

Tufts *Sustainability in Action!* gets green



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Watch, Read, Learn (and Listen)

Watch: [Aquafinito](#) - video about bottled water by incoming freshman Annalise Littman (A14)

Read: [No Impact Man's Blog entry on Bottled Water](#)

Learn: FDA Safety and Consumer Protections [for bottled water] Are Often Less Stringent Than Comparable EPA Protections for Tap

Office of Sustainability Newsletter June 14, 2010

Greetings!

This week's newsletter has been delayed so many times that I have a backlog of announcements and cool things to share! I fit most into this hefty email but some will have to wait until next week. The good news is that we'll be [hiring an intern](#) to get us back on track with the weekly newsletter!

In this newsletter, we'll be focusing on water issues (plus the requisite job announcements, event listings and a few other items of interest that I snuck in).



So, sit back, enjoy and don't miss the announcement about our Summer Book Club!

Tina Woolston
Project Coordinator
Tufts Office of Sustainability

Water and disaster preparedness

Does Tufts need to continue to provide daily bottled water to its community in case another incident happens such as last month's "water emergency" in Boston?

Not necessarily. Tufts University's [Emergency Preparedness website](#) directs readers to [Ready America](#), a FEMA



Water: [GAO Report](#)

Listen: [War on Tap: America's Obsession with Bottled Water](#) - NPR Fresh Air Interview with Peter Gleick, author of *Bottled and Sold: The Story Behind Our Obsession with Bottled Water*.



website, for guidelines on how to prepare for an emergency. This site recommends that people keep 1 gallon of water per person per day on hand for up to three days in case of emergencies. Businesses are told to inform their employees of the emergency supplies they can feasibly provide, including 3 days worth of food and water (and also flashlights, plastic sheeting and a wrench). This would mean that Tufts should would need to provide 3 gallons of water to each person during an emergency - *if* Tufts was planning on being the sole source of water for those people for the three days. Hardly a justification for paying money year-round for 5 gallon jugs of shipped-in water.

Mass Commuter Challenge Results

Tufts came in 5th in its field of 18 similarly sized teams (mostly universities) in the [Mass Commuter Challenge](#) with **848 miles** biked!



Eco- Ambassador speaks at conference

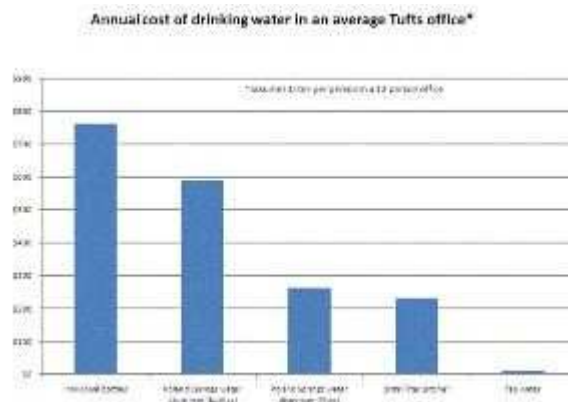
Laurie Sabol, Tufts [Eco-Ambassador](#) and leader of the [Tisch Library Sustainability Team](#) is presenting about her experiences running a 'green team' at the MassRecycle [4th Annual Green Office Conference](#) tomorrow (June 15th)!

New Research Space to be LEED Gold Certified



Tufts received a \$9.5 million dollar grant to build a Collaborative Cluster in Genome Structure &

Picture 1 shows a comparison of the annual cost of drinking water for a 12 person office at Tufts (click for larger image):



Picture 1. Drinking water costs at Tufts

On average, the cost to treat, filter, and deliver water to ratepayers in the United States is 0.2 cents per gallon - roughly **750-2,700 times cheaper** than bottled water on a per gallon basis. For the most part, this water is also very safe. Over 90 percent of U.S. municipal water systems regularly meet or exceed the EPA's regulatory and monitoring requirements. However, if odor or taste are a concern a wide variety of cost-effective water filters are available to remove contaminants when they exist.

