University of Pennsylvania
Green Campus Partnership
Eco-Reps Program
http://www.upenn.edu/sustainability
# Sustainability Impact Projects 2015-2016

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## Project Name: The Environ Group Educational Gala

**Project Organization:** The Environ Group  

**Organization Description or Mission:** The Environ Group is a student-run sustainability consulting group founded in 2014 at Penn. Environ is a social enterprise designed to save businesses money through sustainable practices and technology recommendations while contributing a portion of these savings into socially just community initiatives.

### General Project Description

Our team would like to work with 4 Eco-Reps to help us develop and host the first Environ Educational Gala in the spring of 2016. The aim of the Gala is to involve local businesses, Penn students interested in environmental consulting, and Philadelphia residents in the environmental work happening in the city. After allotting time for attendees to network, the Environ Group will give a presentation of what their partnerships have accomplished over the course of the year. Other speakers will also present on local sustainability, tailored to the theme the Eco-Reps and the Environ Group decide upon.

Eco-Reps would meet with members of the Environ Group once or twice a month to meet planning goals.

### Timeline

**Fall semester:** There will be initial planning, meeting with Eco-Reps Team, developing a marketing and communication plan. Eco-Reps will reach out to environmental groups in the Philadelphia area to be a part of the Gala, design promotional materials (i.e. invitations and programs). Begin planning for the food, venue, and event theme.

**Spring semester:** Confirm attendance of participating organizations, speakers, caterers/refreshments. Publicize event, send out invitations, reach out to campus groups/students. Last minute planning and preparation, final logistics of programming, final confirmation of attendees, rehearsals of educational presentations.

**Anticipated Completion:** The Environ Group Educational Gala is held April 2016

### Learning Objectives

This is a great opportunity for students interested in the business side of sustainability, client development, corporate sustainability, and building skills in marketing and communication. This project would also be useful for students who look to develop further skills in community engagement.
# Sustainability Impact Projects 2015-2016

## Project Name: Bartram’s CFFRC Compost Design

### Project Organization:
Bartram’s Community Farm and Food Resource Center/ Agatston Urban Nutrition Initiative  

### Organization Description or Mission:
Bartram’s Community Farm and Food Resource Center (CFFRC) is a 3.5-acre site located in the southwest quadrant of Bartram’s Garden, a public garden and National Historic Landmark. The CFFRC, as part of the Agatston Urban Nutrition Initiative (AUNI), is a partnership with John Bartram’s Association, the Pennsylvania Horticultural Society (PHS), and the Department of Parks and Recreation. AUNI, and thus CFFRC, are housed under the Netter Center for Community Partnerships.

### General Project Description:

4 to 6 Eco-Reps will collaborate to research and provide design ideas for a composting system at CFFRC. The team of Eco-Reps will research effective compost systems that can be implemented for the farm. The team would then present their design ideas to the Bartram’s CFFRC partnership, including stakeholders from different Philadelphia organizations.

CFFRC currently spends hundreds of dollars each growing season purchasing organic compost from Laurel Valley Soils in Avondale, PA. Having our own compost system would allow us to reduce waste, provide soil resources for residents in Southwest Philadelphia who want to grow their own food, and reaffirm the CFFRC’s commitment to creating sustainable systems for community sovereignty.

CFFRC and AUNI have developed a great partnership with Penn students over the past several years. Each season, the CFFRC has 4 to 8 Penn student interns working each week as farm assistants and as assistant supervisors for our youth development farm crew.

### Timeline:

**Fall semester:** In late-September, the team will travel to Bartram’s Garden for a kickoff to meet the AUNI staff and understand the scale of the project. Eco-Reps will meet weekly to research and design the new composting system remotely; on-site visits back at Bartram’s would happen on an as-needed basis. By the end of the fall semester, the team and the AUNI staff will be presenting their designs to City stakeholders.

