

Profile: Sam Pepple

When OHIO student Sam Pepple, cycling, cartography, and sustainability collide, the results are a green guide, bicycle co-op, and one big cycling adventure.

This fall, Pepple created the Athens Green Guide – a thematic map that informs students



and community members of businesses and organizations in Athens County that practice sustainability.

Pepple used seven criteria to select the businesses and organizations for

the guide: organic, Fair Trade, education & support, bicycling, local product and waste diversion. Educational narratives accompany the places on the map.

"I want [people] to have a connection to this place because it is saturated in very diverse sustainable thought. Education is not limited to campus surroundings," Pepple said.

Pepple received help from the Sustainable Living Organization and from Sustainability Coordinator Sonia Marcus, who edited the guide and provided support for printing costs.

When he's not creating maps, Pepple devotes time to the Athens Bicycle Co-op, where he teaches people how to build and repair bikes. You can find him on Monday evenings at the co-op's new location: 37 S. May Avenue behind Cline Welding Supply.

Pepple plans to take three months to bike to the Pacific Coast this summer and hopes he can accomplish the trip for less than \$200 by taking advantage of warmshowers.org and its biking community. The community offers cyclists opportunities for a free warm meal, a spot to pitch a tent, or shelter during their travels.

Following his travels, Pepple will begin a new adventure as an intern in the cartographic division of National Geographic. He is also applying to graduate school at the University of Wisconsin-Madison and University of Oregon because of their strong cartography programs.

In addition to applying to schools, and preparing for his internship and cycling adventure, Pepple is compiling an updated Athens Green Guide with a new cover and design. It should be available Spring Quarter.

"This culture that is Athens, I want to keep it alive," Pepple said.

By Emilie Schneider

To download a copy of the Athens Green Guide visit www.ohio.edu/sustainability



Beer, chocolate and Mother Teresa

Three steps to SLO living

You may be asking yourself, "What do these three things have in common?" The answer: sustainable living.

This winter the Sustainable Living Organization (SLO) brought *Fermenting Revolution* author Chris O'Brien to campus February 7th. He gave a free lecture at Walter Hall.

"What I'm here to talk about is something that I find to be a really easy way to enjoy something good, which is beer, in a way that helps save the world," he said. O'Brien shared that between the late 1800s and the 1970s, the number of U.S. breweries dropped from about 4,000 to 40, with only three or four accounting for 75 percent of beer production. The industrialization of the process put many local breweries out of business. Today, the craft beer movement – led by about 1,500 smaller breweries – is bringing sustainability back to brewing.

"Modern America is the most beer-o-diverse place in the world," O'Brien said. "Quality and sustainability go hand-in-hand."

After O'Brien's speech, a panel of local brew masters explained what they are doing to produce beer sustainably, from using local produce and spent grain to recapturing heat from the brewing process.

Just five days later, SLO brought *Irresistible Revolution* author Shane Claiborne to speak. Claiborne worked in a Calcutta leper colony beside

Mother Teresa and visited Iraq as a member of a peace team. He encouraged people to live a simple, sustainable life--full of compassion and love for others--by modeling their life after Jesus' own.

"Whether you're a Christian or not, Shane shows that you care about a cause because you care about people. It's how our actions affect people around the world and the environment," said SLO member Taylor Randall, who suggested bringing Claiborne to campus.

After the talk, audience members flocked to SLO's table which featured Fair Trade Certified chocolates and Village Bakery brownies made with all Fair Trade ingredients. The table was also in Baker University Center during lunch hours that week.

"We wanted people to be able to purchase a Valentine's Day gift they'd feel good about giving," SLO member Nora Rye said.

SLO is also working with dining services to sell recycled notebooks and reusable bags at Grab N Go stores. SLO has been busy this quarter, but Rye says it helps keep her sane.

"SLO keeps me from feeling like I am a crazy person with unreasonable environmental goals."

By Becca Bonthius and Erin Sykes



Waste watchers

When students want more for their money, they load their trays with enough food for two people. Then they waste enough to feed more than 300.

The Office of Sustainability set out to tackle the food waste issue by conducting four food waste audits at Jefferson dining hall on four Monday evenings in January and February.

The first two baseline audits were "secret" – diners were unaware their waste was being monitored.

Leftover food was put in bins and weighed. On MLK Day, 756 diners dumped almost 250 pounds of waste. More than five ounces per student! The second audit produced even more alarming results. Each student trashed more than six ounces – about half a meal.

Dining hall trays were removed for the third audit. Students balanced multiple items in their hands and made several trips to get food instead of just one. "I think I got less food because I didn't want to wait in line again. It's just an inconvenience," groaned sophomore Matt Tokarsky.



Photo courtesy of the Athens Messenger

Though it agitated many students, the trayless dinner produced the least waste – about 4.5 ounces per diner.

Senior Emily Fulk passed out exit surveys as part of service hours for her environmental health and safety class. "It's amazing how people get so upset about a minor inconvenience even when they know it's for the greater good," she said.

At the final dinner, Office of Sustainability employee Nathan Jud presented students with posters detailing their waste habits and the results of the audits.

"Think about how much you waste,"

Jud said. "If you might not like something, don't take it."

Sounds simple. But results indicated education alone does not make the difference.

Following the audits, Director of Dining Services Rich Neumann will meet with Office of Sustainability staff to discuss food waste reduction.

"I'm very concerned when I see the food going down the belt line," he said.

