



Environmental Consortium
of Colleges & Universities

10th Annual Student Summit



Reinventing Your Campus: Sustainability Starts With You

Friday, April 17, 2015

Pace University
1 Pace Plaza, Bianco Room
New York, New York

Co-Sponsor



PLANNING COMMITTEE

- **Donna Kowal** (Chair), Program Coordinator, Pace Academy for Applied Environmental Studies and the Environmental Consortium, *Pace University*
- **Nicholas Ali** ('15), Biology Major, President, Environmental Club, *College of Mount Saint Vincent*
- **Caroline Craig**, Research Associate, Pace Academy for Applied Environmental Studies, *Pace University*
- **Chelsea Dow** ('15), Environmental Studies Major, *Pace University*
- **Melanie DuPuis**, Ph.D., Chair, Environmental Studies and Science, *Pace University*
- **Lee Frankel-Goldwater**, Adjunct Professor, Environmental Studies, *Pace University*
- **Remy Gallo** ('16), Political Science Major, *Pace University*
- **Gian Joseph** ('17), Environmental Science Major, *Pace University*
- **Michelle Land**, Director, Pace Academy for Applied Environmental Studies and the Environmental Consortium, *Pace University*
- **Larry O'Connell**, Economics Instructor, The New School and CUNY
- **Sacha Pfeufer** ('16), Environmental Studies Major, Sustainability Intern, *Vassar College*
- **Haylei Peart** ('17), Environmental Studies Major, *Pace University*
- **Michelle Rogat** ('14), Sustainability Studies, *Rensselaer Polytechnic Institute*
- **Marty Rowland**, PE, Ph.D., Adjunct Professor, Dyson School of Arts and Sciences, *Pace University*
- **Alexandra Slavin** ('14), MA Environmental Management, Montclair State University; *Empire Clean Cities*

ABOUT THE ENVIRONMENTAL CONSORTIUM

The mission of the Environmental Consortium of Colleges & Universities is to *harness higher education's intellectual and physical resources to advance regional, ecosystem-based environmental research, teaching, and learning with a special emphasis on the greater Hudson-Mohawk River watershed.*

The Environmental Consortium was established in 2004 to advance our understanding of the cultural, social, political, economic and natural factors affecting the region. By promoting collaboration among its members, the Consortium works to provide ecosystem-based curricular and co-curricular programming aimed at improving the health of the regional ecosystem.

Spearheaded and hosted by Pace University, the Consortium's headquarters is situated within the Pace Academy for Applied Environmental Studies in Pleasantville, New York. Among Pace Academy's stated goals is to externally apply the university's strengths to local and global environmental problems. As a testament to its commitment to interdisciplinary pedagogy, scholarship and service, the Academy provides essential administrative support that grounds the Consortium's programs.

www.environmentalconsortium.org

AGENDA

- 11:30am **Registration**
- 12:00pm **Buffet Lunch** (Bianco Room)
- 12:15pm **Welcome** (Bianco Room)
John Cronin
Senior Fellow for Environmental Affairs
Pace Academy for Applied Environmental Studies
Co-Founder
Environmental Consortium of Colleges & Universities
Pace University
- 12:30pm **Keynote: How Can You Make Sustainability Personal?**
Daniel W. Bena
Head, Sustainable Development and Operations Outreach
PepsiCo
- 1:15pm **Break**
- 1:30pm -2:15pm **Breakout Session 1** (Classrooms - 6th Floor)

Increasing Local Food

[Classroom W615](#)

"Recipes for the Real Food Revolution"

Amelia Leeya Goldstein ('17), Sociology Major, *Bard College*

Implementing Hydration Stations & Banning Bottled Water

[Classroom W616](#)

"Implementing Water Bottle Refill Stations and Banning Bottled Water at SUNY New Paltz"

Annie Courtens ('15), Sociology Major, *SUNY New Paltz*

Bike Sharing

[Classroom W617](#)

"NYU Bike Share: A Student-Run Legacy"

Adu Matory ('16), Coordinator, NYU BikeShare

Pio Tsai ('16), Mechanic, NYU BikeShare

New York University

Culture Change & Effectively Communicating Your Message

[Classroom W618](#)

"Culture Change on Campus: How Communications and Strategic Planning Can Move Mountains"

Mike Noel, Strategist, *Futerra Sustainability Communications*

AGENDA *(continued)*

2:30pm -3:15pm **Breakout Session 2**
[Repeat same sessions as in Session 1]

Increasing Local Food
[Classroom W615](#)

**Implementing Hydration Stations
& Banning Bottled Water**
[Classroom W616](#)

Bike Sharing
[Classroom W617](#)

**Culture Change & Effectively
Communicating Your Message**
[Classroom W618](#)

3:30pm **Report Out and Discussion** (Bianco Room)

4:15pm **Closing Remarks**

4:30pm **Adjourn**

KEYNOTE ABSTRACT

How Can You Make Sustainability Personal?