**Anticipated Completion:** End of fall semester, or early spring. Optional involvement in continued work on implementing the compost system and at the Farm later in the spring.

### Learning Objectives:

This is a great opportunity for students interested in engineering, sustainable agriculture, farming, building or design. This project would be helpful to students who would like to further develop their communication, presentation, and project management skills. Students will also learn about agricultural and soil basics, food and community sovereignty in Southwest Philadelphia, and effective management of a compost system.
**Project Name:** Elementary School Green Leaders Program Development  
**Project Organization:** Moelis Access Science/Netter Center for Community Partnerships  
[https://www.nettercenter.upenn.edu/](https://www.nettercenter.upenn.edu/)

**Organization Description or Mission:** Moelis Access Science (MAS) supports the development of high quality partnerships that improve science, technology, engineering, and math (STEM) education for grades K-12 in West Philadelphia’s urban public schools.

### General Project Description

In the fall semester at Huey Elementary School, 3 Eco-Reps will help to continue building MAS’s Green Leaders program, which is aimed at increasing environmental awareness among students while empowering them to become sustainability leaders at school and at home. Eco-Reps will help teach classroom workshops at Huey Elementary School for about 1 hour over the 6 weeks of the semester. Eco-Reps will help run interactive environmental education lessons and labs, in conjunction with the Netter Center Sustainability Chair who works out of the school. Eco-Reps will help prepare workshops outside of the classroom in collaboration with one another and MAS staff.

Currently, the project is planned as a 6-week partnership for the fall semester. However, Eco-Reps will have the option of continuing in the spring semester, if they choose.

Huey Elementary School is located at 52nd and Pine St. Students should be willing to ride public transportation or ride their bike to the school on weeks when they are in the classroom. Tokens can be provided at no cost.

### Timeline

**Fall semester:** Meet with Netter Center and Green Leaders employees for orientation on how to interact with students and school staff in a classroom environment. Complete the 6 weeks of classroom visits, with planning meetings in between each visit as needed. The 3 Eco-Reps will rotate teaching responsibility, with 1 Eco-Rep at a time in the classroom each week and each Eco-Rep teaching 2 workshops each over the 6-week period.

**Anticipated Completion:** End of fall semester. Option to continue in the spring, if desired.

### Learning Objectives

This is a great project for students with a passion for community outreach, the public school system, and environmental education. Students who would like to gain skills in leadership, student engagement, the implementation of curriculum and framework, and lesson planning are welcome.
Project Name: Green Commercial Cleaning Strategies

**Project Organization:** Facilities & Real Estate Services (FRES)  
http://www.facilities.upenn.edu/

**Organization Description or Mission:** Facilities and Real Estate Services, as stewards of Penn’s physical environment, strives to provide innovative and cost-effective solutions that embrace Penn’s rich past and enhance the quality of the University’s living and learning experience.

### General Project Description

3 or 4 Eco-Reps will help coordinate a study on potential green cleaning practices in Van Pelt-Dietrich Library. They will research the microfiber towels (rags and mop pads) and automated hand dryers currently on the market to help determine what Penn Housekeeping could use to replace single-use paper cleaning products on campus. The team will work with the entire Housekeeping management team as well as vendors that provide Penn’s cleaning products.

Students may also conduct interviews with the Van Pelt Building Administrator and Housekeeping staff to develop ideas and best practices. Eco-Reps will also collect data by researching the cost of implementing new green cleaning practices and present the overall budget and return on investment at the conclusion of this study.

Depending on students’ interest and the timing during the academic year, the optional secondary objective would be to run a study in some SEAS buildings to research green cleaning products. The Eco-Reps will survey the current supply stock and help determine what Housekeeping should use in the future for floor and carpet care.

### Timeline

**Fall semester:** Work with Housekeeping management team to collect data and conduct staff interviews. Housekeeping would like to meet a minimum of once a month to update progress, but the project leader will be available at all times for guidance and support.