By Jennifer England

In RecycleMania, 2 X 7 = 400

It's crazy math, but it works for RecycleMania. What began in 2001 as a recycling competition between two schools, Ohio University and Miami University, is now—just seven years later—a major recycling competition between over 400 colleges and universities nationwide.

As participating schools multiply, co-founder Ed Newman's strategies to move OHIO up in the ranks multiply too.

Newman invited President Roderick McDavis to join the RecycleMania team this year. McDavis kicked-off the ten-week recycling competition during a time-out at a men's basketball game.

A week later, recycling enthusiasts shook their trash at the first ever Trash Dance put on by Campus Recycling and the Green Network. Guests paused for glamour shots at the entrance and then danced the night away in recycled formalwear, beneath a spinning disco ball made of used CDs. Best dressed received a \$100 dollar gift certificate to Re-Use, and second and third place won passion flowers made from recycled



Rose Roe and Dan Martino show off their wheels

metal by Passion Works.

For those who missed the Trash Dance, Newman's latest strategy will be hard for the OHIO community to ignore. Look for the traveling scoreboard – the RecycleMania “art car” – designed to increase competition awareness and excitement.

“It would be great to win it all,” said Office of Sustainability employee Sarah Dewitt, “But the primary goal is to get the university to recycle more.”

This year, Ohio U. is neck and neck with Ohio Wesleyan University. After the first five weeks of competition, both schools have diverted 8.3 pounds of recyclables per capita. But Bobcats should not rest on their laurels just yet.

“It's not a spectator sport,” Newman said. “We're trying to get everybody to do their part. If all 24,000 people at Ohio U. recycled, we would definitely be moving up in the ranks. It would overwhelm our system, and that would be a great problem for us to have to handle.”

By Susannah Elliott

Get in the game!



Residence Challenge

January 20 – March 8

An seven week inter-hall competition targeting electricity consumption.

Top hall on each Green goes to Cedar Point.

www.ohio.edu/sustainability

Recycle Mania

January 27 – April 5

A ten week inter-college competition targeting recycling and waste reduction.

Top campus wins glory and a trophy.

www.ohio.edu/recycle



Greening the bottom line

College of Business student Sam Crites got more than he bargained for when he enrolled in the Professional Communications course this winter. The theme for the class is corporate sustainability, a concept that most students in the class were unfamiliar with at the start of the quarter.

“I knew what it was, I just didn't understand the degree of importance and how big it is on a global scale,” Crites said. “I think what I have learned most from the class is how much we actually waste and how easily that can be changed.”

Professor of Management Mary Tucker chose the topic as the course theme for the first time after meeting Nicole Gullekson, a doctoral candidate in psychology



Village Bakery & Cafe

who focuses on the “greening” of corporations. Gullekson proposed the idea of incorporating sustainability into the business curriculum at Ohio University after participating in a weeklong sustainability workshop in Germany.

“When we talk about a ‘triple bottom line’ in corporate sustainability, it is about

making profits, and it's also about doing socially responsible things for the community, for the environment, for everything else,” Gullekson said.

Gullekson and Tucker drew on the resources available through the Office of Sustainability to refashion the course and develop a central team project assignment.

“We came up with a list of businesses, small and large, local and national, that the students would be investigating in order to profile them from a corporate sustainability perspective,” Sustainability Coordinator Sonia Marcus said. The student teams selected eight companies to profile, including Village Bakery & Cafe in Athens; Great Lakes Brewing Co., based in Cleveland; and Apple Computer.

“This is actually one of two courses in the College of Business that have chosen to integrate sustainability into the curriculum this quarter,” Marcus said, “and I imagine that trend will continue.” The other is one of Associate Professor Jane Sojka's courses, and it focuses on the marketing of compact fluorescent light bulbs.

Community members attended the class to watch students' final presentations. Third Sun Solar and Wind Power owner Geoff Greenfield said he was glad that students had to think critically about whether a corporation was using sustainable practices or just green-washing to make sales.

“One person's sustainability is not another person's sustainability,” he said.

Tucker argues that sustainability is a concept business students will need to master in order to

remain competitive in the marketplace in the years ahead.

“You can open up the newspaper and you are seeing sustainability. Any newspaper, any magazine that is business driven has topics about sustainability now,” she said. “So it's not something that is going to go away.”

By Laura Green

FROM THE COORDINATOR

As this issue of Planet OHIO News goes to press, we are anxiously awaiting final results from this year's Residence Challenge. As of week six, students living in our forty residence halls had saved the equivalent of nearly 260 tons of carbon dioxide -- a doubling of savings from the Res Challenge in 2007. This is equal to the greenhouse gas emissions savings avoided by taking 15,244 cars off the road for a day.

Word has gotten around; we frequently receive inquiries from other colleges and universities nationwide about this program. Invariably, people want to know how it is that we achieve such outstanding results. I have to admit that my understanding of the dynamics at play is guesswork at best -- Do OHIO students care more about climate change? Are there more appliances here to turn off? Is it the trip to Cedar Point? Probably a combination of these factors and others.

Whatever the motivation, the end result is impressive and has further served to cement our reputation in the state for innovation in conservation approaches. We have such a long way to go to achieve climate neutrality, but programs like the Res Challenge seem to indicate that we are capable of real change when the time is right!

Planet OHIO News is a publication of Ohio University's Office of Sustainability

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Established in May 2006, the Office of Sustainability is committed to improving the efficiency of our facilities, greening our practices and processes and strengthening our campus-wide culture of environmental mindfulness. For campus and community sustainability-related initiatives, research, projects, organizations, and many other topics please visit www.ohio.edu/PlanetOHIO.

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