



GREEN GREEKS

Sustainability Initiative for The University of Miami

Kevin Oakley - Kenneth Warren

PURPOSE



Green Greeks will radically decrease U Miami's greek life environmental impact by putting an end to the astronomical level of aluminum waste that greek life currently discards.

WHAT IS GREEN GREEKS?



Green Greeks is an aluminum-based recycling program that is designed to educate, empower, and enrich the U Miami community. This program aims to decrease greek life's aluminum waste. By doing this greek life will interact with our local community and the environment in a more sustainable manner. This program is built to last for generations, using strategies like creating philanthropy based incentives.

HOW DOES IT WORK?



Green Greeks designates a recycling bin to every on-campus greek life house with a sign that says "CANS ONLY" in huge letters. Every Monday, an individual paid by the university will drive to each of the seven on-campus fraternity houses and pickup trash bags of the cans accumulated by that house over the week through both the bin and more importantly through their events. They will then deliver it to a recycling center about 20 minutes from campus, where they will be compensated in exchange for the cans. Every pound of cans goes for 45 cents which adds up significantly throughout the semester.

PHILANTHROPY BASED INCENTIVES



Every trash bag of cans each fraternity provides is tallied. Whoever provides the most bags by the end of the semester wins all money made from the cans for their philanthropy budget. Sororities or anyone not living in an on-campus fraternity house can deliver their cans to any house who they wish to give a leg up to in this recycling competition.



WHY ALUMINUM RECYCLING IS IMPORTANT

WHAT PROBLEM IS THIS HELPING SOLVE?



Green Greeks takes aim at the Greenhouse Gas emissions, energy consumption, physical waste and overall environmental devastation that come as a result of failing to recycle aluminum

GREEK LIFE & ALUMINUM



Greek life is undoubtably the largest source of aluminum pollution compared to any other campus organization. Currently, **none** of it gets recycled. This is unacceptable. The UMiami community, and all of its stakeholders, must do more to strive for a more sustainable future.

WHY RECYCLING ALUMINUM IS CRUCIAL



Recycling at all levels has many critical flaws. However, despite this it is clear recycling aluminum has major environmental benefits. When you recycle plastic, it will only get recycled less than 9% of the time. For glass, it's about 27%. And for aluminum, it's approximately 65-70%. It's extremely wasteful to discard aluminum when it's of the most coveted and efficient recyclables.

ENERGY SAVINGS



Recycling aluminum saves approximately 97% of the greenhouse gas emissions and 95% of the energy it takes to produce new aluminum. These energy savings are not the same for other recyclables



ENVIRONMENTAL DEVASTATION THE PROGRAM WILL HELP MITIGATE

HOW MUCH ALUMINUM GETS THROWN AWAY?



In 2009, 3.4 million tons of aluminum were thrown away, accounting for 1.4% of the total waste stream. Americans throw away enough aluminum every three months to rebuild our entire commercial air fleet. Last year, approximately 36 billion aluminum cans were landfilled. This failure to recycle aluminum, exemplified by greek life, is the reason why primary production has been able to thrive.

PRIMARY ALUMINUM PRODUCTION



In addition to a plethora of environmental issues brought on from throwing away these cans, it also contributes to the production of new aluminum, which is very energy and greenhouse gas intensive and also requires mining. This mining process brings on an entire new list of environmental concerns

BAUXITE MINING



A main concern in the aluminum production process, aside from harmful air pollution, is the mining of bauxite. Extracting bauxite requires the removal of all vegetation and soil that sits atop the mine. This destroys ecosystems, increases runoff of harmful chemicals into local waterways, and renders the soil useless for the future. This mining is mostly done in developing countries that utilize child labor and have horrendous conditions. Failing to recycle cans contributes to this ecological disaster.

ADDITIONAL BENEFITS



This initiative contributes to the expansion and sustainability of the growing sustainable aluminum industry. This means more jobs are created in the industry. The creation of one job leads to approximately 3.3 employment positions elsewhere. And the jobs that are being created today are in the more eco-friendly areas of the industry such as recycling.



GREEN GREEKS

POTENTIAL LOGISTICAL CHALLENGES



One large concern is that greek life members simply will not care enough to partake in the initiative or go through the effort of separating cans from other waste after events. I plan on personally reaching out to philanthropy chairs, sustainability chairs, and friends in other fraternities encouraging them to take this seriously and influence others to do so as well.

WHY THE UNIVERSITY SHOULD IMPLEMENT THIS PLAN



The fact that the University has allowed fraternity houses to remain on campus for decades without doing something as simple as recycling is quite alarming. While fraternities should be doing their part in recycling, the unfortunate reality is that they simply will not so long as they have to pay hundreds of dollars a month to do so. It is the University's obligation to lead by example, not just greek life's. If the university does not implement this plan, recycling will simply never happen and this disturbing amount of aluminum waste will continue.

WHY THE UNIVERSITY SHOULD IMPLEMENT THIS PLAN



The university has the opportunity to act sustainably while doing almost nothing and spending very little to implement and sustain the plan. It will also be an opportunity to create on-campus employment. It will be marketed as a way for anyone on campus with access to a vehicle to earn some extra cash while helping the environment. Additionally, it's a way for the University to generate money for charity. Social chairs I've spoken to estimate the average frat goes through 210 cans every week solely through events. This means the cans recycled just from events would generate about \$620 dollars a semester for charitable causes.

STAKEHOLDERS

Throughout every step of this program, the wellbeing of all stakeholders is our priority



Stakeholders:

- Drivers
- The environment
- All Florida Scrap Metal inc. (the locally owned business we deliver the cans to)
- The university
- The 7 on-campus fraternity houses



IMPLEMENTATION

COSTS



- Costs would include a recycling bin for every house \$30/house. This comes out to \$210
- Drivers/can collectors will get paid \$50 a session
- This program will run for 30 weeks out of the year, meaning the university would be paying \$1,500 a year in paying drivers

FEASIBILITY



One of the reasons this initiative is so beneficial is because it will be very easy to implement and maintain. There are only a few things that need to be done in order to implement this initiative. I will personally provide each house with an educational video going over what is expected on their part. I will do the same for what is expected of the drivers. I will go over the procedure of collecting the cans and the process of exchanging them for money at the recycling center.

FEASIBILITY



In order for this program to be implemented, the university would have to open a checking account for Green Greeks. All the checks provided by All Florida Scrap Metal inc in exchange for the cans would go into this checking account where it will eventually go to charitable causes. Lastly, the University would have to create a weekly schedule of drivers

CLOSING



Green Greeks is a revolutionary program that is built to disrupt campus life for the better. Our mission is to help combat the devastating impacts of aluminium pollution and production. However, our purpose is to aid in the education, empowerment, and overall well-being of our campus community. Together we can be greener cans, greener people, and greener greeks.