

LIVE GREEN! MONTHLY

**“GREAT INNOVATION
ONLY HAPPENS
WHEN PEOPLE
AREN'T AFRAID
TO DO THINGS
DIFFERENTLY.”
- GEORG CANTOR**

**ISU STUDENTS
WHO INNOVATED
THEIR WAY TO
ENTREPRENEURSHIP**

**NOW YOU KNOW:
INNOVATIVE
SUSTAINABILITY
GOALS**

**CHALLENGE AND
INNOVATE YOUR DAILY
ROUTINE**

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IOWA STATE UNIVERSITY

LIVE GREEN!

2008-2018 CELEBRATING 10 YEARS

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Want to learn more about recycling at Iowa State University? Plunge into ISU's new [Recycling Services Newsletter](#) from ISU's Recycling Coordinator, [Ayodeji Oluwalana](#).



Photo by Paige Anson

Happy October from the Live Green! Team, and welcome to the 2019-2020 school year! To kick off our first issue of the academic year, The Live Green! Monthly and Live Green! team are striving to challenge and inspire members of the Iowa State University and Ames community to *innovate* in all things sustainable: particularly in areas involving social, environmental and economic wellness.

Our theme of innovation this month is inspired from United Nations Sustainability Development Goals (7, 8, 9) compiled in 2015. For the rest of the year, The Live Green! Monthly will continue to emphasize and incorporate these goals in our "green"-minded content. To learn more about these goals and future Live Green! Monthly themes, visit pages 4-5.



Graphics courtesy of United Nations

Follow Us!



Innovating Green and want to share your progress? Tag @isu_livegreen on social media — we would love to see your ideas, thoughts and creations.

Cover image by Krishnaun Burns



DIRECTOR'S MESSAGE

Welcome to the first issue of Live Green! Monthly for the 2019-2020 academic year! On behalf of the entire Live Green! Leadership Team, we are so very excited for the upcoming year and "greening" together with all of you!

This year, we are approaching things a little differently for Live Green! Monthly. While we will still have overarching themes for each monthly newsletter, we have also established an overarching theme for this year's collective issues – through connection to each of the United Nations Sustainable Development Goals. These goals are part of the U.N.'s 2030 Agenda for Sustainable Development – adopted by all United Nation Member States. They provide "a shared blueprint for peace and prosperity for people and the planet now and in the future" and offer "an urgent call for action by all countries – developed and developing – in global partnership."

As our university community represents over 120 countries around the world, increased awareness, understanding of and consideration for these goals offers an informative, relative and multi-faceted connection to both the Live Green! Initiative and our collective work toward a sustainable future.

Each month, a new theme will bring together a few of these goals that will then be further explored in the monthly feature article, Now You Know. In addition, the monthly theme will weave through each month's issue - both in celebration of the University's commitment and dedication, within our own initiatives, as well as events and opportunities to allow each of us to explore and discover our own individual connections.

We focus on the theme of Innovation throughout this issue of Live Green! Monthly and further explore the U.N. Sustainable Development Goals of: Clean and Renewable Energy (Goal 7), Decent Work and Economic Growth (Goal 8) and Industry, Innovation and Infrastructure (Goal 9). From student entrepreneurship to summer undertakings on campus and in the community to events, opportunities and happenings in which to take part – campus is bursting with innovative accomplishments, connections and "adventures at Iowa State."

Wishing you a month of innovative adventure!

Yours in green-ness,



DIRECTOR'S UPDATE

This past month, my Sustainability Committee and I have been hard at work setting goals for this upcoming school year. We have started working on composting and recycling initiatives on campus and within the Greek community. Education and outreach are also a priority to the Sustainability Committee for getting the word out about what sustainability is and how students can get involved. This school year, we also hope to promote the ISU Green Initiatives Fund; which offers financial opportunities for sustainability-focused organizations to further their work.

This last week, Merry Rankin, Carissa Moyna, Ayodeji Oluwalana, and I conducted our first Sustainability and Recycling Forum. This forum gave ISU students and staff the opportunity to ask questions about recycling and sustainability on campus and to learn more about the missions and efforts of Student Government and the Office of Sustainability. We are hoping to conduct another forum in the spring, in effort to continue to grow these open discussions on sustainability.

I am excited to keep working with my committee and look forward to updating everyone with our successes!

Contact Izzy with ideas or questions at iswilde@iastate.edu and follow the Sustainability Committee's Instagram at [@isusustainability](https://www.instagram.com/isusustainability).



Photo by Krishaun Burns

MERRY RANKIN is Iowa State University's Director of Sustainability and the City of Ames Sustainability Coordinator. She works with both the ISU campus and the community of Ames in developing a working relationship with sustainability.

IZZY WILDE is Iowa State University's 2019-2020 Student Government Sustainability Director. She is a third-year student majoring in Spanish and community and regional planning.



Photo Courtesy of Izzy Wilde

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

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 projects and initiatives, our operations and our campus environmentally, economically and socially sustainable.

2019-2020 MONTHLY THEMES

In 2015, the United Nations created 17 Sustainable Development Goals to accomplish by 2030. These goals were created to help incorporate sustainable practices in the lives of people all over the world, as well as to ensure the inclusion and development of those with disabilities, with the motto of "leaving no one behind." Each of the 16 goals fall in at least one of the three facets of sustainability:

economic, social and environmental, with the 17th goal encompassing them all.

For the 2019-2020 Live Green! monthly newsletter, these goals will serve as inspirational themes for each overarching month's theme. Get a sneak peak of each one below!

17 PARTNERSHIPS FOR THE GOALS



OCTOBER • INNOVATE

7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Innovate all October long, as we learn about the goals of Industry, Innovation and Infrastructure, Decent Work and Economic Growth, and Affordable and Clean Energy. This issue will delve into the mindsets of students who bring their ideas to life and provide a variety of local and national opportunities to innovate yourself.

NOVEMBER • NOURISH

1 NO POVERTY



2 ZERO HUNGER



Nourish and sustain yourself, your home and your community this November, as we explore the goals of No Poverty and Zero Hunger. This issue will look deeply into how sustaining communities through affordable, nutritious food and safe water can help minimize poverty, improve mental and physical health and enable economic growth globally.

