

Sustainable Enterprise Accelerator

A NEWSLETTER THAT
DISCUSSES SOLUTIONS
FOR A SUSTAINABLE
FUTURE

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165 Elm St
Slipper Rock, Pa 16057

See us on the web at

<https://www.seasru.com/>

Or find us on Social media at



Meet the SEA Ambassadors

Kessa Stydinger



Hello, my name is Kessa Stydinger and I am a senior Communication: Public Relations major from Landisburg, Pennsylvania. In my free time, I love taking pictures of nature and traveling. I hope to find a job in event planning after graduating in May 2021. As an SEA Ambassador, I look forward to creating online and digital content and getting hands on experience with PR and marketing projects.

Jenna Blair

Hello, my name is Jenna Blair and I am a senior Integrated Marketing Communication major from Pittsburgh, Pennsylvania. When I'm not in class, you can find me listening to music, spending time with friends and family, or scrolling through TikTok. As an SEA Ambassador, I am excited to have the opportunity to work on many interesting projects and create content for the SEA's social media platforms!



Kaytee Bartley



Hello, my name is Kaytee Bartley and I am a junior Business Marketing major and minoring in HealthCare Administration from Burgettstown, PA. In my free time, I like to listen to music, watch football and play volleyball. After my undergraduate years, I plan on going to graduate school to get my master's in marketing. As an SEA Ambassador, I am looking forward to gaining the skills and knowledge of being a project manager and working on the SEA Wilderness Project.

Tyanne Adams

Hi Everyone, my name is Tyanne Adams and I am a senior Business Management major with a minor in Human Resources. I was born and raised in Ellwood City, PA. I am a retired Army veteran and proudly served my country for twenty years in the U.S. Army. I enjoy traveling and learning about other cultures, so my family and I are always on the go. It is my honor to be a SEA ambassador and I am very excited to work with some of the local small business entrepreneurs.





By Jenna Blair

According to the Oxford Dictionary, sustainability refers to “the avoidance of depletion of natural resources in order to maintain an ecological balance.” Something people can do to help protect the natural environment is implement sustainable fashion practices into their lifestyle. The sustainable fashion movement has become increasingly popular in the past few years. The movement involves using more ethically produced materials to make clothing, shoes and accessories, as well as altering the distribution process to make it more environmentally friendly. Doing research on brands and their commitment to sustainability before purchasing from them is a good first step to take when trying to become more environmentally conscious.

An easy way to implement sustainable fashion into when shopping for clothing is by purchasing clothing from thrift stores, as opposed to traditional retail outlets. Secondhand items can even be purchased online through sites like thredUP. Buying items from physical and online thrift stores and secondhand shops reduces the carbon footprint because no energy or materials are being wasted in the process. Another way people can partake in sustainable fashion is by purchasing from sustainable fashion brands or stores that have sustainable fashion lines. Some sustainable fashion brands include Pact, Alternative Apparel, Patagonia, Chnge, Girlfriend Collective, and Lucy & Yak. Stores such as American Eagle and H&M have also recently introduced lines of clothing that are more ethically produced and made from recycled materials. The last way people can partake in sustainable fashion is buy renting clothes. Companies such as Rent the Runway and Nuuly are subscription-based services that allow customers to rent items for a period instead of purchasing and keeping them. This practice benefits the environment because it reduces the amount of textile waste in landfills. “Americans throw out anywhere from 60 to over 80 pounds of textile waste annually, and only about 10% of this makes it to thrift stores,” Erich Lawson stated in a Green and Prosperous blog article.

Although buying from fast fashion retailers is the easiest and sometimes cheapest route to take when it comes to shopping for clothing, it is damaging to the Earth. Implementing sustainable fashion practices into one’s lifestyle can be beneficial to not only the natural environment, but society as well. The sustainable fashion movement was developed with the future of the Earth and society in mind, now that is trendy!



Why Are Sustainable Products Important and How to Tell if Something is Truly Sustainable?

By Kessa Stydinger

According to the EPA, each person in the U.S produces almost 5 pounds of waste every year. This means that the U.S. alone is making over 267 million tons of trash per year. The first step in choosing a more environmentally friendly lifestyle is to follow the 5 Rs. These will guide you to live a more sustainable lifestyle and reduce the amount of waste you produce. Second, many products claim to be eco-friendly and aren't necessarily green. It takes a little research and knowledge to know if a product is truly keeping the environment in mind.

Good Housekeeping talked with environmental experts and conducted their own research to figure out how to be more sustainable and what products are actually eco-friendly.

First, bring your reusable bag with you when doing any kind of shopping. Plastic bags are an easy to replace single-use item and are way more durable.

Additionally, look for third party emblems that prove a company's commitment to being eco-friendly. Good Housekeeping recommends looking for EcoCert Cosmos to find organic cosmetic products, GreenGuard Certified for various products and a Fair-Trade Certified emblem for eco-friendly ingredients and foods.

Lastly, for cloth materials, such as bedding and clothes, first try to buy second hand if possible. Search your local thrift store for great finds before heading to the store and buying new products. Buying used materials is a great way to reuse something that you were otherwise going to buy full price and new.

After taking all these recommendations into consideration, try doing a little research and paying attention to clues to see if a product/organization is sustainable. Waste Advantage Magazine warns that many products will do something called "greenwashing". This is when a product, packaging or label is colored with green or earth tones to seem earth friendly.

Buyers should also look at the company's website or packaging and see what specific words they use to claim how green they are. Vague words, such as green, are hard to interpret and can mean many different things. Instead, look for specifics and specific details, such as made from 100% recycled materials.

