

yellow is the new green: a sustainability initiative

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session description

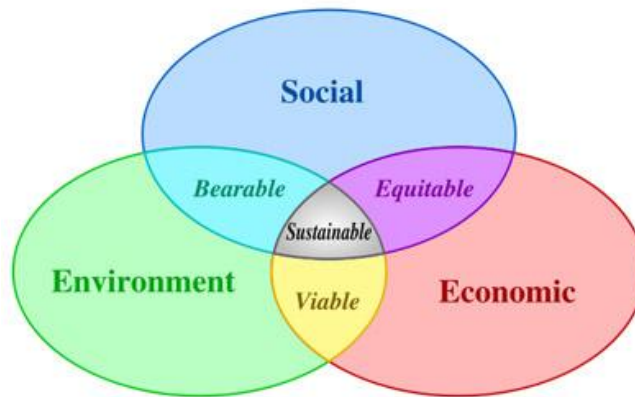
Sustainability is an increasingly important issue on campus, and recreation centers - as frequent destinations for students - can provide a significant contribution.

learning objectives

- Articulate basic sustainability terminology and describe national initiatives such as the Presidents' Climate Commitment.
- List several promotional ideas connecting recreation programs with sustainability.
- Describe at least one best practice from another university that can be adopted at your institution.

sustainability

AASHE defines sustainability in an inclusive way, encompassing human and ecological health, social justice, secure livelihoods, and a better world for all generations.



association for the advancement of sustainability in higher education

- Made of colleges and universities
- Higher education as sustainability leader
 - Governance
 - Operations
 - Education
 - Research
- Reporting system for Presidents' Climate Commitment



higher education associations sustainability consortium

Informal network of higher education associations with a commitment to advancing sustainability within their constituencies and within the system of higher education itself.

- NIRSA is a member
- HEASC has endorsed the Presidents' Climate Commitment



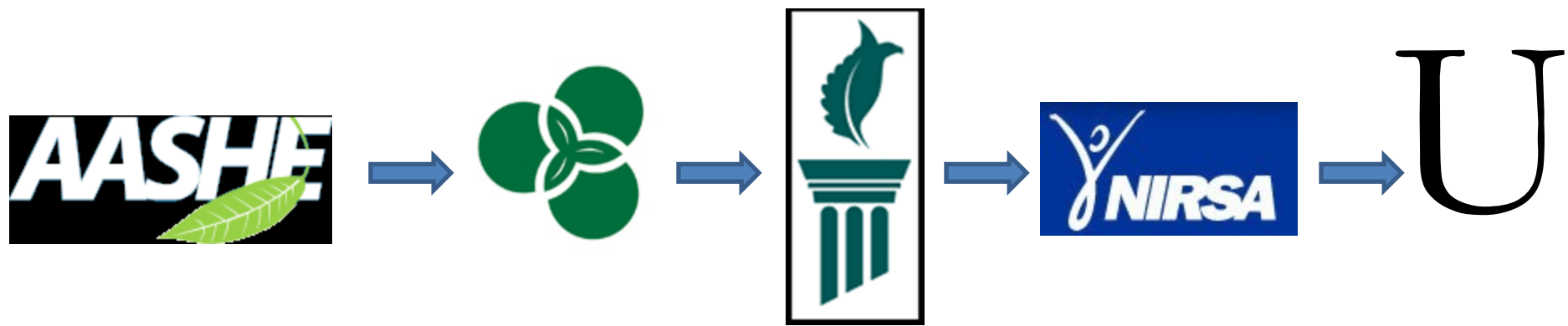
presidents' climate commitment

Presidents signing the Commitment are pledging to eliminate their campuses' greenhouse gas emissions over time.

- Emissions inventory.
- Goals for climate neutrality.
- Immediate reduction in greenhouse gas emissions.
- Sustainability in the curriculum.
- Publicize plans and results.



The “ben stubbs” logic model



one modest program's initiative

YELLOW IS THE NEW GREEN



yellow is the new green

- The Yellow Bike Program
- Collaboration between Outdoor Adventures and Sports Clubs, specifically the UWF Cycling Club.



- Community bike program similar to others around the country
- Donated/found bikes
- Fixed and painted yellow
- Placed on campus for anyone to use

Promoting the use of bikes on campus instead of cars.

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- Yellow Pumps
- Most recent addition to campaign



- Chained to bike racks
- For Yellow Bikes and any other
- Continuing to promote bike use instead of cars

Promoting self-reliant commuters.

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- Yellow Mug Program



- Bike Tune-ups

Promoting reuse as a waste-reduction strategy.

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- March it Out
- Collaboration between all program areas in Recreation and Sports Services



- Gave out yellow lanyards saying “Yellow is the New Green”
- Set up tables at the Commons and the Recreation Facility with reasons to walk/bike on campus instead of driving

Promoting physical activity and reduced gas use.

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Yellow Lanyards given out at March it Out and at the beginning of the school year.



Promoting Yellow is the New Green
sustainability campaign

round table discussion

- Are there any sustainability initiatives or ideas your program area or department have or are currently implementing?
- How are you complimenting your University's sustainability plans?
- Other points for discussion?

Region II round table results

- What session participants are doing:
 - Yellow community bikes
 - Paperless programs
 - Composting septic
 - Green custodial supplies
 - Bus system
 - Living Green challenge
 - Low-flow showers

round table results continued

- What session participants are doing:
 - Energy-saving light bulbs
 - Recycling kiosks
 - Motion sensor light switches
 - Grey water usage
 - Natural lighting
 - LEED certified buildings
 - Campus sustainability professional

round table results continued

- What session participants are doing:
 - Energy audits
 - Energy reduction competitions
 - Machines running off human power (e.g. spin bikes)
 - Dual-flushing toilets
 - Energy efficient appliances

round table results continued

- What session participants want to see at future NIRSA presentations concerning sustainability:
 - Ideas for collaborating with other campus resources
 - Small, cheap programs to implement now
 - Programs that haven't worked
 - Small ideas to change the culture
 - Other aspects of sustainability, such as social justice

learn more

Visit our website to view
this presentation with references:

uwf.edu/outdooradventure

and our Yellow website:

uwf.edu/yellow