

**National Wildlife Federation's
Campus Ecology
Fall 2006-Spring 2007
Greener Campus
Teleconference Series**

GREENER PURCHASING



Speakers

- **Laura Hickey** – Senior Director, Climate Education, National Wildlife Federation
- **David Giuliani** – Student and Campus Ecology Fellow, University of Vermont
- **Laura Helmke-Long** – Public Sector Program Manager, Energy Star Program, U.S. Environmental Protection Agency
- **Peter Abrahamson** – Executive Chef, Bon Appetit at St. Olaf College



National Wildlife Federation: Paper

Laura Hickey, Senior Director, Climate Education
National Wildlife Federation

The mission of NWF is to protect wildlife for our children's future:

- **Connect people with nature**
- **Confront global warming**
- **Restore wildlife and habitat**



Paper Manufacturing is an Industrial Process

Inputs include:

- Large amounts of wood.
- Large amounts of water.
- Large amounts of energy.

Outputs include:

- Emissions of air and water pollutants.
- Solid waste and greenhouse gases.



What to look for when purchasing paper - minimum goals

Recycled:

- Minimum 10% post-consumer waste for coated papers.
- Minimum 30% post-consumer waste for uncoated papers.
- Widely available at cost parity to virgin.
- Strive to increase PCW % over time.

Bleach:

- Preference should be given to papers processed without chlorine or chlorine compounds (PCF or TCF).
- Lowest acceptable bleaching technology is elemental chlorine-free (ECF).



Minimum Goals continued

Bleach continued:

- Only prohibition is that no instance is the use of elemental chlorine bleached paper acceptable.

FSC (Forest Stewardship Council) Certified:

- If virgin paper is necessary, specify FSC-certified fiber.
- Verify with supplies/manufacturers the source of any virgin fiber content in papers & chain-of-custody.
- Give preferences to paper guaranteed to be free of fiber that threatens endangered forests.



How to get started

- **Select a few paper stocks** that fit your environmental, quality, grade, basis weight, color, and finish criteria.
- **Determine your annual tonnage** for each type of stock that you use and your budgets.
- **Select several reputable paper merchants** who represent the mills that make the stocks you have chosen.
- **Meet with both the merchants and the mills.** Talk to them – let them know what’s important to you and your organization.
- **Check out the mills environmental record.** Review the mill’s record for EPA violations.
- **Calculate the environmental benefits of recycled papers** - www.papercalculator.org.

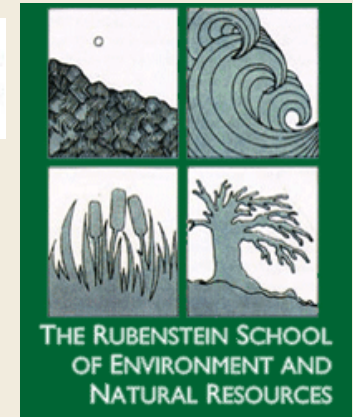


University of Vermont

Wood Products

David Giuliani

Student and 2006 Campus Ecology
Fellow, The Forestry Program, The Rubenstein
School of Environmental and Natural Resources



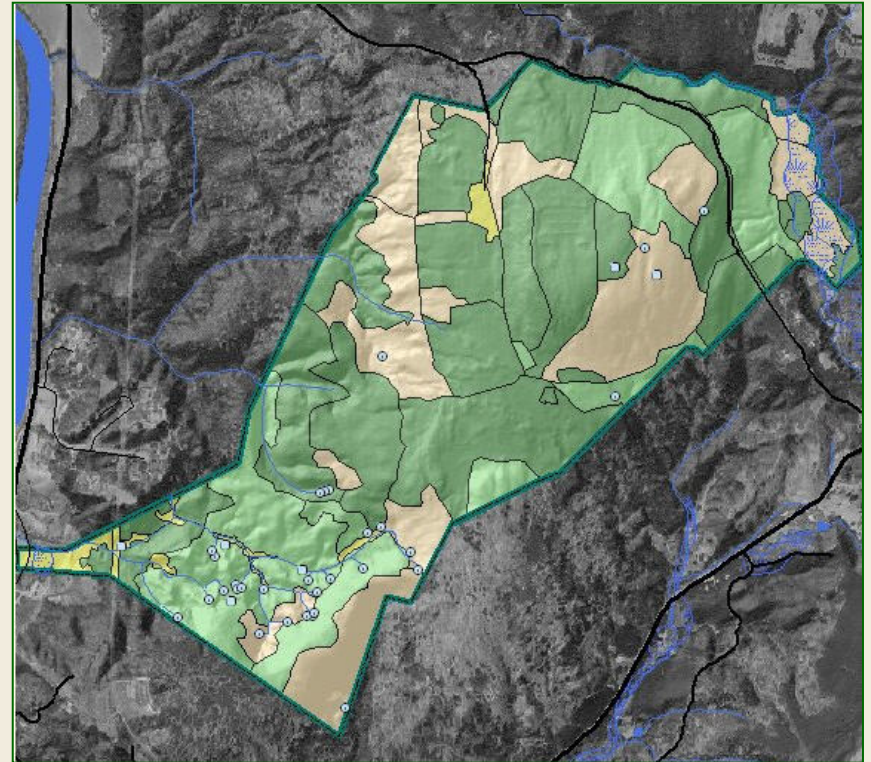
The University of Vermont (UVM) is striving to become a premier environmental university. Recently, many efforts have been made to minimize the school's ecological footprint, including commitment to LEED certification of all new buildings. The mission of the forestry program at UVM is to integrate sustainable design, land ethics, and real-world learning in community-based forest conservation.