**Spring semester:** Continue to work on primary project with microfiber towels and hand dryers, with work on the secondary objective immediately following, depending on students’ interest.

**Anticipated Completion:** February 2016

### Learning Objectives

This project is a great opportunity for students with interests in business and data analysis. Students will be able to build upon researching and public speaking skills. Students will gain experience presenting cost benefit analyses and return on investments.
### Sustainability Impact Projects 2015-2016

**Project Name:** The School District of Philadelphia’s Recycling Program  

**Project Organization:** The School District of Philadelphia’s Green Futures/Office of Environmental Management & Services (in conjunction with the National Wildlife Federation’s Eco-Schools USA & PA Green & Healthy Schools Partnership)  

[http://webgui.phila.k12.pa.us/offices/e/environmental](http://webgui.phila.k12.pa.us/offices/e/environmental)

**Organization Description or Mission:** Every student will have equitable access to a school that diverts its waste from landfills and minimizes its carbon footprint.

### General Project Description

The School District of Philadelphia’s Office of Environmental Management & Services has partnered with Eco-Schools USA’s Litter Less Campaign to guide student-led, school-based green teams.

3 or 4 Eco-Reps will rotate visits to a chosen school about once a month in order to meet face-to-face with school stakeholders. They will be in charge of helping the school’s green team implement the new district-wide recycling program with the help of the Litter Less Campaign. Based off of the students’ ideas, Eco-Reps will mentor the green team students and guide them to achieve their waste reduction goals for the program. The green team will include at least one school staff or faculty member for additional support.

This project is a fantastic opportunity for Eco-Reps interested in community outreach, the public school system, environmental education, and metrics. Eco-Reps will be assigned to a school in close proximity to Penn’s campus.

### Timeline

**Fall semester:** Meet with school representatives to tour the school, discuss responsibilities, and develop a timeline. Assemble a Green Team for the school and start developing a strategy to implement recycling in the building. Inventory would be taken of recycling materials in each classroom and ordered accordingly. Schedule availabilities of students and allot time to preparing any educational or promotional material.

**Spring semester:** Begin to roll out recycling program with Green Team. Measure success of program by helping students and school to collect data.

**Anticipated Completion:** April 2016

### Learning Objectives

This project is a fantastic opportunity for Eco-Reps interested in community outreach, the public school system, environmental education, and metrics. This will be helpful to students who want to focus on designing and planning a pilot program and the logistics of recycling and waste.
Project Name: TreePhilly Street Tree Marketing and Education

**Project Organization:** Philadelphia Parks & Recreation


**Organization Description or Mission:** TreePhilly is a program of Philadelphia Parks & Recreation, which maintains the over 9,200-acre Fairmount Park System, as well as trees on all properties in the Philadelphia Parks & Rec system and the City’s street trees. The mission of TreePhilly is to connect Philadelphia residents with the resources to plant and care for trees, so we can increase the tree canopy cover in the City of Philadelphia to 30% in all neighborhoods.

**General Project Description**

Philadelphia Parks & Recreation (PPR) plants thousands of trees along the streets of Philadelphia every year in order to increase Philadelphia’s canopy with the aim of decreasing air pollution, stormwater runoff, extreme temperature days and to increase carbon sequestration and quality of life for residents. However, the adjacent property owners who request street trees do not receive any follow-up information on how to properly care for them in the subsequent weeks and months.

2 or 3 Eco-Reps will compile content and design a brochure that will be left in the door of each property where a new street tree is planted, detailing how that tree should be cared for. Brochure content will be drawn from expertise Eco-Reps will gain from attending the Pennsylvania Horticultural Society’s Tree Tenders program during the month of October. Additional support will come from PPR staff.

Students will also receive feedback from Masterminds Agency, which has developed several pro bono campaigns for TreePhilly. Most of the students’ own collaborative design work would happen remotely.

