

THE PROBLEM

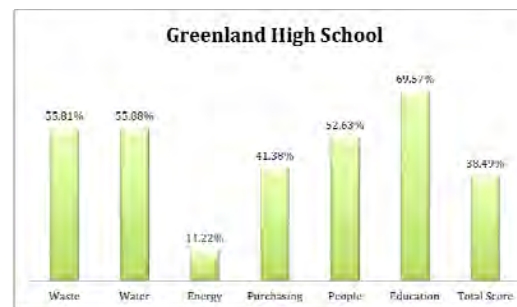
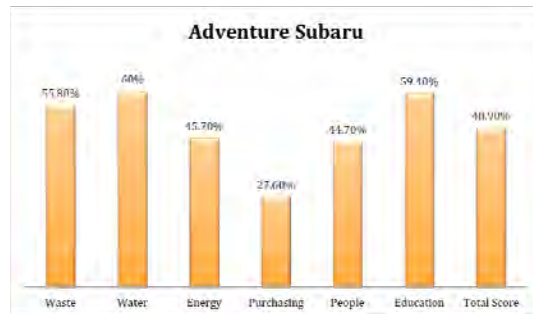
Many companies do not make an effort to conduct business in a sustainable manner. They often believe it is not in the best interest of the company because it will cut into profits or will require excessive effort. Businesses are unaware that there are many easy to implement, green practices that they can adopt practically overnight. However, many large-impact changes take a much longer time to implement. Businesses have to understand that sustainability requires long-term, incremental change. Many businesses also do not realize that sustainable practices can actually save them money, as well as provide positive advertising.

THE PROJECT

The members of our Capstone team served as interns for the Fayetteville Chamber of Commerce working under the Greenway Initiative program. The main goal of the Greenway Initiative is to educate Fayetteville businesses and help them integrate more sustainable practices. We conducted audits on four businesses: Adventure Subaru, the Fayetteville Development Services Building, the Chancellor Hotel, and Greenland High School. The audits scored the businesses in six categories: Water, Waste, Energy, Education, Purchasing, and People. First, the business conducts a self-audit. Next, the Greenway Team visits the business and validates the audit. Finally, the Greenway Team creates an executive report with results and recommendations for sustainable practices.

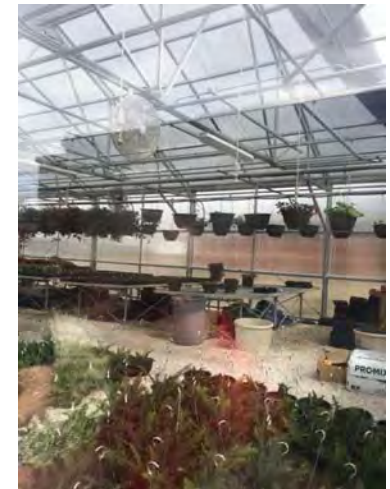
THE RESULTS

The results from the audits are shown in the graphs below. Each graph includes the 6 categories that were included in each audit. The percentages were calculated based on the number of requirements that the business met for each category. We used the information from the audits to provide specific feedback to each businesses about incorporating sustainable practices into their business model. By tracking these businesses' performances, we were able to set goals for the future. All four businesses that we worked with throughout this project passed the audit and obtained certification with the Greenway Initiative. The Greenway program will continue to follow up with these businesses and provide support over the next two years, when they will be eligible for re-certification.



SUSTAINABILITY

Our Capstone Project contributed to the sustainability of the Fayetteville community in a big way. When these companies take the steps to become a Greenway business, they are getting involved in the community and working to make Fayetteville a better, cleaner place. These businesses have taken action to cut down energy and water usage, recycle, donate old, unused items and extra food, participate in community events, compost their food waste, etc. Becoming a Greenway Certified business can save a company money in energy costs and create positive advertising. This project allowed our Capstone Team to see that community involvement and sustainable efforts can really pay off.



This is the greenhouse created by Greenland High School. They grow all kinds of vegetables, plants, and flowers. They sell their products to raise money for the school and to keep the greenhouse running. They also had on their campus: a compost bin, a garden, and water catchment barrels to use rain water for irrigation. We were very impressed by the sustainable efforts put forth by Greenland High School.