

Green Team Quarterly Meeting

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WAKE FOREST
UNIVERSITY

Introduce yourself...

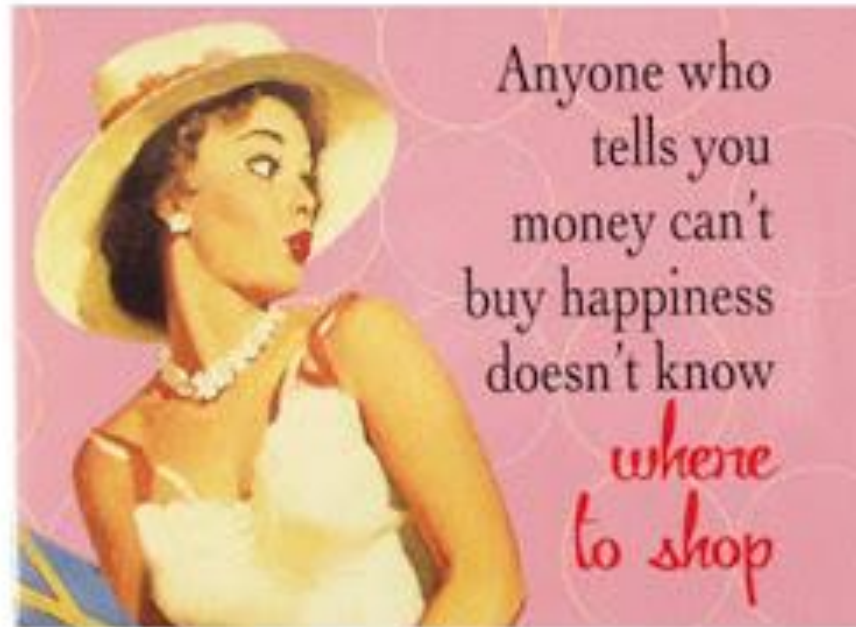
Name

Department

**If you got a \$5,000 gift card to one store,
which would you choose?**



Consumer Culture



Consumer Confidence

Economic indicator that associates how people feel about their income with how much they will then spend.

- In 2011, Americans spent \$10.7 trillion dollars shopping.
- Of that, \$1.2 trillion was on non-essential items, stuff we don't really need. And that trend is going up.

Does that buy happiness?

Incomes continue to increase, but “happiness” peaked in the 1950's.



Stuff We Don't Need

Purchases of nonessential goods and services, as a share of total consumer spending



Source: Commerce Department

The Walmart effect:

- In 2010, Walmart sold \$421,849,000,000 worth of goods.
- If Walmart were a country, it would be the 25th largest economy in the world.
- And most of this money leaves the community.
- Only \$13 of every \$100 spent at chain stores stays in the community
- Up to \$45 of every \$100 stays local when you buy local.

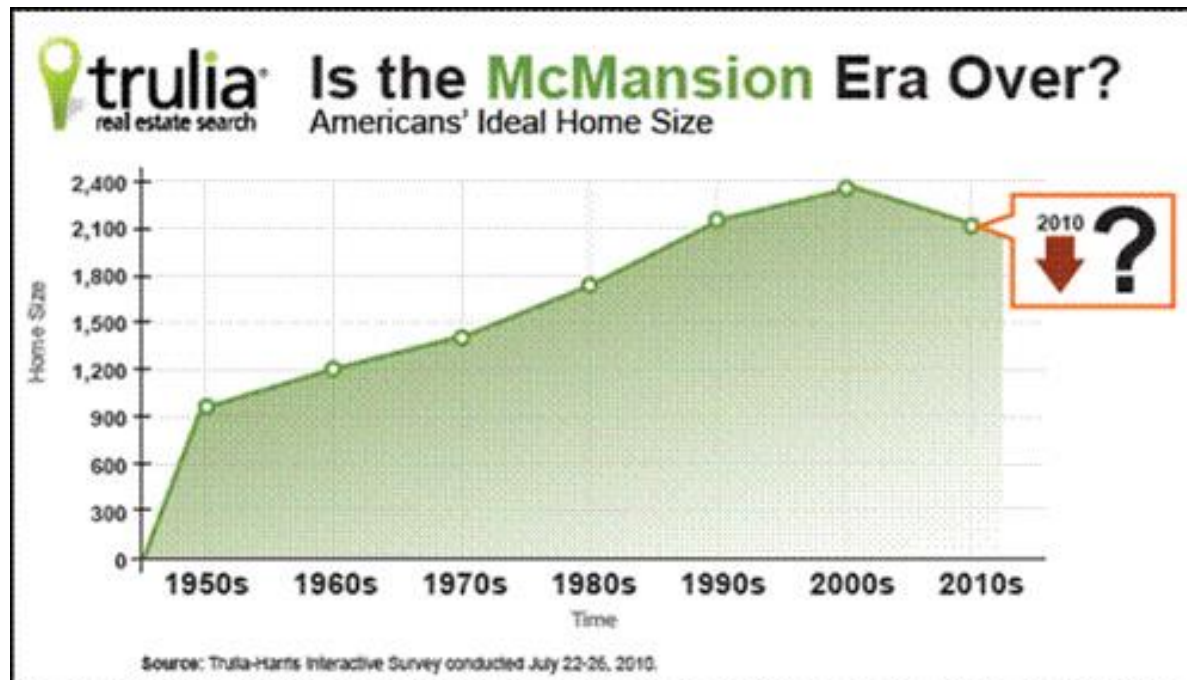
When you buy...

