



**MOVE.**  
**CREATE.**  
**SUSTAIN.**

**MOVE**

We identify pressing issues, research the possible solutions and form a plan.

**CREATE**

We utilize design principals to create reach out and promote action.

**SUSTAIN**

Constantly assessing our strengths and weaknesses; we create real sustainable change.



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## OUR TEAM

Our office is made up of a variety of students with different backgrounds, skillsets, and interests in the world of sustainability. Working together, we were able to bring the subject of sustainability into the campus conversation.

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## WORKING HERE

The biggest question we get as a team is how do we accomplish our goals, and remain a cohesive unit. The short answer: our office culture fosters creativity, and encourages expression and involvement.

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## PROJECTS

Over the 2015-2016 academic year, our team has work on some pretty amazing projects. Working with various organizations, and bringing in influential people in our field.

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## PROBLEM SOLVING

Our approach to problem solving has shifted from traditional methods in the past. Utilizing the individual skills of each member of our team, we have been able to foster change in the SUNY Oswego community.

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## PROJECT DETAILS

An in-depth look at our projects and initiatives from the 2015-2016 academic year.

THE GREATEST THREAT TO  
OUR PLANET IS THE BELIEF  
THAT SOMEONE ELSE WILL  
SAVE IT.

ROBERT SWAN



# our team

Comprised of a group of multidisciplinary professional staff and students, our team utilized our individual skills to build sustainable initiatives across SUNY Oswego and beyond.



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Program Coordinator



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Program Coordinator



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BikeShare



**THOMAS PICKETT**  
Graphic Design



**LYDIA THAYER**  
Graphic Design



**NICK RANSBURY**  
Community Outreach



IT IS  
AWESOME

## TO WORK HERE

Student-driven, faculty-backed projects and initiatives promote creativity, and create a deeper connection between the students and community.

**How can we try to solve pressing issues within our campus community while keeping students engaged?**

Since the very beginning, our office has tried to enact meaningful, and long-lasting change throughout the SUNY Oswego campus and into the community at large. However, tabling and pamphlets only go so far.

Being a small group of dedicated, well-rounded students and faculty, we are at a constant state of trying to make our resources stretch as far as humanly possible. Being a Sustainability Fee funded and

Student Association assisted office, our resources can be limited, so we make the most of everything.

Over the last few years, we have done our best to not only work for the betterment of the student community, but also encourage involvement at every level. From conception, to research, to execution, we try to involve as many members of our community as possible. This approach both maximizes the effectiveness of our initiatives, and gives students and those involved a vested interest in the project at hand.

From dining hall waste, to plastic

bottles, each member involved is encouraged to build out their thoughts and brainstorm ideas so we can all benefit from each and every individual mind that is participating.

With so many issues to tackle, we take the concept of "there are not stupid ideas" very seriously. We strip down each and every concept to its core, and build it up into a polished, sustainable solution that each student can stand behind.

And we have a great time doing it.

We are friends, a family, but first and foremost; a team.



“**SUSTAINABILITY TAKES FOREVER.  
AND THATS THE POINT.**”

**WILLIAM MCDONOUGH**



# projects

We've been very busy this year. While we have been promoting existing programs and initiatives, our team has also taken on new projects to further expand our outreach and impact on our campus community.

## Think. Eat. Save.

Educating students on food waste.

Partnering with Auxillary Services as well as the Food Recovery Network, the Office is aiming to not only educate our student body on food waste reduction, but also encourage the campus community to properly dispose of and distribute leftover food waste.



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## bikeSHARE

Promoting alternative transportation.

Beginning in 2012 with a small batch of donated bikes, we have since rebranded, and partnered with two local bike shops to expand and provide newer, higher quality bicycles for the student community. Throughout our expansion, we are able to provide bikes, repairs, and storage to our community.



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## Tap In

Reducing plastic waste. One bottle at a time.

For the first 8 weeks of the Spring 2016 semester, the Office launched Tap In, a disposable plastic waste reduction initiative. Partnering with Eco-company Cupanion, we were able to rally the students and staff to save over 22,000 bottles in only 8 weeks.

## Campus Crunch

Showing students the benefits of buying local.

Along with 15 other universities, SUNY Oswego participated in the Big Campus Crunch to celebrate National Food Day. National Food Day focuses on the environmental, economic and health impacts of buying and consuming locally grown food.



04



05

## ERF Tour

Showing students from start to finish.