Daniel W. Bena will present a case study using his own experiences of how to make sustainability personal. He will briefly describe the magnitude of the global challenges with which the world is faced, and how only collaborative solutions with a diversity of partners will secure sustainable solutions.

Bena will draw upon his experiences at PepsiCo, the second largest food and beverage company, and share how the company's resources and reach have helped improve societal challenges under their banner of Performance with Purpose.

KEYNOTE BIOGRAPHY



Dan Bena heads the Sustainable Development and Operations Outreach agenda for PepsiCo Global Operations, the world's second largest food and beverage company, which serves consumers in more countries and territories than the United Nations has members.

Bena believes in using the power of the private sector to create shared value partnerships where business and society can flourish. He has served on the Public Health Committee of the Safe Water Network, dedicated to market-based, sustainable community-level solutions to provide safe drinking water in developing economies; the Leadership Group of the World Business Council for Sustainable Development; Steering Board of the International Finance Corporation's 2030 Water Resources Group Initiative; Steering Committee of the UN CEO Mandate, where he was active in the Human Right to Water and Policy Engagement work streams; the Global Agenda Council on Water Security of the World Economic Forum; and the Board of the International Society of Beverage Technologists. Recently, Bena was elected to the Boards of the US Water Alliance and the Creative Visions Foundation. Bena serves on the Advisory Board of Artistic Circles, which produced the 2012 documentary, *Water Pressures*. In 2014, he was invited to serve on the Advisory Board of the Environmental Leader publications group and the America's Water Initiative of the Earth Institute at Columbia University. In 2015, Bena was selected as a mentor for Global Teen Leaders through the ThreeDotDash.org program of the We Are Family Foundation.

He represented PepsiCo as one of only three invitees by the Federal Ministries of Germany to speak about the Food:Water:Energy Nexus in preparation for Bonn 2011. He was honored to deliver the keynote address at the Farm to Fork Royal Gala in the presence of TRH Princess Madeleine and Prince Daniel of Sweden, and has spoken at over 100 business, government, academic, and non-profit venues. In 2013, he represented PepsiCo at the *Our Food, Our Future* Summit in Ireland. In 2012, he provided testimony to the US Senate Committee on Energy and Natural Resources. In 2013, he delivered opening remarks at the UN Youth Assembly to 1,000 youth delegates from over 100 countries. In 2014, Bena received the Light Up the Night Award from the Julia D. Andrus Organization for his youth engagement. In 2015, Bena was invited by the President of the UN General Assembly to participate in a high-level UN panel on partnerships to advance the post-2015 Development agenda. He published his book, *Sustain-Ability: How a Corporate Conscience Sustains a Company's Ability to Win*, to help other companies along their sustainability journeys.

BREAKOUT SESSIONS

Increasing Local Food

Classroom W615

Amelia Leeya Goldstein ('17) | *Sociology Major, Bard College*

“Recipes for the Real Food Revolution”

The Corporate Food System describes our current economic system of food distribution which favors big industrial businesses and hurts small-scale local providers, or anyone trying to produce fair, ecological, or humane food. Capitalist systems that contribute to the exploitation of labor and land put the power in the hands of the consumers, and the most powerful consumer is the student. This presentation will be about how to leverage the power that you and your institution have in making sustainable changes with global effects, one ingredient at a time.



Amelia Leeya Goldstein is a student at Bard College in New York, where she studies Sociology with a concentration in Science and Society. She comes from Massachusetts, where she worked and taught in a darkroom, studied tea anthropology, and wrote vegan recipes. Now, she is on the steering committee of the Real Food Challenge, an organization she has been working with since 2013. She also runs Bard College's Real Food Calculator program and is a leader of Bard EATS, Bard's Food Systems Working Group. She is working on starting a program at Bard that helps support farmers in the Hudson Valley while connecting food justice to other social justice issues, particularly prison reform. She is passionate about social justice, human rights, vegetables, expressive arts, photography, and sheep.

BREAKOUT SESSIONS

Implementing Hydration Stations & Banning Bottled Water

Classroom W616

Annie Courtens ('15) | *Sociology Major, SUNY New Paltz*

“Implementing Water Bottle Refill Stations and Banning Bottled Water at SUNY New Paltz”

In December 2014, SUNY New Paltz officially banned the sale of bottled water which will go into effect at the start of the 2015-16 academic year. The presentation will outline the steps and actions taken that preceded this decision as well as tools and advice for other college campuses to use. The session will inform students on ways to mobilize, educate, and lead a successful campaign to ban the sale of bottled water.



