

Sonia Marcus

University of North Carolina at Asheville



Sonia Marcus currently leads strategic sustainability efforts as UNC Asheville's first director of sustainability. From 2003 through 2011, she led Ohio University's Office of Sustainability, the first of its kind at any public institution of higher education in the state. Marcus holds a B.A. in Psychology from Stanford University and a Masters in Communication & Development Studies from Ohio University. She also serves as the Chair of the City of Asheville's Sustainability Advisory Committee and a board member for Shareable, an award-winning nonprofit news, action, and connection hub for the sharing economy.

shareable u



sonia marcus director of sustainability
smarcus@unca.edu 828.251.6627



By University of North Carolina Asheville, used with permission

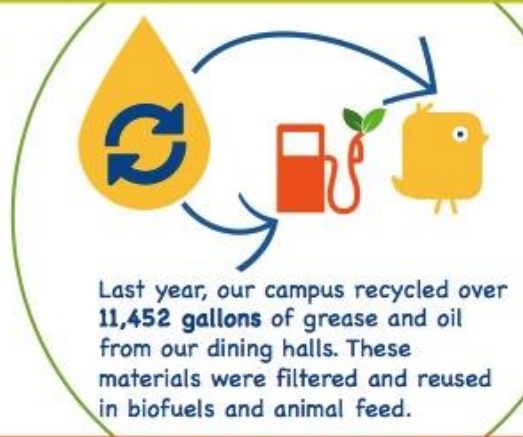
Waste Reduction at UNC Asheville

COMPOST!
 In the 2013-2014 school year, UNC Asheville composted 98 tons of food waste.

This offset carbon emissions equivalent to 12 acres of tree planting.



90% of students reported a better understanding of recycling after living in UNC Asheville residence halls



Last year, our campus recycled over **11,452 gallons** of grease and oil from our dining halls. These materials were filtered and reused in biofuels and animal feed.

2014 Waste Stream Analysis: Ramsey Library



65% of materials in trash were compostable



14% of materials in trash were recyclable



21% of materials in trash were actual trash

In the Spring 2015 semester, UNC Asheville collected an average of 11.8 tons of all-in-one recyclables every month.



That means, every month, we collected bottles, cans, cardboard, and paper weighing as much as two adult elephants!

Do Your Part!


 Choose reusable containers

Print double-sided



 Sort your waste

Spread the word




50%



0%

100%



"Library, Hermitage of St Bernardine, Stroud, NSW" by Christopher John SSF is licensed under CC BY 2.0



"Untitled" by tpsdave is licensed under Public Domain CC0



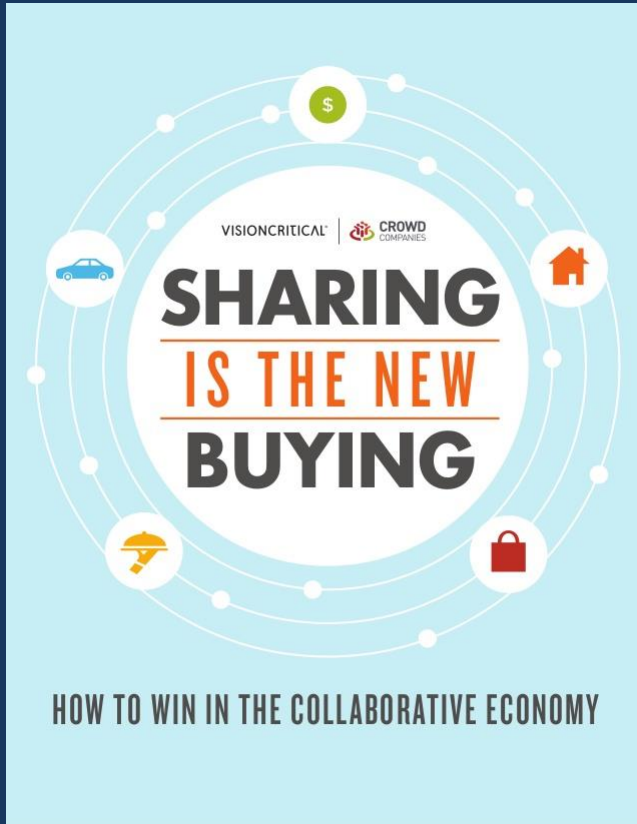
"Forest Floor" by Aaron Carlson is licensed under CC BY-SA 2.0

What would our campuses look like if we started sharing more than library books?