After the water emergency in May, Tufts staffer Jeanne Eisenhower asked Tufts' Poland Springs rep. how to handle her office's water filter. She filled us in with this report: "When I spoke with Poland Springs I was advised to flush the system (both hot and cold spigot) so that the water holding tank is empty. We did this and have had no problems."

Besides cost, health concerns and the ubiquitous trash and resource consumption caused by the production and use of bottled water, there is one often overlooked social

Developmental Patterning at 200 Boston Ave. The renovation is planned to meet [LEED Gold](#) standards.

[More...](#)

Job Opportunities

[Part-time Content Management Intern](#), Tufts Office of Sustainability

[Project Manager](#), Groundwork Lawrence (MA)

[Sustainability Coordinator](#), A Better City, Boston

[Climate Protection Program Manager](#), The Sonoma County Regional Climate Protection Authority, Santa Roas, CA

[Pioneer Cities' Project Coordinator](#), Climate Solutions' New Energy Cities Program, Seattle, WA

[Sustainability Coordinator](#), Univ. of Connecticut

[Summer Campus Coordinator](#), Repower America (MA)

[Sustainability Coordinator](#), University of Richmond, VA

[Project Manager, Education Team](#), Alliance to Save Energy, Washington DC

Manager, Office of Sustainability, Northwestern University, Evanston campus (IL) ([search for job ID 15828](#))

[More job listings from TIE](#)

Contest Announcement: Green Your

justice reason to steer away from it.

In my grandmother's neighborhood in the small town of Gilford, NH, a neighbor down the street put in a pool. Excited about their new project, they filled the pool out of their garden hose. Because they lived at one end of Hazelnut Lane the water lines went by their house first, and, not surprisingly, most of that water was diverted into their pool. The rest of the street had no water while that pool was filling.

Now imagine this scenario on a grand scale, except instead of a neighbor with a pool, you have a neighbor with a bottling plant pumping 1.61 million gallons of water per day out of your neighborhood's aquifer, as [Nestle's plant in Madison County Florida does](#) (Nestle is the parent company of Poland Springs). Rarely do towns have laws in place to protect its citizens' rights to their own water, so a bottling plant can continue to withdraw water to the detriment of its neighbors and even turn around and sell it back to them when their wells run dry. Historically privatizing water supplies in the US has led to *increases* in the cost of tap water to communities ([see here](#)).

Corporate control of water is becoming an issue not only in Florida and [other states](#) in the US (including Maine, where Poland Springs is based), but also in developing countries where multi-national countries can buy up water rights in desperately poor areas for pennies.

For example, Coca-Cola in South India is withdrawing 1.5 million liters a day of [water for bottling](#). Interestingly, within a two miles radius, every tank, every well is dry.

Proponents claim that bottled water is safer but the US Government Accountability Office found that, in fact, bottled water is [less regulated than tap water](#).

Bottom line? Leave the bottle behind and use the tap or filtered water. In the case of another water emergency? Bring a reusable bottle of chilled, previously-boiled water from home. You'll save money and help protect the world's water resources for the people who need them.

Find out more in the "Watch, Read, Learn" sidebar and consider [joining our summer book club](#) which will be reading a book about the bottled water phenomenon.

Upcoming Events

Campus!

The T.C. Chan Center is holding a student competition for the best idea to 'Green Your Campus'. This competition is open to all universities nationwide.

Who Can Enter?

College students with great ideas on how to make your college campus sustainable!

Prizes start at \$200.

Submissions are voted upon by all applicants with an emphasis on cost-effective solutions.

[Submissions](#) for the competition are currently due by June 25th.

Double-sided printing now at Tisch Library

Announcement from Library Director Jo-Ann Michalak:

"Tisch Library Information Technology Services seized the opportunity between academic sessions to upgrade the print software and change the print defaults throughout the library to duplex printing...just another way we can do our part to save trees and money and to meet student requests!

The transition went into effect on Tuesday, May 25."