DECEMBER/JANUARY • ELEVATE

1 NO POVERTY



3 GOOD HEALTH AND WELL-BEING



11 SUSTAINABLE CITIES AND COMMUNITIES



Elevate others in your communities this December and January, as we discuss the goals of Sustainable Cities and Communities, Good Health and Well-Being and No Poverty. This issue will highlight local, national and international opportunities to meet these goals as well as feature people in Ames doing just this.

Graphics courtesy of United Nations

FEBRUARY • UNITE



Unite with those in your local community and others around the world this February to learn about the social, economic and environmental impact of inequality. This issue will explain how achieving the goals of Gender Equality, Reduced Inequalities and Peace, Justice and Strong Institutions can make a big, sustainable impact on every community in the world.

MARCH • HYDRATE



Hydrate yourself and other life around you in March as you learn about the global effort to preserve life on Earth through water. This issue will explore the goals Clean Water and Sanitation and Life Below Water, as well as discuss innovative uses for water sources to ensure availability to affordable, safe water worldwide and to retain a home for the variety of life underwater.

APRIL • ENVISION



Envision what the future can look like for generations to come all Earth Month long, as we explore the goals of Quality Education, Responsible Consumption and Production, and Climate Action. This issue will look at how access to quality education and resources can aid in the long-term goal of resource conservation and Earth preservation.

MAY • LAND



Land in May and explore conservation, restoration and the sustainable use of ecosystems on Earth, as we look at the goal Life on Land. This issue, we will learn about innovative solutions to improve biodiversity, sustainably manage and expand forests, and different opportunities to get involved locally and nationally.

SUSTAINABLE SUMMER HIGHLIGHTS

LOOKING BACK AT SUSTAINABLE SUMMER ACCOMPLISHMENTS

When working to make a more sustainable planet and community, innovation is an essential asset to creating lasting change. An important starting point for innovating for the future involves looking back and appreciating all of the sustainable innovations and accomplishments that have already been made. Here are some 2019 sustainable summer highlights, featuring many (though not all) of the "green" and innovative steps forward people in the ISU and Ames community made.

College Creek Cleans Up



Photo by Paige Anson

The Live Green! Initiative, Keep Iowa State Beautiful and Facilities Planning and Management partnered for the 10th annual College Creek Cleanup event on campus June 15. Volunteers collected 630 pounds of trash and 125 pounds of metal from College Creek, and enjoyed free snacks and giveaways from local businesses.

Rummage RAMPage Diverts

The Live Green! Initiative, The City of Ames and volunteers from over 22 non-profit organizations hosted the fourth annual Rummage RAMPage sale event at the Ames Intermodal Facility July 27 - Aug. 3. Donations to the city-wide rummage sale saved 116,424 pounds of furniture and housewares from being landfilled and raised \$33,194 during sales for the nonprofits that volunteered at the event.



Photo by Paige Anson

ATRB Receives LEED Gold



Photo courtesy of ISU Building Information

During summer break, Iowa State University's Advanced Teaching and Research Building received LEED certified Gold status; contributing to the growing list of LEED-certified buildings on campus. The ATRB was approved for construction in June 2015 and opened up for staff to move in May 2019. This fall marks the building's first semester functioning on campus.

CyRide Receives Grant



Photo courtesy of Iowa State Daily

CyRide received a federal grant of \$1.66 million from the U.S. Department of Transportation to replace diesel buses with electric buses. The transition will be gradual, with CyRide replacing diesel buses once they have outlived their useful life.

Pitches for Innovation

More than 150 ISU student and alumni entrepreneurs pitched business ideas at the Iowa State Fair (Aug. 8-18) in an exhibit themed around Iowa State's ongoing initiative to support a campus and community culture of innovation and entrepreneurship. See pages 10 and 11 to learn about students who competed in the pitch off.



Photo courtesy of Lauren Gifford

FWD Program Debutes



Photo courtesy of the City of Ames

In effort to reduce food waste in the community, the City of Ames debuted their pilot Food Waste Diversion (FWD) program in July. City Of Ames residents can now purchase a FWD composting bucket, five compostable liners and a compost drop-off punch card (five punches) for \$20 at the Arnold O. Chantland Resource Recover Plant. Community members may also purchase only the five liners and a punch card for \$10. Learn more on the City of Ames website.

Pride Crosses

Ames City Council and the ISU Office of Diversity and Inclusion discussed and approved the repainting of crosswalks on Douglas Avenue and Fifth Street in support of Ames' diverse community members; particularly, members of the LGBTQ+ community. The new Pride Crosswalk debuted Sept. 3, in time for Pridefest Sept. 7, and features gender non-binary pride colors (Fifth Street to the east) as well as transgender pride colors (Fifth Street to the west).



Photo courtesy of Iowa State Daily

MEET THE 2019-2020 LIVE GREEN! TEAM

The Live Green! Leadership Team is dedicated to engaging, educating and empowering Iowa State University students, faculty and staff in all facets of sustainability — environmental, economic and social.

We are comprised of a broad range of perspectives and passions relating to sustainability, and all are striving toward sustainable futures. We are devoted to continual learning on living and working more sustainably and are excited to share ideas, opportunities and achievements through this newsletter, our events, our social media and through our community connections. Please, feel free to connect with us and to share your “green” experience at Iowa State.

SUSTAINABILITY DIRECTOR

Name: Merry Rankin
Contact: mrankin@iastate.edu
Hometown: Knoxville, IA

Favorite Sustainability

Quote: “Be the most ethical, the most responsible, the most authentic you can be with every breath you take, because you are cutting a path into tomorrow that others will follow.”

— Ken Wilber



SUSTAINABILITY COORDINATOR

Name: Hannah Bartel
Contact: hrbartel@iastate.edu
Hometown: Iowa City, IA

Favorite Sustainability

Quote: “I speak for the trees, for they have no tongues.”

— Lorax



CAMPUS COMMUNITY ENGAGEMENT

Name: Kelsey Culbertson
Contact: kculbert@iastate.edu
Hometown: Waukee, IA

Favorite Sustainability

Quote: “The greatest danger to our planet is the belief that someone else will save it.”

