

CRANBROOK

Sustainability at Cranbrook & Beyond Newsletter

Fall/Winter 2017

DIRECTOR'S NOTE: The 3P's of Sustainability - People, Planet, Profit



Norma Jean Evans

The 3 P's of sustainability are: People, Planet, Profit. The term "3P" refers to a business model developed to encourage social responsibility and sustainability among businesses worldwide. Organizations who adopt the 3P standards are generally referred to as a "triple bottom line," or TBL company.

In this edition, we are thrilled to share updates and stories about Cranbrook's "3P's", involving sustainable initiatives at Cranbrook and beyond.

P (People) | Cranbrook faculty, staff and students are sustaining relationships with each other and helping to sustain the lives of others through social responsibility and community engagement.

P (Planet) | We are collectively taking planet actions to sustain our environment through education, energy conservation and tips.

P (Profit) | We will continue to provide retirement and financial literacy information to help you attain your goals. In addition, we have shared the strides we are making towards conserving energy and reducing Cranbrook utility costs. You make the difference! Stay engaged! We encourage you to accept the challenge to continue to help improve both your personal and Cranbrook's triple bottom line: people, planet and profit.

All Things Sustainable,

Norma Jean Evans
Director of Sustainability & Business Services

The phrase "the triple bottom line" was first coined in 1994 by John Elkington, the founder of a British consultancy called Sustainability. His argument was that companies should be preparing three different (and quite separate) bottom lines.

One is the traditional measure of corporate profit—the "bottom line" of the profit and loss account. The second is the bottom line of a company's "people account"—a measure in some shape or form of how socially responsible an organization has been throughout its operations. The third is the bottom line of the company's "planet" account—a measure of how environmentally responsible it has been. The triple bottom line (TBL) thus consists of three Ps: profit, people and planet. It aims to measure the financial, social and environmental performance of the corporation over a period. *Only a company that produces a TBL is taking account of the full cost involved in doing business.*

Source: Idea, Triple Bottom Line- The Economist

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PEOPLE: SUSTAINING RELATIONSHIPS

We held our inaugural Cranconnections! One Cranbrook! Sustaining Relationships event on September 18, 2017. Our goal was to connect and in some cases, reconnect, new employees (less than 2 years of service) and key volunteers face to face with 18 internal and program support departments (CranPals). As the new employees visited each table, they could expand their knowledge of the Cranbrook Community, learn how to navigate Cranbrook departments and how we all connect and work in unison to make Cranbrook successful.



One of the objectives of Cranbrook Millennial Engagement Team (MET) is to engage Cranbrook millennials and business practices owners in innovative and sustainable business practice dialogues. While engaging with Human Resources Team members, Beth Beadle and Bryan Opalko, about onboarding new employees, the MET Team members recommended the Cranconnections Event idea. Kudos to the MET Team for successfully planning and executing the event in record breaking time. Special thanks to Gregory Wittkopp, Norma Jean Evans and Rod Spearin for the welcome and inspiring comments. Also, special thanks to our dynamic Events Team, Physical Plant, TASTE by Chartwells, Department Booth Leaders and Cranconnections logo designers Eric Franchy and Mike Narlock.



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CRANNECTIONS
One Cranbrook | *Sustaining Relationships*

Thank You to the 18 internal departments for their Teams participating and excellent Booth displays and information.

- Academy of Art/Library
- Accounting & Finance
- Art Museum
- Athletics (Upper School)
- Capital Projects
- Center for Collections & Research
- Development (Schools)
- Horizon Upward Bound
- House & Gardens
- Information Technology
- Institute of Science
- Physical Plant
- Schools Bookstore
- Sustainability & Business Services & Events
- TASTE by Chartwells
- Transportation (Schools)
- Wallace Ice Arena
- Williams Natatorium

PEOPLE: SUSTAINING RELATIONSHIPS

Sixty-seven (67) new and existing faculty, staff and key Volunteers (Cranbrook Schools Mothers & Dads Councils) participated in the Cranconnections Event.

Survey Results

What did you like about the event?

