LETTER FROM THE DIRECTOR

Spring-ing into Opportunities

With spring-like weather comes many opportunities to do things we have been yearning for as we’ve been stuck inside for the winter. These are also opportunities to support the Live Green! initiative, increase the sustainability of our community and add some “green” to your personal footprint. As you venture out, “spring” into these opportunities:

De-grime your vehicle – Instead of a DIY wash, try a commercial one. Commercial washes use an average of 35 gallons of water compared to home washing that can easily reach 150 gallons. All the water from commercial car washes is captured and treated (and reused), rather than running down a driveway and directly into a storm sewer.

Clean your space – Look for cleaning products that not only keep your space clean, but also maintain a clean environment in and out of your home. As a general rule, if a product is labeled poison or danger, it can have considerable hazardous impacts. The most effective cleaning products are often ones that you make yourself with products you already have like baking soda.

Plan your garden – When thinking about a garden and deciding what to plant, fertilizers and pesticides are often a part of the what we consider. Before you go to the nearest gardening store and get these supplies, consider some effective alternatives that have a lighter footprint. A great alternative is trying backyard composting. It reduces food waste and the water and energy your disposal uses, as well as money on fertilizers.

Give back – In general, any volunteering supports sustainability because it is helping to build your community. There is one option coming up at the end of March that offers a fantastic opportunity to help the Ames community and the environment – Stash the Trash, which keeps trash out of waterways and makes the community aesthetically pleasing.

Find your niche – The great thing about sustainability is that it has a connection to every facet of our lives, both personally and professionally. Consider your own opportunities you can’t wait to “spring into,” and see how you can add a little “green” to them.

“Spring” with vigor!!

Yours in Greenness,

Merry Rankin
Director of Sustainability
The Symposium kicked off this year with a lecture by Alan Weisman entitled Countdown: Our Last, Best Hope for a Future on Earth?. Students and community members filled the Great Hall to hear him speak about population growth and the challenges it poses for a sustainable human future. He proposed ideas on how we could achieve a stable, optimum population and design an economy that allows for prosperity and noted the choice is ours to choose to manage our future gracefully or let nature crash around us. After the lecture, Weisman greeted guests at a book signing.

Celebrating Our STARS...

This year’s Symposium program on Feb. 25 was focused specifically on ISU’s recent international STARS sustainability certification. Merry Rankin, Director of Sustainability, kicked off the sustainability and STARS event by presenting an overview of our highlights, which featured the ISU Power Plant’s conversion from coal to gas, new LEED buildings on campus, installation of low-flow water features in the residence halls and installation of water bottle refilling stations through recycling efforts and the campus-wide recycling program.

Presentations from leaders in Dining, Facilities Planning and Management, IT, Purchasing, Residence, Student Affairs and Transportation looked specifically at each other’s missions and goals and how a commitment to and focus on sustainability enhanced their effectiveness and service to customers, while also challenging their strategic planning processes.
The second half of the event included an open forum visioning and discussion session, focusing on our collective Live Green! journey and strategic goals for ISU in reflection of what we achieved thus far. Hillary Kletscher, GSB vice president, kicked off the session by offering thoughts on student vision, interest and perspective on sustainability.

The day's events ended with the presentation of the 2013 Live Green! Awards for Excellence in Sustainability and a sustainability poster session and reception.

The Symposium continued into the evening with the third annual Sustainapalooza hosted by The Green Umbrella student organization. Attendees walked the Live Green! carpet, added their “star” to the Live Green! Wall of Stars, “got green” at Green It Yourself (GIY) centers and collected sustainable-minded giveaway items.

The night concluded with a lecture from Des Moines Mayor Frank Cownie, “Climate Preparedness and Resilient Cities: What It Means in Iowa.” The mayor spoke about his sustainability work with residents and businesses in Des Moines. He also discussed his role as a member of the State, Local and Tribal Leaders Task Force on Climate Preparedness and Resilience, for which he helps make recommendations to the White House in developing and financing tools to improve preparedness at the local level for increasingly frequent extreme weather conditions.

What’s your vision for a green ISU?
Making ISU a more sustainable campus and offering beneficial events such as the Symposium are primary goals of the Live Green! Initiative. Please complete a short survey to help guide our ongoing efforts.