— Robert Swan



Name: Meghan Main
Contact: mainmeg@iastate.edu
Hometown: Omaha, NE

Favorite Sustainability

Quote: “Buy less, choose well.”

— Vivienne Westwood



MARKETING AND COMMUNICATIONS

Name: Paige Anson
Contact: pmanson@iastate.edu
Hometown: WDM, IA

Favorite Sustainability

Quote: “The man [or woman] who moves mountains begins by carrying away small stones.”

— Confucius



Name: Krishaun Burns
Contact: koburns@iastate.edu
Hometown: Detroit, MI

Favorite Sustainability

Quote: “Going back to a simpler life is not a step backwards.”

— Yvon Chouinard



SMART BUSINESS CHALLENGE

Name: Sunny Camacho
Contact: scamacho@iastate.edu
Hometown: Tinley Park, IL
Favorite Sustainability Quote: "Take care of the soil and it will take care of you."
— Unknown



Name: Scott Nemeč
Contact: snemeč@iastate.edu
Hometown: Tinley Park, IL
Favorite Sustainability Quote: "In every outthrust headland, in every curving beach, in every grain of sand there is the story of the Earth"
— Rachel Carson

SPECIAL INITIATIVES

Name: Grace Madigan
Contact: gmadigan@iastate.edu
Hometown: Kohler, WI
Favorite Sustainability Quote: "We are not above nature, we are a part of nature."
— Jennifer Nini



STRATEGIC PLANNING INITIATIVES



Name: RJ Green
Contact: rjgreen@iastate.edu
Hometown: Ames, IA
Favorite Sustainability Quote: "Be the ability in sustainability."
— Unknown

WEBSITE ACCESSIBILITY COORDINATOR

Name: Steve Kohtz
Contact: sakohtz@iastate.edu
Hometown: WDM, IA
Favorite Sustainability Quote: "We cannot solve our problems with the same thinking we used to create them."
— Albert Einstein



NOW YOU KNOW

INNOVATING TODAY, INNOVATION TOMORROW

In the midst of climate change and other global challenges such as food insecurity and job security, many individuals and organizations are adopting more sustainable practices. Innovation enables and empowers through research, education and sustainable technologies related to energy, water and each and every component of life and living.

Innovation is nothing new to Iowa State University. As the first public university in Iowa to offer an undergraduate major in entrepreneurship and among only eight to offer a Ph.D. specialization in entrepreneurship, Iowa State provides its students a vibrant curriculum and many opportunities and innovative programs that foster an innovative mindset.

This innovative foundation enables and empowers multiple benefits, including, but not limited to, increases in: efficiency, productivity and quality.

Innovation also allows basic and specific human needs to be more effectively and fully addressed, in an effort to collectively improve the lives of all world citizens. This is exactly the intent of the United Nation's Sustainable Development Goals — with each goal developed on the reliance of innovation and innovative ideas.

Three Sustainable Development Goals are the baseline for sustainable innovation: Affordable and Clean Energy (Goal 7), Decent Work and Economic Growth (Goal 8); and Industry, Innovation and Infrastructure (Goal 9).

AFFORDABLE AND CLEAN ENERGY

Energy is a critical resource that has a mass effect on the world due to its large contribution (60%) to greenhouse gas emissions.

It is also a barrier to progress in food insecurity, economic stability, gender equality, poverty reduction, health and education to 13%, or approximately one billion, people around the world who are living without it.

Goal 7 is a global call-to-action for innovative ways to provide this 13% of the population energy for the first time, as well as to increase the amount of renewable energy from water, solar and wind power.

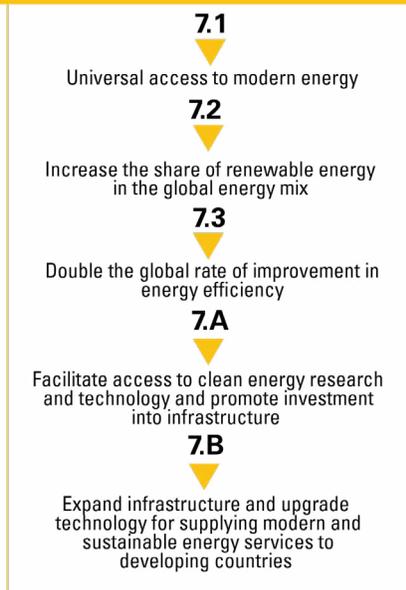
Any efforts made toward the solution will also aid in other environmental and social challenges. Dangerous levels of air pollution and greenhouse gases will reduce, economic growth and energy efficiency will improve, food security will increase and communities will become more inclusive, sustainable and resilient to environmental issues.

To reap these benefits from achieving Goal 7 and to accelerate access to energy globally, the United Nations is encouraging everyone, from individuals to entire countries, to implement renewable energy in their practices.

To this end, the United Nations recommends that countries invest in and adopt clean energy infrastructure and businesses commit to sourcing 100% of their operational electricity from renewable sources.

Goal 7 is for everyone — from something as small as plugging all electronics into power strips to choosing public transportation more often or incorporating more telecommunications into your work or education schedule.

SUSTAINABLE DEVELOPMENT GOALS GOAL 7: TARGETS



Graphic by Krishnaun Burns

DECENT WORK & ECONOMIC GROWTH

There is a large discrepancy between the economic growth occurring around the world and the number of people living in poverty or extreme poverty.

In 2018, the world's unemployment rate reached the lowest it has been in the past decade: 4.9% (172 million people unemployed). Despite this, more than 700 million people around the world live on \$2 a day. While this reflects living in poverty in most lower-middle income countries, it is also fairly close to the extreme poverty rate of less than \$1.90 a day.

Living in poverty or extreme poverty looks different for everyone, based on their country of residence. For example, Petronilla Malesi, in Kenya, takes care of her four grandchildren by selling ice pops in the street and taking odd jobs. In Nigeria, Serin Dossa sells corn porridge on the streets and takes out small loans from her savings group to care for her husband and children.