(we like to think it has something to do with the [Paper Campaign](#) run by the Exp-46 students last semester)

Where Does Cambridge Water Come From?

Tomorrow!

June 15, 7:00 pm

Central Square Library
45 Pearl Street, **Cambridge**

Sam Corda, Managing Director of the Cambridge Water Department, will give a talk to the Greenport Forum about Cambridge's drinking water supply and issues in protecting it for the future.

[Call to confirm](#)

Internet Marketing 2.0

Tuesday, June 15

Cambridge Innovation Center
1 Broadway, **Cambridge**

Tomorrow!

This seminar features dynamic presentations including:

Using e-Mail Newsletters to Market Your Business and Build Customer Loyalty
Michael Katz, president, Blue Penguin Development

Delivering Tweetworthy and Profitable Customer Experiences
Doug Fleener, president, Dynamic Experiences Group, LLC

Growing Your Business Using Social Media
A panel discussion moderated by Joe Grafton, Founder and Executive Director of Somerville Local First

And three-different hands-on sessions for all levels of internet expertise:

- Building a Web Site That Increases Visibility and Sales (with Jim Keller, Vice President of Boston Interactive)
- Creating eMail Campaigns that Effectively Promote Your Business (with Corissa St. Laurent of Constant Contact)
- eCommerce - Successful Selling on the Web (with Jonathan Henke of Didriks)

All SBN members receive the member rate of \$125

[Register online](#)

New Publication:

[Journal of Sustainability Education](#)

"The Journal of Sustainability Education (JSE) serves as a forum for academics and practitioners to share, critique, and promote research, practices, and initiatives that foster the integration of economic, ecological, and social-cultural dimensions of sustainability within formal and non-formal educational contexts."

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Know a friend who would like to get this newsletter?

 Forward to a Friend

Green Marketing Workshop

With [Leah Bloom](#), green marketing guru

June 17, 8:30 to 9:30 am

Cambridge City Hall Annex

344 Broadway, Cambridge

In this workshop, you will learn how to identify earth-friendly business practices you already use, and how to get the word out in a way that is both creative and consistent with your existing brand and communications plan. Will discuss how to avoid "greenwashing," what elements of traditional marketing translate especially well to the green economy, and why it's important to green your marketing along with the rest of your business. Sponsored by the Sustainable Business Leadership Program and the Cambridge Energy Alliance. [RSVP here.](#)

Co-op Power

SUSTAINABLE ENERGY SUMMIT

SATURDAY, JUNE 19 - 10:30 am - 7:00 pm

La Finca, Nuestras Raíces

24 Jones Ferry Rd., **Holyoke**, MA

Workshops on sustainable energy and agriculture, Exhibitors, Family Activity Area, Food Vendors, Paso Fino Horse Show and Live Music all day, featuring: El Grupo Cache, Colleen Kattau & Some Guys, The Equalites, Red Valley Fog, The Raging Grannies, Newell Hendricks, Jackson Gillman and Happy Dan, the Music Man.

www.cooppower.coop

Environmental Films!

Fresh

Fri June 18 - Wed June 23

at the Brattle Theatre. [Trailer and show times.](#)

King Corn

June 22, 6:30 pm

Cambridge Public Library Auditorium

449 Broadway, **Cambridge**

Free/refreshments will follow showing, sponsored by Cambridge Renewable Energy Action Team, Office of the Mayor and Vice Mayor, Sierra Club, and Cambridge Energy Alliance.

Somerville Climate Week

**June 22nd to 27th
Somerville**

Somerville Climate Action and Transition Somerville team have planned a bevy of events for this week, including a visit by the [New England Climate Summer Students Riders](#), a group of students biking across Massachusetts to bring attention to climate change issues.

