Branding Sustainability at UW

Sustainability is in our nature at the UW—and now we have a way to brand it!

In partnership with participants across campus, including Intercollegiate Athletics, Housing and Food Services, News and Information, Creative Communications, UWTV, Capital Projects, College of the Environment, UW Recycling, and UW Environmental Stewardship &

Sustainability, UW Marketing developed a cool and comprehensive branding kit specifically for sustainability at the UW.

The brand is incorporated into this edition of the newsletter. It includes the textured green band that can be used with existing marketing materials, and the slogan “Sustainability: It’s in our nature.”

If you’d like to be a part of beta testing the kit, which includes templates for PowerPoint, posters, email headers, etc, please contact the UW Climate Action Plan Communications Coordinator at smassis2@uw.edu.

Otherwise, stay tuned for more information from Marketing and the ESS team in the coming weeks.

EPA RecycleMania is near!

Hey Huskies… Time to step up our game!

The upcoming RecycleMania competition pits UW against rival universities nationwide in a chance to prove that real Dawgs recycle!

For eight weeks, February 3rd through March 30th, we will track the amount of recycling, food waste, and garbage collected on campus each week. Our efforts will be compared to other schools, such as our Pac-12 rivals ASU, Stanford and WSU.

UW is competing in four categories: the highest waste diversion rate (recycling more than we throw away); the highest recycling rate per person on campus; the highest gross tonnage of recycling generated on campus; and the highest percentage of food waste composted per person.

Winners will be announced at the end eight weeks, but UW Recycling will share weekly results so you can stay on top of the competition.

We know who’s Top Dawg… let’s show it!
CSF Update

This fall quarter was one of the best ever for the Campus Sustainability Fund! For the first time, the committee approved every Letter of Intent that was submitted (the letter of intent is the first stage in the grant application).

The quality of projects and breadth of applications was excellent; ranging from a solar installation to a vertical farm. The CSF is currently reviewing the full proposals from these projects.

In other news, the contributions of new CSF committee members Sunni, Patrick, Elizabeth, and Teos as well as the new faculty advisor Jan Whittington are greatly appreciated by returning members.

Stay posted this winter for the final funding announcement for the first round of projects. Visit the Facebook page to check out great photos of CSF projects by intern/media master An Huyhn. Lastly be on the lookout for some new CSF swag! http://csf.washington.edu.

UW Signs e-Stewards Commitment

The University of Washington is the first higher education institution to sign the e-Stewards Enterprise Commitment, a pledge to be globally responsible in recycling electronic waste.

The UW already recycles electronics with an e-Stewards certified recycler, collecting and recycling more than 90 tons of electronic equipment every year. Signing the commitment makes the partnership official and formalizes the University’s commitment to responsible electronic recycling.

E-Stewards certified recyclers follow a strict standard that considers international waste trade rules, social accountability standards, and the global standard for environmental management systems. In addition to maintaining environmentally responsible recycling standards, e-Stewards ensures that recyclers handle the disposal of data safely and confidentially.

In a world where electronic waste disposal is an ever-increasing challenge, the UW’s partnership with e-Stewards exemplifies the UW’s leadership in environmental responsibility.

Managed Print Services – A Few Weeks Away

Managed Print Services (MPS) will be a service provided by an external supplier to improve the way we copy and print documents while saving up to 25% over current costs.

The supplier will assess current practices on a departmental basis and recommend changes that result in lower costs and environmental benefits including reduced paper and energy use.

MPS includes simplified billing based on a “cost per page” model. Equipment, toner, supplies (excluding paper), maintenance, guaranteed service levels, and detailed account usage are all included in the service. Departments will no longer need to sign copier leases or purchase toner cartridges!

For more information, please contact Carla Helm at 206-543-8056.
Nominations for Husky Green Awards Open!

Who do you know that rocks environmental sustainability on your campus? Show them how much you appreciate their efforts through the University of Washington's Husky Green Award.

The 4th Annual Husky Green Award is calling for nominations for any student, faculty and staff member of the UW community demonstrating leadership, initiative and dedication to environmental stewardship and sustainability.