**Timeline**

**Fall semester:** Kickoff meeting with TreePhilly staff to discuss content of brochure. Meet with Street Tree staff to discuss content of brochure, meet with Masterminds to discuss illustration or graphics needed, research other cities strategies or brochures for educating residents

*Mandatory attendance for Pennsylvania Horticultural Society “Tree Tenders” Program* – This three-part series runs October 7, 14, and 21 from 5:45PM to 8:30PM. The PHS [Tree Tenders® program](http://www.pnhs.org/program/PGPG.TreeTenders/) offers hands-on tree care training in the five-county Philadelphia region. The training covers tree biology, identification, planting, proper care and working within your community. (Eco-Reps will be compensated for program fees.)

**Spring semester:** Finalize design and make edits to content and visuals. Print brochures in-house. Tree contractors will take the brochures and deliver them to new tree owners when they plant a tree.

**Anticipated Completion:** January 2016

**Learning Objectives**

This is a great opportunity for students with graphic or marketing design skills. The work will be helpful in expanding knowledge of government programs, advertising, and horticulture.
**Project Name:** Launching Not In Philly Anti-Litter Campaign

**Project Organization:** Not in Philly

**Organization Description or Mission:** Removing litter, one block at a time. As of now, all organizations that combat litter in our city do so as large, one-day community-based activities. These are important, but they do little to hold back the tide of litter as it accumulates between mass cleanings. Many people do not want to organize mass cleanups, but still want to reduce litter in their neighborhoods. For those people, it is proposed that we give them the main tool that they will need, a trash grabber, and a map of what others are doing for encouragement. The organization seeks to reduce litter by empowering Philadelphia citizens to clean up the city blocks where they live.

**General Project Description**

This project is to help with the launch of a start-up organization called “Not In Philly” aimed at reducing litter throughout Philadelphia. 2 or 3 Eco-reps are requested to work with the organization's current Director to help launch a website, developing a strategic plan for citywide implementation, and assess opportunities for seeking outside funding and partnerships. Website development will be in collaboration with Code for Philly, a volunteer-led organization dedicated to creating innovative applications for Philadelphia.

**Timeline**

**Fall semester:** Work with team to name organization (consider names other than Not in Philly). Define a plan for achieving the goals of the anti-litter campaign. Final website development and communication with Code for Philly. Pitch the organization to outside city groups. Create promotional material to gather interest from local residents. In November, launch organization. Students decide if they will continue with this project in the spring semester, when they would continue finding partner organizations and outside funding to support the cause or see if other organizations will adopt the campaign.

**Anticipated Completion:** January 2016

**Learning Objectives**

This project is a great opportunity for students with some web development skills and interests in marketing and community outreach. Students will be able to have hands-on experience in launching a startup, obtaining funding, community engagement, marketing, and social media advertising.
## Project Name: Community Garden Soil Testing

### Project Organizations:
UCD’s Dirt Factory and Dr. Jane Willenbring from Penn’s EES department.  
[https://www.sas.upenn.edu/earth/people](https://www.sas.upenn.edu/earth/people)

### Organization Description or Mission:
University City District (UCD) was founded in 1997 by a partnership of world-renowned anchor institutions, small businesses and residents to improve economic vitality and quality of life in the University City area of Philadelphia. UCD houses the Dirt Factory (43rd and Market), where local residents can compost their food waste free of charge. Dr. Jane Willenbring is an associate professor of Earth & Environmental Science at Penn and has hosted community soil testing days in the past, inspired by the original 2011 Future Farmers’ Soil Kitchen.

### General Project Description:
This project is a partnership with Dr. Jane Willenbring and UCD to conduct soil testing for heavy metals at community garden plots in West Philadelphia. The West Philadelphia area has the highest density of community gardens throughout the entire city, yet most of the garden plots haven’t had their soil tested for lead or other contaminants. This project proposes to work with UCD, Penn researchers, and community gardeners to do soil testing through the local neighborhood and then map the results of the findings. Using XRF technology, 3 Eco-Reps would be trained to test identified soil samples.

