

# Collective Impact

## Inspiring Change for our whole community

SPRING 2008

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### ITHACA

ITHACA COLLEGE

The quarterly newsletter  
of our

### Sustainability Initiative

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## A New Name for the School of Business

The new high-performance sustainably designed home of the School of Business was formally dedicated on April 24 as the Dorothy D. and Roy H. Park Center for Business and Sustainable Enterprise. The name recognizes the lead gift provided by Mrs. Park for the construction of this building, which will serve as a model of sustainability in action, as well as the school's commitment to becoming a leader in producing business graduates who not only achieve financial and professional success, but also promote social justice and environmental stewardship.

The dedication festivities included a keynote address, "*Changing the Corporate Responsibility Paradigm through Innovation*," by Lee Bird '86, president of Nike Affiliates, who talked about Nike's work to integrate sustainable practices in the design and manufacturing of athletic footwear. Earlier in the day, associate professor of legal studies Marlene Barken moderated "*Sustainability in Action*," the third annual student-faculty colloquium, during which business students and professors discussed topics such as climate change, the link be-

tween sustainability and financial performance, and micro-enterprise development in a cloudforest reserve system in Ecuador.

"Once dismissed by some as a public relations strategy or a drain on profits, the concept of sustainability has risen to the forefront in the global business community," said School of Business dean Susan Engelkemeyer. "With its focus on these principles of sustainability, collaboration and innovation, the building is truly a teaching tool that brings to life the lessons of sustainable practices delivered by the school's forward-looking curriculum."



View of the north face of the new Park Center

## A Change in Plans...

The President's Council recently approved the recommendation from the Presidents Climate Commitment committee to amend the College's Comprehensive Environmental Policy. This marks the first revision of that policy since it was adopted in April 2001.

Two of the three amendments to the CEP relate to our Environmentally Responsible Purchasing Policies, which state: *The College recognizes that one of its primary opportunities to exercise environmental responsibility is through its purchasing choices... The College will [obtain] the "best value" by considering short and long-term costs, maintenance, life cycle, and environmental costs in purchasing goods and services.* The two new amendments to our environmentally-preferred procurement policy are:

*Departments shall specify and purchase ENERGY STAR-certified energy-efficient products in all product categories for which such ratings exist.*

*Departments shall be encouraged to specify and purchase environmentally preferable products that*

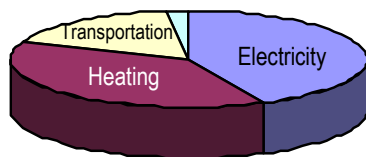
*meet or exceed the standards of third-party certification programs for environmental and/or sustainable products where such ratings exist.*

Such third-party certification programs include *GreenSeal*® for custodial products, *GreenGuard*® for furniture, Forest Stewardship Council certification for paper and wood products, and *EPEAT*® for computers.

The third major policy amendment is in the section on Environmentally Responsible Campus Design and Planning Principles which mandate "*consideration of the environmental implications in the development, construction, and operation of campus infrastructure, grounds, and buildings.*"

This amendment reads: *All new facilities and major renovations shall incorporate sustainable practices to the degree feasible and shall strive, at a minimum, to meet the equivalent of a LEED Silver rating in their design. Project management teams are encouraged to meet higher LEED rating levels whenever possible.*

### What is Ithaca's climate impact?



### 2007 Greenhouse Gas Emissions

Electricity: 43%

Heating: 38%

Transportation: 17%

Other sources: 2%

Total: 49,390 metric tonnes of eCO<sub>2</sub>

## Collective Impacts

For more information about the **Sustainability Initiative at IC**, contact:

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## FINGER LAKES PROJECT

The Finger Lakes Project sustainability curriculum development training program, offered by Partnerships in Sustainability Education, will be held in conjunction with the 2008 May Institute on May 20-21. Titled “*What we are already doing*”, the workshop will include sessions on scholarship of teaching, faculty learning communities, backwards course design, as well as incorporating sustainability into disciplines. This workshop is free and open to all faculty. Register for the May Institute at: [www.ithaca.edu/cfe/activ/mayinst08/](http://www.ithaca.edu/cfe/activ/mayinst08/)

## Learning by Doing

During the James J. Whalen Academic Symposium on April 8<sup>th</sup>, we counted nearly 30 student research presentations with sustainability themes. Among these: “*Climate Change’s Effect on Outdoor Recreation throughout the Seasons*” (Gregory Bennett); “*Tourism and Tradition in Native Hawaii: A Cultural and Environmental Analysis*” (Bailey Lojek); “*Developing Environmental Education Programs for Cayuga Nature Center*” (Nick Valvo); “*Adaptive Reuse: Turning the Lehigh Valley Station into a 21<sup>st</sup> Century Bank*” (Pamela Downing); and “*Interrogating Sustainability*” (John Haurin).