We were able to provide tours of our Energy Recovery Facility during the Spring of 2016. Showing students the pipeline in which our waste follows gives them a deeper understanding of how we as a campus manage and handle the day to day working of our refuse.





06

## Jon Beilenberg

Designing sustainable change.

John Bielenberg is a designer, entrepreneur, and imaginative advocate for a better world. Graduating from Binghamton University in 1980, he has been a strong advocate in what he calls "Thinking Wrong".

## Go Green Team

Students helping students.

The Office of Sustainability maintained strong ties with the student-run club, the Go Green Team. After the office was able to take on Brielle Jodeit as an intern last year, she held her position as President of the club along with her Vice President and fellow intern Peterly Jean Baptiste.



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# PROBLEM SOLVING: A NEW APPROACH

"We can't solve problems by using the same kind of thinking we used when we created them."

– Albert Einstein

**SUNY Oswego is committed to being a leader in sustainability, improving the world environment, and developing a deeper awareness of environmental and technological developments.**

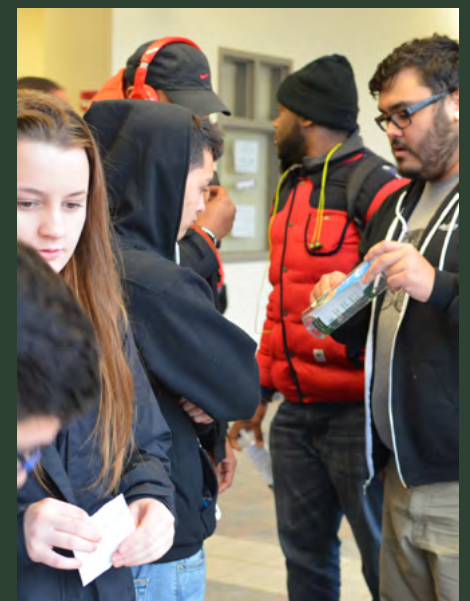
**The Office of Sustainability is dedicated to maintaining the campus-wide focus on our continuing efforts to develop students with the intellectual capability, skills, and technology to become environmental stewards of the future.**

Throughout the 2015–2016 academic year, the Office of Sustainability has flipped the script on how we problem-solve serious, community and environmental based issues. Instead of settling the status quo, we've continued to try and be leaders in innovative

outreach and involvement in the student community.

Through careful research, consideration, and creative expression our team was able to bring the idea of sustainability back into the campus conversation, and get the SUNY Oswego community excited about building a more sustainable future.

We embraced the idea of working WITH the community, not FOR them. The feedback we recieved from students and faculty who otherwise wouldn't participate in sustainable initiatives has guided our team in a manner not seen before in our office.





# Think. Eat. Save.

## Food Waste Reduction.

Working to reduce food waste, and give back to our community.

**Food waste**  
accounts  
for about



**THINK  
EAT  
SAVE**

**HALF**  
of an  
eatery's  
waste stream\*

*\*from the Green Restaurant Association*

**Sustainability**  
SUNY OSWEGO

# about the project

Started in 2015, "Think. Eat. Save." is beginning to grow in size and scope to promote food waste reduction and healthy food choices among students.

**We already know our dining facilities provide good, wholesome food to our community, but what about what gets left over at the end of the day?**

SUNY Oswego has the incredible benefit of being partnered with a company that is as dedicated to sustainability as we are; Auxiliary Services. In conjunction with their continued support, The Office of Sustainability has begun a collaboration with The Food Recovery Network.

While Auxiliary Services already actively promotes food waste reduction by donating much of their leftovers to local shelters, we decided to push the cause even further.

The Food Recovery Network is the largest student-driven organization against

food waste and hunger in America. Student volunteers collect the prepared food that would otherwise be discarded daily from dining facilities, and transport it to a food-needy partner in the community. The Food Recovery Network has currently saved over 1,418,000 lbs of food from landfills and put that food on the plates of hungry Americans since 2011.