Nominees should exemplify outstanding achievements with taking action on campus sustainability, while encouraging others with environmental awareness, education and stewardship.

Winners will be announced at this year’s Earth Day Celebration in April.

Take a look at last year's winners who have done amazing things to make the UW more sustainable:

Submit your nomination by March 30, 2013

Green Office Certifications

New Certifications
Since the last newsletter, seven new offices have achieved Green Office Certification, and one office has renewed its certification!

The 3rd floor of the School of Nursing achieved Gold Certification.

UW Educational Outreach, Cedar Residential Life, and McMahon Residential Life achieved Silver certification. The Evans School of Public Affairs achieved Silver for their second time, improving their score since last year.

Utilities and Heavy Equipment, and UWIT Information Management achieved Bronze certification.

Friendly Competition
Is your office the Greenest on campus? Have you improved your office practices since last year’s Green Office Certification? Apply or re-apply for Green Office Certification by March 9th to be considered for Green Office awards.

Sustainability Leadership

STARS Gold Achievement
The Sustainability Tracking, Assessment & Rating System (STARS) is a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. The UW achieved Gold with a total score of 70.23 with the strongest sustainability performance in the Pac-12.

International Green Award
The University of Washington received a bronze recognition in the 2012 International Green Awards in the category for most sustainable educational institution.

Washington Green 50 Award
For the second time, the UW is one of 50 companies and organizations selected for the Washington Green 50 by Seattle Business magazine.

Recognized as Low Carbon IT Participant
UW is proud to be an ENERGY STAR Low Carbon IT Campaign Participant, part of EPA's ongoing efforts to help save energy and money.

Check out more UW Sustainability Awards at http://green.washington.edu/awards.
Sustainability Snapshot of the Quarter

Rainwater Capture at the UW Farm
Using a simple rainwater capturing system, the UW Farm expects to store around 250 gallons of rainwater to use during the dry season. See the full snapshot here.

Sustainability Snapshots capture the wide array of sustainability activity happening here at the UW. Submit what you are doing or learn about what others are doing in multiple projects and programs ranging from asphalt reuse and recycling to Zimride at http://green.washington.edu/snapshots.

Facilities Updates Sustainability Booklet

UW Facilities Services recently released an updated version of their sustainability booklet. Facilities Services: Focus on Environmental Sustainability, Sixth Edition highlights Facilities Services’ existing programs as well as new initiatives and achievements in their quest to preserve the environment. The booklet features FS’s efforts in eco-friendly grounds management, green roofs at the Seattle campus, water conservation programs, and dedication to green cleaning, among other exciting updates.

For the full booklet experience, visit http://www.washington.edu/facilities/conserve/sustainability.

Upcoming Events

UW Environmental Career Fair
February 7, 11:00 - 3:00 pm
Mary Gates Hall Commons
Network with employers in the environmental sector. Learn more.

The Bevan Series on Sustainable Fisheries
Thursdays at 4:30 pm
Fishery Sciences Auditorium
Free Public symposium featuring internationally recognized experts. Learn more.

Computing for Social Justice and Sustainability
March 6th, 2013, 6:30 pm
Kane Hall, Room 120
2013 Graduate School Public Lecture: Ron Eglash. Learn more.

Plastics Unwrapped
Burke Museum
Rethink Plastics at the Burke Museum exhibit and other events. Learn more.

Environmental Innovation Challenge
April 4, 2013
Teams compete in CleanTech Innovations and Market Opportunity to create Solutions for our planet. Learn more.

View more events at http://green.washington.edu/promote/events.

Submit a story…

Students – come to us for resources related to sustainability, share your events with us, or submit a story idea on what you’d like to see in our newsletter.

UW Departments – submit updates or stories to this newsletter about what your unit is doing to make UW more sustainable.

Everyone – let us know about other sustainability events or projects on campus, send an email to oess@uw.edu.

UW Environmental Stewardship & Sustainability
Gerberding Hall B40
University of Washington
UWsustainability listserv

We’re on the Web!
See us at:
http://green.washington.edu