## Innovations in Sustainability-themed Curricula

A special feature in “*Abroad View*” magazine titled “*Our Global Footprint*” was produced by Astrid Jirka, outreach coordinator for Study Abroad Programs in the Office of International Programs. Sarah Brylinsky ‘09, sustainability intern, authored “*Conscious Consumerism: putting profits into the hands of the people*,” about the sustainable micro-enterprise study abroad course in Ecuador taught by School of Business professor David Saiia.

The students in the *IC Girlhood’s Seminar* course, taught by Katherine Kittredge, organized the “*Love Your Body*” Fair for the annual *Sister2Sister* mentoring event for middle school girls – this year’s event theme was “*Girls Growing Up Green.*”

EarthCafe 2050, our interactive demonstration of ecological footprinting that was created by Environmental Studies students, was one of the fun activities offered during the March 29<sup>th</sup> event held downtown.



The students in Julia Lapp’s *Critical Assessment of Nutrition* class collected data from vending machine users and prospective users regarding quality improvements in vending machine foods. They proposed their recommendations to management of campus dining and the new vending machine company. Two students conducting independent study projects with Lapp surveyed campus event planners about their willingness to include sustainability in their decision-making for catered events; their findings were presented to David Prunty from Conference and Event Services.

Paige Davis ‘09 updated the College’s Clean Air-Cool Planet Greenhouse Gas Emissions Inventory for 2007 (see page 1).

Three student researchers worked with physics professor Beth Ellen Clark Joseph this semester to explore “*wedge strategies*” for the College to achieve climate neutrality: Steve Figgatt ‘08 created a tracking tool to measure the impact of energy efficiency strategies; Romaine Isaacs looked at the potential for rooftop solar photovoltaic installations; and Chris O’Keefe ‘08 researched options for green energy purchasing. All three researchers presented their findings to the Presidents Climate Commitment committee and also presented at the Whalen Academic Symposium.



### Call for Proposals

The Association for the Advancement of Sustainability in Higher Education (AASHE) has extended the response date to **June 2** for its call for presentation proposals for the 2008 conference in Raleigh NC, November 9-11.

Tell your story! Submit online by going to: <http://www.aashe.org/conf2008/call.php>

## Curriculum Development Minigrant Awards

Eight sustainability curriculum development summer minigrants were awarded by Partnerships in Sustainability Education. Awardees are: Cory Brown from Writing to develop “sustainability poetry”; Astrid Jirka from International Programs to define a course syllabus related to the 2008 UN Climate Change Conference; Sean Vormwald from Alumni Relations to develop student projects that may lead to poster presentations at that conference; Mara Alper from Television and Radio to design an online course exploring the future sustainability of water; Naeem Inayatullah from Politics to redesign two courses to incorporate concepts related to the impacts of global capitalism on native musical heritage. Three EcoVillage educators received grants: Stephanie Greenwood will create a comprehensive woodland management plan; Tina Nilsen-Hodges will develop a sustainability training workshop; and Karryn Olson-Ramanujan will design a permaculture course.



Get “**Spotted**”! Reuse your beverage mug for refills of soda or coffee in retail operations on campus and you may be handed a “**Spotted**” card to reward you with a free refill for your effort to minimize waste.



## Modeling Sustainable Decision-making

Information Technology Services, the Library, and the Office of General Services have announced the implementation of a print management initiative in public computer labs, the Park School and the Library for Fall 2008. This measure is intended to reduce energy consumption and wasted paper. Networked printers will be replaced with high-efficiency multi-function devices that print documents much faster and at much lower cost per copy.

All print requests will be sent first to a print server and each job must be released by the requestor swiping their ID card at a print station. Unwanted print jobs will not be printed, saving paper and toner. For 2008-09, students will not be asked to pay for any printing nor will any print quotas be implemented.

