In every day, there are 1,440 minutes. That means we have 1,440 daily opportunities to make a positive impact.

- Les Brown

GREEN UP YOUR AUTUMN WITH CRAFTY DECOR AND ATTIRE

POWERED BY THE SUN: TEAM PRISUM TAKES GOLD

CAMPUS CELEBRATES NATIONAL SUSTAINABILITY MONTH
Meet the Green Team!
Say hello to the fresh new leadership team for 2015-2016.

Sustainable Summer Improvements
See what’s been accomplished to expand our sustainable footprint.

Students Living the Cardinal, Gold and Green
Meet Team PrISUm and learn more about their most recent victory.

GIY (Green It Yourself)
Simple and sustainable projects for the fall season.

The 3 Facets of Sustainability
Understand the meaning of sustainability and all of its’ facets.

Green Opportunities
Find events and opportunities where you can plug into being green.

October Calendar
Locations, dates and times of sustainable activities.

October: National Campus Sustainability Month
Join us as we celebrate the power of going green!

Let’s get socially sustainable!

The Live Green! newsletter is a monthly publication from the Office of Sustainability at Iowa State University.

We would love to highlight your sustainability efforts and accomplishments! Please contact us: livegreen@iastate.edu.

Live Green! is Iowa State University’s campus-wide sustainability initiative, encouraging all students, faculty and staff to be fully committed to and engaged in making our campus, our operations and initiatives environmentally, economically and socially sustainable.
Hello, Cyclones!

Welcome to the first issue of Live Green! Monthly for the 2015-16 academic year!

Our fantastic and very sustainability-minded Live Green! Team is excited and ready for a great, green year filled with a plethora of opportunities to learn more about sustainability, both on and off-campus, take part in sustainability events and activities and give back toward building a sustainable future for the many generations of cardinal and gold Cyclones that follow us! Every month, we will do our best to offer you a diversified overview of everything sustainable at Iowa State University, which is actually quite an intimidating, yet always exhilarating, challenge.

You will quickly find as you look through this first issue that sustainability really touches every corner of our campus and also every minute of your life. This is where the exhilarating part comes in...there are so many ways we are connected and offer connections to sustainability at ISU. From classes to research, to clubs, to events to composting, to wind energy -- it’s all here to experience and explore. Therein lies the challenging part -- how to stay connected and informed.

That’s the link we hope we can be for you, and the vision we have in putting each month’s publication together. As you can see, not only do we try to offer a breadth and depth of sustainable information in Live Green! Monthly, we also provide a number of options (via social media and the Live Green! website) that allow you to connect to all the sustainable news, happenings and opportunities.

As Les Brown reminds us, each day we awaken with 1,440 minutes in front of us to accomplish, discover, solve, experience and embrace. The overarching goal of the Live Green! Initiative is to help every Iowa Stater find their own connection to sustainability and enhance these precious minutes. The unique thing about sustainability is that everyone has a connection to the future that we leave those who follow us. Every sustainable action, no matter what it is, makes a difference, causes a ripple and creates an impact. And every minute counts! Minutes become days, days become years, years become generations, whose futures were defined by choices made -- minute by minute.

Embrace your month of 44,640 opportunities!

Yours in green-ness,

Merry Rankin
MEET THE GREEN TEAM

EBONI BROWN

Smart Business Challenge Intern
Senior, French
“I ‘live green’ by being mindful of my use of water and electricity. I also buy locally-produced products when possible/practical.”

CAITLIN DEAVER

Marketing & Communications Intern
Junior, Journalism
“I ‘live green’ by using a reusable water bottle, walking as often as possible and volunteering as much as my schedule allows.”

LAURELIN HAAS

Campus & Community Engagement Intern
Senior, Community & Regional Planning
“I ‘live green’ by eating more vegetables and less processed foods, taking the bus and reusing older things in new ways.”

STEVE KOHTZ

Sustainability Coordinator
MFA Graphic Design
“I ‘live green’ by practicing recycling, switching off and reusing -- simple lifestyle changes to see my world change.”

GRACE JIEUN LEE

Brand Marketing Coordinator
MBA, MSIS
“I ‘live green’ by managing a small vegetable and flower garden. It brings me joy watching the changes of nature.”
MERRY RANKIN
Director of Sustainability
“I live green by trying to be very aware of my ‘inputs’ I offer to each day, and the ‘outputs’ that will result from the choices I make, environmentally, financially and socially.”

