

Building for the Future- Part II: Incorporating Sustainability into University Curricula

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Program for the Practice of Sustainability
Toxics Use Reduction Institute
University of Massachusetts Lowell

Canadian P2 Roundtable
June 2007

Welcome to Our World



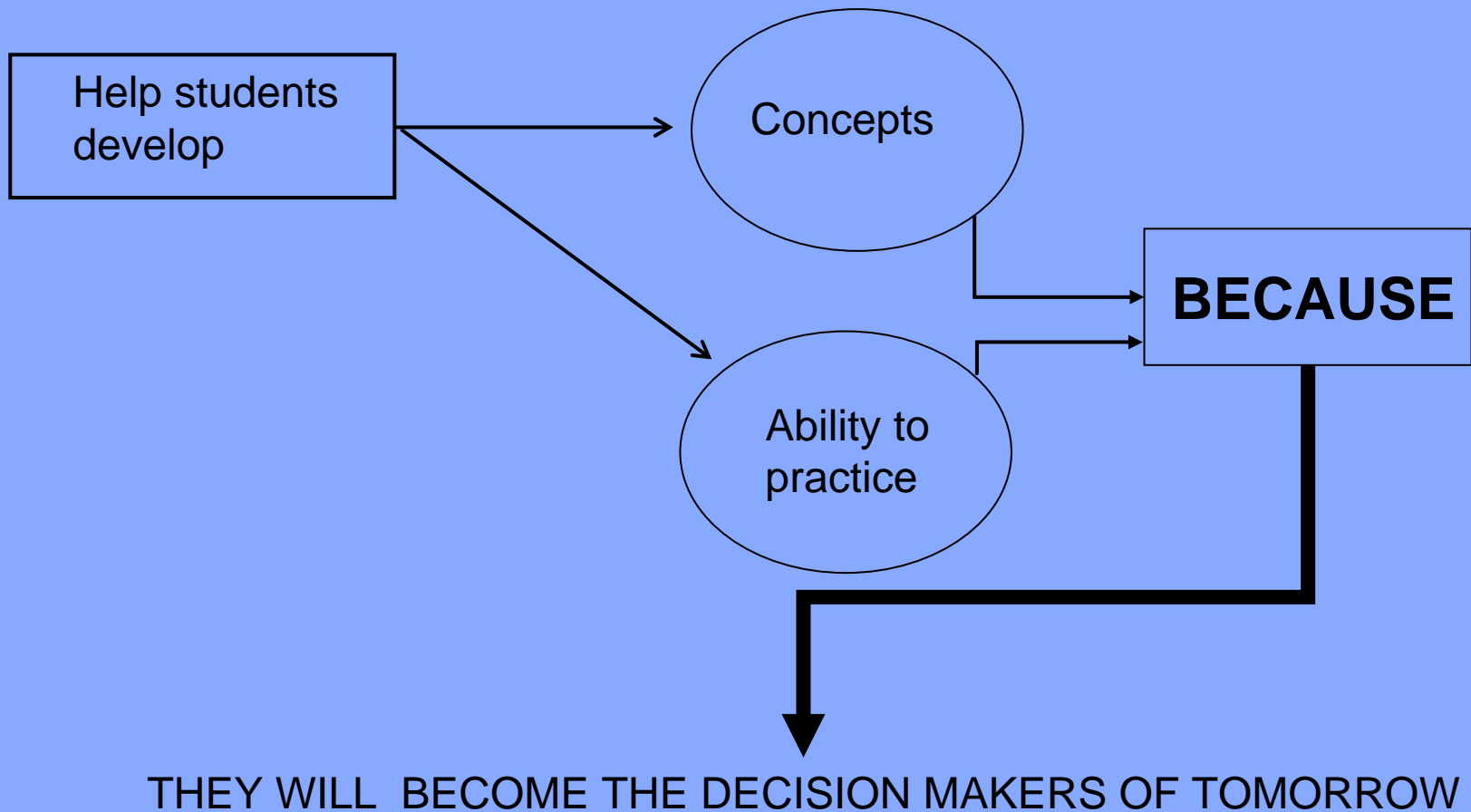
What can we do?

First, we need to recognize that:

“The world we have made, as a result of the level of thinking we have done thus far, creates problems we cannot solve at the same level of thinking at which we created them.”