Another way to figure out if a company has true sustainable intentions is to check the company's PR efforts and newsroom. They may highlight different efforts the company is working on to improve its sustainability and report any awards for its efforts. One last simple thing you can do is a Google search to see what the media is saying about the company's green efforts.

There are many easy and small ways to have a more sustainable lifestyle, it just takes practice and knowledge about how to incorporate this into your daily life. Many companies are making sustainability a large part of how they want to make a positive impact in their communities. By doing a simple search and watching what products you buy at the store, you can also make a positive impact on the planet and your community. Before you know it your waste consumption will be well below 5 pounds a day and you will be living a more sustainable lifestyle.

THE SEA SPOTLIGHT



What is Green Leaves?

It is an internal self-certification sustainability program. The goal is to facilitate the development of sustainable habits for faculty and staff members around Slippery Rock University. We try to engage different departments within Slippery Rock University to implement sustainable practices.

How it works

First the department chooses a Green Leader to track department's progress. The progress tracked through a points system. For each task completed the departments earn 1, 2, or 3 points. There is no pressure and it is always done at the leisure of the Green Leader. Suggestions and areas of improvement may be identified. After reaching a predetermined number of points departments will gain a leaf. Total number of points achievable is 109. Upon reaching the fourth leaf, departments will have completed the certification

Leaf 1: 25 points | Leaf 2: 50 points | Leaf 3: 80 points | Leaf 4: 95 points



Who can get involved?

All faculty, staff, and students can participate. Please encourage other departments to participate as well.

When?

There is no time restriction your Green Leader tracks the department's progress at their own pace. However, we think the sooner we start taking action to save our planet the better because sustainability is a lifelong commitment!

Why?

Participation creates more awareness around the importance of sustainability. It is a fun, environmentally friendly competition between departments and it shows that your effort to make a difference.

THIS MONTH'S Q&A SUSTAINABILITY TIP



Q: What can I do to minimize my impact on the environment?

A: Remember the five R's. Here are some examples:

- 1. Repurpose** - Shop for lightly used outdoor gear at garage sales, member buy-back and used online sites such as this one <https://www.rei.com/used>
- 2. Refuse** - To use if you can't reuse. Paper plates have zero recyclability. Instead opt to use ceramic plates, the overall impact on the environment is far less. Check this article out. <https://sciencing.com/environmental-effect-of-paper-plates-5478412.html>
- 3. Reuse** - Try to cut down on unsustainable packaging, instead use reusable water bottles and when heading to the grocery store bring your own bags.
- 4. Reduce** - Try switching to smart power strips. These power strip shut off the power to your electronics when they are not in use and eliminate the "Phantom Loads".
- 5. Recycle** - If you cannot reuse it or repurpose something, the only option may be to throw it away. But, before you head to the trash check to see if it can be recycled. Take a look at this web site. It gives a list of upcoming recycling events in our local area. <https://ecsr.net/recycling-center/>



Halloween is coming and we all want the perfect costume. The average American that celebrates the holiday spends nearly \$90.00 person on items such as costumes, candy, and decorations. Wow, that's a lot of money! Well, you don't have to break the bank in order to enjoy the holiday. This year consider making the holiday more sustainable for you and the Earth. This year instead of heading out to your local retail store to purchase your costume, instead go vintage. Contemplate hitting the local thrift stores or swapping one of your old costumes out. Did you know that the second Saturday of October is National Costume Swap day? Well, it is and that's the perfect day to get together with family and friends to make your trade.

Now that you have your costume picked out we need to focus on the decorations. You do not need to look any further than your local farmer's market. You can pick up pumpkins, mums, corn stalks, scare crows and so much more. If you did not find what you were looking for you can get crafty. Try making a witch out of an empty milk gallon jug, some paint, some googly eyes, and a black trash bag, and your imagination. Your home can be in the full swing of Halloween by evening.



In The Kitchen With the SEA

Now that you have carved your pumpkin for Halloween What are you going to do with all the slimy stuff you just pulled out of your pumpkin? In the spirit of the five R's we would like you to consider reducing your waste and

Roasted Pumpkin Seeds

Ingredients

- 1 ½ cups raw whole pumpkin seeds
- 2 teaspoons butter, melted
- 1 pinch salt

Directions

- **Step 1** Preheat oven to 300 degrees F (150 degrees C).
- **Step 2** Toss seeds in a bowl with the melted butter and salt. Spread the seeds in a single layer on a baking sheet and bake for about 45 minutes or until golden brown; stir occasionally.

Nutrition Facts

83.3 calories; protein 3g 6% DV; carbohydrates 8.6g 3% DV;

fat 4.5g 7% DV; cholesterol 3.6mg 1% DV; sodium 12.5mg 1% DV.

Upcoming Events

SEA Presents:

Sustainability: Plastic Alternative and Business Impacts

Did you know there is over 150 million metric tons of plastic just circulating in our oceans and over 8 million metric tons are added each year?

Do you want to help make a change?

Sustainable Enterprise Accelerator (SEA) will be having a social media week to talk about all the alternatives you can use including business impacts on sustainability

October 26– 30

*“When YOU put the whole picture together, **RECYCLING** is the **right** thing to do”*

ECS & R
Drop off Locations



Upcoming Recycling Events

Register today by clicking on the links below. Events are from 9 am until 1 pm unless otherwise stated below:

Oct 17: [Butler County](#)

Oct 24: [Cranberry](#)

Oct 24: [Pittsburgh East End](#)

Oct 24: [Westmoreland Cleanways](#)