**BUY
LOCAL.**



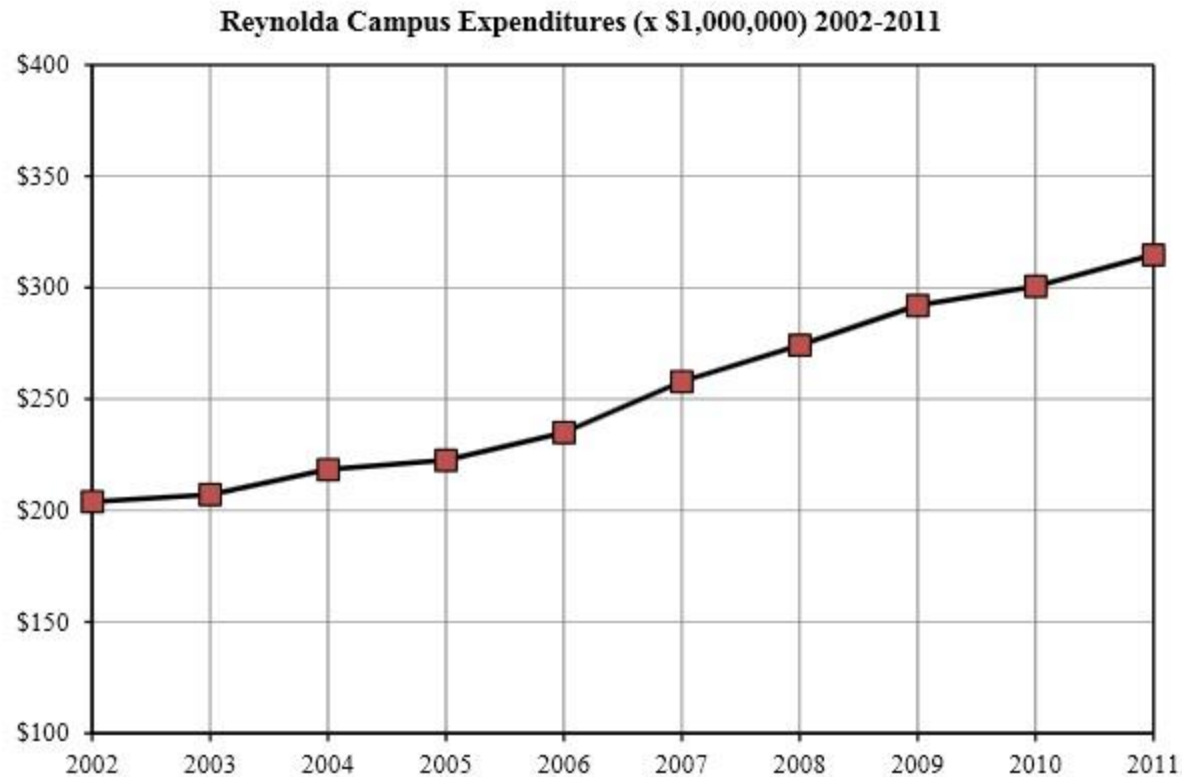
\$87 leaves town with chains

“A house is just a place to keep your stuff while you go out and get more stuff.” -- George Carlin



Not just the home:

To house our “stuff,” Americans spend **\$22 billion per year** on 2.4 billion square feet of self storage.