The Forest

The Jericho Research Forest is a 500-acre mixture of hardwoods, conifers and plantations on reclaimed agricultural land in north central Vermont.

It was acquired by UVM in 1939 and is used for research, demonstration, and recreation by the school and local community. Some of the original buildings from 1802 still exist today.



Justification: Sustainable Forest Product Use by Institutions

- **This project will form a direct link between renewable resources owned by the university and the consumption of forest-based products such as furniture and wood used in construction. As a socially responsible institution, UVM has an obligation to know the life-cycle of their products and to strive for more efficient use and recovery of resources.**
- **The objective of this project is to demonstrate a process whereby local institutions, such as schools, municipal forests, and non-industrial private landowners, can incorporate forest products from local forests in a manner that is ecologically feasible, economically viable, and socially responsible.**



Goals: Sustainable Forest Produce Use by Institutions

To create a portfolio of all standing timber in Compartment 3 of the UVM Jericho Research Forest that meet FSC (Forest Stewardship Council) certification standards. This portfolio will be made available to project managers for use of sustainable wood products and could serve as a model for other institutions.

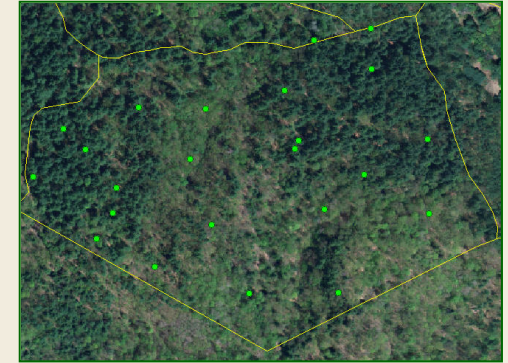
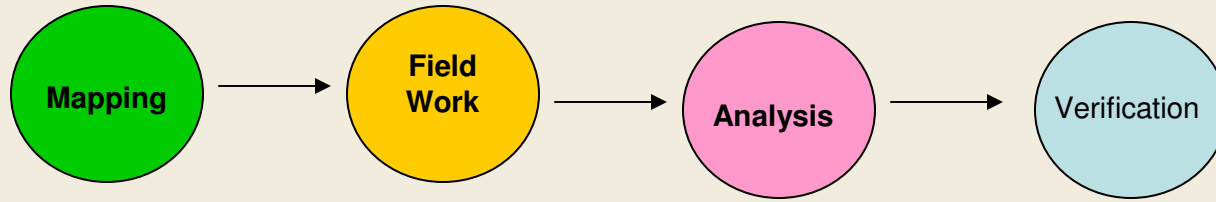