ANDREW LOIACONO
Smart Business Challenge Intern
Senior, Marketing, French, International Business
“I live green by avoiding using my car at all costs. I walk almost everywhere!”

KATHRYN LEIDAHL
STARS Coordinator
Junior, Political Science, Economics
“I live green by always choosing to walk to class or work, constantly recycling and helping teach others in the community how to live green.”

SINDHUJA RAM
Marketing & Communications Intern
Senior, Advertising
“I live green by doing little things, as simple as using less plastic, that can make all the difference. Start small to make a big change!”

MADISUN VANGUNDY
Campus & Community Engagement Intern
Senior, Public Relations
“I live green by doing my best to conserve energy and eliminate waste by recycling, and encouraging others to do the same.”
Over the summer months, Iowa State University continued to showcase its devotion to sustainability through various projects on campus. The projects ranged from reducing emissions of the ISU power plant to improvements within the Department of Residence (DOR) and more! Check out the highlights of each project and discover just how “green” Iowa State went this summer.

Providing power to campus got a little greener over the summer. The stoker boiler replacement project, which will reduce emissions resulting from a portion of the power plant making the switch from coal to natural gas, was completed with the addition of natural gas boilers. These new boilers, as well as reducing coal use and emissions, are also designed to improve the power plant’s overall efficiency, reducing energy costs and the amount of fuel needed to operate the plant.

In addition, two donated solar panels were also installed near the wind turbine this summer to add additional renewable energy to campus. As well as reducing electrical demand needed from the power plant, their energy production and performance will be monitored and available for academic use and research applications across campus.

A LEED (Leadership in Energy & Environmental Design) certification signifies a project committed to accomplishing sustainable stewardship.

The Curtiss Hall Monsanto Student Services Wing and Harl Commons both received their LEED Gold certifications over the summer. As Iowa State’s first LEED certifications for interior renovations, these two projects result in a total of 11 total certified projects at Iowa State University.

More projects are expected to add to this total during the 2015-16 academic year. Two other completed projects are currently awaiting final certification, including the recently-constructed Frederiksen Court apartment buildings, pursuing a LEED for Homes certification.

In addition, five other projects are anticipated to be completed and ready to apply for certification, including the new Buchanan residence hall (which began construction over the summer), which will be the first ISU residence hall to pursue a LEED for New Construction certification.

A summer of renovations led to a summer of giving back and greening for the Department of Residence (DOR).

Mattresses and curtains made a difference to communities across Iowa through donation connections made possible by a partnership with the Iowa Department of Natural Resources’ Waste Exchange Program. Through this partnership, 258 mattresses were provided to an overnight education facility, specializing in residential summer camps for youth, ages 5-18. In addition, 500 wardrobe curtains were removed from Larch Hall and found forever homes as sunshades for a learning farm greenhouse, curtains for a community theater, educational resources for a community learning program and household curtains for needy families.

To further increase their sustainable footprint, Larch Hall also completed...
Members of the university community worked diligently to strategize viable options to address the safety and congestion concerns related to Osborn Drive over the summer. A vast pool of data was collected and considered, ranging from surveys to videos, with a focus on the overall goal of improving pedestrian safety and reducing traffic congestion toward a more pedestrian-friendly campus.

As a result, plans were strategized into four main areas: parking, access, cyclists and CyRide.

Parking that used to be available on Osborn during business hours is now only available during non-business hours. Not only does this assist in reducing congestion, it offers adequate lane space to accommodate the shared road functionality of Osborn for vehicle and bicycle traffic.

Access cards for entry to central campus are now necessary for anyone entering during business hours. Although there are some exceptions, “90 percent of activity now has a card,” said Cathy Brown, assistant director in Facilities Planning and Management (FP&M), “allowing for us to know who exactly is using it, when they are using it and what’s the purpose of their use.”

To encourage and accommodate sustainable transportation, while also ensuring a safe and enjoyable commute for walkers and bikers, a “Walk Your Wheels” program has also been implemented on Osborn Drive. This program designates bicyclists to stay on Osborn and other campus streets when riding, making use of shared roadways and designated bicycle lanes. In the event a student needs to use a sidewalk, they are asked to dismount and “walk their wheels.”

To further assist with congestion and safety, CyRide bus routes were also modified. Removal of three high-traffic bus stops and a pilot project of widening sidewalks allows for drivers and pedestrians to have greater visibility and accessibility when getting on and off buses, as well as when they are waiting for buses to arrive.