These are real people the United Nations considered when crafting Goal 8, which is to "achieve full and productive employment and decent work for all women and men, including young people and persons with disabilities." This results in a 7% employment growth rate by 2030 and 470 million "decent work" opportunities.

**In 2018,
20 per cent
of the
world's
youth
were not
engaged
in either
education,
employment
or training**



Graphic courtesy of the United Nations

"Decent Work" includes fair income, security in the workplace, social protection for families, better prospects for personal development and social integration.

One strategy the United Nations is using to achieve Goal 8 is policy-making. Through policy, long-term impacts through investing in education, infrastructure, healthcare and other necessities ensures a thriving global community. From this investment, "decent work" opportunities and inclusive poverty-reducing growth will be generated.

Some policy topics of focus to the United Nations include international labor standards, minimum wage, corporate power, sustainable tourism and green jobs.

While the United Nations works to achieve Goal 8 on the policy side, people all around the world can also take action to ensure Decent Work and Economic Growth.

Use social media and word-of-mouth, as well as attend town hall meetings to promote policy; develop incentives to increase youth employment, education and training; support labor rights and safe working environments; encourage universal access to banking, insurance and financial services; and diversify, innovate and upgrade for economic productivity.

INDUSTRY, INNOVATION AND INFRASTRUCTURE

To achieve success, all 17 goals rely on economic growth and development. In turn, innovation and investment in infrastructure and technological process is vital in ensuring the foundation for growth and development.

This can look differently around the world. From innovating opportunities to delivering reliable energy in developing countries to innovating upgrades to existing communication services and constructing LEED-certified buildings in developed countries. Despite technological advances and progress in making technology accessible, technology is still inaccessible to more than 4 billion people around the world.

This disproportionate access to technology inhibits the ability of countries and communities to stabilize, upgrade and empower industries and infrastructure, investments, health, education, energy efficiency and renewable resources.

It also stalls the creation of new jobs and economic growth.

When existing infrastructure is upgraded (paired with industrialization and innovation), more businesses (and in turn, more jobs) are established. Through the job multiplication effect, each new job created in the manufacturing industry



Graphic by Krishnaun Burns

generates, on average, 2.2 employment opportunities in non-manufacturing industries. The majority of these new opportunities are offered in micro-, small- and medium-sized enterprises, which comprises 90% of businesses worldwide and 60-70% of the world's workforce.

Goal 9 addresses the critical impact technology can have on infrastructure and economic growth, calling on nations to achieve "sustainable development and [empower] communities in many countries." Establishing standards and regulations that ensure sustainably-managed projects and initiatives, as well as promoting and empowering sustainable growth within countries are initiatives communities and governments can undertake in supporting this goal.

The strong foundation that unites Goals 7, 8 and 9 is innovation and the ongoing consideration of how current processes, procedures and policies can innovate and be innovated toward sustainable development and a sustainable future for all. Each and every one of us has a role and opportunity in this innovation. This month's issue is full of possibilities to pursue.

The future is ours!

STUDENTS LIVING **CARDINAL, GOLD & GREEN**

INNOVATING GREEN THROUGH ENTREPRENEURSHIP

Creating a healthy, successful planet, with thriving economies, environments and societies depend heavily on “green” thinking. Green thinking can mean a lot of things, like being more mindful about one’s waste, or paying attention to how one’s actions impacts the people and environments around them. However, green thinking also means green innovating; creating real change by thinking outside the box for ways to sustain life and wellness. In this first issue of the Live Green! Monthly for the 2019-2020 academic year, Live Green! wants to introduce readers to **Cardinal & Gold** students that are thinking and innovating **Green** through their passions for entrepreneurship.

Innovating to construct a more sustainable society can be done in any area of life.

One area many students at Iowa State are focusing their innovations on involves the field of entrepreneurship.

In re-imagining business structures and products, students like Grayson Burgess, Lauren Gifford and Dillon Jensen are innovating economic, environmental and social wellness and success in a number of unique ways.

Jensen Applied Sciences (JAS), for example, is an economically and socially progressive business created by ISU students Dillon and (his brother) Cole Jensen over the last four years. JAS produces affordable cloud-based data tracking tools, currently, for small craft breweries.

“[JAS] improves society in the way that it creates jobs ... and will be bringing [cloud] technology to a lot of small businesses,” Jensen said.

Comic Sandwiches (CS), founded by Burgess around four years ago, is a business that is as unique as its name: selling superhero prop replicas and custom shields.

CS helps sustain Burgess and communities in a number of ways. CS puts money back into the local community, as Burgess sources a majority of CS’s materials locally. CS also inspires social connections and wellness among superhero, prop and shield fans.

GRAYSON BURGESS



Year & Major

Senior, Mechanical Engineering

Comic Sandwiches

The Product:

Superhero Prop Replicas

LAUREN GIFFORD



Year & Major

Senior, Marketing

Letter With Lauren Liz

The Product:

Hand-lettering Classes

DILLON JENSEN



Year & Major

Junior, Computer Science

Jensen Applied Sciences

The Product:

Cloud-Based Data Tools

Photos courtesy of: Grayson Burgess, Lauren Gifford, Dillon Jensen

Comic Sandwiches



"Some use [the shields] for charity ... or want to get them signed. People will dress up and go to hospitals with them ... I had a hospital in London purchase a custom shield [and] use it as wall art," Burgess said.

Letter With Lauren Liz (LWLL) is another innovative student business, one that offers hand lettering lessons in Ames.

LWLL started two years ago, and was created by Gifford not only to help sustain herself financially, creatively and personally but primarily because Gifford hoped to promote the socially sustainable values she found in the activity.

"Promoting happiness and taking time for yourself are

Letter With Lauren Liz



some of the reasons I love hand lettering, and started [LWLL]," Gifford said.

Creating self-sustainability (economically and socially), fostering innovation through business and offering "green" values back into the community are common motivators among Gifford, Jensen and Burgess.

"Entrepreneurship promotes young people pursuing their ideas and bringing newer and better things into society and the world," Gifford said.

Jensen would agree, that innovation and entrepreneurship promote continuous societal progress and success.

Jensen Applied Sciences



"From using rocks to building hammers, to cars and now electric cars. The rate of innovation is innovating itself," Jensen said.