State Climate Mitigation Plan

June 22, 6:00 to 8:00 pm
Tobin Community Center
1481 Tremont Street, **Boston**

[Other dates and locations in MA](#)

The Executive Office of Energy & Environmental Affairs will hold a series of 8 public hearings around the state about the proposed range of greenhouse gas emission limits and its implementation plan. EOEEA will also accept written comments until July 15. A framework document on the draft plan and background documents are posted on the [DEP website](#). EOEEA is required by the Massachusetts Global Warming Solutions Act to set a GHG emissions reduction target between 10 and 25 percent below 1990 levels to be achieved by 2020 and develop an implementation plan.

Safe Biking In The City

Thursday, June 24, at 6:00 PM
Cambridge City Hall

Safe biking in the city class, led by MassBike's Shane Jordan.

Cost: \$15, payable at the class by cash or check.

To register, Send your name, address and phone to TROMP.fornow@gmail.com or signup through the contact at their not very easy to use website TROMPcambridge.com. The class is limited to 30 people.

Sponsored by Travel Responsibility Outreach and Mentoring Project (TROMP), an educational program developed by a local non-profit aimed at changing the culture of travel. TROMP is also working with an insurance company, MassDrive, to develop financial incentives for motorists who participate in safety

education programs.

Gubernatorial Forum on Energy & Environment

June 29, 6:00 to 8:00 pm

Old South Meeting House

310 Washington Street, **Boston**

Sponsored by the Environmental League of Massachusetts, Mass Audubon, CLF, CRWA, and others. Governor Patrick and Green Party candidate Jill Stein have confirmed so far. Seating is limited, so RSVP to smoser@environmentalleague.org. [More info](#)

Educational Opportunities

MODERNIST ARCHITECTURE COMES OF AGE: PRESERVATION MEETS SUSTAINABILITY

June 25, 2010

University of Vermont, Music Building

A day-long symposium exploring the recognition and preservation of historic modernist buildings and how to rehabilitate them to be sustainable and functional in the 21st century.

EDUCATIONAL CREDITS

This symposium is AIA/CES approved for 6.5 HSW/SD learning units and 6 AICP CM credits.

SYMPOSIUM

Today planners, architects and regulators are faced with large numbers of structures built in the 1950's, '60's and '70's in prime locations and within institutional settings. These buildings are now over or approaching the fifty year benchmark, with its associated historic status. However unlike previous generations of historic resources, these buildings were often built with new, relatively untested methods and materials and with the assumption of cheap, limitless energy.

This symposium will provide information about the architecture of this era, particularly in Vermont and New England, the materials commonly used and issues

associated with the aging buildings. We will explore strategies for rehabilitation that preserve architectural integrity as well as promote energy efficiency and sustainability.

ONLINE REGISTRATION ENDS JUNE 18TH
Walk in registration available

More information and registration at

www.uvm.edu/~modern

Or call (802) 656-3208

Registration Fee: \$100 -- payable by credit card or check

SPECIAL STUDENT RATE: \$60

Organized by:

UVM Campus Planning Services

UVM Historic Preservation Program

State of Vermont Division for Historic Preservation

Beyond Green: Sustainability Action Summer Institute

June 21- 25, 2010

Lowell, MA

This year's Sustainability Action Summer Institute will address topics such as systems thinking, generational goal-setting, sustainable product design, and alternatives assessment. It is designed for environment, health, and sustainability advocates in government, non-government organizations, corporations, private foundations, labor unions, health care institutions, and universities. The 5-day Summer Institute assumes participants have a working knowledge of sustainability issues. Space is limited. You may register for one day or for all five days. Registration fees rise after May 7, when requests for a limited number of partial tuition scholarships are also due. For further information, click [here](#).