A new mixing console in the music recording control room in the Whalen Center reduces power consumption by over 50% and its cooler operation reduces the need for air conditioning. The technicians also consolidated six inputs into a single LCD screen, eliminating the need for CRT monitors, further reducing electrical usage.

Next year, the Campus Center service desk will no longer cash IC payroll checks. Students and staff are encouraged to use direct deposit to avoid printing checks and payroll advices that add to paper waste.

Purchasing signed an agreement with a new electronics recycler to take away most e-waste items at no cost—this should save us up to \$10,000 per year!

## Some great (sustainable) decisions

Shred City® Skateboards, made in Ithaca by Comet Skateboards, are now available for sale in our Bookstore. These “rotally rad” skateboards are composed of soy-based resins and natural fibers. Mike Berlin '08 wrote a feature story in the March 2008 issue of *Buzzsaw* titled “Sustainable Skateboards: Made in Ithaca” with information on Comet and its parent company, e2e Materials, one of our best local examples of “green collar” job development.



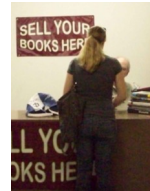
Jim Best, looking cool

Our RecycleMania results are in. Over the ten-week competition, IC achieved an average recycling rate of 30.82%. We collected 153,640 pounds of recyclables – over 76 TONS! - or just under 20 pounds per person. CRAZY!



Speaking of recycling, Textbook Buyback, underway now, is a great example of keeping needed items in use.

At press time, Resource and Environmental Management program REPs were distributing bins in the residence halls for their annual “Take it Or Leave It” collection of unwanted dorm room items.



## News Briefs



Watch for “Green Thumbs-Up” citations in the Kudos section of *Intercom*. Make sure we know about YOUR new innovations or activities that support campus sustainability. You could earn a “Green Thumbs-Up”! Read archived versions of each citation on our webpage under Community Outreach.

The Traffic Policy Committee approved a special reserved parking space for an Ithaca Carshare vehicle for Fall 2008.

Ithaca students Sarah Brylinsky and Kendra Lynn presented “Healthy Cycles: Alternatives for Sustainable Menstruation” at Greenstar Cooperative Market.

Alana Gorman has been awarded a Global Footprints Grant from the Office of International Programs. Alana will be studying options for ecotourism while at Griffith University in Australia in the Fall.

A new resource guide, “The Green Campus: Meeting the Challenge of Environmental Sustainability,” includes a chapter titled “Sustainability, Campus Operations, and Academic Entrepreneurship at Ithaca College,” authored by former Provost Peter Bardaglio and Marian Brown, special assistant to the Provost.

The Spring 2008 issue of *Fuse* magazine features a profile on biology professor Jason Hamilton and his fusion of science and sustainability. The online version of *Fuse* offers tips to incoming students on getting involved with sustainability at IC.

For the Spring issue of the Environmental Studies newsletter, David Ross '04 wrote about his sustainable development work in Tanzania, working in native communities to create “rocket barns” to cure tobacco with less wood, reducing the need to deforest sensitive areas.

## Happy “Land”-ing



IC Natural Lands was flying high during the month of April, in more ways than one. The ICNL logo flag flew from the Quad flagpole all month, and ICNL committee co-chair Jason Hamilton was notified that the Town of Ithaca Conservation Board will be awarding ICNL its 2007 Richard Fischer Conservation Award. ICNL oversees the undeveloped areas of the South Hill campus and a College-owned reserve property in the town of Newfield. Great job!

## The sweet smell of success

There is definitely *something* in the air this spring. Grounds crews have been busily spreading compost on the landscape beds and around trees on campus to fertilize the soil and minimize weed growth. This “double cut” landscaping mulch from local company *Got Mulch* is a reclaimed waste-wood product made of ground and composted wood shavings. OK, maybe it’s not so sweet, but it *is* a success!



**Change is inevitable. Growth is optional. Positive growth is intentional.**

## Earth Week (er, Earth MONTH) 2008

Earth Week was an Earth-stravaganza of so many activities that it really morphed into Earth *Month*. From April 7-11<sup>th</sup>, the Ithaca College Environmental Society (ICES) offered the opportunity to design Sustainable T-shirts. ICES purchased used Ts from local thrift stores, turned them inside out and spray painted them with the Earth-Week 2008 motto: *Be Sustainable or Die*. The redesigned Ts were sold during Earth Week. From April 14-16, environmental photos submitted by members of the campus community were exhibited in the Campus Center.



