

Green your Group: A CU EcoReps Initiative

Green your Group is a peer-to-peer initiative aimed at greening events, advertising, and clubs. The Columbia University EcoReps want to help Columbia's student groups and activities find ways to be more environmentally friendly. The EcoReps will provide one-on-one consulting to make your group greener and hopefully save you a few dollars in the process. In return, we ask that you help the EcoReps spread the word about our campus-wide environmental initiatives. A certified Green Group is one that follows the guidelines below. Together, we can strengthen the network of student groups and its commitment to the natural environment.

Contact Information

Name:

Uni:

Year of Graduation:

Student Organization:

Affiliate of SGB, ABC, or other:

Getting to Know Your Group (Answer in brief the questions below)

- What is the purpose or mission of your student organization?
- When do you typically meet and/or perform?

In order to achieve Green Group status, 10 basic activities must be performed:

1. Turn off the lights, air conditioning, and/or unplug any electronic devices that will not be in regular use after your group meets
2. Green purchasing can help you save money and become more environmentally friendly.
 - a. If possible, purchase food, drinks, t-shirts and other products from local, organic, or environmentally friendly sources and vendors.
 - i. Farmers market, present year-round, Thursdays and Sundays from 9 a.m. – 5 p.m.
 - ii. Westside Market: Open year round, 24 hours a day. Certain items are local, chemical free, and/or organic—check labels
 - b. Purchase foods in bulk with less packaging, and use reusable bags instead of plastic and paper bags
 - c. To find out information on specific products, check out www.goodguide.com to see the “green” status of certain products you aim to purchase

3. Limit paper in advertising, by adhering to paperless-advertising resources such as electronic media (see below), paperless resources like chalk and sandwich boards, and methods such as tabling in campus dining facilities and having pre-events in visible locations such as Lowe Plaza. Also, interacting with Offices and Departments that share your goals and get them to help you advertise
 - a. Online Advertising Resources:
 - i. Bwog: www.bwog.net.
 - ii. CU Spectator: info@columbiaspectator.com.
 - iii. Facebook, Twitter, and Youtube (make “commercials” and let them go viral)
 - iv. Academic departments and institutes such as the Earth Institute, EALAC, etc.
 - v. Governing boards: ccsc@columbia.edu, sgb@columbia.edu, esc@columbia.edu, gssc@columbia.edu, abc@columbia.edu
 - b. If flyer-ing is a necessity, use communal printers that use less energy per capita (ex. Butler, Lerner, Mudd), utilize cardboard, or get creative with other refuse
 - c. If purchasing posters, purchase through Columbia Printing. They use 30% recycled content paper in their products and make products on-site.
 - d. If printing things other than flyers, **print double sided please!**
4. Have recycling receptacles present at all events
 - a. This can be accomplished either by speaking to and/or placing a request through:
 - i. The Office of Facilities Service Center: (212)-854-2222
 - ii. Hartley Hospitality Desk: (212)- 854-2779
5. Encourage the use of reusable silverware, cups and plates when possible, instead of paper and plastic
6. Cut down on bottled-water at your events by asking the Office of Catering to provide water jugs instead: catering@columbia.edu, (212)-854-4630
 - a. Encourage others to bring their own cup/water bottle –or- use paper cups that can be recycled when used for water
7. Try a service activity like Million Trees NYC, Park Clean-Up, or work with the EcoReps or other environmental organizations (www.cugreenumbrella.com) on campus to sponsor an event that shares your goals!
8. When giving out free items, seek to provide and purchase consumable goods such as food, pencils or other materials that students can use instead of items such as t-shirts, toys, and other items that are of limited use to students.

- a. If you decide t-shirts are important to your mission, buy used blank t-shirts from the Salvation Army (268 W 96th St.) and screen print or stencil your design. This is a great group-building activity!
9. Take public transit for group trips rather than private transportation.
 10. Reuse event materials such as decorations year to year rather than purchasing new ones. The manufacture of new products requires large energy and material inputs.

Think critically about what your group needs to hold successful events! Support your mission while reducing extraneous consumption whenever possible.

The next step is contacting the ecoreps@columbia.edu, and we will designate a member to help you through the basic steps and advise you on how to further pursue environmental awareness and friendliness in your club and during your events and meetings. We look forward to working with you all. If you have any further questions in the year 2009-2010, please send an email to the aforementioned address and the co-coordinators Liz Allocco and Todd Nelson: era2116@columbia.edu and tan2105@columbia.edu. Thanks!