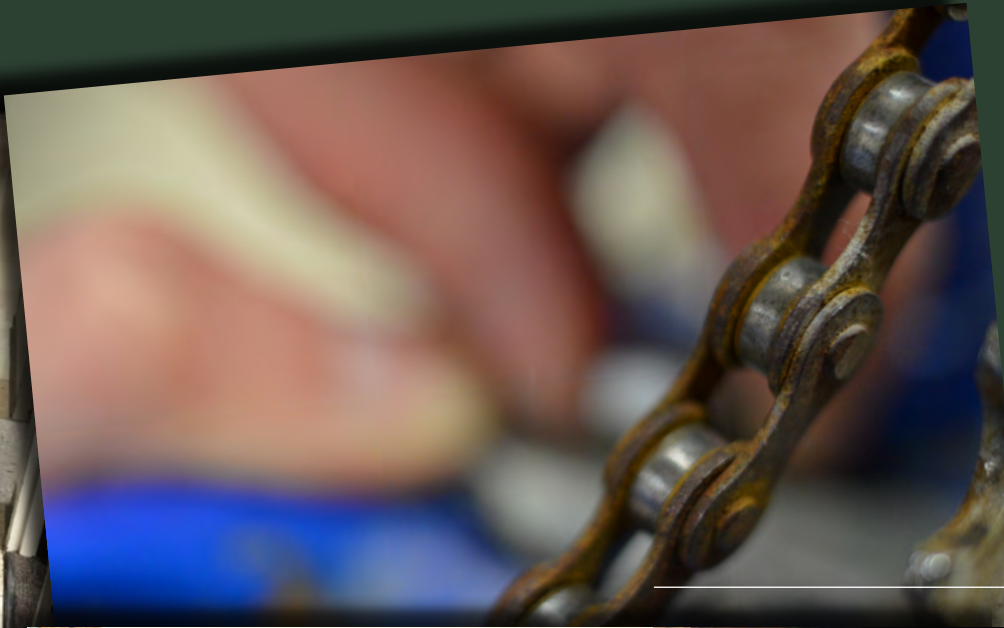
The Office of Sustainability hopes to partner with Auxiliary Services and The Food Recovery Network in the coming academic year to contribute to this powerful, growing number and reduce our own carbon footprint.



# bikeSHARE

## Student Alternative Transportation

Reducing our carbon footprint, one bike at a time.



# about the project

Bringing the option of alternative transportation to the SUNY Oswego students and faculty.

### Why drive from one side of campus to the other when you can ride?

Since its inception in 2013, the Bike Share initiative has encouraged students to reduce our carbon footprint and develop a healthier lifestyle by providing bikes to interested individuals every semester, free of charge.

Funded in part by the Student Association and the University Police, Bike Share has grown from a half dozen donated bikes to a fleet of over fifty, with all available bikes out through the summer, fall, and spring semesters.

The program continues to grow in popularity with a waiting list of over thirty students, and BikeShare continues to accept bike donations. Additional services we provide are repairs and storage, for personally owned bikes, free of charge. This

storage is particularly beneficial during the potentially damaging winter months.

Included in the expansion of Bike Share is the launch of SkateShare, a similar program for skate and longboards, slated to launch during the 2016-2017 academic year.



# Tap In Disposable Plastic Waste Reduction

Reducing plastic bottle waste, and having fun doing it.



## about the project

A new initiative, "Tap In" has grown from a simple idea, to a multiple award winning program. And we're just getting started.

**How do we solve the problem of excessive plastic water bottle waste in our community?**

Through the eight weeks of the international higher education competition, Recyclemania, we partnered with the company Cupanion to challenge SUNY Oswego students to reduce their waste through utilizing reusable rather than disposable water bottles. The office handed out over two thousand reusable water bottles to interested students. Each student individually pledged to make an effort to not purchase or use disposable bottles for the eight weeks of the campaign.

Our partner, Cupanion, provided the technology for our students to individually track the number of times they refilled their bottle; the number of times they did not purchase a disposable bottle. Both the office and Cupanion provided feedback,

encouragement, and prizes to participating students, and the result was incredible.

Over 1300 students took the pledge and, over eight weeks, we were able to prevent 26,000 plastic bottles from entering the waste stream.

The program has won multiple awards, including the Case Study division of Recyclemania and the Emerging Designers Award through AIGA Upstate. It's also drawn national interest, and office members have been asked to speak at a number of conferences on the program, design thinking, and behavior change.

The success of the program has been the incentive for the installation of additional bottle filling stations across campus and has become a visual, identifying feature of the sustainable culture of SUNY Oswego.



# 04 Campus Crunch

## Only the Best, Local and Fresh.

Educating students on where their daily dining hall food comes from.



# about the project

Bringing the idea of locally grown, fresh fruits and vegetables right to the forefront of our dining halls.

**Do you know where your food comes from? SUNY Oswego does!**

SUNY Oswego once again placed among the participating NYS college campuses for the number of locally grown apples bitten into in one day!

For the second year in a row, over fifteen colleges have participated in the Big Campus Crunch to celebrate National Food Day.