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SAVE THE DATE!
2015 Symposium on Sustainability
March 24, 2015
1. Sustainapalooza attendees were offered reusable water bottles that could also accommodate fruit infusion.
2. The 2013 Live Green! Award winners and nominees received recognition at the Symposium.
3. Attendees of Sustainapalooza take part in Green It Yourself centers through “upcycled” T-shirts into reusable bags.
4. Students, faculty and staff added their personal sustainability accomplishments to the “Live Green!” Wall of Stars at Sustainapalooza.
5. Fruit-infused water was one of the healthier refreshment options offered at this year’s event.
At the Symposium on Sustainability three Live Green! Awards of Excellence in Sustainability were awarded.

The Live Green! Award for Excellence in Sustainability recognizes individuals or groups that are making an impact on the sustainability efforts on campus by generating awareness and interest through initiatives that focus on teaching, reaching, outreach or operations. Nominees were evaluated on criteria including cultural and economic impact, impact on natural resources, transferability and legacy to the Live Green! Initiative and sustainability at Iowa State University. This year’s awards honored three student initiatives: Greeks Go Green, a sustainable art installation by Qiyi Li and the Sustainable Agriculture Student Association.

Greeks Go Green

Greeks Go Green, started by a member of Sigma Pi Fraternity, Brian Skalak, is a student organization whose purpose is to bring awareness of sustainability to the Greek Community. Their goal is to reach out to as many people as possible by tying together Greek life and sustainability in an easy and fun way.

As a second year organization, one of their main objectives is gaining dedicated and passionate members. To reach out to the Greek chapters, they have been working to establish sustainability chairs in each of the chapters. The sustainability chair would act as a liaison between the club and their own chapter, motivate efforts of energy savings and recycling in the chapter facility and implement sustainable projects with their chapters.

Greeks Go Green has partnered with The Grove Apartments in their efforts. The Grove Apartments has donated items to raffle at a bake sale fundraiser held by the club and Greeks Go Green is helping with The Grove’s annual “Recyclepalooza” event. This two-way partnership has allowed them to help each other by sharing supplies, man-power and support.

This April, they will be starting a new event called the Greek Energy Challenge. This is a competition between the Greek chapter facilities to see who can lower their energy usage the most in comparison to their April 2013 usage. This event will encourage all Greek members to do their part in saving energy. They will also be having their biannual Lake LaVerne Clean-Up on Sunday, April 27, from 2-4 p.m.

Greeks Go Green President comments on the future of the club stating, “With finishing up our third year as a student organization, we hope we continue to grow in membership and in diversity of chapters represented within our club.” Fundraising will also be a focus in the coming year to allow for more opportunities for the club and members.
Qiyi Li - Sustainable Art Installation

Qiyi Li is a 5th-year student in the College of Design's Landscape Architecture Program with a secondary major in environmental studies. She is also a member of the University Honors Program. For her honors capstone project, Qiyi chose to do a week-long art installation in the College of Design atrium called “A Little Dreamer.”

The installation consisted of 634 paper airplanes strung in lines from the four balconies to the opposite wall's ground level. The paper used to make these airplanes was letter-sized paper that people had discarded from the College of Design printing lab. The number of planes represents the number of trees that are cut down for virgin paper production every five seconds worldwide. Qiyi was inspired to create this installation by artist Dawn Ng’s project “I Fly Like Paper.” Qiyi took the idea of paper airplanes but added many layers to it, including expressing childhood memories and dreams, architectural reformation and re-experiencing, paper conservation and sustainability.

She named the installation “A Little Dreamer” to represent the childhood memories layer of the project. She stated, “I wanted this art to remind people of their childhood dreams, those pure, beautiful, innocent dreams, and accept the true beauty of who they are.”

Although art usually represents the artist’s reflection or expression, Qiyi wanted this installation to be neutral and reflect only the audience's thoughts. “Paper airplanes are such a media that are similar enough to evoke resonance, but at the same time, different enough to be personal,” says Qiyi. The installation was so well received by the project that instead of only keeping it up for one week, she was asked to keep it up for an entire month.

Qiyi has become more interested in public advocacy of sustainability through her secondary major in environmental studies. Learning about resource scarcity, sustainability challenges and environmental issues, she has become more aware of the importance of public awareness stating, “Only when you realize the importance of it will you start to take actions.” This is why she wanted to use her own efforts to raise awareness of paper recycling and sustainable conservation practices.