Albert Einstein

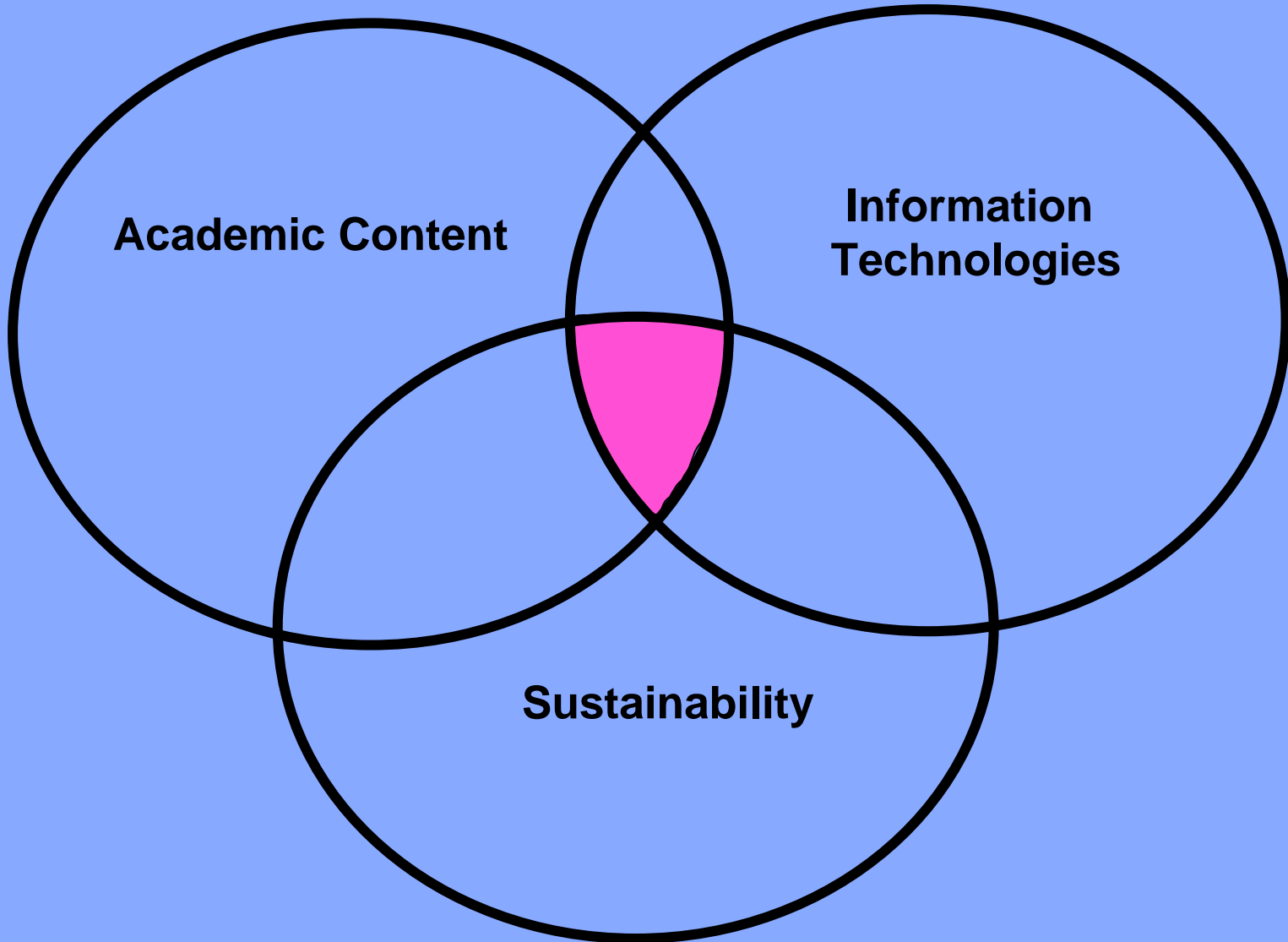
Then: We can try to change the way future leaders think (and act)!



How: As educators, we can integrate sustainability into curricula

- Separate courses on sustainability, or infusing it into all courses
 - Make it relevant to students
 - Develop appropriate challenges
 - Active vs. passive learning
- Empower students to promote sustainability

Project Components



So What's New??