No prior experience with research or XRF technology is necessary. There is also the possibility to extend this project as a formal independent study if desired.

### Timeline

**Fall semester:** Initial meeting with Dr. Willenbring and team. Reach out to landowners and garden plot caretakers. Training with XRF technology and soil testing practices. Discuss mapping results and timeline for testing each garden. Begin collecting samples and testing. Collect all samples and finalize data to report back to gardens on quality and content.

**Spring semester:** Continue work and testing as needed and participate at a Soil Kitchen, hosted by UCD’s Dirt Factory.

**Anticipated Completion:** April 2016

### Learning Objectives:
This project welcomes students with interests in soil science, public health, and data analysis. Students will be able to manage researching, soil testing practices, tracking data, community engagement, and relations with local community gardens by the end of this project.
# Sustainability Impact Projects 2015-2016

## Project Name: City Recycling Data Analysis

**Project Organization:** Philadelphia Recycling Office  

**Organization Description or Mission:** The Recycling Office is a unit within the Philadelphia Streets Department, Sanitation Division. State law requires that the City recycle 35 percent of its municipal solid waste (MSW) each year, while the City’s Greenworks sustainability plan has set a 70 percent landfill diversion goal (includes recycling and waste-to-energy).

## General Project Description

Beginning in January of the spring semester, 2 Eco-Reps will work with the City’s Recycling Director to help collect and analyze waste data for their office’s annual report. This project involves compilation, reporting, and analysis of solid waste and recyclables data that occur in the City in a calendar year. Data is acquired through multiple sources, including the City, Pennsylvania Department of Environmental Protection, and private waste and recycling haulers and processors. Work tasks include database/spreadsheet management, assistance with report preparation for internal and external stakeholders, and correspondence with private recycling processors.

Most of the work can be done remotely, but occasional meetings will be held at the City’s Recycling Office downtown in Center City. Travel by public transportation from campus to the Municipal Services Building adjacent to City Hall is at most a 30-minute round trip.

## Timeline

**Fall semester:** Kickoff meeting at the Recycling Office (November), assess tasks

**Spring semester:** Work on collecting data, analyze data

**Anticipated Completion:** April 2016

## Learning Objectives

This project is a great opportunity for Eco-Reps interested in data-driven work and waste reduction initiatives. Students seeking experience in the municipal government and the City of Philadelphia are welcome.
## Project Name: Hazon Food Festival and Audit

**Project Organization:** Hazon Philadelphia  
[www.hazon.org](http://www.hazon.org)

**Organization Description or Mission:** Hazon creates healthier and more sustainable communities in the Jewish world and beyond, through community events, food festivals, and bike trips.

### General Project Description

This is a two-part project proposal between Hazon and Penn’s Hillel Eco-Reps.

**Part One**  
Eco-Reps will be on-campus liaisons for the 2015 Jewish Food Festival coordinated by Hazon on November 15th, 2015. This day-long festival aims to engage the Jewish community on issues of sustainability, food justice, healthy eating, and more, while connecting these themes to Jewish tradition and building local community connections around them. This year’s festival will be located at Congregation Keneseth Israel in Elkins Park, co-hosted by Congregation Keneseth Israel and Congregation Kol Ami. We are expecting an attendance of 350 people.

Hazon will support Eco-Reps as they create a Penn cohort to attend the Food Festival by reaching out to relevant student groups, professors, departments, etc. In addition, Eco-Reps will have the choice to lead a workshop at the festival discussing strategies for student activists and university staff to green their campus food practices. They may also help with day-of volunteering and week-of program support based around their availability.

**Part Two**  
Hillel Eco-Reps will complete Hazon’s [Food Audit Toolkit](http://www.hazon.org), the guide to assessing the sustainable and ethical impact of the food sourcing choices. An audit of Falk Dining Hall would highlight opportunities for improving some of the dining choices at Falk Dining Hall as they relate to sustainability and Jewish values.