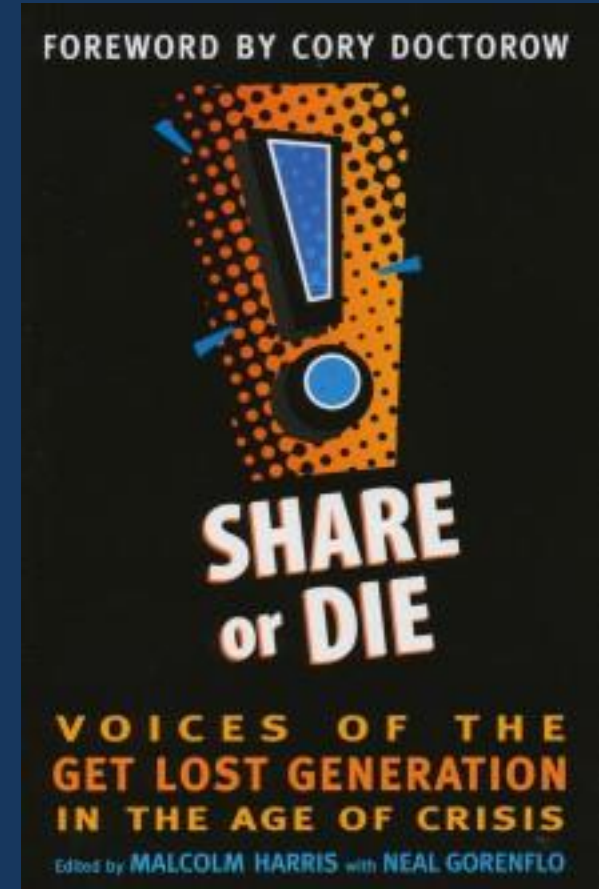
What would a radical approach to sharing bring?

Sharing is what sustainability is all about.





*Sharing is the New Buying:
How to Win in the
Collaborative Economy* from
Jeremiah Owyang (2014).
Available free online.



*Share or Die: Voices of the Get
Lost Generation in the Age of
Crisis* (2014). Available free
online.



Lamberton, Cait Poynor, and Randall L. Rose. "When is ours better than mine? A framework for understanding and altering participation in commercial sharing systems." *Journal of Marketing* 76.4 (2012): 109-125.



