



SustainAbility

A joint publication from Audubon Lifestyles and The International Sustainability Council

What is Earth Day?

Earth Day is a day designated to promote awareness and appreciation for the Earth's natural environment. Originally established by U.S. Senator Gaylord Nelson as an environmental teach-in first held on April 22, 1970, Earth Day is now a global event celebrated by more than 192 countries each year.

The first Earth Day in 1970 marked the beginning of the modern environmental movement. Over 20 million Americans participated in the inaugural Earth Day with events and protests against the deterioration of the environment across the country, as well as a one-hour primetime special report about the environment, narrated by Walter Cronkite and with correspondents in dozens of U.S. cities.

As the environmental movement grew, the passage of the Clean Air Act, Clean Water Act, Endangered Species Act and many other groundbreaking environmental laws soon followed.

On April 22, people around the globe will participate in Earth Day 2012. People of all nationalities and backgrounds will join together to voice their appreciation for the planet and demand its protection.

Together we will stand united for a sustainable future and call upon individuals, organizations, and governments to do their part.



Check out the Six Ways to Go Green on Earth Day story inside this issue!

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Higher Oil Costs Could Speed Up the Use of New Green Materials Such as Old US Paper Money in Future Fords

Rising oil prices have Ford upping the ante in its push to reduce petroleum dependence and use more sustainable materials. A wide range of alternatives to products include: shredded retired currency to cellulose from trees, Indian grass, sugar cane, dandelions, corn and coconuts.

In the early 2000s, when Ford started heavily researching sustainable materials, petroleum was readily available and relatively cheap; a barrel of oil was \$16.65. Earlier this year, a barrel hit a high of \$109.77.

Adding to the appeal of the new potential resources is that they are so plentiful. For example, 8,000 to 10,000 pounds of retired paper currency are shredded daily – more than 3.6 million pounds annually. The shredded money is either compressed into bricks and landfilled, or burned.

The Nature of Sustainability | Walking the Talk on Campus
by Steve Jones

Urbana University is a small, faith-affiliated, private liberal arts university in west-central Ohio. I've been President here since July 2008; prior to that I served as Chancellor, University of Alaska Fairbanks for four years. I'm a forester and natural resources practitioner and scientist by training and a university CEO by chance. You've seen my previous SustainAbility columns in Fall 2010 and Summer 2011.

I believe that Urbana University's rural and agrarian setting, its spacious 128-acre campus, a heritage that ties John Chapman (AKA Johnny Appleseed) to the founding of the University, and a sweeping international tide of interest in sustainability compel Urbana University to "walk the talk" of sustainability. Urbana University is the first campus chartered by the International Sustainability Council. We are the nation's first Bird Campus USA, designated by Audubon Lifestyles. We are applying for designation as Tree Campus USA to the Arbor Day Foundation.

The Fall 2010 column speaks to Urbana's intent to walk the talk of sustainability across four dimensions:

1. Campus "built" environment and immediate grounds
2. Campus "natural" spaces and associated "wild" environment
3. Curriculum
4. Individual well-being

We have major plans for addressing the built environment and immediate grounds – watch for updates in a subsequent column. The University's curricular plans (number three above) include weaving the threads of ecological literacy and free enterprise-based sustainability into our liberal arts core. We are developing majors in environmental studies, environmental education, and leadership in sustainability. With restricted, donated funds we hired a new faculty member (a soil scientist) in July 2011 to lead our sustainability efforts. Again, watch for updates for curricular action and for developments in individual well-being.

Assisted by a 2009 (and continuing) grant from the US Fish and Wildlife Service we are converting approximately 25 acres of previously mowed grass to native prairie (12 acres), oak savanna (eight acres), and closed canopy native cover (five acres).

The prairie just completed its second growing season. The conversion has not gone smoothly, requiring repeated, targeted herbicide applications and reseeded. Non-native species held a strangle-hold on the site, with tremendous competition and plentiful seed reserves in the soil. The 2011 summer weather likewise did not cooperate. Six weeks parched our region in mid-growing season, punctuating a very wet spring and record fall rains (combined for the wettest year ever). Although we're still not fully satisfied, we see the prairie community effectively colonizing the site. We plan a controlled burn in 2012 to assure total site capture.



Continue this story online at: www.audubonlifestyles.org

Six Ways to Go Green on Earth Day

Annual Earth Day celebrations highlight the importance of conserving energy, reducing waste and treating the planet with respect and care. Remember, even minor changes to your daily routine can go a long way toward reducing waste.

With this in mind, here are six ways you can go "green" this Earth Day:

Water Conservation

Water conservation is a critical part of an eco-friendly lifestyle that can also save you hundreds on annual heating and water costs. By simply taking shorter showers and shutting off faucets completely when they are not in use, you can vastly reduce the amount of water your household consumes each year. You might even consider installing inexpensive appliances like low-flow shower heads and faucet aerators to limit your water waste even further.