### Timeline

**Fall semester:** Eco-Reps will work with Hazon’s Office located locally in West Philadelphia to prepare for the November food festival.

**Spring semester:** Meet with Hazon staff to frame the Food Audit portion of the project, review the Food Audit materials, and plan their approach to engaging relevant staff stakeholders in Penn Dining. Eco-Reps will complete the audit based on information gathered from institutional leaders. Meet with Hazon staff, and relevant Hillel or University staff to debrief the results and create a plan of action for improving selected institutional food practices moving forward.

**Anticipated Completion:** The project will end whenever the group finishes the audit and collaboration with Dining and Hillel.

### Learning Objectives

This is an excellent opportunity for the Hillel Eco-Reps to gain further insight into a sustainable lifestyle and culture within Judaism. Eco-Reps will be able to learn about policy change and food sourcing, event planning and management, marketing, community outreach, creating an educational workshop, and public speaking.
## Project Name: Rodin Energy Consumption Reduction

**Project Organization:** Residential Services  
[http://www.upenn.edu/services/residential](http://www.upenn.edu/services/residential)

**Organization Description or Mission:** Penn’s Department of Residential Services works closely with partner departments to support on-campus student residents in their academic endeavors, personal growth, and day-to-day life on campus. Residential Services is one of five departments serving under the Division of Business Services.

### General Project Description

Rodin’s Eco-Reps have been chosen to work with Penn’s Department of Residential Services as a special Impact Project for the 2015-16 academic year. This will be a pilot project for championing sustainability initiatives with support from Residential Services, Rodin’s House Dean, and other College House staff. Eco-Reps will be asked to target residents’ behaviors to reduce year-long energy consumption. Reductions will be measured by metered data in comparison with the two other high rises, Harnwell and Harrison. This partnership between Residential Services and Rodin Eco-Reps will increase promotion of sustainability in the College House, while allowing for Eco-Reps to take on additional or larger projects. Eco-Reps will meet with Residential Services as needed to discuss the high rise’s meter data, a cost-benefit analysis framework, and building management strategies. Eco-Reps will potentially attend Rodin House Council meetings, along with preparing materials for RA/GA meetings.

### Timeline

**Fall semester:** Kickoff meeting with Residential Services to discuss potential projects and goals for reducing building energy consumption. Eco-Reps will begin to coordinate different initiatives, depending upon what students would like to focus on to promote energy conservation strategies and marketing.

**Spring semester:** Continue work with various projects while informing Residential Services of changes in data or student behavior.

**Anticipated Completion:** The project is intended to be continuing throughout the entire academic year, but Eco-Reps can pick and choose the types of initiatives that will fit the goal of this partnership.

### Learning Objectives

This is a great opportunity for Rodin Eco-Reps to have a bigger voice in the Penn residential community. Eco-Reps will be able to expand their impact on Rodin residents, along with relations with the Residential Services Department and Business Services. Students will gain knowledge on cost-benefit analysis framework and tracking data. This project is useful for further developing skills in marketing, researching, and sustainability campaigning.
**Sustainability Impact Projects 2015-2016**

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<th>Project Organization: Green Campus Partnership [<a href="http://www.upenn.edu/sustainability/">http://www.upenn.edu/sustainability/</a>]</th>
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<tr>
<td>Organization Description or Mission:</td>
<td>Green Campus Partnership is the umbrella organization that was formed in 2007 to address environmental sustainability planning and policy development at the University of Pennsylvania and to coordinate programs and initiatives for a more sustainable campus.</td>
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**General Project Description**

2 Eco-Reps will be the editors and content managers for this year’s Eco-Reps Blog [Pennvironment](http://www.upenn.edu/sustainability/). They will be responsible for overseeing blog submissions from other Student Eco-Reps across the College House, Greek, Athletics, and Hillel programs. Blog submissions are updated on a weekly or bi-weekly basis to WordPress with editing and information sharing done via Google Docs.