SHaReABLE

Stuff
sharing

Food
sharing

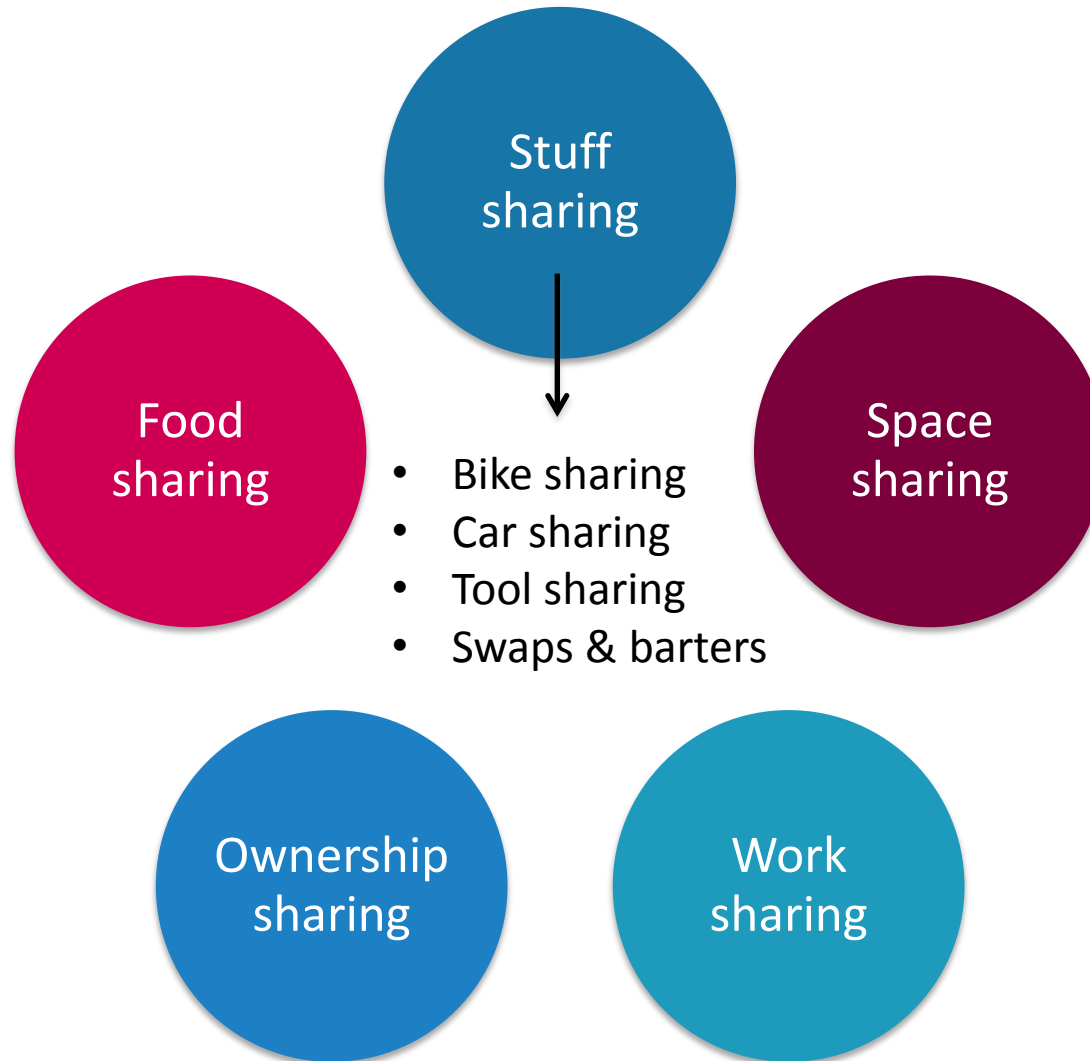
Space
sharing

Ownership
sharing

Work
sharing

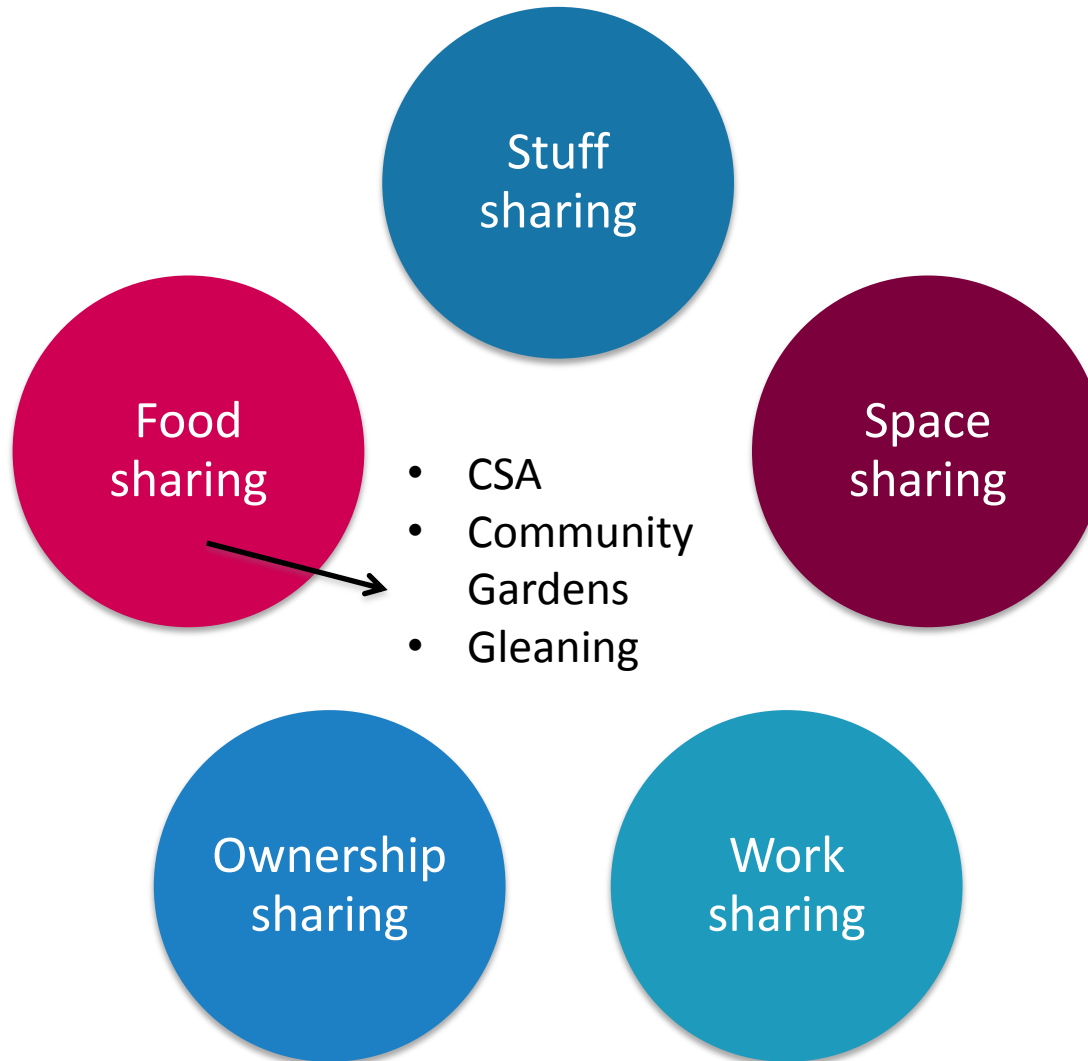


SHaReABLE



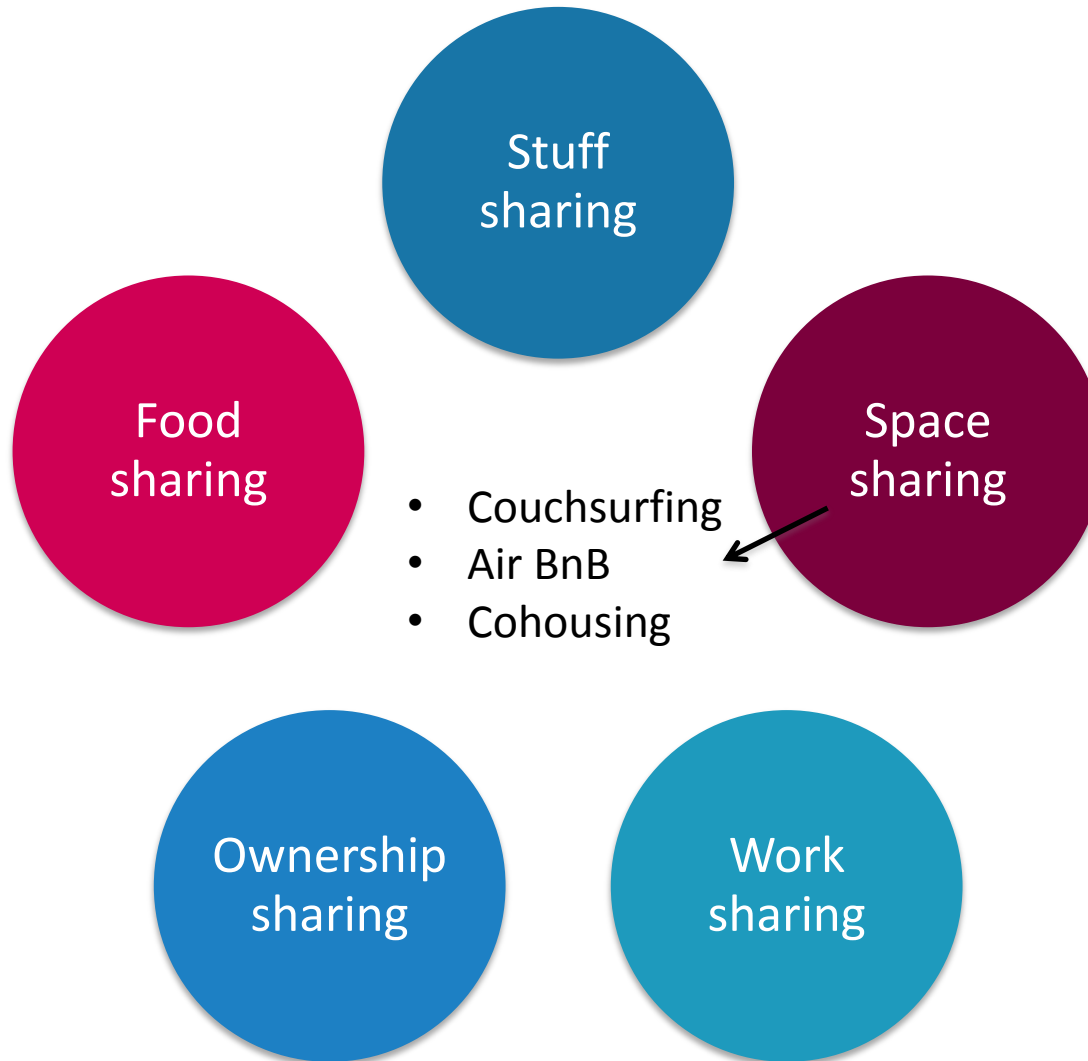


SHaReABLE



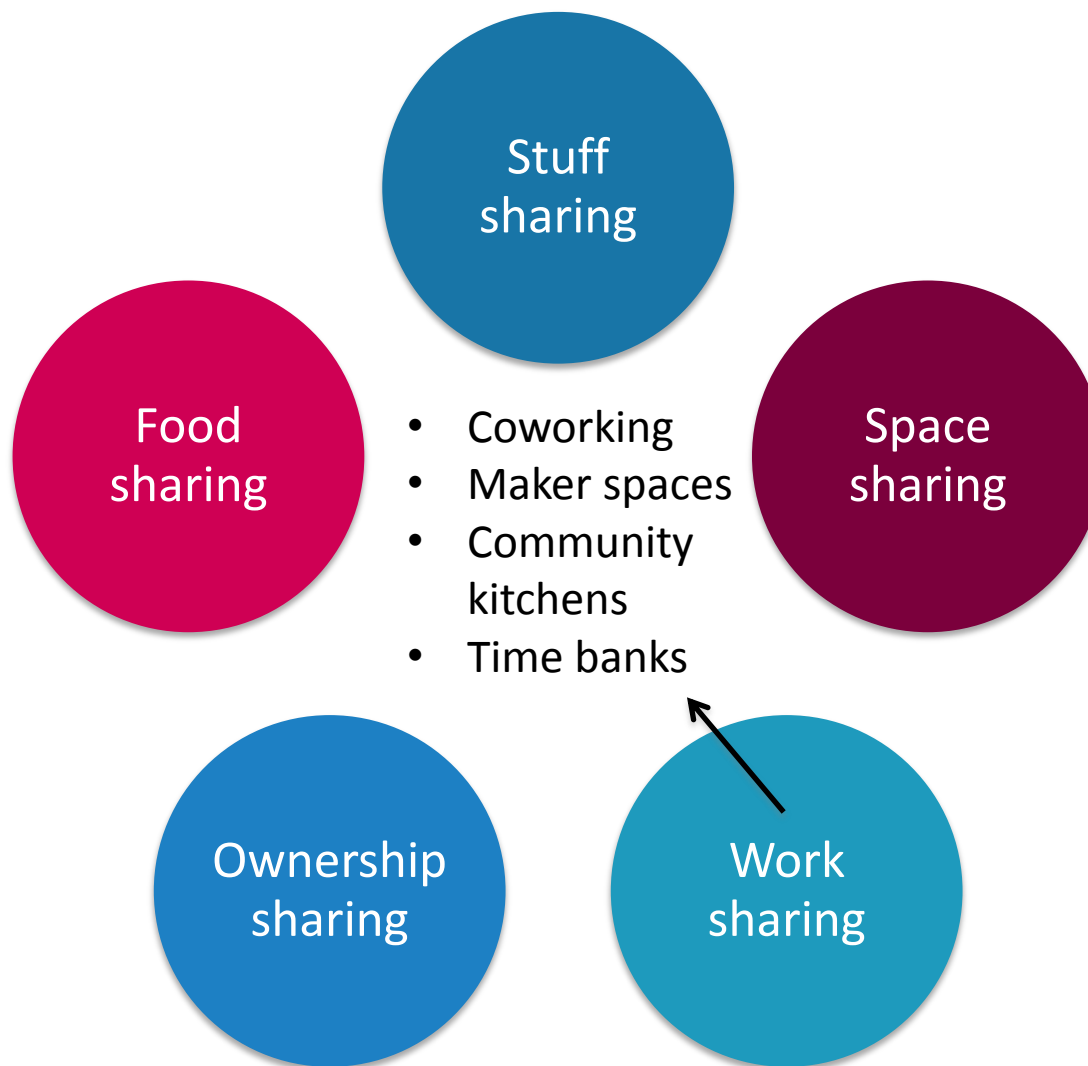


SHaReABLE



