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ENGLWRIT112

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### Building a Sustainable Campus One Student at a Time

[The video goes through the site, page by page, and scrolls to see the full content of each page.

No words are spoken. All text not in brackets is directly from the text website.]

00:00:00-00:00:18

[HOME Page]

[Navigation bar. Blue text on white background]

- Unit 3 Project
- Home
- About
- Projects
- Events
- UMass Campus Life
- How Can I Help?
- More
  - Additional Links
  - Works Cited
  - Contact

[Banner. Background video of palm trees and a person pouring liquid out of a coconut while the text appears and disappears, one line at a time]

- Building a Sustainable Campus one student at a time
- Take Action.
- Make a Difference.

00:00:18-00:00:27

[Navigation blocks]

- About: See why I made this website! [purple]
- Events: Events at UMass [blue]
- Projects: Sustainable Efforts by UMass [green]
- How to Help: Ways to get involved [yellow]

00:00:27-00:00:44

[Footer. Blue text on white background] ABOUT > A website created for English 112 at the University of Massachusetts Amherst to display Jennifer Buras' essay on sustainability in a creative way.

00:00:44-00:01:23

[About Page. White text on a blue background]

ABOUT

Our environment is in desperate need of some help. As a college student, I have noticed what an immense impact my school has on the environment around me, specifically with sustainability.

College campuses are one of the main producers of excessive amounts of waste, with “the average college student [producing] 640 pounds of solid waste each year” (“College and University Recycling”). Specifically in Amherst, by setting a positive example on recycling and

other sustainable habits by having more of a focus on being a greener campus, UMass would be able to evoke more sustainable habits from the surrounding community and get more people on board to want to create a difference because the real change needs to come from our students.

As a student on such a large campus, it's easy to lose sight of how my actions can make a difference. But after educating myself more on how my actions effect the environment, it is easier for me to notice how small lifestyle changes can help. Through this website, I hope to provide and spread easily accessible information on the sustainability movements of UMass and what you can do to help! As you click through the different pages, think about your life and how each part may relate to you.

00:01:23-00:01:42

[Image 1. An infographic that states: Trash from one academic year would fill 47% of a Southwest Tower. Over 17% is recyclable. Don't be trashy. Recycle] [Image caption] An image from the UMass Sustainability website to describe how much waste UMass produces ("Trash Sort | Sustainability | UMass Amherst.")

[Image 2 caption] A view from the outside of the Office of Waste Management at UMass ("Office of Waste Management | UMass Amherst.")

00:01:42-00:02:04

[Projects Page. White text on a blue background]

## PROJECTS AT UMASS

The Sustainability, Innovation & Engagement Fund (SIEF) has contributed to many sustainability initiatives on campus such as New2U Reuse Tag Sale & Move-Out Collection, UMass Minute Riders Compost Pick-Up Service, Campus Recreation Paperless Program, and a

Student Run Grape Vineyard (“PRE-2: Points of Distinction”). Click on an image to learn more about these projects!

00:02:04-00:02:32

[Image 1] New2U Sustainable Move In & Out

- Moving in and out of college usually generates an excess amount of waste. The New2U Sustainable Move In & Out team of student volunteers and campus staff collect unwanted items such as clothing, furniture, and other items from across campus each spring during move-out, and resells these collected items each fall during a tag sale during move-in. Click on the image below for more information. (“New2U Sustainable Move In & Out | Sustainability | UMass Amherst.”)
- [Caption] Organized items for the move-in sale. (“New2U Sustainable Move In & Out | Sustainability | UMass Amherst.”)

00:02:32-00:03:10

[Image 2] Student Run Grape Vineyard

- In 2018, UMass Amherst’s Stockbridge School launched a Student-Run Vineyard on Campus. They established a working vineyard to grow table and wine grapes. It is located at the Agricultural Learning Center in Amherst. This project was made possible by an initial \$3,000 grant from the Sustainability Innovation and Engagement Fund. Growing food instead of buying it is a very sustainable practice for many reasons, including nourishing soil, reducing harmful chemicals, and even reducing fossil fuels because long-distance transportation of foods you would normally buy at the store relies heavily on burning fossil fuels. (“UMass Amherst’s Stockbridge School Launches Student-Run Vineyard On.”) Click on the image for more information.

- [Caption] A UMass student works on the vineyard (Pucci, Fitzgerald).

00:03:10-00:03:45

[Image 3] Minute Riders Program

- The Minute Riders Program offers student bikers to pickup compost on campus. Buildings around campus with kitchens or break rooms can collect their compost and the riders will bike to pick it up. In 2019, in 13 weeks, "The average weight of compost collected each week was 8.6 lbs, and the total weight collected during those 13 weeks was 112 pounds of compost diverted from the landfill!" ("Minute Riders Program | Sustainability | UMass Amherst.") Click on the image below for more information on the program.
- [Caption] Examples of the Minute Riders biking to pick up compost ("Minute Riders Program | Sustainability | UMass Amherst.")