Methods

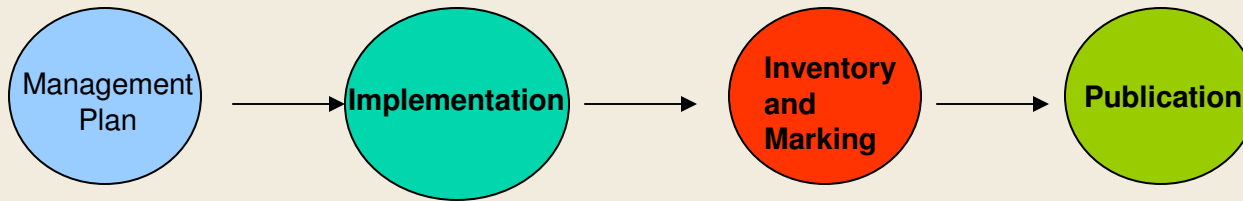
- **An extensive baseline inventory of forest metrics that pertain to sustainability is conducted.**
- **These data are entered into a NED-II database and the resulting output is analyzed. A management plan is then developed with clear goals and objectives.**
- **Building project managers will be informed of available materials and suitable manufacturing outfits will be identified for the processing of the materials.**
- **The next step is to create a timber sale layout based on the specific products needed. These will be harvested and a post-treatment assessment of the forest will be conducted. Permanent monitoring plots will allow for adaptive management as the values, products, and conditions change.**



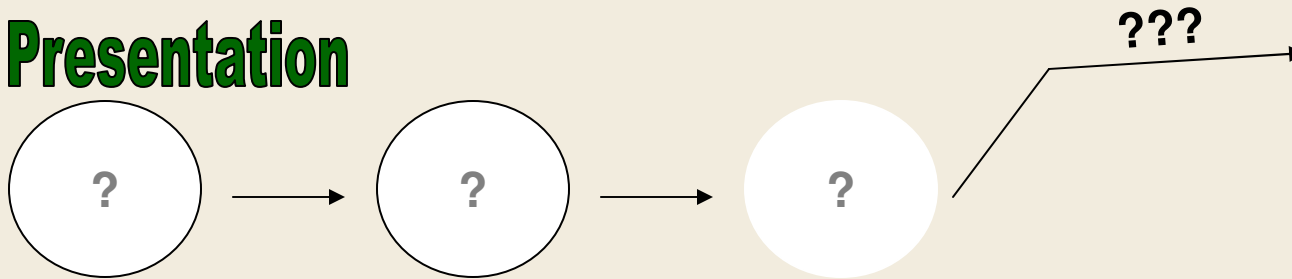
Data Collection



Data Preparation



Presentation



Timber Portfolio

- **Tree Species**
- **Trees/Acre**
- **Size Class**
- **Board/Foot Volume**
- **Most Valuable**
Product (pulp, sawlog, veneer)
- **Quality (Grade)**



Where do I go from here?

- **Advisors, resource managers, etc:** consult those most familiar with the project and the source first.
- **Procurement officers:** before approaching the decision makers, see who pays the bills.
- **Project managers:** be prepared to provide details or for a response that there is no use for the product.
- **Manufacturers:** considerations include location, transportation, public relations, customer satisfaction, and background.



ENERGY STAR and Higher Education



Laura Helmke-Long

ENERGY STAR,

Public Sector Program Manager

U.S. Environmental Protection Agency

www.energystar.gov



Partnering with ENERGY STAR

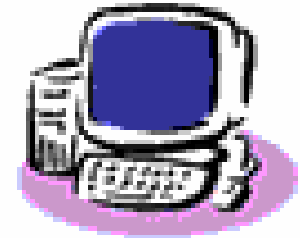
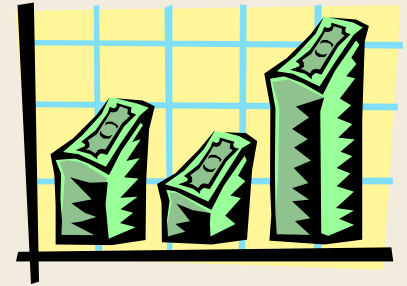
ENERGY STAR[®] is a voluntary partnership between business, government, and others united in the pursuit of a common goal:

To protect our environment for future generations by changing to energy efficient practices today.



ENERGY STAR

- National brand representing energy, financial, and environmental *performance*,
- Over 40 product categories covering appliances, residential lighting, consumer electronics, and office equipment, AND
- Certification of top energy performance for new and existing homes and buildings.