Learning the roles of other departments
-Sommer Brock, HUB Development

Meeting people-putting faces with names and learning who to contact
-Autumn DeGroot, Girls Middle School Faculty

Can learn so much and connect in a short time
-Jeff Zupanic, Dad's Club

Meeting people across departments
-Katja Thomakos, CIS Development

Meeting everyone
-Mary Twaddle, Accounting

How could the event be improved?

Open event to all employees*

*Based upon the feedback from our attendees, this pilot event was an overwhelming success. We plan to expand our next Cranconnections-Sustaining Relationships event to include all Cranbrook employees. Stay tuned for future dates.



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CRANNECTIONS
One Cranbrook | Sustaining Relationships

PEOPLE: SUSTAINING RELATIONSHIPS



Pictured from Left to Right: Eileen Savage, Wendy DeLaRosa, Lindsay Sebold, Rod Spearin, Norma Jean Evans, Sarah Schleicher, President Dominic DiMarco, Bryan Opalko, Ryan Pfeifer, Molly Tobiczkyk, Laura Carl, Weston Outlaw

President Dominic DiMarco Connecting, Listening and Mentoring Cranbrook Millennials

President Dom DiMarco connecting, listening and mentoring Cranbrook millennials was educational and empowering for both the President and the millennials. President DiMarco was invited to a Millennial Engagement Team (MET) meeting to share the Cranbrook vision, mission, strategic themes and some working together principles that helped him in his career.



The President exceeded the MET Team expectations! Not only did he impart the vision, mission and strategic themes in a way that allowed them to connect to One Plan, One Cranbrook; spoken like a true Mentor, he also shared principles and golden nuggets that helped him during his career. Most impressive was the 2-way listening and transparency displayed during the Q & A period. When asked the question how can this group help, President DiMarco responded, "You can help by staying here. Millennials are important to help us understand what is important to your generation. I like this group and I like what you are doing. We want you to grow here and we want you to stay here. I have a millennial daughter and I don't always understand her. This group can help us understand what is important to you career wise, training, benefits and how to spread the message to other people you work with." Kudos President DiMarco!

PEOPLE: SUSTAINING PEOPLE

When someone asks, "How are you?", have you ever responded, "Busy!"?

We've come to take pride in the rapid pace of our daily lives. Stress often accompanies busier lives, as does distraction. Eventually, we may feel too busy to stop and breathe.

Why not try mindfulness as an antidote?

People are talking more about mindfulness. Businesses around the world offer workshops, talks, and quiet spaces that encourage employees to learn about and develop their own mindful practices. Schools are utilizing mindfulness as a tool to support student learning. Major newspapers and periodicals continue to write about mindfulness.

The Mindfulness Committee, comprised of members throughout the Cranbrook Educational Community, has been working together for over a year to develop activities and resources for the entire community: faculty, staff, administrators and students. Last year, we presented "Mindfulness in April" that offered a Mindfulness 101 workshop, mindful meditations, mindfulness resources, and we brought "MeditationWorks" to campus. The committee is already planning for activities this year and welcomes your thoughts, ideas and input.

The Mindfulness Committee: Beth Beadle, Debra DeBose, Kim Drouillard, Kelly Lewis-Gump, Rita Norkiewicz, Bryan Opalko, Laurie Pullen, and Sarah Schleicher.

For additional information contact: Email Lauren Pullen at lpullen@cranbrook.edu.



PEOPLE: SUSTAINING OTHERS THROUGH COMMUNITY ENGAGEMENT

Brookside School Students Hold Loose Change Drive

Keith O'Connell, Brookside School Head was beaming with delight when he talked about how pleased he was with the Brookside School Students Loose Change Drive to support the American Red Cross Hurricane Relief Fund. While Brookside parent donations are always greatly appreciated, Brookside students were asked to give loose coins from their personal Piggy Banks and chores. The students exceeded their goal and raised \$2,122.07 dollars for the cause.



Cranbrook Girls' Middle School & Upper School Students Going Forth to Serve!

By Marjorie Olt Mertz, Cranbrook Girls' Middle School 7 Grade Science Teacher and Advisor, and Green Team Liaison

We have many opportunities centered around community service this year that are helping our students to become more aware of need within Cranbrook and the larger communities of Detroit, the US and the world. We raised money for hurricane victims after seventh grade science studied hurricanes on 9/8. The money we raised in school was matched by a very generous Girls' Middle School parent, so we contributed over \$1,500 in hurricane relief.