00:03:45-00:04:18

[Image 4] Campus Recreation Paperless Program

- In 2013, the Campus Recreation Paperless Program converted the Recreation program's paper records, which was over 4,000 sheets of paper a year, into digital files. Moving these records onto iPads is very beneficial for the environment and was a necessary measure for UMass. ("Campus Recreation Paperless Initiative | Sustainability | UMass Amherst.") Click on the image for more information.
- [Caption] A picture of the Recreation Center at UMass. ("RECREATION CENTER - Campus Planning - UMass Amherst.")

00:04:18-00:04:46

[Events Page. White text on a blue background]

## EVENTS

UMass upcoming events/dates related to the environment

[Each item block is light green with gray and blue text. There are a few “environment” icons]

[Item 1] Earth Day! April 22nd, 2021

- Earth Day has passed, but it was a success here at UMass! See the picture below for the virtual events that occurred.

[Item 2] School of Earth and Sustainability (SES) Events: Ongoing

- Various events through SES, including seminars, scholarships, and other speakers! Visit this link for more information: <https://www.umass.edu/ses/upcoming-events>

[Item 3] UMass Earth Week

- Monday 4/19: Water Saving Techniques!
- Tuesday 4/20: Energy Consumption Control!
- Wednesday 4/21: Methods to Reduce Waste!
- Thursday 4/22: Reducing your Carbon Footprint!
- Friday 4/23: Environment Racism Ed!
- [Caption] Events from Earth Week! (@UMassEarthDay on Instagram)

00:04:46-00:05:51

[UMass Campus Life Page. Blue text on a white background]

Images from Around UMass

My personal observations through pictures around campus.

Click on an image to see full caption

- Trash Bin: A trash bin in my floors hall with a lot of to-go containers that could be recycled.

- How to Recycle Sign: This is a sign in the back of our trash room that has images on what is recyclable.
- Compostable Smoothie Cup: UMass Dining uses WorldCentric cups for these smoothies, which are made from PLA (a material derived from plants and suitable for cold drinks)
- Compostable Cutlery: UMass Dining also uses World Centric compostable cutlery which is made from unbleached plant fiber and plant-based plastic. The utensils compost within 3 to 6 months and are very sustainable.
- UMass Plastic Waterbottle: UMass has plastic waterbottles in all of the dining commons. It is good that they are locally sourced but I know that students go through these waterbottles very fast which isn't great for the environment. I try to limit myself to one a day and refill it with my Brita instead.

After looking at these images, think about what you see around in your daily lives. These pictures are all of things that I don't usually think twice about but now am intrigued in how something small, like plant-made cutlery, can have an impact on campus. I never thought to look at what materials I am eating or drinking out of, but it is interesting to learn that UMass is going the extra mile to have these eco-friendly compostable things in their dining common's.

00:05:51-00:06:31

[How Can I Help? Page. White text on a blue background]

Ways to Get Involved

Click on an image for more information

[Item 1] Bike

- [Caption] A Valley Bike Share station outside of Southwest (“ValleyBike Share Now Rolling on Campus.”)

- Valley Bike Share is an automated bike sharing program with 500 bikes and 50 stations across the Pioneer Valley. It promotes short trips by bike within core communities, such as Amherst. This is a great alternative to driving places, reducing CO2 emissions.

[Item 2] Recycle

- [Caption] Sam The Minuteman, the mascot of UMass, recycling his food container at Blue Wall (“UMass Amherst Finishes 3rd in National RecycleMania Contest.”)
- There are many recycling locations across campus. Doing your part to properly recycle can help UMass reduce waste. Make sure you are recycling properly though, for example do not recycle items like plastic bags, styrofoam, egg cartons or pizza boxes.

[Item 3. Social media icons] Educate

- Above are links to some resources that might be helpful to learn more about sustainable lifestyles and sustainability at UMass. See the additional links page for more ways to learn about the environment/sustainability.

[Item 4. Icons of water drops/recycle symbol and a plant electrical plug] Be Mindful

- There are many small changes you can make to be more sustainable.
  - Use reusable water bottles and coffee cups
  - Turn off lights and unplug appliances when not home
  - Take quick showers
  - Only do laundry when you have a full load
  - Bring reusable bags when shopping
  - Use reusable straws
  - Decline receipts when possible
  - Carpool when possible



00:06:31-00:06:42

[Additional Links Page. White text on a blue background]

Here are some more resources on ways to learn more!

[Links to Sierra Club; Sustainability in Everyday Life YouTube video; NRDC; The Nature Conservancy; Five College Consortium]

00:06:42-00:07:20

[Works Cited Page. White text on a light blue background]

Click Here to View Works Cited for this Website [Link leads to a Google Doc—see full Works Cited below]

00:07:20-00:07:35

[Contact Page. White text on a blue background]

CONTACT

Reach out to me with questions!

[Submission Form]

Questions about what you see? Fill out the form to the left or email me at the address below.

Email: [jburas@umass.edu](mailto:jburas@umass.edu)

00:07:35-00:07:42

[Home Page again]

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