As for how these students got into entrepreneurship, all (from various colleges) started by pursuing an interest, and then working to try, to fail, to learn and to grow in cultivating their products into productive, successful parts of society.

Their advice to budding entrepreneurs and all students; never be afraid to pursue an idea and make it your own.

"If you are a student who has an idea that floats around in the back of your head, and you aren't really sure it's a good idea but you have a passion for it, don't be afraid to experiment with it and to tell people about it," Gifford said. "Once you start exploring what you want to do you would be surprised how many people can expose you to resources or help you get excited about it."



What's Your Innovation?

All three student entrepreneurs participated in and recommend **CyStarters**, an ISU student entrepreneurial program through the **Papa John Center for Entrepreneurship** offered every summer.

They all also competed in the **2019 Iowa State Fair Innovation Pitch Off**, and recommend taking advantage of **any business pitch opportunities**.

Other resources:

- **One Million Cups**
- **ISU's Entrepreneur Club**
Meets Oct. 16 and Oct. 30
7 p.m. in Gerdin 2118.
Learn about their upcoming trip to Tampa, Florida Oct. 31 at an upcoming meeting. The club and trip are open to all majors.
- **Startup Pitch Event (Oct.3):**
5:30-8:30 p.m. in the Memorial Union M-Shop
- **Women Who Create Conference (Oct.24):**
8:30 a.m. - 4:30 p.m. at the ISU Research Park

GREEN-IT-YOURSELF

CELEBRATE THE SEASON WITH THESE INNOVATIVE CRAFTS

UPCYCLED GHOST LOLLIPOPS

Supplies: Newspaper or a white t-shirt, orange ribbon, large lollipops, black paint, paint brush and scissors

Instructions:

1. Cut the newspaper or t-shirt into one large circle and one small circle.
2. Place the larger circle over a lollipop and layer the second one over it.
3. Cut an 8" piece of ribbon and tie it in a knot around the bottom of the lollipop, over the piece of newspaper or fabric.
4. Use the paint to draw eyes and a mouth onto the newspaper or fabric, creating the head of the ghost.
5. Allow the paint to dry.
6. Repeat steps 1-5 until you have as many ghost suckers as you desire.



FALL LEAVES SENSORY JAR

Supplies: Large mason jar (half-gallon size) with lid and ring top, glycerin, fall leaves, small tree branch, hot glue gun, water and spoon

Instructions:

1. Collect a variety of fall leaves and a small tree branch from outside.
2. Trim branch to fit inside mason jar. Test to make sure the lid of the jar can be screwed on securely with the branch inside.
3. Add a drop of hot glue on the middle of the inside of the mason jar lid.
4. Put the branch on the glue and hold it onto lid until it sets.
5. Glue a few leaves to the tree branch and allow them to set.
6. Using the extra leaves, cut small pieces to use as confetti.
7. Fill the mason jar with water and add ½ cup of glycerin. Mix it with spoon.
8. Sprinkle in the cut leaves. (If they fall quickly, add more glycerin.)
9. Place lid (with glued branch and leaves) into water and screw the top onto the jar.



SMOKING PUMPKIN PUNCH BOWL

Supplies: Wide pumpkin, two medium metal bowls, dry ice, water, knife, gloves and punch

Instructions:

1. Create a lid by cutting off the top ⅓ inches of the pumpkin.
2. Scoop out the pumpkin's insides. (Compost insides or use in a fall-themed recipe.)
3. Add a little water and dry ice (use gloves!) to one of the metal bowls.
5. Place bowl inside pumpkin.
6. Place second bowl into the pumpkin on top of the one with dry ice. Center them to create equal space between bowls and pumpkin sides.
7. Pour punch into empty bowl. "Smoke" will begin to appear.
8. Over time, add more water to the dry ice bowl to get more "smoke."

When finished with the pumpkin, compost it at home or drop it off at the Resource Recovery Center! (See page 17 for more information.)



Copy and layout by Krishaun Burns

RECIPES

INNOVATE AUTUMN STAPLES WITH THESE FUN NIBBLES



PUMPKIN FRENCH TOAST STICKS

Ingredients: One loaf of bread, 4 large eggs, $\frac{3}{8}$ cups milk, $\frac{1}{2}$ cup pumpkin puree, $\frac{1}{2}$ tsp vanilla extract, 1 tsp ground cinnamon, 1 tsp pumpkin pie spice, $\frac{1}{4}$ cup granulated sugar and $\frac{1}{2}$ T butter

Directions:

1. Add butter to a large, non-stick skillet over medium heat.
2. Cut bread slices into three sticks. Wait for them to dry out or put into the oven at 350 degrees for 10 minutes to achieve similar results.
3. Add eggs, milk, pumpkin puree, vanilla, 1 tsp ground cinnamon and pumpkin pie spice to a bowl. Whisk together.
4. Dip sticks into the mixture, covering all sides, and place into the skillet. Cook until each side is golden brown (approx. 2 minutes per side).
5. In a small bowl, combine sugar and $\frac{1}{2}$ tsp ground cinnamon.
6. Remove cooked french toast sticks from skillet and immediately roll them in the cinnamon sugar mixture. Enjoy plain, or with maple syrup, buttered pecan syrup or your favorite dipping sauce.



CHICKPEA AVOCADO SANDWICH

Ingredients: One 15 oz can of chickpeas, 1 ripe avocado, 2 tsp lemon juice, $\frac{1}{4}$ cup dried cranberries, salt, pepper, 4 slices of whole grain bread (or choose your favorite bread), arugula, red onion and spinach

Directions:

1. In a bowl, pour drained chickpeas out and smash them down with a fork.
2. Add avocado to bowl and smash down until mostly smooth with a few chunky pieces.
3. Stir lemon juice, cranberries, salt and pepper (to taste) in the mixture.
4. Refrigerate mixture until ready to eat (best within 1-2 days).
5. When ready to serve, toast bread and spread $\frac{1}{2}$ of the mixture over one slice. Top with arugula, red onion, or spinach, if desired.
6. Add a slice of toasted bread on top and cut the sandwich in half.
7. Repeat steps 4-6 with remaining mixture.