Throughout the 2015-16 academic year, traffic flow, CyRide ridership and feedback from the campus community will be monitored toward further refining this initiative.

Read more headline news at: http://www.livegreen.iastate.edu/
On a sunny day in Austin, Tex., a solar-powered car named Phaëton soared a full 106 miles ahead of the pack at the Formula Sun Grand Prix to claim a first place victory.

The Grand Prix is a solar competition open to student teams from all around the world, specifically to test the limits of its participants’ solar powered vehicles by judging performance in braking, acceleration, handling curves and completing the most laps over a three-day racing period. Competing against 16 other solar-powered cars, Iowa State University’s Team PrISUm captured their first Grand Prix win (after 25 years of racing), cementing their title as the Midwest’s most prestigious solar vehicle team.

Matt Goode, project director for PrISUm, claims that the Grand Prix win was thanks to “a combination of both the design of the vehicle and also the strategy.” At the race, a telemetry system was set in place to make sure all communications were crisp and clear between the driver and the team at the base station.

This system allowed the team to see how exactly their car was operating. Information about the temperature of the car and the energy expenditure was found useful in tabulating a winning race strategy. Based on this, Team PrISUm developed the best possible strategies to push their car to a first-place finish.

Established in 1989, Team PrISUm has developed 12 award-winning solar cars throughout the years. The team has traveled all over North America, winning awards with their solar vehicles. Fully a collaborative team effort, Team PrISUm has grown in both recognition and ranks. Tallying up to almost 200 members, the largest it has been in school history, there is always something to do in this student organization.

“I relate ourselves to a Silicon Valley company,” Goode said when describing the business-like structure of the team. With departments in electrical, business, mechanical, systems,
marketing and PR, a day at PrISUm is a dynamic experience filled with a plethora of opportunities for which students can explore and engage. Students from all majors are encouraged to join the team to continue adding necessary breadth and depth of perspective and experience to their team.

Members of Team PrISUm have more on their minds than just winning. They have a vision of developing effective and practical renewable transportation by “challenging and motivating members, spearheading innovation and inspiring future generations.” Their next car is already in the works. Prepping to go for the World Solar Challenge in 2017, PrISUm has set some lofty goals. Designing a new ‘cruiser class’ style vehicle, the team hopes that this next car will become the new normal for transportation.

Aside from making and racing solar cars, Team PrISUm is also committed to education and outreach, with a focus on offering a unique perspective to change and innovation to eager spectators and the next generation of racers and transportation geeks. Team members attend numerous education and outreach events throughout the year to allow the public to ask questions, interact with their cars and talk about sustainable transportation through solar energy.

“This is really the future of transportation!” exclaims Goode. “We truly believe it is!”

Just as these Cyclones imagine incredible innovations, the world is following in suit, as big-name companies like Tesla encourage electrical vehicle usage. It is a new movement, and Team PrISUm is racing toward the horizon of change with eager determination.

Want to learn more? Check out the PrISUm website/twitter/facebook/flickr/youtube for more behind the scenes about this cardinal, gold and green-minded team.
GREEN IT YOURSELF

TAILGATE T-SHIRT FASHION

SUPPLIES:
- ISU Game Day Shirt
- Cardinal and Gold Beads
- Scissors

INSTRUCTIONS:
1. Lay the shirt on a flat surface.
2. Make vertical cuts 4 to 6 inches from the bottom of the shirt.
3. Be sure to make the cuts approximately 1/2 an inch apart.
4. String on 3 to 5 beads onto each cut strand.
5. Tie the bottom of each strand up in a knot. Ready for kickoff!

PHOTO BY KELSEY ZEISER

CEREAL BOX FOLDERS & NOTEBOOKS

SUPPLIES:
- Cereal Boxes
- Ruler / Scissors / Tape
- Decorative Paper / Buttons

INSTRUCTIONS:
1. TO MAKE A FOLDER, unfold a cereal box on a flat surface.
2. Cut 2 inches off the top & bottom of the box, removing the flaps.
3. Fold box in half at center.
4. On a second box, cut the front folds off and then in half again.
5. Put cut halves of second cereal box onto either side of the first cereal box.
6. Use tape to secure halves, creating a pocket folder.

1. TO MAKE A NOTEBOOK, place plain paper between folded first box and sew altogether to create a book.
2. Attach decorative paper to the outside of the cereal box spine to create a binding, creating your very own upcycled school supplies!