We also collected diapers of all sizes to support the Upper School initiative "Diapers in the D" for children in daycares in Detroit. Detroit is one of the few cities that does not have a diaper bank, so several Girls' Middle School alums who are now in the Upper School started an annual diaper drive several years ago to help provide diapers for children in need in Detroit. Ronni Ahlborn and Courtney Weaver, both CK '18, came to GMS on Friday 9/15 to speak to our students in an assembly and encouraged us to donate packages of diapers and the bin they dropped off has been filled and emptied several times. We collected over 1,200 diapers at our school alone! Our students were invited by Brookside to volunteer to assist with the Fall Festival on Sunday, 10/8. Also, both middle schools were offered an opportunity to work in the Forgotten Harvest Garden on Saturday, 10/7. Clearly, the message to the GMS students is to "go forth to serve!"

PEOPLE: SUSTAINING OTHERS THROUGH COMMUNITY ENGAGEMENT

Cranbrook Upper School Leaders, Students and Parents Ever Present Community Engagement

Cranbrook Upper School organized a fundraising Volleyball match between the Soccer and Football Teams to generate disaster relief funds and parents continue to promote and supply drives and other community engagement initiatives. Carla Young, Director, Cranbrook Schools Office of Community & Multicultural Programs was instrumental in spearheading the Cranbrook community coming together in response to the Flint Water Crisis which continues to need attention and support. As we look for direction responding to the series of natural disasters of recent weeks, Carla and her assistant (Debra DeBose) offered ideas. We thank and applaud Carla for passionately promoting and encouraging the community to support those in need, including the many Cranbrook families who have lost property and may be experiencing displaced or otherwise affected loved ones, knowing that everything helps and every gesture is appreciated. Below is a link of some of her suggestions for individual or group action taken from the VOX full list:

<https://www.vox.com/policy-and-politics/2017/9/20/16338698/donate-hurricane-earthquake-relief-recovery>.

Kudos and thank you Carla for your passion and continued support of community engagement.



Office of Sustainability & Business Services Team Members pictured left to right: Molly Tobiczky, Wendy DeLaRosa, Missy Coulter, Rhonda Reed and Norma Jean Evans. Also pictured, Allison Mitchell (Chartwells) and Angela Aufdemberge (Vista Maria CEO)

Office of Sustainability & Business Services Dolls for the Cause!

Contributing Writer, Missy Coulter, Business Services

The Office of Sustainability & Business Services Team members attended the annual Vista Maria Dolly Drive held at the Royal Oak Music Theatre on August 23rd. The exciting event benefited Vista Maria's foster care, human trafficking, and residential treatment programs. We were asked to bring a new doll, stuffed animal or action figure to help provide continuing support for the vital programs. It was a very memorable and team building evening for all of us. We were honored to attend and give to such a worthy cause.

The Better They Read! The Better Their Lives

Norma Jean Evans, Cranbrook Director of Sustainability is Co-Creator of The Better You Read: The Better Your Life Rotary Literacy Program that services approximately 221 Owen Elementary School students in grades 1 through 4.

If you are interested in volunteering to serve as a Guest Reader or donate books, email Norma at nevans@cranbrook.edu.





Saarinen House aglow with LED bulbs inside and out, February 2017.
Photograph by James Haefner, courtesy of Cranbrook Center for Collections and Research.

LED LIGHTS IN SAARINEN HOUSE

by Kevin Adkisson, Center for Collections and Research Fellow

In January 2014, there was a crisis among fans of incandescent light bulbs when the Energy Independence and Security Act of 2007 went into effect, banning the manufacture of incandescent 40- and 60-watt light bulbs. Many house museums were in a tizzy—no one wants to see a distracting, spiraling fluorescent light bulb in a period room. Some purchased large stocks of traditional incandescent bulbs to use in their historic fixtures with exposed bulbs.

The feared depletion of our national stock of aesthetically pleasing light bulbs didn't happen (there were lots of loopholes and legal challenges), but one intent of the ban—to force the lighting industry to make more efficient bulbs—was realized. Impossible just a few years ago, today there are energy efficient LED light bulbs that are completely satisfactory for use in exposed-bulb situations. After decades of using incandescent lighting, the Cranbrook Center for Collections and Research has switched Saarinen House and parts of Cranbrook House over to LED.

