



Environmental Stewardship Council Meeting

Thursday, January 23, 2014

3:30 p.m.

Merkert-Tracy 250/251

MINUTES

Attendees: Lauren Amundson, Craig Binney, Kaylie Bissonnette '14, Deb Carpenter, Nicole Casper, Jessa Gagne, Jennifer Heine, Devin Ingersoll '14, Shayla Jordan, Bob MacEachern, Bridget Meigs, Sue Mooney, Paul Ricci, Cheryl Schnitzer, Kelly Treseler, Maura Tyrrell, and Zuri.

Also present from Juniperks: Rick Gallagher and Mike Johnson

The meeting began at 3:30 p.m. and was chaired by Prof. Susan Mooney.

1. Meeting minutes for December 5th were approved.
2. Juniperks Presentation – Rick Gallagher and Mike Johnson of Juniperks (www.juniperks.com) discussed their company's objective to promote sustainability on campuses by *getting students to change their behavior*. Their company provides a daily challenge via email, which students can choose to accept or not. Individual challenges completed (points earned) are recorded in each member's profile. The actual daily challenges are created by recent college graduates who are professional writers. Sustainable-related prizes are awarded for participation.

College-wide participation statistics are provided in addition to other colleges' total points to promote further competition, on and off campus.

An additional benefit is that points can be added to individual profiles for winning a Stonehill contest such as the Stop the Drop campaign.

The company started up out of the Cambridge Innovation Center about a year ago with 6 marketing interns reaching out to area universities. They now have over 100 individual members worldwide and have contracts with approximately 8 colleges. Similar programs exist; however, they are mostly pledge-based, while these are action-based. Also, others mainly focus on facility-related initiatives, which accounts for only about 20% of a campus's carbon footprint. Uniquely, Juniperks also focuses on health & wellness, cultural, and social initiatives, in hopes of building good global citizens.


The service is free but a premium version, still in development, will allow for customizable challenges and competitions with other groups, i.e., dorm vs. dorm, sororities, sports teams, etc.

Juniperks' income is generated from marketing on their site (co-sponsors of daily challenges and prize providers).


All in attendance thought it was a fun and unique idea for our students, with no down side. There is no large commitment on Stonehill's part to join. Rick & Mike will work with Kelly to coordinate signing up and scheduling an official kick-off.

3. Green Fund Update – Jessa explained that there is approximately \$6,000 remaining in the Green Fund. The Stop the Drop winners have not chosen their prize yet, which will be purchased with Green Fund money. Devin mentioned her plans to attend a Real Food conference in Boston next month which could also be funded. Additionally, the Green Fund will be used for purchasing bicycles for the new Bikeshare program.





4. Other Business

-  Jessa will be distributing last year's Sustainability Plan requesting assistance from various areas of the college for updates.

5. Upcoming Events

-  The next Green Execs Committee meeting will be held on January 27th at 12:30 to discuss ongoing projects, the Sustainability Fair and upcoming Earth Day events.

6. Future Agenda Items

-  Green To-Go Containers – Greg/David
-  Real Food Challenge's impact on meal plan pricing – David
-  Update on Print Release Stations - Tom
-  Upcoming Events

The meeting concluded at 4:15 p.m.

Next Meeting: Thursday, February 27th at 3:30 in Merkert-Tracy 250/251