

UR GREEN NEWS

THE UNIVERSITY OF ROCHESTER'S BIWEEKLY SUSTAINABILITY NEWSLETTER



UPCOMING EVENTS

NOVEMBER 25

GRASSROOTS GENERAL INTEREST MEETING
8:00 P.M.
WILSON COMMONS, RUTH MERRILL CENTER
FREE

DECEMBER 1

STUDENTS' ASSOCIATION SUSTAINABILITY COUNCIL
1:30 P.M.
WILSON COMMONS, ROOM 503
FREE

DECEMBER 2

GRASSROOTS GENERAL INTEREST MEETING
8:00 P.M.
WILSON COMMONS, RUTH MERRILL CENTER
FREE

DECEMBER 5

GRASSROOTS GENERAL INTEREST MEETING
8:00 P.M.
WILSON COMMONS, RUTH MERRILL CENTER
FREE



JULIA SKLAR '14 • EDITOR

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CAMPUS HIGHLIGHTS

Signage at campus dining locations encourages site-specific recycling habits

Patrons at the University's on-campus Starbucks will notice a new sign near the cash register, denoting the appropriate way to dispose of hot cups versus cold cups. This informational poster is part of a larger Team Green initiative to disseminate clearer information about waste management in locations where students and faculty have to make fast decisions.

Although most of the signage that falls within this initiative was designed over the summer, the process of rolling them out has just begun.

The impetus for putting up clearer information about recycling opportunities at the campus' many dining locations came from Recycling Coordinator Amy Kadrie.

"When I'm [at Starbucks], the

biggest confusion I see is that people are putting the cold cups in the trash and the hot cups in recycle," she says. "We do have similar problems in other places, but I thought it would be great to first focus just on those two types of cups while people weren't being bombarded with other information."

Contrary to popular belief, hot cups cannot be recycled, so although the right intentions were there, students and faculty were actually just contaminating existing recycling bins. If a bin is more than 50 percent contaminated, it has to be thrown out.

Kadrie enlisted her then marketing intern, senior Melissa Kullman, to create something that would be visually striking, yet very simple.

"I did a lot of research about what types of design are most effective when a person has to make a quick decision," says Kullman. "I checked out signs from other campuses online and made a large portfolio of the ones I liked. I also used Starbucks advertisements for inspiration."

Soon, similar signage will be up in all the dining halls, with information targeting the products generated at that particular location. Although the information on the signs differs from place to place, their visual style will be kept consistent so that patrons become accustomed to seeing them and know what they are.

Signs can already be found in Starbucks, Douglass Dining Center, Pura Vida, and Connections. ♦



PHOTO BY JULIA SKLAR

As customers turn to walk away from the cash registers at Starbucks, they will now be faced with recycling information. Other similar signs will soon go up around the campus' various dining locations.



CONTACTS & RESOURCES

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“**SUSTAINABILITY:**
Meeting the needs of the present without compromising the ability of future generations to meet their own needs.
—UNITED NATIONS

SUSTAINABILITY SPOTLIGHT

Get to know this year's Students' Association Sustainability Coordinator



COURTESY OF MICHAEL SILVERSTEIN

Junior Michael Silverstein, this year's Sustainability Coordinator, is focused on bringing Greek life into the sustainability picture.

Among the many niche positions within the Students' Association is Sustainability Coordinator, which junior Michael Silverstein holds this year. Silverstein a Biomedical Engineering major, is focusing on involving Greek life in sustainability initiatives and putting a bigger focus on the unique needs of sustainable student groups.

JS: Can you give me an overview of your position?

MS: The Sustainability Coordinator gauges the overall pulse of sustainability-related student groups on campus. In this role, I have been attempting to go beyond merely acting as a logistical figure and actually engaging myself in the culture of the groups. As a

coordinator for these groups, acknowledging their differences allows me to recognize when an event is truly specific to one group and when an event would be more beneficial with the assistance of another group. When I am not meeting with the groups I also work on my own personal initiatives and am a member of the University Council of Sustainability.

JS: What initiatives are you currently working on?

MS: Developing a culture of sustainability on the fraternity quad. This is a part of campus that is a hot spot for waste production; how that waste is handled is currently what's in question. I have been working with Amy Kadrie, the Recy-

cling Coordinator, as well as members of the Interfraternal Council, to develop and gauge interest in creating a Sustainability Chair position for each fraternity to promote and monitor the handling of waste.

JS: What do you think is the school's biggest sustainability shortcoming?

MS: Lack of awareness. People don't know about sustainable alternatives. Trying to educate through different types of media is effective for long-term education, but consistent branding of sustainable options around campus would immediately educate people and begin to create a sustainability-conscious culture.

JS: How do you think having held this position will affect you going forward in life?

MS: This position has certainly helped me with my logistical and communication skills, but more than that it has shown me the importance of passion. It has shown me that to commit to something that takes a lot of work requires a fundamental care for the material involved in the role.

Sustainability is an issue that everyone should be passionate about, and our survival as a species is dependent on how aware we all are about the issues we face. I don't plan on having a career specifically based in sustainability, but I do plan on living in a sustainable manner for the rest of my life and I hope I continue to learn from others and share what I have to offer. ♦