After graduation, Qiyi plans to continue her efforts in advocating sustainability and environmental protection through her work in landscape architecture. She stated, “There are so many people taking different approaches toward sustainability, and I really want to make meaningful contributions in my own ways. As for completing another project like “A Little Dreamer,” Qiyi says that with time her ideas and understandings will develop, and she would love to do another project to express her deeper understandings in the future.
Sustainable Agriculture Student Association, or SASA, is a student organization that promotes sustainable agriculture, outreach and improvement of the current agricultural paradigm and consumer education.

Since 2012, the group has had a significant presence at Food at First (free meal program) in Ames. Their members volunteer to help plan, prepare and serve at least one meal per month to 50-125 members of the Ames community.

In 2013, Food at First director, Chris Martin, reached out to the group with an opportunity to take over a community garden space with the idea to grow additional fresh produce for both Food at First and the “Free Market” perishable food bank. Members of the group worked throughout the year to grow and harvest produce, which resulted in providing healthy food options in Food at First meals, as well as 160 bags of produce and several hundred pounds of tomatoes to the “Free Market.” They have already purchased seeds for this year’s garden and also have plans to do startups at the Iowa Arboretum.

SASA also gets involved with the Ames community through the Annual Ames Garden Tour held in the fall. The Ames Garden Tour showcases local residential and community gardens and features demonstrations for sustainable gardening practices. Next year’s tour will feature guest speaker Dr. M Jahi Chappell from the Institute for Agriculture and Trade Policy, and it will take place in October.

On their plans for the future, Co-President Jackie Nester states, “We hope to increase our impact on the campus community this year by doing more partnerships with other student organizations, and to help sponsor and coordinate influential big name speakers to ISU for the benefit of all of the Ames community.” If you are interested in joining SASA or would like more information, contact Jackie at nester@iastate.edu.

Meet the SASA members under the Live Green! tent at VEISHEA! They will be partnering with Ames High School students to display their latest environmental science project, as well as feature a card making station where visitors can make a card with complimentary seeds from Seed Savers on the inside.
What Exactly Is World Water Day?

About 8 percent of the global energy is being used for pumping, treating and transporting water. The point of World Water Day, founded by the United Nations, focuses on this water-energy connection through six objectives:

- Raise awareness of the inter-linkages between water and energy.
- Contribute to a dialogue that focuses on the range of issues related to water and energy.
- Demonstrate to decision makers that integrated approaches and solutions to water-energy issues can achieve greater economic and social impacts.
- Identify policy formulation issues in which the United Nations’ system can offer contributions.
- Identify key stakeholders in the water-energy nexus and engage them in further developing the water-energy linkages.
- Contribute as relevant to the post-2015 discussions in relation to the water-energy nexus.

For more information and resources, go to www.unwater.org.

Celebrate World Water Day Every Day!

Choose showers over baths. It takes approximately 70 gallons of water to fill a bathtub, so showers are much more efficient. Low-flow showerheads can save an additional 15 gallons of water.

Wash in cold water, and if you have the option, use an energy-efficient front-loading washing machine. It uses about 20 gallons of water per load, instead of 40 gallons in a top-loading washer.

Report leaks. A small drip can waste 20 gallons of water each day. Depending on the severity of the leak, hundreds of gallons of water could be wasted. Call 4-5100 to report leaks on campus.

Consider your food’s journey. The longer your food travels to get to your dinner plate, the more water it uses, as gasoline is produced with water. Look for local food options, too.

Combine your errands and carpool with friends and coworkers to reduce not only your water footprint, but your energy footprint, as well. A gallon of gas takes about 13 gallons of water to produce.

Reduce, reuse and recycle your paper. If you recycle a pound of paper, it saves 3.5 gallons of water. Buying recycled paper saves water, as it takes six gallons to produce a dollar’s worth of virgin paper.

For some other tips and ways to save water, check out this recent feature article in National Geographic.
MAKE A DIFFERENCE IN THE DARK

Earth Hour is a global phenomenon that brings everyone together to display a united commitment to protect the planet and create a better future. At 8:30 p.m. on March 29, turn off all lights for an hour. Take advantage of the hour by going for a walk, hanging out with friends and family or having a candle-lit dinner. You can even start your own event with the Earth Hour Starter Kit.