LED (light-emitting diode) bulbs are most praised for their energy savings, but being such an aesthetically minded place as Cranbrook, we have a few more concerns than the utility bill for our lighting.

PLANET ACTIONS

First is the color. When I told a coworker that I was about to change the lightbulbs in George Booth's Country Office in Cranbrook House to LED light bulbs, she was crestfallen. "They're so blue and cold!" she lamented, something a lot of people fear with LED. It's true, early LEDs were very blue and a far cry from the incandescent bulbs most people are used to (and prefer). But technology has changed, and now we have a range of light warmth to choose from. The spectrum of warmth is measured in kelvins, and incandescent bulbs are around 2400 K, while fluorescent tubes are 5000 K, and sunlight is 7000 K and up. We've chosen 2550 K bulbs for Cranbrook. As far as wattage goes, the lighting industry labels LEDs with their watt equivalents to incandescent. I used 25-watt incandescent-equivalent bulbs in the Country Office that uses just 4 watts of power (and last 13+ years).



Maintaining the visual warmth of Saari House was vital; we wouldn't have gone LED if it altered the aesthetic. Photograph by James Haefner, courtesy of Cranbrook Center for Collections and Research.



From left: Incandescent bulb removed from Saari House fixtures; clear-style LED bulb used in exposed fixtures; LED bulb used in covered fixtures

The next concern revolved around the look of the bulbs. You may be familiar with the energy efficient compact fluorescent bulb (CFLs) that have a spiral-type bulb—I don't think anyone would want those in a chandelier. Early LEDs were bulkier than standard incandescent bulbs because of the need for large conductors within the bulb to reduce heat gain, usually in the form a large white base between the glass and the screw threads. Today, you can buy a LED bulb in practically any shape or style with an internal conductor. The main difference between the LEDs we chose and the incandescent bulbs: when the bulb is off, the LED is a visible golden strip instead of a tiny metal filament, so you see a small yellow marking in the center of the bulb.

Beyond aesthetics and energy savings, there is the cost of the bulb itself. LEDs are getting constantly cheaper, but there's a fairly big difference between the cheapest LEDs and the prettiest ones. Here at Cranbrook, when a bulb is not visible (for example, hidden by a solid lampshade), we've used cheaper LEDs in the same temperature and wattage as the fully clear bulbs we put in chandeliers and exposed fixtures. Either way, the energy savings should offset the costs within just a few years.

By switching to LED, we're doing our part to help realize Cranbrook's dedication to the environment laid out in the Cranbrook Educational Community's most recent Strategic Plan; it states that "we commit to the well-being of future generations through our actions and behaviors." Energy conservation is one simple way we've done this!

Special thanks to Associate Registrar for the Center Leslie S. Mio for leading the LED Lightbulb conversion.

PLANET ACTIONS

Cranbrook Institute of Science Hosts 15th Annual Oakland Rouge River Water Festival

By Michele Arquette-Palmero, Head of the Freshwater Forum and Cranbrook Institute of Science and Green Team Liaison



In September 2017, the Freshwater Forum at Cranbrook Institute of Science hosted the

15th Annual Oakland Rouge River Water Festival. Presented in conjunction with Oakland County Water Resources Commissioner's Office, the River Rouge Water Festival is an annual event held at Cranbrook Institute of Science designed to teach children about caring for fresh water. Fourth and fifth grade classes from the Oakland County portion of the Rouge River watershed are invited to attend at no charge through the support of Pure Oakland Water. Presenters donate their time to offer educational presentations that teach all aspects of water science from safety, pollution, prevention, wildlife, and water quality. Each class visits four different stations while at the festival. This year the festival served 58 teachers and their students (1,689) over the course of the 4-day event. Thirty different organizations contributed their time and talents presenting an outstanding selection of programs.

