students are being engaged inside and outside of the classroom and creating those bigger impacts for the environment. See <http://www.mnn.com/local-reports/virginia/local-blog/why-uva-will-be-the-nations-leading-sustainable-university>

I think it's effective although tough to see at first. There's a clear vacancy for both, and I'm hoping to help fill that vacancy. Check out this poster, since I think it gives a good idea as to the effectiveness of the things i've been working on with regard to my goals of connecting and engaging other students:
<http://sustainaunity.com/about/sustainaunity/poster/>.

Best of luck with your project and don't hesitate to let me know if you have any questions,

Sheffield

Summary of the link suggested by Sheffield:

<http://www.mnn.com/local-reports/virginia/local-blog/why-uva-will-be-the-nations-leading-sustainable-university>

This link is about how the University of Virginia is surprisingly the leading sustainable university. UVA's goal of sustainability is far-reaching which is going beyond a few green measures such as carbon reduction, but striving for a goal of creating leaders in the sustainable movement. UVA has currently has three respectable elements that intend to lead the sustainability movement. The first is the creation of task forces for areas such as sustainable Transportation, water, food, zero waste, etc, led by UVA students and faculty with the pursuance of sustainability. The second is academic related, which focuses on the new popular sustainability minor and growing demand for even more academic engagement in sustainability. The final, and most influential prospect of UVA is student leadership. Currently UVA has more than fifty sustainability-focused organizations at UVA and the community in which students participate.

Appendix B

Academics and majors that prospective and current students may find helpful

- Sustainability Minor
- The best place to go for green classes is the list of [Sustainability Minor electives](#) located on the Architecture school website.
- Three great intro classes offered in the fall:
 - ETP 2020: [Global Sustainability](#)
 - EVSC 2030: Intro to Environmental Policy
 - PLAN 1030: Intro to Urban and Environmental Planning

Our current efforts toward living sustainably in Charlottesville:

- Reusable to-go containers.
- Trayless dining.
- Biodegradable food containers.
- Composting
- Recycling 100% of used cooking oil
- Recycling metal, plastics, papers
- Coffee discounts from bringing in reusable mugs.
- To get involved, these are the groups and organizations listed online:
- The UVA Green Challenge, where students can take part in a competition to live greener and get involved. Through the seven phases of learning how to get green, students track their points and have the chance to win a "Free Semester of Laundry, LED desk lamps and more!"
- ecoMOD
 - A research and design / build / evaluate project at the School of Architecture that aims to create a series of ecological, modular and affordable house prototypes.
- Green Grounds Group
 - Dedicated to educating and advocating for sustainable planning, design, implementation and operations, holding the belief that sustainable practices should and can be a part of the U. Va growth strategy.
- Net Impact
 - A global organization that is dedicated to using the power of business to positively impact social, environmental, and economic concerns across the world.
- Ride Forward

- An interdisciplinary project initiated in 2008 at UVa to research, design and build alternative energy vehicles.
- SIFE
 - A non-profit collegiate organization aiming at connecting and empowering leaders in business and universities to create a more sustainable world through the positive power of business.
- Sofa Shuffle
 - UVa's Off-grounds furniture donation drive that enables students to put their unwanted furniture, appliances to good use by donating it to local charities.
- Student Council Environmental Sustainability Committee
 - Responsible for advising the council regarding the environmental issues affecting the University, as well as the sustainability of the University's environmental practices.
- Sustainable Advocacy Program
 - Intended to spread conservation and recycling tips and news to students, and provide events each semester for students to participate in and learn more about sustainability.

Appendix C


Ways to Conserve

Energy

- Unplug all electronics at night or if you're leaving for a long time. To make this easier, plug all devices into a power strip and switch off the power strip when not in use.
- Put your computer on standby when not in use. This decreases the energy use for a laptop from about 15-45 watts while running to 1-3 watts when on standby.
- Turn off lights in common rooms when not in use.
- Disable screensavers on flat screen monitors. Screensavers use as much energy as running a program on your computer and prevent it from automatically entering into sleep or standby mode.
- Use energy-efficient appliances. Energy Star appliances use significantly less energy than standard models.

Water

- Wash your clothes on cool or cold and use a drying rack instead of a dryer to save energy.
- Take cooler, shorter showers to save energy and water.
- Turn off the water when brushing teeth, shaving, or washing hands.
- Turn the faucet off completely when you're done - drips add up to gallons quickly.




SUSTAINABILITY
www.virginia.edu/sustainability

UVA Green Challenge

The goal of the UVA Green Challenge is to foster a healthy competition among students throughout the year by committing to the actions that promote environmental responsibility. Sign up at www.virginia.edu/sustainability to track points and compare against resident halls to see who can earn the most points!

University of Virginia

Green Living Guide



Green Essentials for Dorm Life

Ways to Recycle

Electronics

Acceptable	Unacceptable
CDs & DVDs	Lightbulbs
E-books	Tapes
Cell phones & chargers	Copiers
Smart cell phones	TVs

Recycle electronics at Newsome (2nd floor, O'15B) (for books) and Kaul, or at the UVA Recycling Marketplace. Call us if you need directions or want to recycle laptops, computers, TVs and other special items.