ATTEND THE LAS SUSTAINABILITY WORKSHOP

The College of Liberal Arts and Sciences is hosting a free sustainability workshop. On Monday, April 7, the event will examine new approaches for interdisciplinary collaboration between the sciences, the humanities and business in fields related to sustainability. The workshop begins at 1 p.m. in the Iowa State Alumni Center. Register for the free workshop by noon on Friday, March 14, by emailing Kristin Doerder.

CHECK OUT THE AMES ECO FAIR

The annual Ames Eco Fair is right around the corner. Attend and learn more about water conservation, electrical efficiency, carbon footprint reduction, environmental volunteerism and many more eco-friendly opportunities. The event takes place from 10 a.m. to 2 p.m. on Saturday, March 29, at the Community Center Gymnasium at 515 Clark Ave., in Ames. For more information on what to expect at the Ames Eco Fair, check out cityofames.org.

GIVE BACK TO IOWA STATE AND AMES

VEISHEA Service Day is a volunteer effort to bring ISU and the community together to give back to the Ames community. This year, Veishea Service Day offers give back opportunities to the Ames animal shelter, parks and recreation areas, youth center, community preschool and Reiman Gardens, among others. VEISHEA Service Day will take place on Saturday, March 29. Volunteers can sign up for open projects at Reiman Gardens from 9 a.m. to 4 p.m. that day or register online at www.veishea.iastate.edu. Another opportunity is Stash the Trash, a community-wide trash pick-up event, from 8:30 a.m. to 2 p.m. More information can be found on page 11.

GROW OUR GARDENS

The Student Organic Farm (SOF) has begun planning for planting at their gardens. The gardens are located behind the Insectary Building on campus and at the ISU Horticulture Research Station at 55519 170th Street, in Ames. They plan to break ground within March, weather allowing. Taking part in SOF is also a great way to learn about low-input vegetable production and to earn fresh vegetables. Go to ISU’s SOF website for more information. The SOF will be growing all kinds of crops, from zucchinis to sweet corn. The produce goes to SOF members, ISU Dining and local food banks. Anyone interested in getting involved may contact isustudentorganicfarm@gmail.com.

WELCOME CLIMATE ACTION IOWA

Climate Action Iowa, ISU’s newest sustainable student organization, organizes students, interns and volunteers to educate the public, build coalitions, promote grassroots power and train the next generation of environmental leaders on green issues to defeat anti-environment agendas and support those who stand up for a green future for America. They have different meeting times throughout the week depending on what issues students want to work on. For more information on how to get involved, contact Kelsey Roehrich.
The Bergstrom Football Complex recently received a silver certification in the Leadership in Energy and Environmental Design (LEED) program. It is ISU’s seventh project to be certified for meeting environmentally sensitive design, maintenance and construction standards. The only higher certifications are gold and platinum, respectively.

Some factors that led to the certification include: 98 percent of the waste generated during construction was recycled and water consumption was reduced by 53 percent with low-flow showers, sinks and toilets.

The other certifications include: Morrill Hall (silver); Biorenewables Research Lab, Hach Hall, the College of Vet Med’s Small Animal Hospital (gold); and State Gym and the College of Design’s King Pavillion (platinum).

To learn more, contact Kerry Dixon, Sustainability Coordinator for FP&M Design and Construction Services.

Enactus, an ISU student organization, recently was awarded third place in the regional Phillips 66-Enactus Business Ethics Case Competition.

Enactus’ focus is to bring together a diverse network of university students, academic professionals and industry leaders around the shared mission of creating a better, more sustainable world through the positive power of business.

In the case competition, members were faced with an ethical dilemma and given 36 hours to prepare an executive summary and presentation. This year’s case dealt with an employer’s unethical request of the username and password of a social media site from a job applicant.

Contact Carrie Belanger, case competitor and president of Enactus, for more information.

Congratulations to Hillary Kletscher and Mike Hoefer, who recently won their bid for president and vice president of the Government of the Student Body for the 2014-15 school year.