APPLE NACHOS

Ingredients: Apples (your choice), choose one sauce or mix: caramel, fudge, peanut butter, Hershey's syrup, or one of your favorites, and chocolate chips

Directions:

1. Slice apples and arrange them on a plate.
2. Heat up sauce in the microwave or on the stove top and drizzle over sliced apples.
3. Sprinkle on chocolate chips.
4. Make the recipe fun by adding even more toppings, such as crushed peanuts, almond butter, Nutella or cinnamon.

GREEN OPPORTUNITIES

COLORCYCLE CRAYOLA



Reduce marker waste by collecting and saving used or dried up markers and donating them to Crayola's ColorCycle program. All brands and types of plastic markers are accepted for donation, including dry erase and highlighter markers. To donate, visit the [ColorCycle website](#) to print a free shipping label and ship donations back to Crayola to be recycled. To innovate a new sustainable initiative in your community, consider starting a marker recycling box or two at your (or a local) school and/or business.

ENJOY NATURE OF THE GAME



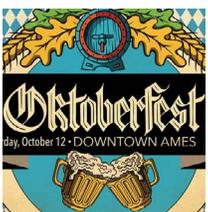
Celebrate and enjoy the last day of Reiman Garden's interactive "Nature of the Game Exhibit," Oct. 6 9 a.m. - 4:30 p.m. Created in collaboration with ISU Design faculty and students, this outdoor series at Reiman Gardens was structured to put an ecological and artistic spin on familiar game favorites, like: Twister, puzzles, hidden picture sculptures, chess and more. Games are family friendly and are fun for all ages. Take away a relaxing afternoon of fun, and innovate fun interactive outdoor games to create in your own back yard. Admission Oct. 6 is free to everyone.

EMBRACE FALL WITH A NATURE HIKE



Don your favorite hiking shoes and a camera and enjoy a day hiking and photo tour with Iowa State University Recreation Services Oct. 12, 10 a.m. - 4 p.m. The hiking location will be determined based on where fall colors are developing the best. Enjoy the smells, colors and cool temperatures of the changing season while exercising your body and your photography skills (no special camera required, even a phone camera will do). Registration closes Oct. 7. Pass holder price is \$13, non-pass holder price is \$23.

FEEL FESTIVE AT OKTOBERFEST



Join the community in celebrating fall at Oktoberfest in Downtown Ames Oct. 12, 4-10 p.m. Live music, bags tournaments, costume contests, food and beverages for purchase and more will be available at the event. Tickets are \$10 in advance and \$12 at the door. Attendees ages 5-20 are \$5 and children must be accompanied by an adult. Oktoberfest is a fundraising event for Ames Main Street. Learn more at [eventbrite.com](#).

INNOVATE IN A GLOBAL FORUM



Learn what it takes to build innovative culture from legal professionals and discover the policies, regulations and approaches used in various markets at a Global Innovation Forum Oct. 21, 3-6 p.m. Hosted by the Technology Association of Iowa, Nyemaster Goode and in partnership with ISU Startup Factory, the forum will offer networking opportunities with thought leaders from Australia, Brazil, Canada, China, the European Union, India and Mexico. The event is free. Register and learn more on [eventbrite.com](#).

PERFORM CLIMATE CHANGE



View theatrical performances written by international artists that engage with climate change issues and ideas for free this month during ISU theatre's "Climate Change Theatre Action: Lighting the Way" series. Attending a performance is a great opportunity to explore how to become more involved in local climate efforts. Performances will take place Oct. 4-5, 7:30 p.m.- 9:30 p.m. and Oct. 6, 1-3 p.m. at Fisher Theater in Ames. Additional performances will be: outside of Parks Library Oct. 10 and at Ames Public Library Oct. 13. To learn more about these performances, visit the ISU Theater Facebook [events page](#).

FIT FINDS INTO PENDANTS



Sustain wellbeing and creativity this month while transforming personal found objects or polished stones (1.5" long and 1/4" thick) into beautiful hand-crafted pendants at ISU's Workspace "Stone Setting Class." The class will occur Wednesdays 6-8:30 p.m. starting Oct. 23 and will last for two weeks. Classes will take place in the Workspace, located in the Memorial Union. Cost to attend the class is \$35 for ISU students and \$45 for the public. Attendees are asked to bring their own stones or found treasures. To learn more and to register visit the Workspaces's [website](#).

VOLUNTEER AT THE GARDENS



Enjoy nature at Reiman Gardens while volunteering to help with fun garden projects including bulb planting (Oct. 14 - 18 and Oct. 21 - 25), pumpkin stenciling (Oct. 14 - 16) and pumpkin carving (Oct. 17 - 18). Register by emailing Taylor Woodcock (woodcock@iastate.edu) before Oct. 11. Wanting to see your stenciled and/or carved pumpkins in action? Visit the gardens during their [Spirits in the Gardens](#) event Oct. 19 - Oct. 20, 4 - 9 p.m. Stay into the evening to see the Jack-O-Lantern Walk; a stroll lit by 1,000 incredible volunteer carved (stenciled) and lit pumpkins.

VENTURE TO VOLUNTEER



Make an impact and view the importance of community efforts while volunteering this month. Opportunities to volunteer abound in the ISU and Ames community. View hundreds of volunteer requests through the Story County Volunteer Center on their [website](#). Learn more about volunteer opportunities at Iowa State through [student organizations](#), including [Student Volunteer Services](#), and through the [ISU Student Activities Center](#). Learn international volunteerism opportunities online, through organizations like the [Peace Corps](#).

RELAX AT CYCLONE CINEMA



Take some time for relaxation with friends at the end of every week during CyClone Cinema this month. Popular and recently released films are displayed for free every Thursday-Sunday at 7 p.m. and 10 p.m. in Carver 101. Created for students by students in [Student Union Board](#) at ISU, Cyclone Cinema displays films that are sure to impress. This month's films include: "[Crawl](#)," "[Toy Story 4](#)," "[Hobbs & Shaw](#)," "[Brightburn](#)," and "[Midsommar](#)." Learn more about Cyclone Cinema and future showings on the [SUB's website](#). Close caption is available at showings, per pre-showing requests.