National Food Day is a day we take to focus on the environmental, economic, and health impacts of buying and consuming locally grown food. SUNY Oswego is heralded as one of the most influential SUNY Schools in local food purchasing, with over 40% of our produce purchased within a 50 mile radius of campus. This contributes over 1.5 million dollars into the local economy, as well as providing our students with the healthiest,

freshest food available.

The Office of Sustainability uses National Food Day to promote this information among the student body through the friendly Campus Crunch competition. This year we handed out over eight bushels of locally grown apples donated from Ontario Orchards, promoting our slogan "Only The Best, Local and Fresh!"



# ERF Tour Waste Management Education.

Educating our students on our waste management pipeline.



## about the project

In order to bring awareness of our waste consumption, education is key. Students know where the pipeline starts, so we brought them to where it ends.

**College campuses produce a lot of trash, but when we asked students if they knew where it ended up, no could give us an answer. So we decided to help them find that answer.**

among participants and the office plans to offer it again in the coming academic year.

The Go Green Team organized a group of eight students to tour the Energy Recovery Facility (ERF) in Fulton. Staff members at the ERF showed the students the process of the trash being burned and filtered before the ashes are sent to the landfill.

While burning trash sounds pretty alarming, the system at the ERF not only reduces the volume of waste that is transported to the landfill by 80%, but also produces clean energy in the form of steam. The tour was very popular



# John Bielenberg

## Think Wrong. Save the World.

Bringing the idea of creative thinking into the world of Sustainability.

**Sustainability Speaker Series**

**John Bielenberg**

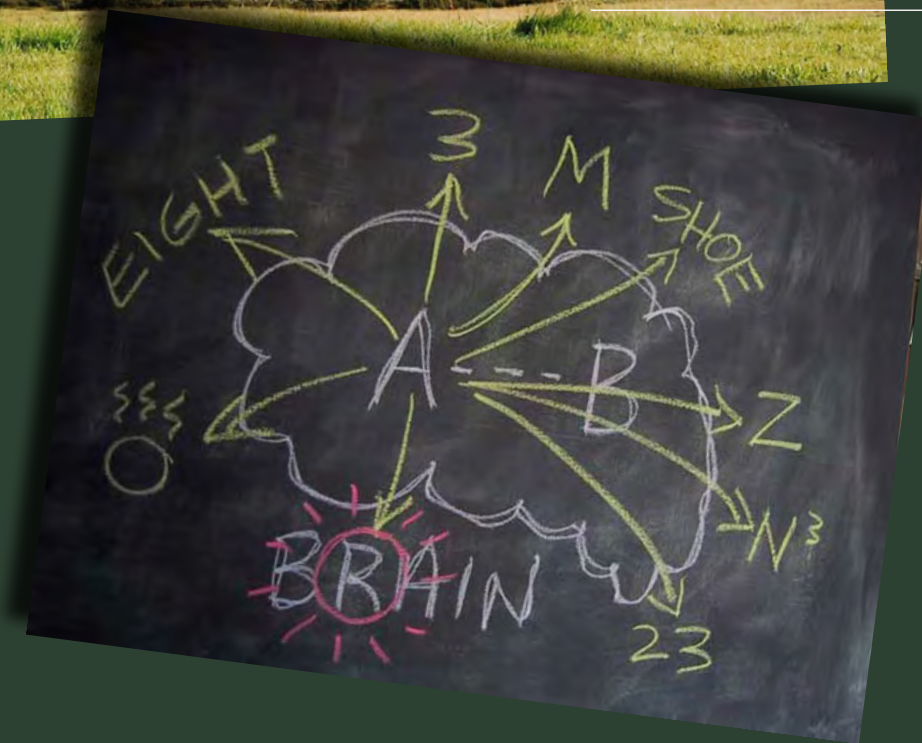
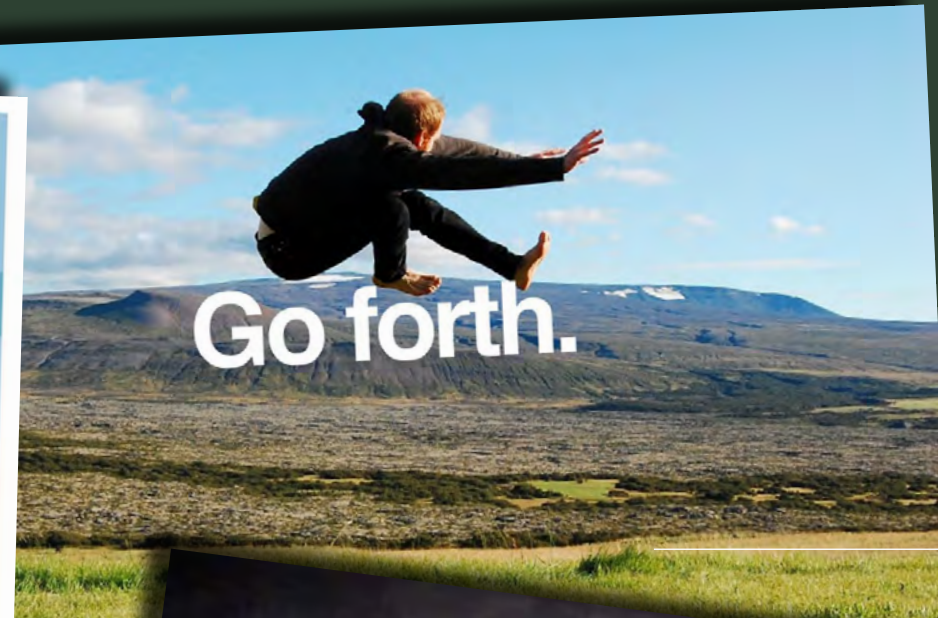
Thursday, November 19th  
4:30pm  
Marano Campus Center  
Room 114