In addition to making sure blog content is submitted regularly, they will have the opportunity to promote blog content via other Penn media outlets, such as Green Campus Partnership’s social media accounts, Penn’s Admissions blog, and more.

**Timeline**

**Fall & Spring:** This project will kick off in late September and run through the end of the academic year. There will be a break between the fall and spring semesters.

**Anticipated Completion:** End of spring semester.

**Learning Objectives**

This is a great opportunity for students interested in marketing, communications, and media content development. Students will gain real-life skills in editing and publishing logistics that go into keeping up with a blog aimed at the public and Penn community.
**Project Name:** Sustainability Video Content

**Project Organization:** Green Campus Partnership  
[http://www.upenn.edu/sustainability/](http://www.upenn.edu/sustainability/)

**Organization Description or Mission:** Green Campus Partnership is the umbrella organization that was formed in 2007 to address environmental sustainability planning and policy development at the University of Pennsylvania and to coordinate programs and initiatives for a more sustainable campus.

### General Project Description

4 Eco-Reps will be responsible for developing educational videos on various sustainability topics including campus recycling, energy conservation, bicycling, and food purchasing, among other topics of their choosing. There is also the possibility to record some interviews with various campus sustainability leaders. These videos will be used as educational tools for teaching Penn students important environmental concepts.

Students will have the opportunity to record videos featuring Penn students and develop a webpage on the Green Campus Partnership website that will become a hub for educational sustainability video content. Afterwards, these videos will become tools featured in annual trainings for students, RAs, and GAs on campus.

### Timeline

**Fall Semester:** This project will kick off in late September. Students will work with Penn sustainability staff in the fall to plan video topics, acquire equipment, look at videos from other universities, and begin filming. They will begin building the new webpage towards the end of the fall.

**Spring Semester:** Finish videos and upload content to the new webpage on the Green Campus Partnership website.

**Anticipated Completion:** Early to mid-spring depending on students’ progress.

### Learning Objectives

This is a great opportunity for students interested in education and video production. Students will gain real-life skills in marketing and communications, recording video content, building a simple webpage (no coding knowledge necessary), and developing educational content aimed at a large student population.
**Project Name:** Writing Instruments Recycling Program

**Project Organization:** Penn Business Services & Terracycle


**Organization Description or Mission:** TerraCycle is on a mission to eliminate the idea of waste. We do this by creating waste collection programs (each one is called a “Brigade”) for previously non-recyclable, or difficult-to-recycle, waste. The collected waste is then converted into new products, ranging from recycled park benches to upcycled backpacks.

**General Project Description**

2 – 3 Eco-Reps will be responsible for managing this year’s Terracycle Writing Instrument Recycling brigade program on Penn’s campus. In conjunction with staff from Penn Business Services, Eco-Reps will increase marketing awareness of the brigade program, which lets students or staff recycle their unwanted pens, markers, and mechanical pencils, and increase collections in various buildings including all eleven College Houses.

Students will also be asked to reach out to staff in College Houses and ensure recycling locations are visible with signage to explain the program. They will also be asked to monitor collection boxes during the year and notify Business Services staff when they are full. They will record the weights of all writing instruments recycled throughout the year to report the total amount recycling in 2015-16.

**Timeline**

**Fall & Spring:** This project will kick off in late September and run through the end of the academic year. There will be a break between the fall and spring semesters.

**Anticipated Completion:** End of spring semester.

**Learning Objectives**

This is a great opportunity for students interested in education, outreach, recycling, and waste diversion. Students will get experience in marketing a niche recycling program to thousands of students and staff across Penn’s campus. By measuring the total amount of recyclables generated, they will also discover the importance of attributing metrics to a program.