They bring with them a platform dedicated to sustainability. Kletscher remains and was an initial supporter of the bike share program currently being developed. This program would allow students to rent bikes from certain bike racks on campus and then return the bikes to any other rack for other students to use. They are also pursuing development of a Craigslist-like website that will allow ISU students to trade and sell unwanted items, instead of putting them in the trash. In addition, they are excited about continuing to expand the campus-wide recycling program that was proven successful in the GSB-led recycling trial at Parks Library last semester.
CyServe Day 2014

February 22nd students took a couple of hours away from their busy schedules to give back during CyServe Day 2014. Previously, the 10,000 Hours Show, CyServe Council strives to make volunteering opportunities easier for students to find and participate through partnerships with the United Way of Story County, the Volunteer Center of Story County, the Iowa Commission on Volunteer Service and Iowa State University. Students were able to register online for the event by picking a time and activity that suited them best.

Two of the day’s opportunities included working with Colleges Against Cancer in preparation for ISU’s Annual 12-hour Relay for Life event. With the theme of “Celebrate More Birthday”, volunteers helped by designing posters, constructing birthday hats and making 600 colored ribbons representing different types of cancers. This helped contribute to the events success of raising $102,95.85, and involving 1,263 dedicated participants for cancer support and research.

Additional opportunities included spring cleaning in the Gerdin Business Building, Carver, East Hall and for Ames ACCESS.

If you missed out on CyServe Day 2014 but still want to help out in the community, VEISHEA Service Day has plenty of opportunities.

Come help make Ames and Iowa State beautiful and clean on March 29th by participating in VEISHEA Service Day and Stash the Trash. There are 15 different volunteer options for VEISHEA Service Day, including reading to and doing crafts with children, completing maintenance tasks at Reiman Gardens, landscaping and mulching at the Iowa Arboretum, building a new trail with Central Iowa Trails, spring cleaning and kennel building at the Ames Animal Shelter, along with many more opportunities. The events take place at different times and locations throughout the day.

Register at: http://tinyurl.com/ph7hov3

Stash the Trash takes place from 8:30am-2pm with check in at the Reiman Gardens parking lot. Volunteers will be helping pick up trash throughout the Ames community and the ISU campus. All volunteers receive free lunch and free admission to Reiman Gardens. Volunteers can check in any time throughout the day to take part.

Register at: http://tinyurl.com/p289565
Click on an event for more information!

**Iowa NSF Energy Policy Seminar**
- 24th
- 3:40-5:00pm
- 1344 Howe Hall

**ISU Spring Blood Drive**
- 24-27th
- 10:00am-5:00pm
- Memorial Union

**Healthy Living Symposium**
- 29th
- 8:00am-12:00pm
- Ames Middle School

**Earth Hour**
- 29th
- 8:30-9:30pm
- In Your Own Home

**Recylemania**
- Up to 29th
- All Day
- Various ISU Residence Halls

**Stash the Trash**
- 29th
- 8:30am-2:00pm
- Reiman Gardens

**Ames Annual Eco Fair**
- 29th
- 9:00am-2:00pm
- 515 Clark Ave Comm. Center

**VEISHEA Service Day**
- 29th
- 8am-4pm
- Various Locations

**Polar Bear Plunge**
- 29th
- 3:00-6:00pm
- Lake LaVerne

**Maple Syrup Day**
- 29th
- 7:30am-1:00pm
- Iowa Arboretum

**Annual Day of Insects**
- 29th
- 8:00am-4:00pm
- Reiman Gardens

**Miniature Book Making Class**
- 29th
- 12:30-3:30pm
- Workspace

**Brunnner in Bloom**
- 29th & 30th
- 11:00am-4:00pm
- Brunnier Art Museum

**"Rescuing the World" lecture**
- 30th
- 2:00pm
- Sun Room

**Ames HS Sustainability Poster Show**
- April 1st
- 6:30pm
- Sun Room

**Soil Health & Sustainability lecture**
- April 1st
- 7:00pm
- Sun Room

**Night for the Arts Gala**
- April 5th
- 7:00-10:00pm
- Octagon Art Center

**Iowa Local Food Conference**
- April 8th
- 8:30am-4:00pm
- Registration Open

**CCUWDP Summer Internship Deadline**
- April 15th

**Outdoor Trail Improvement**
- April 19th
- 1:00-3:30pm
- Throughout Story County

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For more sustainable events, or to put your event on the calendar, go to:

**Live Green! Calendar**

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