BEWARE...

Vampire energy loss occurs when electronics are plugged in but not in use. Unplug to prevent extra energy and money from being sucked away. Boo!

CARDBOARD SILHOUETTE DECORATIONS

SUPPLIES:
- Scrap Cardboard
- Scissors / Tape
- Black Paint

INSTRUCTIONS:
1. Collect cardboard scraps of various thickness and size.
2. Sketch or stencil out designs onto cardboard and cut out.
3. Paint cut-out designs.
4. Adhere painted side of cut-out designs to windows to trick your treaters!
To truly gain connection to and appreciation for something, understanding it is vital. Sustainability, though referenced quite frequently in a number of different contexts, can be quite confusing to define. For many, being sustainable is being concerned about the environment. For others, sustainability involves finances, and the list goes on and on.

A general definition for sustainability, which has been adopted in some derivation internationally across the United States and even throughout Iowa, comes from the United Nations Bruntland Commission on Sustainable Development “… meeting the needs of the present without compromising the ability of the needs of the future.”

A more overarching definition of sustainability is based upon the concept of the Triple Bottom Line. Most often connected to business, the triple bottom line notes a successful business being a product of a balance of “people, profit and planet.” Sustainability is considered much in the same way… sometimes through a Venn diagram, as pictured, or the concept of a “Three Legged Stool.” The idea that to be truly sustainable, it is the intersection between three interdependent facets: economic sustainability, social sustainability and environmental sustainability.

**ECONOMIC**

Everything in the world around us seems to be connected to and impacted by money. With that in mind, economic wellbeing becomes a critical component to functioning successfully in our society. Being savvy with our saving and spending habits allows us to take control of our financial futures and for there to be assurance there is money to invest in new research, products, services and education that support and further sustainability. “Going green” takes on new meaning as we implement equitable and fiscally sound practices for using money in an economically sustainable way.

**SOCIAL**

The facet of social sustainability involves embracing the diversity of our world -- both globally and locally. With a population of 7.3 billion people, it is vital and certainly within our best interest that we appreciate and embrace the different experiences and perspectives we can offer and share with each other. Being socially sustainable can be achieved by embracing the diversity in our community, both on and off-campus, and wherever we may visit or live throughout our lives. Social sustainability is also about connecting to your community and giving back through volunteerism. Becoming socially aware and connected ensures our growth into global citizens -- acting in kindness and an interest in experiencing new adventures to all that you meet and greet along the way.

**ENVIRONMENTAL**

What is to be considered the well-known and most often associated facet of sustainability is environmental sustainability. Just as we take care of our own needs, we must take care of our planet. Many initiatives are already in place to help you leave behind a greener footprint. From the 3Rs to turning off the lights, composting and taking shorter showers, this facet is what immediately comes to mind when “green” or “going green” is considered -- all of those things and behaviors that strive to ensure the natural ebb and flow of our ecosystem.

Although uniquely and importantly separate in terms of actions, decisions and considerations, collectively this trio merges seamlessly together to thread an inspiring and empowering tapestry of a sustainable future.
GREEN OPPORTUNITIES

Explore a Botanical Treasure
Reiman Gardens offers a diversity of “get outside” educational and give-back opportunities. Tour the gardens, walk around the butterfly house, find a tucked away place to relax and recharge, attend classes and workshops, find unique gifts, or volunteer. A great getaway within walking distance of campus. Admission to the Gardens is free to Iowa State University students. More information about activities, opportunities and events can be found on the Reiman Gardens website.

Support Your Local Farmer
There’s still time to visit one of Ames’ local farmers’ markets, pick up some fresh produce and support the local economy. The Ames Main Street Farmers’ Market (9 a.m. to 12:30 p.m., Saturdays, on Main Street) and North Grand Farmer’s Market (3-6 p.m., Wednesdays and 8 a.m. to noon, Saturdays, at North Grand Mall) remain open through the end of October.

Boost a Green Business
Have a favorite business you would like to see get the “green” credit they deserve? Encourage them to join the Smart Business Challenge, aimed at celebrating the sustainable impact Ames businesses are already making through their business practices, products and services, as well as offering assistance and resources to reach the next level of efficiency and effectiveness. A list of current Smart Business Challenge participants, as well as info on joining the Challenge, can be found on the City of Ames Smart Business Challenge website.