Wendy's Sustainable Tips for Fall

By Wendy DeLaRosa

- To keep heat in and save energy as the weather gets colder, use shutters, weather stripping or insulated drapes on windows.
- Sustain yourself and the environment. Get more exercise and clean up the yard in a pollution free way. Put away the power tools and use rakes for leaves and manual shears for trimming bushes. You'll benefit and reduce both air and noise pollution.
- As the weather cools and we spend more time indoors, try a chemical free cleaner using Essential Oils as a disinfectant. Opt for pure lemon, tea tree and lavender oils. Just add about 40 drops of essential oil to a spray bottle filled with equal parts water and vinegar for a refreshing and disinfecting cleaner.
- Free up landfill space while nourishing your outdoor plants. Compost any weeds, vegetables that have stopped fruiting, and decaying leaves that have accumulated in your planting beds.

Leave Composting to the Leaves

By Eric Franchy, Cranbrook House & Gardens
PR Coordinator & Green Team Member

Did you know that leaves can make for some of the best fertilizer? The leaves must be shredded (consider using a shredder or even a lawn mower) or small (locus size) to compost by the following year. Instead of having your leaves blown during fall clean-up, please consider collecting small/ground leaves and using them as compost in your garden beds (a practice used at Cranbrook House & Gardens) - this is an excellent way to support the continued beautification and sustainability of your gardens!



PROFIT: YOU MAKE THE DIFFERENCE

Cranbrook Retirement Program Changes

By Beth Beadle, Director Human Resources



Rod Spearin, Cranbrook Chief Operating Officer

Rod Spearin, Cranbrook Chief Operating Officer (COO) recently introduced the transition to TIAA as a single recordkeeper and changes to the Retirement Program at employee meetings. It has been Rod's objective since he joined Cranbrook to increase employee engagement in the Retirement Program.

Rod's remarks included: "I heard a number of times that we could achieve a more efficient, cost effective, and easier to understand Retirement Plan by consolidating to a single record keeper. This advice, along with the changing regulatory climate for Retirement Plan's, led us to work with SHA retirement plan advisors, and ultimately to select TIAA as our single record keeper. Cranbrook is pleased to offer a Retirement Plan that gives you the investment options, services and tools you need to pursue your retirement savings goals."

In moving to TIAA as our single record keeper, employees have a new opportunity to refocus on and engage with one of the most important benefits offered by Cranbrook, the Retirement Program. During this transition, many employees have attended group and individual sessions, but this is just the beginning. TIAA will be on campus every month for meetings, additional retirement education programs are planned, and new tools will be made available that will help us to operate a more transparent and efficient Retirement Program (lower costs for the plan means lower cost for each of us as participants).

And to help meet their retirement goals, employees can select either an asset allocation that they adjust periodically, a "set and forget" plan with a Lifecycle Fund, or allow TIAA to automatically rebalance by using the Portfolio Manager for an additional fee. Beth Beadle, Director Human Resources says, "we expect that increasing understanding and engagement will result in better retirement outcomes for Cranbrook employees."

Special Thanks to Beth Beadle, Theresa Robinson and the Human Resources Team for your continued support and assistance.

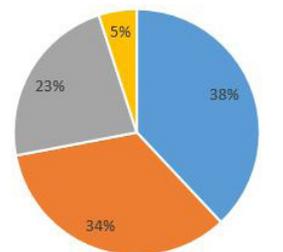
The Challenge: Regardless of your age, get engaged! You make the difference!

Cranbrook's Annual Energy Usage

Total Utility Cost (Including waste, hauling and recycling)

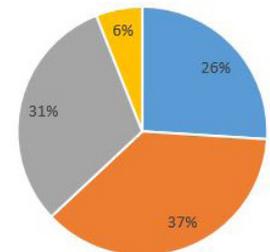
2011-12	2016-17
\$3.4 million per year	\$2.8 million per year
18% of total non-program expenses for the community	13% of total non-program expenses for the community
Targeted reduction in utility usage = 10%	Actual reduction in utility usage of 5% achieved to date
Targeted reduction in cost = \$300,000 each year	Actual reduction in cost = \$600,000 annual cost savings.

Utility Cost Breakdown (FY 2011-12)



■ Natural Gas ■ Electricity ■ Water ■ Trash

Utility Cost Breakdown (FY 2016-17)



■ Natural Gas ■ Electricity ■ Water ■ Trash

Q. HOW CAN YOU HELP US MAKE A DIFFERENCE?

A. TAKE THE SUSTAINABLE YOU 3P CHALLENGE

SEE PAGES 12-17



TAKE THE CHALLENGE

How Can You Make a Difference? Take the "Sustainable You 3P" Challenge!