- New and Different disciplines / courses
 - Community Sustainability and Health
 - Art
- New uses of technology
 - Blogs
 - Animation

New Disciplines and projects

Spring 2007

- **NewsWriting**

(Professor Bridget Driscoll, English)

- Arts in Lowell
- Cambodia
- High School Video Project
- Music in Lowell

- **Business Strategy**

(Professor Marty Moser)

- The Smart Sleeve
- The New Balance Project
- Obesity (Vitamins)
- Online Textbooks

New Disciplines and projects (Cont'd)

- **Introduction to Health Education**

(Professor Monsoureh Tajik)


- CBA Upper Merrimack Transportation
- CBA - Healthy & Affordable Homes
- Greater Lowell for Peace & Justice
- Brazilian Womens' Co-op: Vide Verde
- Community Health Education Club - Healthy Lifestyle
- Community Health Education Club - Smoking
- School of Health & Environment (SHE) Community Outreach

- **Art - Independent Study**

(Professor Hyun Ju Kim)

- Animated Public Service Announcement
- Green video games
- Green videos
- Green student website (www.greenanswer.org)

Integrating Sustainability into University Curricula

- 
- [Home Page](#)
- [Executive Summary](#)
- [Project History](#)
- [Project Outcomes](#)
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An Interdisciplinary Initiative - Technology Curriculum Redesign 2005-06 Phase II: Final Report

Submitted by

Dr. Mitchell Shuldman, Librarian & Head of the Division of Media Services

Dr. Jack Luskin, Director, Program for the Practice of Sustainability, Office of Regional Development.

Some sort of brief introduction to the project could go here.

Need description for image (all images)



Blogging for in-class communications

Blogging for in-class communications

The screenshot shows a wiki page with the following layout:

- Search this wiki** (input field)
- Navigation** sidebar with links: Home, ADIDAS, date, edit tag Trial, Email Kaizen, Graduates, Krispy Kremers, Resource room, Seven Sexy Seniors, Sustainability Challenge, Team Graduates, Team Harmony, Team Kaizen - 1:00, Team Noodle, Team SausageFest, Team Six in the City, Team Upgrade, The Blowout Committee, The Usual Suspects.
- EasyEdit** (pencil icon) and [\(what's this?\)](#)
- Home** (h2)
- ******* (decorative separator)
- Let's build a common knowledge foundation that contains the terminology and meanings that all of us (students and co-professors) will need communicate and understand one another. So for example, here are a few terms: full-ass, re-do, comfort zone, memo format, DDD, etc.**
- Milestone:** A significant event in the Project Plan that is accomplished by the completion of a group of associated activities; the deadline for the successful completion of all of these activities is the Milestone Date Roles.
- Responsibilities:** Each member of a Project Team has a particular function to play in the group; this is the role of the team member. Associated with this role are responsibilities, duties that must be completed. When a team member in a specific role experiences difficulty, it is the responsibility of that team member to ask for help from the Team. Because the Team in total is accountable for the success of the Project, all team members are expected to help in any way possible to move the project forward. Team members that consistently fail to meet their responsibilities to the Team can be reassigned a different role or dismissed from the Team for non-performance.
- Competitive Strategy:** A set of business actions targeted at setting a company apart from all others in the products or services offered. Because of the unique position this strategy places the company relative to competitors, customers are willing to pay a higher price, more customers are attracted to the products or services offered, enabling the company to grow revenue and increase profit margins at a faster rate than others.
- Deliverable:** A tangible, verifiable output from the [work](#) of an individual or team that meets the expectations, specifications or quality level, of the recipient requesting this output; the recipient expects the deliverable to be completed at a pre-determined date
- Kaizen,** Japanese for "change for the better" or "improvement", its goal is add cost but do not add value. It is very similar to the assembly line used in mass production, such as process system
- Page Toolbox** (green header):
 - On this page you can:
 - Edit the content
 - Add a comment
 - Watch this page
 - Invite others
 - Email this page
 - Add a new page
 - Learn more in our [help section](#).
- Recent Site Activity** (green header):
 - Active Pages**
 - [Six Sexy Seniors team calender](#) by [DarenNicole](#) May 2, 6:08 PM EDT
 - [ADIDAS](#) by [Catalyst-man](#) May 1, 9:38 AM EDT
 - [Montly Calender](#) by [SmallPlane](#) Apr 26, 3:26 PM EDT
 - Active Comments**
 - [YAY!](#) by [DarenNicole](#) May 11, 1:52 PM EDT
 - [RE: team evaluations](#) by [Aniel-Z](#) May 10, 7:03 PM EDT
 - [team evaluations](#) by [Aniel-Z](#)

Business Challenge

Competing through Sustainability: Companies are increasingly using sustainability as a way to differentiate themselves from others; to create a positive image of the company in the marketplace. However, Customers quickly see through “shallow” commitments to corporate responsibility.