Reusable Bags

Each year, just 1 percent of the 100 billion plastic bags consumed in America are recycled, according to the Department of Environmental Conservation. So next time you head to your local supermarket, try bringing reusable bags with you. These sturdy and recyclable bags can drastically cut down on waste and pollution and can be purchased at most supermarkets and stores.

Donate Old Electronics

The meteoric rise of the tech industry over the past two decades has brought with it new and severe consequences for the environment. In response, a plethora of groups have emerged offering to recycle and reuse outdated and unwanted technology.

Best Buy's Take Back program, for example, accepts all electronics for recycling, regardless of where they were purchased. Alternatively, there are a number of charities that will accept your old cellphones and other devices, for the purpose of refurbishing and redistributing them among the less fortunate.

Adjust the Thermostat

As much as half of the energy used in your home is spent on heating and cooling, according to the Environmental Protection Agency. By making minor adjustments to your temperature control systems, you can save hundreds on energy bills while significantly reducing your carbon footprint.

For a more long-term solution, consider installing a programmable thermostat. Although these systems can be costly initially, they will more than pay for themselves over the course of several years.

Shop Smart

Try getting the most from your regular grocery shopping by buying in bulk whenever possible. Not only will this save you from the hassle of making extra trips, but it will also cut down fuel and packaging waste. Similarly, if you're shopping for clothes, you should consider paying a little extra for garments made from more high-quality material that will last longer than cheaper throwaways.

Pass on Gas

According to the Worldwatch Institute, the United States consumes about a quarter of the world's fossil fuel resources despite accounting for less than 5 percent of the global population. Why not consider biking or walking to work or school for a healthy way to save on gas and parking prices? Alternatively, you could try using more fuel efficient methods of traveling, like carpooling or public transportation, to get to your destination.

Critter of the Season— The Black Bear

The American black bear or North American black bear (*Ursus americanus*) is a medium-sized bear native to North America. It is the continent's smallest and most common bear species. Black bears are omnivores, with their diets varying greatly depending on season and location. They typically live in largely forested areas, but do leave forests in search of food. Sometimes they become attracted to human communities because of the immediate availability of food. The American black bear is listed by the IUCN as Least Concern, due to the species' widespread distribution and a large global population estimated to be twice that of all other bear species combined. American black bears often mark trees using their teeth and claws as a form of communication with other bears, a behavior common to many species of bears.

Hibernation

Black bears enter their dens in October and November. Prior to that time, they can put on up to 30 pounds of body fat to get them through the seven months during which they fast. Hibernation in black bears typically lasts 3–5 months. If the winter is mild enough, they may wake up and forage for food. Females also give birth in February and nurture their cubs until the snow melts.



[Read more about Black Bears online by clicking here.](#)

Going Green: MBA Sustainability Programs

Many business schools are including sustainability programs among their MBA offerings because business opportunities in the field have increased. From clean energy to programs to reduce a company's carbon footprint, sustainability knowledge is in practical demand.

Green MBA programs incorporate the ideals of economic, environmental, and social sustainability into traditional business administration programs. Not only for environmentalists, sustainable MBA programs provide a well rounded education for future business leaders. Individuals looking to make a difference in the world rather than just profit from it would benefit from a green MBA degree.

With highly desirable and profitable green industries like renewable energy, international development, and companies looking for more sustainability, there are opportunities everywhere for those interested in green programs.

Fight Rising Fuel Costs- Get Better Gas Mileage!

Four Quick Tips to help you get better Gas Mileage:

Drive Sensibly

Aggressive driving (speeding, rapid acceleration and braking) wastes gas. It can lower your gas mileage by 33 percent at highway speeds and by 5 percent around town. Sensible driving is also safer for you and others, so you may save more than gas money.

Keep Your Engine Properly Tuned

Fixing a car that is noticeably out of tune or has failed an emissions test can improve its gas mileage by an average of 4 percent, though results vary based on the kind of repair and how well it is done. Fixing a serious maintenance problem, such as a faulty oxygen sensor, can improve your mileage by as much as 40 percent.

Planning and Combining Trips

Combining errands into one trip saves you time and money. Several short trips taken from a cold start can use twice as much fuel as a longer multipurpose trip covering the same distance when the engine is warm. Trip planning ensures that traveling is done when the engine is warmed-up and efficient, and it can reduce the distance you travel.

Choosing a More Efficient Vehicle

Selecting which vehicle to purchase is the most important fuel economy decision you'll make. The difference between a car that gets 20 MPG and one that gets 30 MPG amounts to \$968 per year (assuming 15,000 miles of driving annually and a fuel cost of \$3.87). That's \$4,840 extra in fuel costs over five years!

For more information

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Additional Resources & Sources

Audubon Lifestyles	www.audubonlifestyles.org
The International Sustainability Council	www.thesustainabilitycouncil.org
Ford Motor Company	www.ford.com
The Earth Day Network	www.earthday.org/2012
Urbana University	www.urbana.edu
Defenders of Wildlife	www.defenders.org
Bloomberg Businessweek	www.businessweek.com
Small Business Trends	www.smallbiztrends.com
The Dodson Group	www.thedodsongrp.com
Love & Dodson	www.loveanddodson.com

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