Cardboard

Acceptable	Unacceptable
Flattened Boxes	Flat or jumbo Corrugated
Empty Pizza Boxes	Food and grease-soiled Boxes
	Waxed Cardboard

Corrugated can be recycled in designated cardboard containers next to any paper tubulars or in any recycling receptacle on Grounds by placing the flattened cardboard near to the container.

Unsure about an item? Just call the Recycling Office at (434) 981-5050.

(Recycle in Separate Bins)

White Paper		Mixed Paper	
Acceptable	Unacceptable	Recyclable	Disposable
Heavy Letterhead	Mixed Paper	Index Cards	Photo Paper
Thin Copy Paper	Carbon Paper	Thin Paper	Cover
White Computer Paper	Tissue Paper	Recycled Paper	Carbon Paper
White Woodland Paper	Tissue Paper Towels	Paper Bags	Photo Paper
White Legal Pad	Rubber Bands	Business (Card Stock)	Tissue, Napkins, Mats
White Copier Paper	Paper Clips	Phone Books	Mixed Containers
White Laser Printer Paper	Plastic and Metal Binders	Phone News	Plastic and Metal Binders
White Perforated Paper	Food or Liquid Soiled (Sticky)	Magazines	Food or Liquid Soiled
	Digital Paper (Wrappers)	Envelopes	Coated Paper (Newsprint)

Recycle Together

Acceptable Plastics	Unacceptable Plastics	Acceptable Metal	Unacceptable Metal	Acceptable Glass	Unacceptable Glass
All Manufactured Plastics	Styrofoam	Aluminum	Bottle Tops	Clear Glass	Mirrors and Plywood
Phone Bags	Bubble Wrap	Steel	Thin Substances Containers	Green Glass	Lightbulbs
Food Boxes	Tins	Copper	Tins	Green Glass	Ceramics
	Tobacco Containers (except soft pack/cigs)	Tin	Tin		Unrecycled Glass
		Brass			

All members of plastic can be recycled at UVA. Check the bottom of a container for a recycling number. Styrofoam CANNOT be recycled at UVA, although many Styrofoam containers have recycling numbers on them. As Styrofoam does not break down in a landfill, try not to use it.

Current Green Dining Actions

Meat Free Monday

Why Meat Free?

Reducing meat consumption just one day a week can make a big difference for our planet. Reducing meat consumption can also help reduce greenhouse gas emissions and improve animal welfare.

Reusable-to-go containers

Students participating in this initiative may check out reusable-to-go containers from the dining halls. Instead of throwing them away after one use, bring back the dirty container for washing.

Any student not participating in the initiative can still use the program but will automatically receive a biodegradable box when returning a 5-gallon container.

Coffee, tea & soda discounts for using a reusable mug

Discounts are available at all retail locations on Grounds for students, faculty and staff who bring in their own reusable mug.

See the new Green Dining Guide for more details on this program.

Composting

Composting helps at UVA's best organic dining centers, O'Fallon and Saxe. Both the on- and off-campus organic waste - i.e. restaurant equipment waste - is run through a pulper to create hot compost. Students remaining on off-site water weight. UVA's Recycling program also collects and weighs the items on a daily basis, and delivers them to a nearby hot composting operation. Environmental Eng. Dept. might receive some in the future (part of Albemarle County). Students who practice in our dining to ensure that the product resulting out of this process is safe and healthy for reuse.

Recycling 100% of used cooking oil

UVA Dining has partnered with Cooksource/Becht Greenright Services, a business that has become all of Dining's used cooking oil into the most burning bio-diesel product.

Recycling metal, plastics, paper

The award-winning UVA Recycling program recycles all of Dining's food or food-related materials, as well as previously contained and publicly reusable in the form of the house for student recycling. Metal, plastic, and paper are all collected by UVA Recycling from all dining locations and administrative offices. 100% of dining waste is diverted from the landfill via recycling, and 100% of potentially recyclable waste in the kitchen and office is recycled.

Trayless dining

Trays were removed from the dining halls at the start of the 2008-2009 academic year. This reduces water and energy, and ultimately reduces the need for cleaning chemicals.

Outreach

UVA Dining works extensively with the community to all embrace habitat for sustainability. The Green Dining group is a part of that mission. We support UVA's Recycling, the Office of Environmental Health & Safety, UVA Sustainability at Facilities Management, and student groups related to conservation. The following activities provide more information about sustainability at UVA.

<http://www.engr.uva.edu/dining>
<http://www.virginia.edu/sustainability>
<http://www.environmental.org>
<http://www.sustainabilityforstudents.org>

Concerned about eating green? UVA Dining works hard every day to make the best possible sustainable choices

The Green Dining group is a very important and vibrant congregation of students, administrators, faculty and staff that meet frequently to ensure Dining sustainability practices and actions. Since UVA Dining purchases almost all its ingredients from the dining community-provide requested guidance in setting purchasing priorities.