SUSTAIN STORY COUNTY



When innovating ways to incorporate community engagement into your work life, consider the various work opportunities available within Story County government. Current job listings include calls for: a Communications & Social Media Intern, a FALL IRVM Aide, a Telecommunicator, a Natural Resource Aid work study and a Custodial/Maintenance Assistant. To learn more about these and other job postings in Story County, visit Story County's [online job board](#). To learn more about job postings in Ames, visit [workinames.com](#).

SAVE AN ICONIC INSECT



Hear from experts on current methods and learned lessons involving monarch butterfly conservation this month. Upcoming monarch-related [lectures](#) on ISU's campus in October include: a talk on [monarch conservation Oct. 3](#) at 7 p.m. in the Great Hall of the Memorial Union and a talk on "[Lessons from Roadside Management for Monarchs](#)" Oct. 22, 1-2 p.m. Learn more information as details are posted online. Learn more about all upcoming lecture series at Iowa State on ISU's Lecture Series [webpage](#).

TALK TIMELESS LOVE



Join guest curator and student intern Sonya Harwood on Oct. 23 from noon - 1 p.m. as she guides guests through symbols, actions and words that people in the Victorian Era used to express affection. Harwood will simultaneously be showing guests through the Farm House Museum on campus. Learn more about this historical tour centered on timeless romance and love on the University Museum's [website](#). Discover additional opportunities to engage in historical talks and places at Iowa State on the same website under "[Visit](#)."

CELEBRATE UNITED NATIONS



Take a moment to celebrate the initiatives and accomplishments of the United Nations Organization during United Nations Week (Oct. 20 - Oct. 26) and on United Nations Day (Oct. 24). These celebratory days have often been observed as a national and international holiday by member nations since 1948. People celebrate differently — some have meetings, discussions or exhibits. Various international schools throughout the world also celebrate the diversity of the U.N. and of their student bodies on this day. In the United States, the president issues an [annual proclamation](#). Learn more about U.N. Day on the U.N. [website](#).

LEARN IN A COMMUNITY



For the next semester, consider expanding on your academic interests in a group that shares your same learning passions through one of ISU's learning communities. Dozens of learning communities exist at Iowa State throughout each of the eight colleges. To browse available learning communities, visit the [ISU Learning Communities website](#). Want to learn in a student-group environment that has less of a time commitment and is available any time of the semester? Visit one of the 800 plus student organizations at ISU. Learn more at [www.stuorg.iastate.edu](#).

RECYCLE JACK-O-LANTERNS



Do not toss soggy pumpkins in the trash this month, no matter how warped they are. Instead, through the entire month of October, take pumpkins in all stages of decomposition to the Resource Recovery Plant (110 Center Ave.) for free [composting](#). When you arrive, place the pumpkins in the containers on the curb. From there, these spooky squashes will get a second life as they go through the process of becoming a healthy soil amendment.

MONTHLY CHALLENGE

INNOVATE YOUR DAILY ROUTINE

There is no one way to be sustainable. Sustainability looks different for everyone — sometimes it is through financial decisions, other times it is through social or environmental choices. This October, challenge yourself to innovate sustainability in your life. Once you do, consider how you can build a sustainable behavior, habit and lifestyle in one of the simpler areas of your life: your daily routine.

CHOOSE A CATEGORY

PURSUe A LEVEL.

ENERGY USE



Behavior

Plug all of your electronic devices into a power strip and reduce up to 10% of energy waste at home and save \$100.

Habit

Wash your clothes in cold water to conserve 75% of energy used in a load of laundry and save \$60 in utilities per year.

Lifestyle

Replace incandescent light bulbs with halogen bulbs, CFLs or LEDs to consume 25 to 30% less energy in your home.

SELF SUSTAINABILITY



Behavior

Take a break from your tasks for five minutes every hour and refocus, maintain your energy level and increase your quality of work.

Habit

Volunteer to begin making a positive impact on your community, improving your mental and physical health, and learning valuable skills.

Lifestyle

Journal about gratitude for 15 minutes daily to increase your positivity and empathy, reduce your stress and anxiety, and sleep better.

TRANSPORTATION



Behavior

Take a break from driving and ride the bus to emit 33% less greenhouse gas emissions per mile than a single passenger vehicle.

Habit

Carpool to work or school to save 1,500 lbs of CO2 a week and reduce your gas money.

Lifestyle

Share your car or someone else's car to reduce the net production of greenhouse gases by almost 10% and to replace six vehicles.

WASTE MANAGEMENT



Behavior

Switch to reusable water bottles (and other items) to save 150 plastic water bottles from entering the waste stream every year!

Habit

Recycle (and do it well!) to help remove the equivalent of 55 million cars worth of CO2 in the U.S.

Lifestyle

Compost to begin reducing your carbon footprint and the amount of waste in landfills. (Learn how to compost in a small space.)

WATER USAGE



Behavior

Turn off the water each time you brush your teeth and save an average of 4.4 gallons of water.

Habit

Shower for less time and save 2.5 gallons per minute you eliminate.

Lifestyle

Use dry shampoo on your hair (or make your own) in between wash days to conserve water.



NATIONAL CAMPUS SUSTAINABILITY DAY

CELEBRATING INNOVATIONS OCT. 18, 2019



Celebrate all things sustainable at Iowa State University during campus' annual National Campus Sustainability Day event, Oct. 18 from 10 a.m. – 2 p.m. on the South Library Lawn.

With the theme, *Toward Zero Waste*, this year's event incorporates tips, ideas and opportunities for attendees to reduce their wastepprint.

This year's event features a variety of sustainability clubs and student, campus and community organizations that support sustainability through goals, initiatives, events, projects and services.

National Campus Sustainability Day will also feature free bike tuneups from Outdoor Recreation, collection opportunities for items often landfilled that can serve so many in need through donation, as well as the opportunity to earn sustainability-minded, waste-reducing giveaways and delicious nibbles.

Don't forget to:

- Bring a non-perishable food donation for The Shop campus food pantry
- Bring a reusable mug (or earn one at the event) for hot beverage refreshments

For updates on the event, check out the [National Campus Sustainability Day Facebook page](#).