On Monday, April 21<sup>st</sup>, Earth Week kicked off with a presentation by Bill Richardson, deputy director of Greenpeace, who talked about his organization's efforts to combat global warming and tackle thorny environmental issues. The same evening, the Sustainable Menstruation Red Tent Event discussed the environmental and personal health costs of commercial menstrual products.

Midday on Tuesday, April 22<sup>nd</sup>, Ithaca anthropologist Brooke Hansen spoke about "*Native Environmentalism*". That same evening, the filmmakers of "*The 11th Hour*" screened their film in the Park Auditorium, followed by a panel discussion.

On Wednesday, April 23<sup>rd</sup>, Dining Services kicked off their new Balanced Way program with an educational event outlining the healthful features of this menu option that will debut in the resident dining program in the Fall. At 4pm, the final Sustainability Café of the Spring 2008 semester featured Robin Wall Kimmerer, director of the Center for Native Peoples and the Environment at SUNY College of

Environmental Sciences and Forestry, who spoke on "*Restoration and Reciprocity: Finding Common Ground between Scientific and Traditional Ecological Knowledge*." That evening, ICES conducted a Vegetarian Teach-in for those interested in learning more about this option. And that same evening found students in Michael Smith's History of U.S. Environmental Thought presenting their projects on local environmental history at the History Center downtown, including the history of hunting, area flooding, and urban development.

On Thursday, April 24<sup>th</sup>, the Natural Beauty Campaign offered information on more eco-friendly makeup and personal care products. That evening, Benjamin Dangl, author of "*The Price of Fire: Resource Wars in Bolivia*" spoke.

For the two-day-long free Smoothie Giveaway, the student-built mobile solar trailer was put to good use running the blenders to process the drinks. And in the middle of Earth Week, without fanfare, an innovative educational display of "*talking heads*" appeared on the Quad. (see photo right)

On Friday evening, ICES finally wound down their jam-packed week with a Sustainable Potluck dinner.



### Extra, extra...read all about it...

Gosh, we seem to find our name in print a fair amount lately...

The May 7th issue of the *Ithaca Times* (Vol. xxx No. 36) features a cover story on green-collar job development titled "*The Green Team*" which notes Ithaca College's participation in the Finger Lakes Environmentally Preferred Procurement Consortium, as well as our active infusion of sustainability-themed content into courses.

Ithaca College was a research case study for a project conducted by a team from the Center for Sustainable Futures at the University of Plymouth in the United Kingdom. Their final report, titled "*A Big Hairy Audacious Goal: Marketing University Sustainability Credentials*" analyzes how effectively we communicate our messages.

The first *Faculty and Staff for Sustainability* meeting, held on May 1st, attracted fifty attendees with a number of others unable to attend expressing their desire to be kept "*in the loop*" of what is happening. Susan Swensen and Jason Hamilton from the Biology department explained the evolution of sustainability on campus and the desire of the Center for Natural Science Sustainability Group to expand and be more inclusive and representative. The discussion focused on the group's desire to engage the early support of incoming President Thomas Rochon and to provide an on-going forum to discuss and share ideas to further improve campus sustainability.

**WANTED: TRANSLATOR.** Earlier this semester, we were interviewed by Yumi Kamazuka, a reporter for the Japanese newspaper *Akahata*, who was interested in covering the vibrant sustainability movement in Ithaca. A small group, including Sean Vormwald and Warren Schlesinger, who comprised our delegation to the UN Climate Change Conference in Bali, spoke with her about our campus and community work. We recently received a copy of the newspaper—all in Japanese. We are assured that we are quoted in the article—we do see photos of EcoVillage at Ithaca and its director, Liz Walker, so we at least know where in the newspaper to *LOOK* for this write-up!



### News Briefs

Look for *Sustainability at Ithaca* on display at the Gorges Green Expo at the Ithaca Festival, June 19-21.

We conducted a Water Challenge for the World of Water event during National Drinking Water Week in May. 280 people participated in our blind taste test of different water samples. City of Ithaca tap water beat both bottled spring water and Aquafina™ by more than 2 to 1.

### We're on the Web!

A pdf version of this newsletter can be downloaded from the Sustainability at Ithaca website at

[www.ithaca.edu/sustainability](http://www.ithaca.edu/sustainability)

This newsletter has been produced on recycled paper.