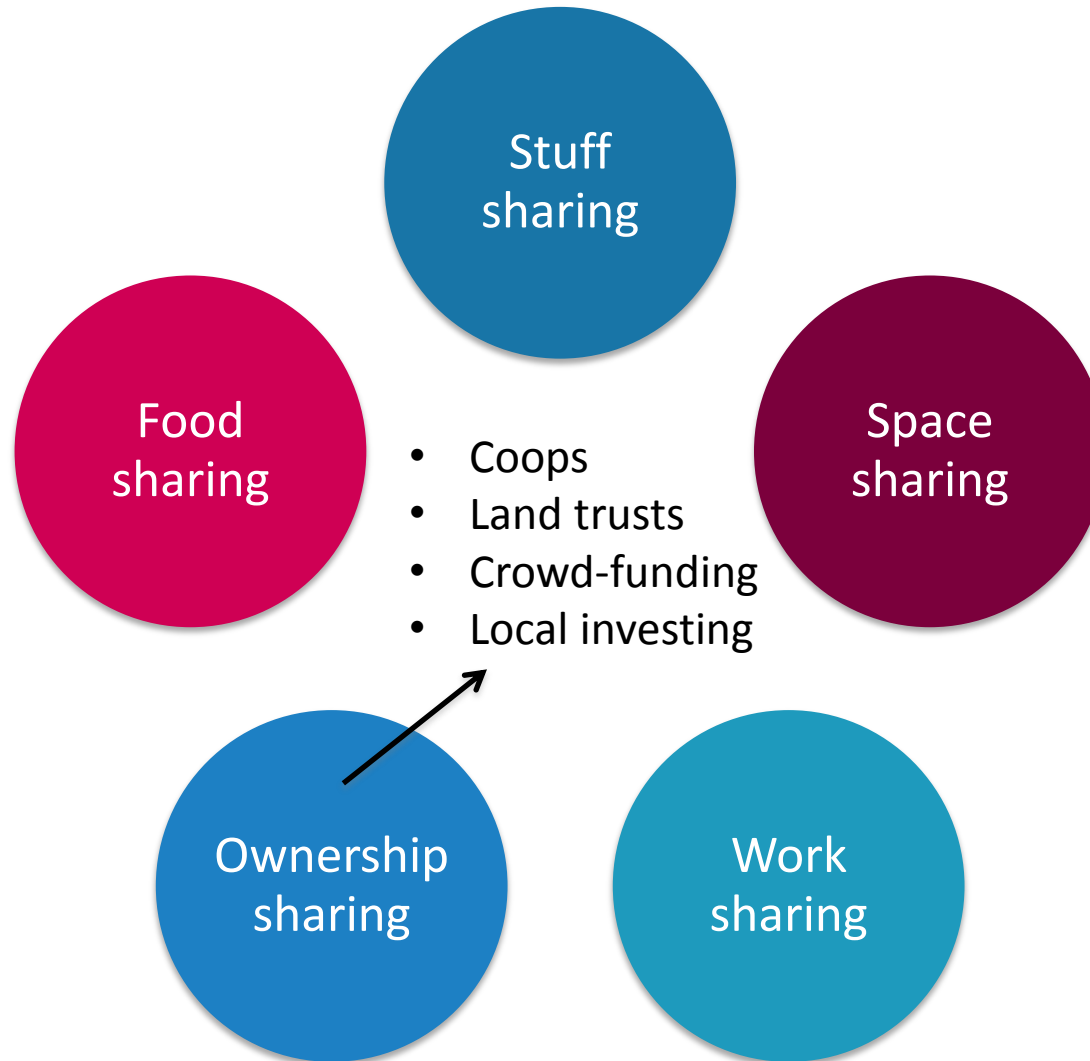


SHaReABLE





SHaReABLE



More **quality**...

More **value**...

for more critters!

(with less stuff!)

Vehicle and Ride Sharing



Vehicle and Ride Sharing



University-hosted Coworking



Cooperative Housing



Cooperative Housing



the  co.space

Student-Run Food Coops



Student-Run Food Coops



Waste to Value



Welcome to UNC Asheville's

FreeStore

brought to you by



Waste to Value



Welcome to UNC Asheville's

FreeStore

brought to you by



www.campuswall.com
campus wall

tradeopal.com
trade with friends

Waste to Value: UNC Asheville



You Can't Buy Happiness, an anti Black Friday Tool Kit

Created in Collaboration with members of the UNC Asheville branch of the International Socialist Organization, the [UNC Asheville Student Environmental Center](#), The [UNCA Divestment Coalition](#), and the Asheville chapter of [Food Not Bombs](#).

It seems as if every year more and more people are being trampled to death by the stampedes of consumers attempting to find the best deal. This year step away from the corporate holiday and spend time with the people around you, or yourself...