ENERGY STAR Purchasing

- **ENERGY STAR Purchasing helps organizations identify, specify, and purchase ENERGY STAR qualified products as part of an overall energy management strategy.**
- **ENERGY STAR Label: A trusted symbol that identifies products with superior energy performance.**
- **Over 40 product categories and 14,000 product models.**



ENERGY STAR Buildings

- **Colleges and universities spend close to \$2 billion each year on energy¹.**
- **Adopting a strategic approach to energy management can lower your energy bills by 30 percent or more.**
- **Measure and track campus energy performance with ENERGY STAR's Portfolio Manager Tool.**
- **Earn ENERGY STAR for Campus Residence Halls and Office Buildings.**



Bon Appetit

Peter Abrahamson, Executive Chef, Bon Appetit at St. Olaf College

Bon Appétit has become a model for what is possible in sustainable food service.

Bon Appétit Management Company was the first food service company to address the issues related to where our food comes from and how it is grown. We are still the largest restaurant company with such a high level of commitment to socially responsible practices. Bon Appétit is unique in that all of our promises apply to all cafés, not just specific “green” locations. This means that the impact of our programs has been far reaching and meaningful.



Bon Appetit and Higher Education

- St. Olaf College, Minnesota
- Reed College, Oregon
- Georgetown University Law Center, Washington, D.C.
- Santa Clara University, California
- Washington University in St. Louis
- Goucher College, Maryland



Dining Hall at St. Olaf College



Stav Hall, St. Olaf's Café

- Ranked third best in the country last year by the *Princeton Review*.
- Serves about 32,000 meals a week during the school year.
- Bon Appetit is committed to:
 - serving fresh, healthy food,
 - creating menus with lots of fruits, vegetables, legumes, and grains,
 - purchasing from regional food producers and artisans,
 - purchasing produce that is locally grown, seasonal, and minimally processed,
 - purchasing seafood in accordance with the Monterey Bay Aquarium “Seafood WATCH” guidelines.



Bon Appetit Initiatives At St. Olaf

- Buy local apples and corn in season.
- Procure all of the café's pasta from a North Dakota farmers' cooperative.
- Pork products come from Six Point Berkshire, a southwest Minnesota business that raises Berkshire hogs without antibiotics and growth hormones and without huge confinement pens.
- Shade-grown, fair-trade Peace Coffee is available both in the cafeteria and the snack bar.
- Ended all purchases of farmed salmon, restricting purchases to wild, line-caught salmon.



Farm to Fork Program

Bon Appetit's Farm to Fork program works with the southeast Minnesota food network to:

- **Purchase meat from grass-fed animals raised without the use of hormone injections or antibiotics.**
- **Purchase some produce and occasional artisanal cheeses.**
- **Purchase organically certified fruits and vegetables from local farmers, thereby providing high-quality menu items to students while contributing to the local business community. Given the Minnesota growing season, obtaining organic foods isn't possible most of the year.**



Contact Information

- **Laura Hickey, National Wildlife Federation**
Email: hickey@nwf.org
Phone: 703-438-6289
- **David Giuliani, University of Vermont**
Email: dgiulian@uvm.edu
- **Laura Helmke-Long, Environmental Protection Agency**
Email: helmke.laura@epa.gov
Phone: 202-343-9207
- **Peter Abrahamson, Bon Appetit**
Email: pabrahamson@cafebonappetit.com
Phone: 507-646-3052



Open Now!

Chill Out: Campus Solutions to Global Warming Contest

Tell Campus Ecology about a project to reduce your campus's impact on global warming! Prizes include a free public screening of *An Inconvenient Truth*, a chance to be featured in our Earth Day multi-media broadcast, cash awards, and free Campus Ecology Memberships!

Deadline: February 2 and March 1.

Website: www.nwf.org/chillout



Now Accepting Applications for Campus Ecology Fellowships!

NWF is now accepting applications for the 2007 class of fellows:

- **Fellowships are open to undergraduate and graduate students.**
- **Grants up to \$2000 for projects focusing on energy efficiency, clean energy, carbon sequestration, and more.**
- **Deadline is January 31, 2007.**
- **Fellowship guidelines and application information can be found at:**
www.nwf.org/campusEcology/dspFellowships.cfm.



Campus Ecology Program

Working with colleges and universities in the U.S. and Canada on climate and wildlife-friendly practices to curb waste and ensure a healthy future for wildlife.



National Wildlife Federation

**Inspiring Americans to protect wildlife
for our children's future.**



Contact Us

Campus Ecology

National Wildlife Federation

11100 Wildlife Center Drive

Reston, VA 20190

Phone: 703-438-6262

Email: campus@nwf.org

Website: www.nwf.org/campusecology

Blog: www.nwf.org/campusclimate

