

## **Award Title**

Goodwill not Landfill: Supporting Environmental and Social Responsibility

## **Awards Categories**

Housing, Residence Life, Campus Security, Contracted Services, Judicial and related

## **Executive Summary**

Clothing, shoes and houseware items were among some of the 35.24 tons (yes... 70,480 pounds!) of useable items diverted from local landfills and repurposed during Boston University's May 2010 end-of-the-year move out period. The "Goodwill not Landfill" program, which is in its second year, is a campus-wide collaboration between Residence Life, Sustainability@BU, Facilities Management & Planning and Goodwill Industries. It should be noted that Goodwill Industries was founded in 1895 by Boston University graduate Rev. Edgar Helms. The "Goodwill not Landfill" program illustrates the power of best practice as individuals and as a community by supporting both environmental and social responsibility within the residence halls across campus.

Through this program, students, faculty and staff learn about landfill reduction and the value of reuse while supporting the many social services under the Goodwill Industries umbrella. This includes, but is not limited to providing job training and services to help individuals with special needs (and other barriers) achieve self-sufficiency. Each year Goodwill Industries serves more than 7,200 low-income, unemployed, and under-employed adults through job training and career services programs, as well as more than 1,000 young people in its youth services programs. All items collected on campus, which were diverted away from local landfills, are being sold in the 11 Goodwill retail Stores in Eastern and Central Massachusetts. Recent coverage of the "Goodwill not Landfill" program was highlighted on the Sustainability@BU website: <http://www.bu.edu/sustainability/what-were-doing/waste-reduction/goodwill-not-landfill/> A video outlining the challenges and successes of the program was also executed: <http://www.youtube.com/watch?v=aqn5kEY953c> It is our hope that NASPA will choose to recognize and award Boston University's "Goodwill not Landfill" program as one that teaches and engages students, faculty and staff about environmental, as well as social responsibility.

## **Award Description**

In May, 2009, Boston University partnered with Big Brothers & Big Sisters of the Greater Boston Area – collecting over 6.75 tons (13,500 + pounds) of clothing. The first year for "Goodwill not Landfill" was a tremendous learning experience for students and staff. Sustainability@BU and Residence Life recognized the potential for significant growth in 2010. Given the Boston University and Goodwill Industries alumnus connection, we began meeting in September 2009, planning for a bigger/better program for the end of the 2010 academic year. May 2010 was the first year partnering with Goodwill Industries. Residence Life implemented a robust 6 week campus-wide daily pick up schedule that also accommodated capture of houseware items, including, but not limited to small appliances, lamps, fans, bedding and small

furniture, as well as clothing and shoes. Having bins strategically placed the residence halls and the George Sherman Union (Boston University's Campus Center) acted as an additional learning tool as the University witnessed first hand, the scope of items that can be reused, and that would have otherwise ended up in landfills. The campaign was promoted through email, social media, and posters – minimizing the impact on the environment and daily collection totals were shared across campus. Boston University is continuously striving to improve within the sustainability arena. The “Goodwill not Landfill” program, as well as other campus wide initiatives have been recognized nationwide. Highlights include: • Sierra Club, one of the oldest, largest, and most influential grassroots environmental organization in the United States, recently named Boston University in top 50 “Coolest Schools.” <http://www.bu.edu/sustainability/sierra-club-names-boston-university-as-top-50-green-schools/>

- Boston University was also selected for “The Princeton Review’s Guide to 286 Green Colleges 2010.” Published in partnership with the U.S. Green Building Council, this comprehensive guidebook focuses solely on colleges and universities that have demonstrated an above average commitment to sustainability activities and initiatives <http://www.bu.edu/sustainability/boston-university-chosen-for-2010-%E2%80%9Cthe-princeton-review%E2%80%99s-guide-to-286-green-colleges-%E2%80%9D/>

- The College Sustainability Report Card is the only comparative evaluation of campus sustainability and endowment activities at colleges and universities in the United States and Canada. In 2010 Boston University received a “B,” its highest grade to date, rising steadily from the “D” it received in 2007, “C” in 2008, and “B-” in 2009. <http://www.greenreportcard.org/report-card-2010/schools/boston-university>

Collaboration between Goodwill Industries, Residence Life, Sustainability@BU and Facilities Management & Planning has made this program a tremendous success. “Many reusable items are tossed out at the end of the year, including working lamps, usable carpets, good linens, those sorts of things,” said Dennis Carlberg, Sustainability Director at Boston University. “The Goodwill not Landfill campaign was an opportunity to change that and we were thrilled with the results! Students who participated helped the environment and the programs at Goodwill Industries – which helped clients lead better lives.”

“Moving out took on a whole new meaning at Boston University this past spring,” said Terry Fitzpatrick, Vice President of Retail Enterprise at Goodwill Industries. “By merely putting their unwanted clothes and housewares in the Goodwill bin instead of throwing them away, students made a social and environmental statement.”

### **Assessment Data**

The Goodwill not Landfill program is guided by Boston University’s institutional mission – and shared with students and staff. President Robert A. Brown called the entire academic community to action with the Boston University Sustainability Initiative, focused on reducing our energy consumption and decreasing waste across campus. He asked students, faculty and staff, to contribute innovative ideas to ensure that the best, most cost effective approaches towards energy conservation are considered.

“The reality of gasoline at four dollars per gallon, and growing concerns over the impact of carbon fuels on the atmosphere, must inspire all of us to action,” Brown said in his 2008 matriculation speech. “We have an opportunity to play a key role in examining how changes in our way of life and in how we operate the University, can contribute to greater energy efficiency and an environmentally sustainable future for all of us.” <http://www.bu.edu/president/letters-writings/speeches/2008/matriculation/>

The following chart compares the success rate between 2009 and 2010:  
<http://www.bu.edu/sustainability/files/2010/04/Goodwill-final-2010.png>