**Ever Thought About "Think[ing] Wrong"?**

Join John Bielenberg for his talk on **Sustainable Design**.  
John is the type of person who constantly challenges himself to never be ordinary but reaches for the extraordinary. Focusing on social and environmental issues, Bielenberg is one who is constantly looking towards the betterment of the future.

<http://www.aiga.org/medalist/john-bielenberg/>

**Sustainability** SUNY OSWEGO



# about the project

Multiple award winning Designer, Entrepreneur, and Sustainability advocate John Bielenberg came to SUNY Oswego to explain his process and how Design can save the world.

**How can you solve the world's problems when you think the same way you created them**

John Bielenberg is a designer, entrepreneur, and imaginative advocate for a better world. Graduating from Binghamton University in 1980, he has been a strong advocate in what he calls "Thinking Wrong", which means taking "whatever you're supposed to think or make or say—do your best to do the opposite, and see where it takes you."

John's passion for design and it's capability to solve larger, real world problems eventually led him to create Project M in 2003. Inspired by the work of architect Samuel Mockbee, Project M works to create a spark in young designers to solve real world problems using design as a catalyst for communities all over the world, in places like rural Alabama, Germany,

Maryland, and Costa Rica just to name a few.

In 2013, he was awarded the AIGA medal, Graphic Design's most prestigious award for his work in solving problems and teaching others to solve problems by turning ordinary people into designers, and designers into problem solvers. In essence, he is a designer of designers.

The Office of Sustainability asked Bielenberg to come speak as part of our Sustainability Speaker Series. During his lecture, he spoke about using Creative Capital to solve not only visual problems, but also important problems in the global community like climate change, plastic waste, and youth smoking addiction. Working with both nonprofits and for profit organizations, he continues build the relationship between design and sustainability in order to build a better future.



# Go Green Team

## Students getting involved.

Students working with the office to make our campus a better place.

# about the project

We always encourage our campus community to get involved and lend a hand. These students went above and beyond to make SUNY Oswego better for everyone.

The Office of Sustainability maintained strong ties with the student-run club, the Go Green Team. After the office was able to take on Brielle Jodeit as an intern last year, she held her position as President of the club along with her Vice President and fellow intern Peterly Jean Baptiste.

Along with weekly meetings to educate the members about sustainable events and ideas, the students host a beach clean up at least once per semester, cleaning up as much as ten garbage bags full of trash. The Go Green Team also helps provide support and enthusiastic volunteers for the office's programs!

In partnership with the Office of Sustainability, the Go Green Team worked with our interns to celebrate Earth Day

for five days, starting on April 18th and ending on the official Earth Day, April 22nd.

**Monday 18th:** Admitted Student's Day tabling to teach incoming freshman about sustainability.

**Tuesday 19th:** Energy Recovery Facility Tour in Fulton and Recycling Education Program in Seneca Hall.

**Wednesday 20th:** Campus Center tabling for Tap In and plastic waste reduction.

**Thursday 21th:** Go Green Team meeting to discuss current events and inventions in sustainability.

**Friday 22nd:** Clean Plate Club tabling outside of Lakeside dining hall for food waste reduction.





# CONTACT US

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