Waste to Value: UNC Asheville



Waste to Value: UNC Asheville



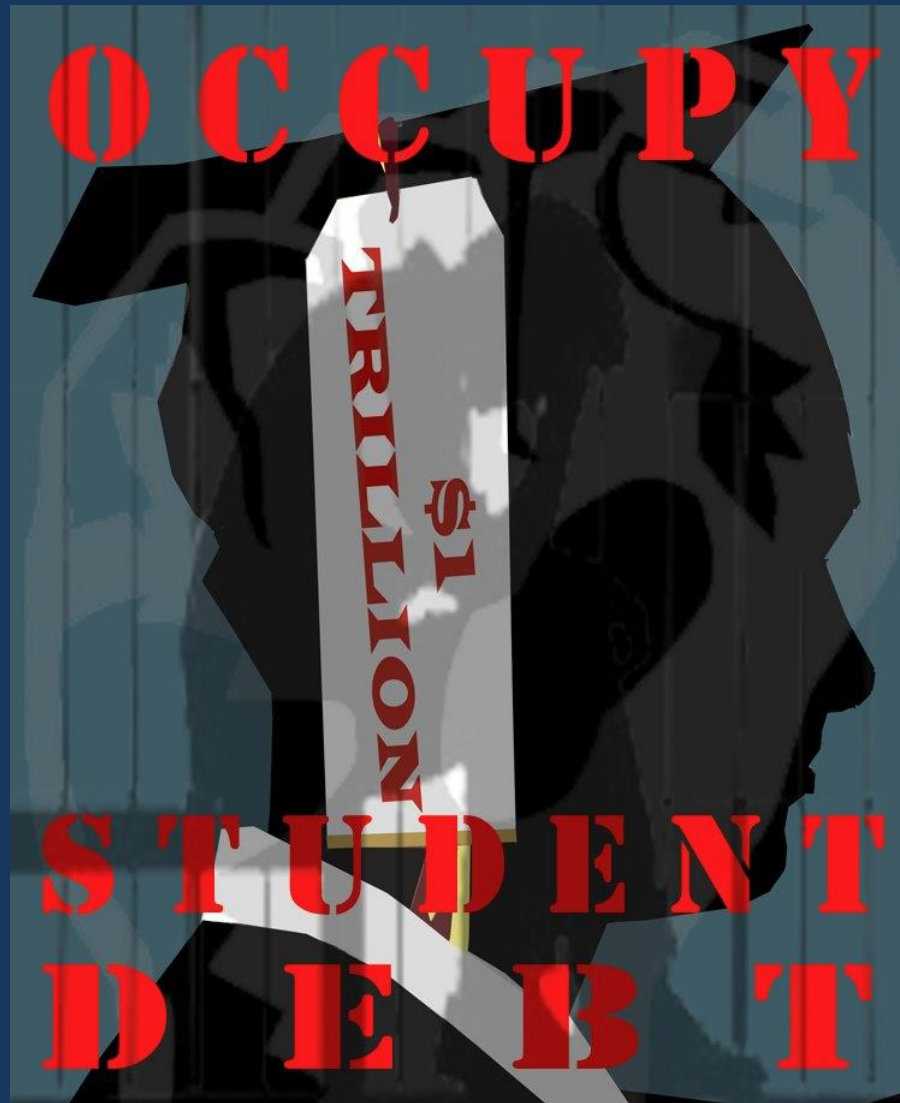
From December 2014- October 1, 2015
4135 meals have been recovered from
restaurants and caterers in Asheville.

From August 24, 2015- October 1, 2015
additional 3000 meals have been rec
from UNC Asheville.

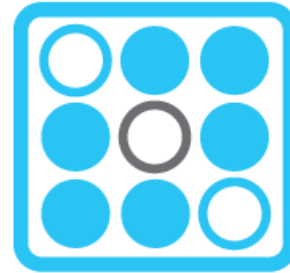
TOTAL MEALS redistributed in 10 m
7000+ m



Shareable Campus: Next Gen



Shareable Campus: Next Gen



SoFi

CommonBond



Shareable Campus: Next Gen



"Randy Schenkman" by Embassy of Sweden is licensed under CC BY-ND 2.0)

UDACITY

courseera



KHAN
ACADEMY



USQ UNIVERSITY OF
AUSTRALIA SOUTHERN QUEENSLAND

udemy

edX



thank you!