The fact is, your choices and choices those sustainable purchasing decisions are determined by Green Dining. It illustrates that purchasing local foods in season is more directly beneficial to the entire University of Virginia community. Followed by organic, humane and fairly traded products, as that order of priority.

UVA Dining is also a member of the UVA Environmental Excellence Program. For more information visit www.virginia.edu/ee. Member of Virginia Green <http://www.virginia.org/green>. Since March 2008, UVA Dining is a 2010 Environmental Excellence Award.



This information is provided for informational purposes only.

Sustainable Dining Practices

at the University of Virginia



UVA Dining is also a member of the Virginia Environmental & Cultural Program's (VECP) Sustainable Dining Initiative. For more information visit www.virginia.edu/vecp.

www.gma.edu/dining



What is Local and Seasonal?

Local foods are those grown within a 250-mile radius of UVA, with a focus on those grown within the state of Virginia. Seasonal foods are grown in their natural outdoor growing season. Early seasonal produce may mean fresh produce in the winter, using the local growing season (using through fall to spring).

Why Local?

- Support Virginia's farmers and its economy
- Reduce CO2 emissions
- Improve food quality and flavor
- Maximize local food resources

Why Seasonal?

- Reduce CO2 emissions
- Improve nutrition and enjoyment of the food
- Improve food quality and flavor
- Maximize local food resources

Current Green Dining Actions: Local & Seasonal Dining Purchases

Tables and business from The Farm at Saxe and O'Fallon. Garden. Organic table from The Green Dining Initiative. Seasonal produce: seasonal, organic, collagen, and other seasonal items. Virginia's farms when seasonally available.

Local Food Hub

Using like a directory with the local food hubs. Local Food Hub is a local food organization that works with local farmers to support their products but also is available to large institutional buyers. Through the Local Food Hub, we are proud of a variety of local food items including water, eggs, coffee, meat, honey, cheese, and milk, salmon, and more.



What is Organic?

"Organic" refers to an entire system of agriculture that produces food and other products in a way that emphasizes healthy soil, maintains a good balance in nature, and generally respects the environment. This includes avoiding synthetic pesticides and fertilizers, and generally avoiding genetic engineering (GMOs).

Why Organic?

- Protect human health by avoiding synthetic pesticides
- Protect environmental sustainability by avoiding the use of pesticides and synthetic fertilizers with toxic and long-lasting residues
- Support the ethical treatment of animals

Current Green Dining Actions: Organic Dining Purchases

Organic items at the Food Dining Table for all trays. Harvested vegetables - all types, including tomatoes, cucumbers, and other vegetables at the Food Dining Table. Local honey and other products from local producers. Organic table at the Food Dining Table. Organic table at the Food Dining Table. Organic table at the Food Dining Table.



What is Humanely Raised?

Humanely raised animals live and are treated under conditions that allow them to engage in their species' behaviors and avoid unnecessary suffering.

Why Humanely Raised?

- Protect human health and safety of animals by minimizing the stress and pain of animals
- Protect environmental health and safety by reducing the use of antibiotics and other drugs

Current Green Dining Actions: Humanely Raised Dining Purchases

Certified humane, cage-free eggs and meat at all dining locations. Free range chicken is served at the Food Dining Table.



What is Fairly Traded?

The Fair Trade guarantee for buyers and sellers is to ensure that producers in developing countries throughout the world receive a fair price for their products. Fairly traded practices include: fair trade, humane, and humane.

Why Fairly Traded?

- Protect human health by avoiding synthetic pesticides
- Protect environmental sustainability by avoiding the use of pesticides and synthetic fertilizers with toxic and long-lasting residues
- Support the ethical treatment of animals

Current Green Dining Actions: Fairly Traded Dining Purchases

Chocolate at The Commons and Saxe for Humanely Raised. Coffee at all residential dining centers, Saxe, O'Fallon, and the Food Dining Table. Tea and coffee at the Food Dining Table. Tea and coffee at the Food Dining Table. Tea and coffee at the Food Dining Table.

Why Fairly Traded? Why is it important? How is it achieved? The actions of the University of Virginia Dining.

Interested in getting involved?

- Join the Green Dining Committee, UVA Dining Sustainability Committee, or the UVA Dining Sustainability Initiative
- Join the UVA Dining Sustainability Initiative
- Join the UVA Dining Sustainability Initiative



Green Dining motto:

Sustainable dining practices foster the health of the environment in which we live, produce, and consume our food.



At UVA Dining, we have a deep respect for the environment and a strong commitment to fair, honest and humane food. We work hard to reduce our environmental footprint, and we never accept second-hand results to our actions.

We use the expertise and practical solutions of our partners to help them reduce their environmental impact. Through our company, we develop and implement long-term environmental stewardship programs and policies within the areas of Food Procurement, Supply Chain, Building, Operations, Energy and Water Conservation, Transportation and Waste Management.

These programs and policies are known as Green Thread as they weave throughout our business operations every day. We are proud to partner with the University of Virginia and the Green Dining group.



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