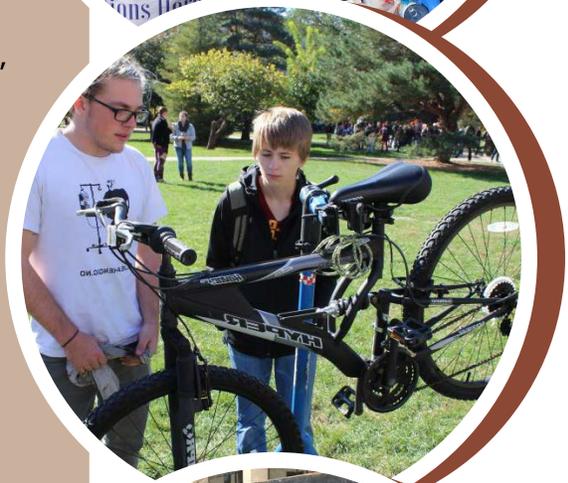


Image courtesy of I Support the Girls

New to the 2019 National Campus Sustainability Day at Iowa State University is a collaboration with the international "I Support The Girls" initiative which focuses on providing items that many girls and women nationally and internationally do not have adequate access to. Attendees are invited to stop by and learn about the impact bras can have on the environment and women's lives, and drop off any gently used and unwanted bras. Donations will be provided to Central Iowa women and girls in need. In addition to donating at the event, look for B.R.A. (Bras to Recycle and Aide Women) donation boxes throughout campus starting Oct. 14. Stay tuned to the [Live Green! website](#) for more information.



OCTOBER CALENDAR

03

Seed Harvest

Doolittle Prairie | 4:30-6:30 p.m.

Bring your family to lend a helping hand this fall as you learn more about the Story County's gem: Doolittle Prairie. Help collect seeds and learn about the different plants and which ones are best to collect. [Register as a volunteer](#). *Cost: free*

04

Kombucha 101

Cooks Emporium | 5:30-6:30 p.m.

Enjoy Kombucha, a sweetened tea, and learn how to make it during this hour long cooking class. You will learn the step-by-step process as well how to get different flavors. [Registration is required](#). *Cost: \$25*

Climate Change Action Theatre

Fisher Theater | 7:30 p.m.

Enjoy a series of short plays written by international playwrights that address climate change issues and support the upcoming UN Climate Change Conference. Performances will be on October 4-6, 10 and 13. Times and locations vary. *Cost: free*

05

10th Anniversary of Conservation Corps

Alluvial Brewing Company | 3-6 p.m.

Celebrate the Conservation Corps of Iowa 10-year anniversary. Enjoy live music, local food trucks and drinks. Receive a free pint glass when you [register](#). *Cost: free*

07

"Dreaming of a Vetter World" Screening

Carver 101 | 7 p.m.

Join members of the Iowa State and Ames community for a screening of a documentary about organic farming and a Q&A with the film's director. *Cost: free*

11

Cyclone Family Weekend

Iowa State University | Oct. 11-13

Spend a weekend celebrating Iowa State with your family during the annual campus-wide Cyclone Family Weekend. Show your family around campus, enjoy games and more! [Register](#) by Oct. 13. *Cost: \$25-\$45*

Family Overnight Program

Reiman Gardens | 7 p.m. - 8 a.m.

Sleep under the stars at Reiman Gardens for a night with your family and friends. Find and identify insects, enjoy a campfire, make s'mores and more. Bring your own camping gear, including a tent. [Registration required](#). *Cost: \$16-30*

12

Wonder Walk

McFarland Park | 2-3 p.m.

Enjoy a leisurely walk in McFarland Park with a naturalist and fellow community members this fall. You will be able to ask questions and enjoy the season's changing colors. [Registration is required](#) by 4 p.m. on Oct. 10. *Cost: free*

2019 Ames Artists' Studio Tour

Ames Community Art Council | 10 a.m.

Enjoy and purchase original artwork from 14 local artists during this self-guided tour on Oct. 12 from 10 a.m. - 4 p.m. and Oct. 13 from noon - 4 p.m. Artwork will consist of paintings, jewelry, ceramics and more. *Cost: free*

Ames Main Street Oktoberfest

Main Street | 4-10 p.m.

Celebrate all things German with your community in Downtown Ames this fall. Enjoy music from local bands, compete in games, buy food from local vendors and more. *Cost: \$10 in advance, \$12 at the door, \$5 ages 5-20*

18

National Campus Sustainability Day

Parks Library South Lawn | 10 a.m. - 2 p.m.

Celebrate sustainability and Iowa State's dedication to [going zero waste by 2025](#) at National Campus Sustainability Day. Enjoy donated treats, talk to student organizations and local businesses, and donate gently used or unwanted bras. *Cost: free*

19

Raspberry Hill's Fall Harvest Festival

5500 24th St., Ames, IA | 12-5 p.m.

Grab your family and head to Raspberry Hill to enjoy the season during the first Fall Harvest Festival. Buy harvest from local businesses, enter into a pumpkin carving contest, enjoy food trucks, get your face painted and more! [Registration](#) is required. *Cost: free*

20

Homecoming Parade

Main Street | 2 p.m.

Join fellow Cyclones and members of the Ames community for the 2019 Homecoming parade. Enjoy traditional floats, decorated vehicles and organizations walking in the parade! *Cost: free*

25

Downtown Trick or Treat

Main Street | 10 a.m. - 8 p.m.

Dress up in your Halloween costume and get to know local businesses and other members of the Ames community this fall. From morning to evening, local businesses will provide treats for trick-or-treaters. *Cost: free*

Coming in November ...

05

Home Gardening Series

Reiman Gardens 11 a.m. - noon

Learn tips and tricks and recommended check lists for putting a garden to bed for the cold season at Reiman Gardens. Registration with prepayment is encouraged by Nov. 3. [Register online](#). *Cost: \$16 members, \$20 public, \$13.60 ISU students.*

Have a sustainability highlight, accomplishment or event to share? Contact the Marketing and Communications Team!

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