CHALLENGE - PEOPLE SUSTAINING OTHERS

- Make a CranPAL connection with a Cranbrook employee you have spoken to but have never met face to face.
- Consider giving your time, talent or treasure to a cause of your choice.

CHALLENGE - PLANET ACTIONS

- Take the Quiz: Are You Recycling the Right Way? (see page 13)
- Review the Guide to Cranbrook Recycling. (see page 15)
- Learn how you can give your Amazon box new life. (see page 16)

CHALLENGE - PROFIT: YOU MAKE THE DIFFERENCE

- Review the Ways to Conserve Electricity & Increase Savings. (see page 17)
- Cranbrook Retirement Plan (TIAA) -Meet with a TIAA Counselor to review your plan.



Image by Pr2is, Dreamstime.com



TAKE THE CHALLENGE: PLANET ACTION

□ **Quiz: Are You Recycling the Right Way?**

Earth Day is April 22, and the entire month is dedicated to spreading education about how to be friendlier to the environment. Michigan's natural beauty is part of what makes it such a wonderful place to live, so this is the perfect time to check in and make sure you're doing what you can to reduce, reuse, recycle and help keep our planet and our state as healthy as possible. One of the simplest ways to do that is recycling as much as you can—it preserves natural resources while keeping reusable items out of landfills. But as simple as recycling might sound, there's a lot of confusion swirling around about the right and wrong way to do it. Not sure if you're following the rules properly? No problem! Take this quick quiz to help you test your recycling know-how (and check your local county rules for specifics based on where you live):

Q: True or False: There's no need to rinse food or residue out of containers before recycling them.

A: False.

Since residue can't be separated out during the recycling process, recycling something with food bits, grease and other remnants on it is no good. You don't need to get everything spotless, but be sure to give containers a good rinse under the faucet before putting them in your recycling bin.

Q: How many different numbered plastic types are there?

A: 7

Plastic comes in different forms so it can be used in shopping bags, egg cartons, shampoo bottles and more. And all of the different variations of plastic are labeled (check the bottom of the container for a number). Some kinds of plastic can be left in your curbside bin while others need to go to a designated recycling center. See a more detailed breakdown of the different types of recyclable plastics on page 11 of the Michigan Department of Environmental Quality Recycling guide.

http://www.michigan.gov/documents/deq/DEQ_Recycling101_web_511597_7.pdf

Q: Which of the following household items can be recycled through a curbside recycling service?

- A: Microwaves
- B: Batteries
- C: Light bulbs
- D: Printer cartridges
- E: None of the above

A: E: None of the above.

For safety reasons, you can't recycle any of those items through your local curbside service. But don't put them in your garbage, either! Just locate a safe recycling center and you can drop these items off so they get recycled properly.

Q: True or False: When you're done with a pizza, put the entire box in the recycling.

A: False.

Even though most pizza boxes say you can recycle them, the food and grease that remains can complicate the recycling process. There is a simple fix, though: Just cut the bottom of the box off (or any other parts



TAKE THE CHALLENGE: PLANET ACTION

covered in grease or leftover food) and recycle the rest.

Q: True or False: For the sake of space, it's ok to package recyclables of different materials inside of each other. For example, nesting a plastic jar inside a tin can.

A: False.

Recycling centers aren't able to separate these items by hand. That said, you can nest similar materials together, like cardboard in cardboard or metal in metal.

Q: In addition to recycling glass, metal and plastic, you can recycle organic material through composting. Which of the following foods are NOT good for a compost pile?

Fruits and veggies such as apples, oranges, broccoli and lettuce

Dairy products like cheese, butter, yogurt and cream

Grains such as rice, barley and bread

Beverage-related waste like coffee grounds, tea bags and paper coffee filters

A: Dairy products.

Because dairy tends to attract odors and doesn't break down as quickly as other organic waste, cheese, yogurt and cream aren't a great fit for compost piles. You also might not want to compost meat, bones, skin and fish—proteins like those can attract maggots and smell rancid.