Let's just consider supplies (53010):

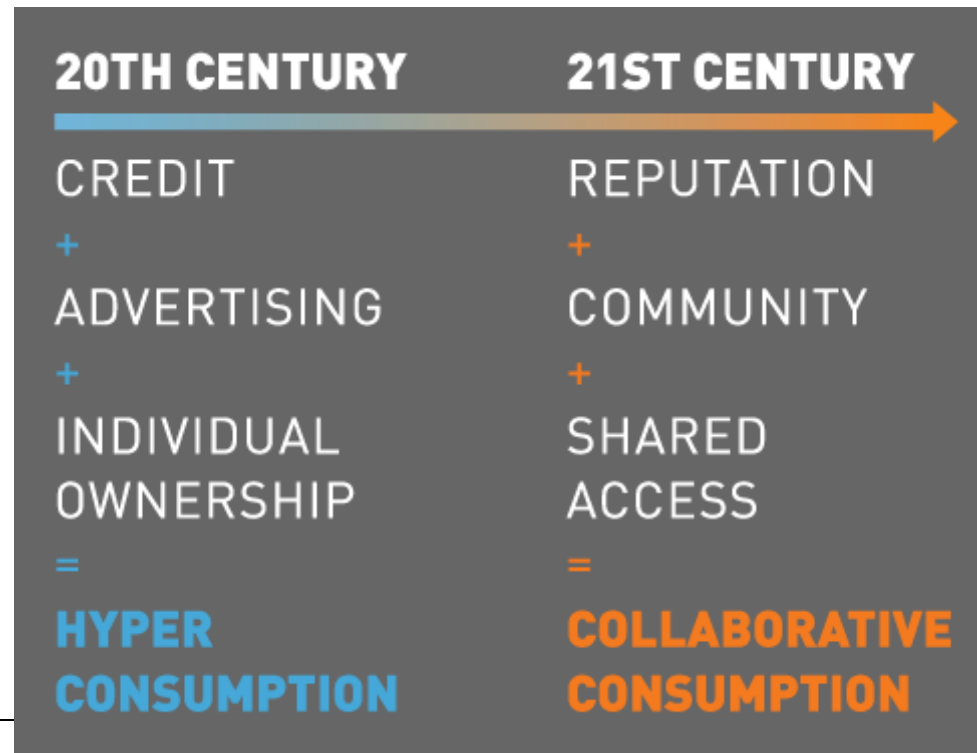
In FY13, \$4,146,175 was budgeted across campus for supplies alone. How much of that will we spend?

- Buy less stuff
 - Buy more sustainably
 - Sustainable purchasing guidelines:
 - ✓ Consider the source
 - ✓ Efficiency in operations
 - ✓ End-of-life considerations
 - ✓ Reduce waste at each decision point
 - ✓ Refer to third-party certifications – know your labels
-

- Buy more durable products
 - Consider life-cycle costs
 - Initial Cost + Maintenance + Replacement Expenses
 - ÷ Years in Service
 - = Cost per year
 - Economies of scale
 - Use Surplus
 - surplus.wfu.edu
 - Share resources
-

What is Collaborative Consumption?

Collaborative Consumption describes the rapid explosion in traditional sharing, bartering, lending, trading, renting, gifting, and swapping reinvented through network technologies on a scale and in ways never possible before.



Sharing Economy

“Sharing implies a different approach to ownership of the goods, services, skills, and talents that abound in a community. Through sharing systems, we can get the utility out of goods and services without the burden of ownership—and in ways that help build community, clear clutter, and allow for more equitable access to resources.”



Guide to Sharing

Exchanging
stuff, time, skills,
and space

Produced in partnership
with **SHAREABLE**

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- **What did you learn?**
 - **How can we apply this at WFU?**
 - **What would you like to know more about?**
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- **Green Team department announcements**
- **Next Green Team Quarterly Meeting**
May – Topic: Workplace Ergonomics