Each student team is to develop and communicate a meaningful competitive strategy around sustainability that advances environmental and social responsibility while simultaneously improving financial performance of the company.

- Most business strategies are one-dimensional, targeted at improving financial performance through revenue growth or cost reduction
- This strategy must be at least two-dimensional, but preferably three-dimensional in which environmental and social responsibility are “exploited” to advance business financial performance



Who Are You?



Deliverable 2



Reveal Your Identity

Pack For Your Trip To Noodleville

- Executives of an Established Company developing your competitive strategy
- Consultants recommending a competitive strategy to a Client Company
- Entrepreneurs with a Product or Service idea developing a competitive strategy for your Marketplace
- Other

- Background Information
- Product or Service Offerings
 - Current Competitive Strategy
 - Competitors, Current Competitive Position
 - Customers, Market
 - Other important information needed to develop an innovative competitive strategy

Navigation

- Email Kaizen
- Graduates
- ▼ Krispy Kremers
 - Calendar
 - Share information
 - Resource room
 - ▶ Seven Sexy Seniors
 - ▶ Sustainability Challenge
 - Team Graduates
 - ▶ Team Harmony
 - Team Kaizen - 1:00
 - Team Noodle
 - ▶ Team SausageFest
 - ▶ Team Six in the City
 - Team Upgrade
 - The Blowout Committee
 - The Usual Suspects
 - Video's
 - Wicked F.A.S.T.

Add a new page
 Browse by Keywords
 Site Reports & RSS Feeds

Ads by Google

[Kid's Dc Shoes Shoes](#)
Huge Selection For Men,

EasyEdit [\(what's this?\)](#)

Krispy Kremers

This page is dedicated to the work of The Krispy Kremers.



The Krispy Kremers

Team Krispy Kremers Deliverable 3 Feedback - Bunkie

As consultants, your client expects you to demonstrate knowledge of its industry, customers, and competitors. This expertise should be seen in your proposed competitive strategy to New Balance.

Target Market: parents with children ages 1 to 10 years old; remember this, these are the people you want to influence with your "internet video memo".

Team goals are very clear: (1) create brand awareness (2) satisfy customer need The customer need is comprised of two parts, (1) provide a good pair of shoes for the children (2) create a strong company image, one that results in parents wanting to affiliate with New Balance; the purchasing experience is fulfilling to the parents because they purchase a good product from a good company.

The "good company" perception can be created through the "sustainability strategy".

The teams strategy to issue the first pair of shoes free, provide a discount when the customer returns to buy the next pair, and donate the returned pair (that is mildly worn) to charity is excellent! This strategy recognizes that children out grow shoes; their shoes tend to have more wear remaining after this growth. You are reducing waste, environmental aspect, while assisting those who may not be able to afford New Balance Shoes, social responsibility aspect. Since the strategy

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- calendar
- SSS Group work
- › Sustainability Challenge
- Team Graduates
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- Team Kaizen - 1:00
- Team Noodle
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- › Team Six in the City
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- Video's
- Wicked F.A.S.T.

- › Browse by Keywords
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Ads by 

Solar Energy
 Explore Energy Topics.
 Voice Your Opinion & Help
 Create Solutions.
www.WillYouJoinUs.com

Solar Power in New York
 Planning and installation of
 turnkey solar electric
 systems.
www.SunTechnics.com