Bring Your Mug, Grab a Discount
The next time you’re craving a beverage, be green and save some green by bringing your reusable mug. At all campus cafes and retail establishments, whenever you save a disposable cup from the waste stream, you’ll receive a $0.35 discount. Any mug will do! Need a new reusable mug? Come to National Campus Sustainability Day (NCSD), Oct 15, 11am-2pm. Learn more on page 14.

Commit Yourself to Change
Interested in tackling the world’s most pressing issues with other student leaders? More than 1,000 innovative students will focus on climate change and environment, education, human rights and peace, poverty alleviation and public health at the 2016 Clinton Global Initiative University, April 1-3, at the University of California, Berkeley. Applications are due Dec. 1. Apply by Oct. 16 for early admission and travel assistance.

Participate in Fair Trade
October is Fair Trade Month and is focused on raising awareness of the impact and benefit of buying and using socially and commercially sustainable fair trade products in place of commodities -- which may harm the environment, the economy, communities and disadvantaged individuals. Fair trade supports farmers and craftspeople in developing countries who are socially and economically marginalized. These producers often face steep hurdles in finding markets and customers for their goods. Ask about fair trade products at your favorite store or explore a local fair trade store. In Ames, visit Worldly Goods on Main Street for a diversity of fair trade products from around the world.

Give the Gift of Warmth
Join the Story County Coalition for Energy Efficiency on Oct. 24, and help learn more about and give back to Story County by warming the community this winter. Volunteers are needed to assist in weatherizing homes for elderly, disabled and low-income individuals throughout Story County as part of the 9th annual Winter Weatherization Challenge. Volunteers will install plastic on windows, door sweeps, weather stripping around doors and windows and much more. Get more information and register on the Volunteer Center of Story County website.
OCTOBER 2015

13
EVOLUTION OF THE OBESITY EPIDEMIC AND EFFORTS TO CONTAIN IT
Lecture by Dr. William Dietz
Dolezal Auditorium, 127 Curtiss Hall, 7 PM

VOLUNTEER OPPORTUNITY
Winter Weatherization Kit Assembly
Volunteer Center for Story County
110 Crystal Street, 6 PM

IOWA NSF EPSCOR ENERGY POLICY SEMINAR SERIES
California’s Innovative Policies to Fight Climate Change
1344 Howe Hall, 12 PM

14
ART WALK: A CELEBRATION OF THE LIVING MEMORIAL
The Workspace, MU, 12-1 PM

FUTURE OF HEALTHY FAMILIES
Lecture by Stephen Russell
2019 Morrill Hall, 4-5 PM

21
THE EVOLUTION OF GOODNESS, JUSTICE AND EMPATHY
Lecture by Lee Alan Dugatkin
Sun Room, MU, 7 PM

22
CRAFT OF THE MONTH: DAY OF THE DEAD SKULLS
The Workspace, 2-10 PM

23
HABITAT FOR HUMANITY SALE
Ames Resource Recovery Plant
402 E. Lincolnway, 9 AM - 3 PM

29
UPCYCLED SMASHED BUTTON NECKLACE CLASS
Continues on Thursdays for the next two weeks; please pre-register for classes
The Workspace, 6:30 PM

COMING UP FOR NOVEMBER 2015

4
GROWING THE MIDWEST GARDEN
Series continues on Wednesdays for the next two weeks; please pre-register for workshops
Reiman Gardens, 6-8 PM

9
HOW TO PARTICIPATE IN THE IOWA CAUCUSES WORKSHOP
A candidate information resource fair will follow the training session
Sun Room, MU, 6-8 PM

For more sustainable events or to put your event on the calendar, contact the newsletter team!

Caitlin Deaver | Marketing & Communications Intern | cmdeaver@iastate.edu
Steve Kohtz | Sustainability Coordinator | sakohtz@iastate.edu
Sindhuja Ram | Marketing & Communications Intern | sram@iastate.edu
OCTOBER NATIONAL CAMPUS SUSTAINABILITY MONTH

OCTOBER NATIONAL CAMPUS SUSTAINABILITY DAY celebrates college and university accomplishments and successes through commitment and dedication to sustainability projects, initiatives and events.

- Meet campus and community sustainability clubs, organizations and businesses
- Bring a food donation for “The Shop” student food pantry
- Bring your reusable mug for some refreshments
- Get a free tune-up for your bike, courtesy of Outdoor Rec

OCTOBER 15TH
11 AM - 2 PM
PARKS LIBRARY LAWN

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