Source: A Healthier Michigan, April 5, 2016

Photo Credit: Steve Snodgrass



TAKE THE CHALLENGE: PLANET ACTION

□ GUIDE TO CRANBROOK RECYCLING

"WE" DO RECYCLE (ACCEPTABLE) PUT IN RECYCLE BINS

Fiber

- Cardboard
- Office Paper
- Junk Mail
- Catalog's & Printer's Mix
- Newspaper & Magazines
- Shredded Paper (bagged)
- Books/Phone Books
- Envelopes/File folders
- Box Board (Cereal Boxes, etc.)

Containers

- All Plastic Beverage Bottles & Jars
- All Plastic Bottles & Jars
- Tin Cans and Aluminum Cans

"WE" DO NOT RECYCLE (UNACCEPTABLE) PUT IN TRASH CANS

- Glass & Styrofoam
- Aluminum Foil
- Floor Sweepings
- Food Waste/Wrappers
- Stickers & Wax Paper
- Photographs and Laminating Film
- Tissue and Toilet Paper
- Ceramic Tile

METALS AND WOOD

- Use specially marked containers located in the 19 Valley Way "Boneyard". Wood must not be painted, must not be wolmanized and free of nails or metal bracing.

**For additional bins, contact Physical
Plant at 248.645.3123**

**For Recycling Program questions,
contact the Sustainability Office at
248.645.3288**





TAKE THE CHALLENGE: PROFIT

□ Give Your Amazon Box New Life

Amazon and Give Back Box® are working together to make donating easier for you. Using Give Back Box® you can donate items you no longer need to charity with ease and bring new life to your empty Amazon box. It's as easy as 1, 2, 3:

1. Open Your Box: Unpack your merchandise from your Amazon shipping box.
2. Pack Your Box: Fill the box with usable clothing, accessories and household goods you no longer need and print your free shipping label from GiveBackBox.com.
3. Send Your Box: Let UPS or the U.S. Postal Service (USPS) deliver your box of donations for you.

Donations go directly to your nearest participating charitable organization using a free shipping label and empty Amazon (or other) box. Your donation helps support employment placement, job training and other community-based services to create strong families and communities.

Go directly to [GiveBackBox.com](https://www.givebackbox.com).

*MBSS d/b/a Give Back Box does not plan, manage, advise, consult, or prepare materials for or with respect to any charitable solicitation. Give Back Box does not act in the capacity of a professional fundraiser and does not solicit donations for any organization.

Source: <https://www.amazon.com/p/feature/xde6cauvfp66o2>





TAKE THE CHALLENGE: PROFIT

□ Ways to Conserve Electricity & Increase Savings

by Wendy DeLaRosa

- If you haven't done so already, a place everyone can start using less energy and save money is by replacing incandescent bulbs with compact fluorescent lightbulbs (CFLs). CFLs use about 75 percent less energy and last up to 10 times longer than incandescent bulbs. According to Energy Star, this can save you up to \$35 in electric costs over the lifetime of each bulb. Try switching to CFLs in the five most frequently used light fixtures in your house and the savings will add up.



- Look for the Energy Star label when you shop for appliances. Specific energy-efficiency guidelines must be met to earn the label. You don't have to replace everything to see a savings. Just replacing an eight-year-old refrigerator with a new Energy Star model can save \$110 a year or more in electricity.



- According to the Department of Energy, 75% of the electrical use by home electronics and appliances occurs when they're turned off. These devices suck electricity continuously while plugged in costing you an extra \$100 each year. To prevent this, unplug your electronics when you won't need them or plug them into a power strip, then turn off the strip.



- To only pay for light when you need it and avoid lighting a room no one is using, install motion sensors to automatically turn lights on and off so you only pay for light when you need it. Using motion sensors can save you \$100 per year in electricity costs.

GOT SUGGESTIONS? WE WANT TO HEAR FROM YOU!

Suggestions for Cranbrook Sustainability and Newsletter ideas, email us at sustainability@cranbrook.edu

The Cranbrook Sustainability Newsletter is published for Cranbrook Educational Community.

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Director, Sustainability & Business Services

Wendy DeLaRosa, Contributing Writer, Editing & Design Assistant

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