Lots of Opportunities from The Green Roundtable in Boston

June 18, 8:30am-5:30pm

[LEED Core Concepts and Strategies Workshop](#)

June 24-26, July 29-31, August 26-28

[Passive House Consultant Training](#)

June 29, 6-7pm

[Boston LEED Users Group: Rainwater Reuse Systems](#)

July 7, 12:30-1:30pm

[Lunch and LEED: Be a LEED Green Associate](#)

July 8, 5-7pm

[LEED Study Group](#)

July 22, 6-7:30pm

[Energy Efficiency: Why Are the Low Hanging Fruit So High?](#)

July 28, 12:30-2pm

[Lunch and Learn: Advanced Technology in Translucent Daylighting](#)

August 4, 12:30-1:30pm

[Lunch and LEED: Be a LEED AP & Maintain Your Credential](#)

For more info go to the [Nexus/Green Roundtable Calendar of Events](#)

Education in a Changing Climate Faculty Workshop

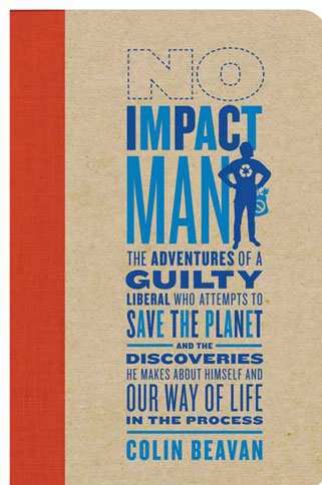
August 1 - 4, 2010

Unity College; Unity, ME

Unity College is offering a workshop that will offer attendees practical ways to educate themselves, their students, and the public about climate change. The event will provide a climate change primer on basic climate science; likely effects on ecosystems and people; some ethical, literary, and artistic responses; and a sampling of potential solutions that range from political to personal and technological to philosophical.

[Registration ends July 16, 2010.](#) [Workshop website.](#)

The No Impact Experiment



Colin Beavan (aka "No Impact Man"), whose blog, book and film chronicle his family's year-long experiment living a zero-waste lifestyle in New York City, is organizing 10 universities (30,000 students) to participate this fall in a truncated version of Colin's year. The No Impact Experiment, as it is called, is an **eight-day carbon cleanse** in which participants are

COLIN DEAVAN

challenged to live as mindfully of their resource use as possible. "We've had nearly 10,000 people participate to date as a result of our partnerships with The Huffington Post and NRDC," his staffer Halla Blieffert writes. This Fall he is partnering with the Sierra Club to organize another "Experiment" to coincide with the premiere of the film "No Impact Man" on the Planet Green channel. **If you are interested in leading a Tufts group,** contact Hanna at hanna.blieffert@gmail.com.

OOS Summer Book Club!



Bottled & Sold: The Story Behind Our Obsession with Bottled Water

From Island Press "Recently, Peter Gleick, renowned water expert, scientist, and MacArthur Foundation "genius" discussed his newest book [Bottled & Sold: The Story Behind Our Obsession with Bottled Water](#) with

National Public Radio's Fresh Air host Terry Gross. In [this interview](#), he explains how bottled water industry insiders have worked hard to make us fear the tap. As a result, bottled water has become one of the most successful commercial products of the last century, with unprecedented impacts on our water supply.

He digs deep, exposing the political workings of an industry dependent on our groundwater. He tallies the massive costs-many hidden-of an industry that consumes vast amounts of energy while adding billions of plastic bottles to landfills. He asks what commercial bottled water means for our public drinking water systems and the disappearing public water fountain."

And decides... [deleted for suspense!]

Think this sounds interesting? **Join the Office of Sustainability's summer book club!** This summer we'll be reading Gleick's [book](#) and learning how the choices we make about water affect our future and that of others in this country and around the world.

[Sign Up](#)

Details: We'll meet 2-3 times over the summer to split the book up into more manageable chunks for us busy

folk. When you [sign up](#) you'll be asked to select which day of the week works best for you for a **1 hr** lunchtime meeting.

If you work at another campus - no worries! We'll delve into the wild world of video-conferencing! Tufts has the capabilities after all, so let's put 'em to use!

Washington Post [book review](#) of Bottled & Sold

Tune in next week for the move-out recycling results (hint, more than 66% of student move-out waste was diverted from the landfill), and all sorts of info on how to find yummy, healthy local food.

The Tufts Office of Sustainability
<http://sustainability.tufts.edu/>

Email Marketing by

