



UNIVERSITY OF ARKANSAS

THE PROBLEM

AT 21% (5,100 OUT OF 24,500) GREEK LIFE REPRESENTS A SUBSTANTIAL PORTION OF THE STUDENT POPULATION. THIS PRESENTS A UNIQUE OPPORTUNITY TO REACH AND INFLUENCE A CHANGE FOR THE BETTER.

AS MUCH AS 70%-80% OF TRASH DISCARDED TODAY IS ABLE TO BE RECYCLED, GREEKS GOING GREEN ATTEMPTED TO CAPTURE SOME OF THAT WASTE AND DIVERT IT FROM THE LANDFILL.

GREEKS GOING GREEN, ALSO KNOWN SIMPLY AS G3, ALSO INSTITUTES MONTHLY EDUCATIONAL MEETINGS FOR A REPRESENTATIVE OF EACH CHAPTER TO RELAY THE INFORMATION BACK TO THE OTHER MEMBERS. THIS INFORMATION RANGES FROM STATISTICS AND FACTS MEANT TO INSPIRE CHANGE AND SMALL DAILY HABIT CHANGES THAT CAN LEAD TO A MUCH BIGGER IMPACT WHEN MULTIPLIED BY ALL THE MEMBERS OF GREEK LIFE.



GREEKS GOING GREEN

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THE PROJECT

GREEKS GOING GREEN IS THE MOST RECENT REVIVAL OF AN INITIATIVE ON THE UNIVERSITY OF ARKANSAS CAMPUS TO PROMOTE EDUCATION, AWARENESS, AND POTENTIAL LIFESTYLE CHANGES TO CREATE A MORE ECO-FRIENDLY AND SUSTAINABLE SYSTEM WITHIN GREEK LIFE, SPECIFICALLY GREEK LIFE HOUSING. AT THE END OF THE FALL 2011 SEMESTER I WAS ASKED BY THE ASSISTANT DIRECTOR OF GREEK LIFE, TODD JENKINS TO BRING THIS RSO BACK TO LIFE. SO IN THE SPRING OF 2012 I BEGAN LOOKING FOR SUPPORT WITHIN THE COMMUNITY TO CREATE AN EXECUTIVE BOARD AND BEGIN THE BRAINSTORM FOR HOW TO SUCCESSFULLY GET THE MEMBERS OF GREEK LIFE TO "BUY-IN" TO THE GROUP AND ITS PLAN OF ACTION.



THE PROJECT

WE DEVELOPED A MISSION STATEMENT, "GREEKS GOING GREEN (3G) IS A NEW CAMPAIGN TO PROMOTE ENVIRONMENTAL AWARENESS AND ECO-FRIENDLINESS WITHIN THE GREEK COMMUNITY AT THE UNIVERSITY OF ARKANSAS..." NEXT WE HAD A SIT DOWN WITH THE DIRECTOR AND ASSISTANT DIRECTOR OF GREEK LIFE TO DISCUSS THE AMOUNT OF PROGRAMMING DESIRED.

THE DECISION WAS MADE TO LIMIT THE AMOUNT OF INTERACTIVE PROGRAMMING BUT PROVIDE MONTHLY MEETINGS TO DISPENSE EDUCATION, INFORMATION, AND TOOLS TO MAKE EACH CHAPTER MORE SUSTAINABLE. IN SEPTEMBER WE HAD OUR FIRST MEETING WITH A TOPIC OF RECYCLING; WHAT AND HOW, AND IN EARLY OCTOBER DISTRIBUTED ASB PLASTIC RECYCLING BINS DONATED BY PEPSI CO. WE PARTNERED WITH A PRIVATE THIRD PARTY CALLED GREEN RHYTHM WHO OFFERED TO PICK UP AND SORT ALL THE RECYCLING, PROVIDED IT BECAME THEIRS TO SELL IN EXCHANGE FOR FREE PICKUP. WITHIN THE FIRST WEEK OVER 50 POUNDS OF OTHERWISE WOULD BE TRASH WAS COLLECTED. WE HAVE CONTINUED TO HOST THREE MONTHLY MEETING PER SEMESTER AS TO AVOID TIMING WITH EXAMS AND RECRUITMENT AND COVERED TOPICS FROM RECYCLING TO POWER CONSERVATION.



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SUSTAINABILITY

THIS INITIATIVE HAS BROUGHT FORTH THE SOCIAL SUSTAINABILITY EFFECTS THAT CAN TRULY FACILITATE CHANGE WHEN ADOPTED BY THE MASSES.

THE BUILT SYSTEM OUTCOMES WERE A 10% DROP IN AVERAGE UTILITY COST WHEN COMPARED TO LAST YEARS' BILLS.

THERE WAS ALSO AN ASSUMED DROP IN WASTE OF FOOD DETERMINED BY AN INCREASE IN LEFTOVERS AND LESS FOOD BEING COOKED AT AN AVERAGE MEAL.

OUTCOME

A TOTAL 170 LBS. OF CANS, 52 LBS. OF PLASTIC, 814 LBS. OF CARDBOARD, 64 LBS. OF TIN, AND NEARLY 400 LBS. OF PAPER; TOTALING NEARLY 1,500 LBS. OF WASTE DIVERTED FROM MAN MADE LANDFILLS TO BE REUSED FOR CONSUMER PRODUCTS.