



People and Nature: Our Future is in the Balance

National Wildlife Federation

11100 Wildlife Center Drive • Reston, VA 20190 • <http://www.nwf.org/>

Iona College New Rochelle, New York Spring 2003, Waste Reduction

BACKGROUND

Campus Profile

Iona College, a four-year private college founded by the Congregation of Christian Brothers in 1940, is located on a 35-acre campus in the Westchester suburb of New Rochelle, just a few miles north of New York City. A diverse student population of approximately 3,000 undergraduates and 1,500 graduate students pursues degrees in liberal arts and business programs. More information about the college and its programs is available at www.iona.edu.

Contacts

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GOALS & ACCOMPLISHMENTS

Goals

We planned to continue the Paper Conservation Campaign (PCC), first launched in January 2002. We also hoped to extend the “culture of conservation” to other areas, to promote more effective recycling of paper and other materials and to close the loop by advocating purchase of paper and supplies with recycled content.

Accomplishments

This year, the PCC website was updated and enhanced with an online “Think Before You Print or Copy” sweepstakes. Flyers were distributed to offices for posting near printers and copiers, and the central duplicating department adopted a 2-sided default for all copy orders. Particular departments (English, Computer Science) were targeted for messages about paper conservation. Various committees adopted two-sided copying, or chose to forego duplication of materials in favor of making them available in a central location or posting them on a website. In March 2003, the college newsletter (*Inside Iona*) went paperless, and the Paper Conservation Campaign was the subject of a feature article in the initial online issue:
<http://www.iona.edu/advancement/inside/Archives2/inside.htm>

Challenges and Responses

More institutional support, resources, interest and time would always be welcome. Everything is done on a volunteer basis, and sometimes there are just too many competing demands.

ENGAGEMENT & SUPPORT

Leaders and Supporters

The Paper Conservation Campaign was originally undertaken by the Environmental Concerns Committee, composed of faculty, staff and administrators from many different areas of the college, in cooperation with the Vice Provost for Information Technology and the Director of the Library. Members of the student Project Earth and Biology Clubs were also involved in the project. Deans, faculty and staff seemed willing to examine their paper use, make reductions and encourage others to do so. Members of the Information Technology staff provided invaluable support including creating a website, developing screen savers and monitoring paper use. Members of the environmental club, Project Earth, were also supportive of the effort and helped to spread the word among the students.

Funding

The cost of this project can only be calculated in terms of time and effort that various people took to meet, generate ideas, engage in outreach and create promotional materials which included articles, posters, screen savers and a new website. We do have a small Environmental Education Fund that is used for meeting and other expenses.

National Wildlife Federation's Campus Ecology program

The major role of the Campus Ecology program was in giving us the impetus to launch this campaign in 2001-02. The Sustainable Markets course, online case studies and various publications (e.g., Four R's) provided additional ideas.

CLOSING COMMENT

We continue to educate, promote and change behavior in an evolutionary, not revolutionary way.