Annie Courtens is a senior at SUNY New Paltz studying Sociology with a minor in Environmental Studies. During her time at New Paltz she has been actively involved in environmental groups including the Sustainable Agriculture Club, Environmental Task Force, the Real Food Challenge, the Sustainability Committee, and has also served as a Student Senator. She has been a lead organizer in campaigns to procure more local food, banning bottled water, and advocating for stronger sustainability policies and practices on campus and in the local region. Before officially graduating in August 2015, she will attend a study abroad program in Guatemala focusing on human rights and social justice. After which she will return to her family's farm in upstate New York to pursue a life in sustainable agriculture. She enjoys travelling, farming, and live music.

BREAKOUT SESSIONS

Bike Sharing

Classroom W617

Adu Matory | *Coordinator, NYU BikeShare, New York University*

Pio Tsai | *Mechanic, NYU BikeShare, New York University*

“NYU Bike Share: A Student-Run Legacy”

Our presentation will provide a brief history of the NYU Bike Share; how it grew from the tinder of a bicycle-upcycling program to the raging communal bonfire it is now. We will elaborate on the infrastructure of the program, the challenges it faces, and how the environment at NYU has changed and continues to change along side the Bike Share program.



Adu Matory is working towards a BA in Psychology at the College of Arts and Sciences, with a minor in Physics. An avid cyclist, Adu pedals to the metal every day to and from class. He views bicycles not as tools of exercise and transport, but as travel companions who make every trip an adrenaline-filled adventure. “I see cycling as an ever-changing, organic exploration of my environment. And it’s not just perfect for my active [bikegoth] lifestyle. Everybody can get into it!” Adu fills his time away from coordinating with interpretive dance, poetry, slow-cooking, and discovering new music.



Pio Tsai hails from San Jose and is a junior in Gallatin studying social entrepreneurship and social impact. He comes to the NYU BikeShare hoping to bolster our community of cyclists by improving cyclist safety, engaging students, and creating an unbeatable, sexy fleet. When not on two wheels, you can find him pushing on four wheels or eating. He enjoys reading, taking pictures, writing, and being filled with the beauty around him.

BREAKOUT SESSIONS

Culture Change & Effectively Communicating Your Message

Classroom W618

Mike Noel | *Strategist, Futerra Sustainability Communications*

“Culture Change on Campus: How Communications and Strategic Planning Can Move Mountains”

Environmental progress is never easy, but it is surprisingly achievable on college campuses. All that is needed is leadership, persistence, and an intelligent approach. This collaborative workshop will provide you with the latter. Borrowing insights from communications, behavioral science, and campaign strategy this workshop is designed to connect you with the resources and tools needed to shape successful environmental initiatives on campus.



Mike Noel works to make sustainability so desirable it becomes normal. As a Strategist, Mike works with some of the world's largest companies and NGOs like Unilever, Danone and the WWF to develop global sustainability strategies and communications that land with impact. Mike is an expert on best practices in sustainability communications, stakeholder engagement and corporate social responsibility. Before joining Futerra, Mike lead sustainability marketing efforts at a college in the Portland, Oregon area. As an undergrad at Fordham University, Mike created a coalition of professors, students, and administrators to launch the University's first Sustainable Business program. Mike holds a Bachelor's of Science degree in Marketing with a focus in Environmental Policy.

Save the Date: November 6-7, 2015

12th Annual Conference of the Environmental Consortium

Celebrating the Living Classroom: Research, Education and Collaboration in the Hudson-Mohawk Watersheds

Join us at Vassar College in Poughkeepsie, New York this Fall to explore the Hudson and Mohawk River Basin as an exciting and rewarding venue for research, teaching, and learning in higher education.

Conference Highlights

- Keynote
- Field Trips and Workshops
- Breakout Sessions
- Student and Faculty Poster Session
- Presentation of The Great Work Award, in honor of Thomas Berry

Call for Posters

Abstract deadline October 23, 2015

The Environmental Consortium of Colleges & Universities invites poster abstracts from all disciplines. This is a great opportunity for networking with colleagues and students from multiple disciplines and forging new paths of collaboration in pedagogy, as well as, environmental research and problem solving.

“Posters” may take the form of traditional research posters, multimedia presentations, or other types of self-contained presentations.

Posters must relate to environmental topics in the Hudson-Mohawk River Watershed or address the mission of the Environmental Consortium.

**For details and poster registration form visit:
www.environmentalconsortium.org**



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c/o Pace University Academy for Applied Environmental Studies

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