Author	Comment	Replies	Last Reply
 DarienNicole	YAY! May 11, 1:52 PM EDT Watch Yay! Good job everyone! We are all done! Congratulations on graduation and good work!!	0	No replies
 DarienNicole	Memo May 2, 6:11 PM EDT Watch Hey Guys, check your email please, i haven't heard back on the memo, thanks!	0	No replies
 shuvnh	Interview Apr 26, 12:37 PM EDT Watch Hi guys, Kim and I went over to Duffy's, but he was not there. However, we came across the solar lab and spoke with a couple of people. We asked if we can get them to speak on camera. They agreed to help.	0	No replies
 Kimheing	Meeting or No? Apr 25, 6:16 PM EDT Watch Are we meeting tonight? What's going on? We don't have to meet in person we can always meet online??	1	Apr 25, 7:58 PM EDT by Anonymous
 sa_richardson06	Forgot Apr 23, 10:33 PM EDT Watch Forgot to sign in when I made post before this...for those of you that was me the anonymous guy	0	No replies
 Anonymous	Thursday's class Apr 23, 10:31 PM EDT Watch All we need to do is bring in any type of video that we have just to show him that we have B-roll and an interview so far... P.S. Sean you should have takin b-roll of my drivin away in my car haha	0	No replies
 shuvnh	Today's class Apr 23, 12:30 PM EDT Watch Hi to teammates who weren't in the class. We had to present our progress to Moser, however because we did not have the video, we just told him how far we're into the project. Later.	0	No replies



UML Video forums

Captain Clean Green to the rescue, or something!

- [FAQ](#) [Search](#) [Memberlist](#) [Usergroups](#) [Register](#)
- [Profile](#) [Log in to check your private messages](#) [Log in](#)

The time now is Wed May 30, 2007 5:53 pm

UML Video forums Forum Index

[View unanswered posts](#)

Forum		Topics	Posts	Last Post
Announcements				
	Updates News about the forums and our progress and such will go here.	6	14	Sat Mar 24, 2007 6:38 am Lexy →
	Scheduling Check here to make sure you know when things are happening, and to help figure out what times work best.	7	11	Fri Apr 20, 2007 5:08 pm hkim →
Production				
	Pre-production Upload storyboards, suggest ideas, and plan things out.	8	37	Fri Apr 13, 2007 2:43 pm hkim →
	Post-production Talk about the way clips will fall together, and SFX and such, after filming is done.	6	20	Sun May 06, 2007 5:44 am Yusuke_Urameshi →
	Website	2	4	Wed Apr 25, 2007 10:20 am hkim →
General				
	Outside Works Post links to and discuss various references here, like other videos you like, or different resources to find information.	0	0	No Posts
	Random stuff Have a random urge to post? Here's a good place.	0	0	No Posts

Littering PSA update

[new topic](#)[postreply](#)[UML Video forums Forum Index -> Post-production](#)[View previous topic](#) :: [View next topic](#)**Author****Message****Yusuke_Urameshi**

Posted: Mon Apr 02, 2007 4:13 pm Post subject: Littering PSA update

[quote](#)Joined: 28 Feb 2007
Posts: 13

I've looked at the video and it looks great....even when I noticed auto focus wasn't turned on during the shoot. I forgot to reset it from last project's settings. There was only 1 problem in one of the scene...because the dolly wheels were in the shot..lol. Now I will just have to wait for a clear sunny day for my second shoot. I made the dummy....but I regret not thinking of the actor as wearing a long sleeve shirt, because the hand of the dummy may be a problem.

[Back to top](#)[profile](#) [pm](#)**jluskin**

Posted: Tue Apr 03, 2007 1:17 am Post subject:

[quote](#)Joined: 11 Feb 2007
Posts: 15

Sounds great. Let us know when we can see some of the video.

Jack

[Back to top](#)[profile](#) [pm](#)**Lexy**

Site Admin

Posted: Thu Apr 05, 2007 3:12 am Post subject:

[quote](#)Joined: 08 Feb 2007
Posts: 25

Do you have it edited at all? Could you post what you have?

[Back to top](#)[profile](#) [pm](#) [email](#)Display posts from previous:

Animations



Video PSAs



Outcomes

- Developed skills & insights needed to promote sustainability (communications and research)
- Engaged students and faculty (because it was appropriate for today's visual world)
- More sustainability aware faculty and students.

What do students think?



And what did the professor think?





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Welcome to GreenAnswer.org

"Living Green is the key to a healthy society"

GreenAnswer.org is a student run group from the University of Massachusetts Lowell, promoting environmental sustainability both locally and nationally through multimedia projects.

Here at greenanswer.org, we are devoted to providing great ways of living green through informative, visual media, and fun games. Living green will not only help you live healthier, but also the community you live in. Feel free to browse around and take advantage of the advices that can potentially help change your life from gray to green.

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