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N.C. STATE – EARTH DAYS 2009 A Brief Overview

MAIN EVENTS:

Environmental Movie Series ó Wednesday nights throughout March and April
Grand Opening of Student Government's Farmer's Market ó March 11th
E.A.R.T.H. Conference ó April 15 ó 17th
NCSU EARTH DAY 2009 ó April 22nd

EVENT BREAKDOWN:

Environmental Movie Series:

Throughout March and April we will have an environmental movie night on Wednesday evenings, ending with Earth Day on April 22nd. This helps us establish a promotional strategy for all events. Rick Gardner has been contacted regarding this movie series and he is currently holding the dates on his calendar. Each film will be followed by a quick discussion and question/answer session by either a producer or director of the featured film. Rick has expressed interest in possibly sharing the cost of the speaker fees, as Campus Activities were already discussing something similar. David is meeting with the Campus Activities team November 20th to discuss this and more.

Films who have been contacted/principles that have shown interest:

King Corn ó

ó as much a thoughtful meditation on the plight of the American farmer as it is a rant against our expanding waistlines.ö - Village Voice

www.kingcorn.net

Greening of Southie ó A documentary on Boston's first LEED certified building by the makers of *King Corn*.

From the film's press materials:

What happens when you're asked to build the city of tomorrow í today? Set on the rugged streets of South Boston, *The Greening of Southie* is the story of a revolutionary Green Building, and the men and women who bring it to life.

From wheatboard cabinetry to recycled steel, bamboo flooring to dual-flush toilets, *The Macallen Building* is something different ó a leader in the emerging field of environmentally friendly design. But Boston's steel-toed construction workers aren't sure they like it. And when things on the building start to go wrong, the young development team has to keep the project from unraveling. Funny and poignant, *The Greening of*

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Southie is a story of bold ideas, unlikely environmentalists, and the future of the way we live.

www.greeningofsouthie.com

Flow ó 2008 Sundance Film Festival Selection ó

From the film's press materials: Irena Salina's award-winning documentary investigation into what experts label the most important political and environmental issue of the 21st Century - The World Water Crisis.

Salina builds a case against the growing privatization of the world's dwindling fresh water supply with an unflinching focus on politics, pollution, human rights, and the emergence of a domineering world water cartel.

Interviews with scientists and activists intelligently reveal the rapidly building crisis, at both the global and human scale, and the film introduces many of the governmental and corporate culprits behind the water grab, while begging the question "CAN ANYONE REALLY OWN WATER?"

www.flowthefilm.com

Blue Vinyl ó 2002 Sundance Award Winner

The film was produced by a Wilmington, NC based production company who also has a movie entitled *Appalachia*. The thought is we would have a double-feature night with these two films.

From the film's press materials: A Toxic Comedy Look at Vinyl, The World's Second Largest Selling Plastic. With humor, hope and a piece of vinyl siding firmly in hand, Peabody Award-winning filmmaker Judith Helfand and co-director Daniel B. Gold travel from Helfand's hometown to America's vinyl manufacturing capital and beyond in search of answers about the nature of polyvinyl chloride (PVC).

Student Government's Farmer's Market ó Every Wednesday, starting March 11th

The Sustainability Office has been consulting closely with the Sustainability Committee of Student Government in regards to planned Farmer's Market for spring semester 2009. The students have agreed that Wednesday would be the best day to hold the event, not only in the interest of campus foot traffic but also because of the farmer's obligations to other markets.

Once again, the timing of this works out perfectly being that Earth Day falls on a Wednesday. The movie series and Farmer's Market events lining up will give us an easy



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E.A.R.T.H. Conference and Celebration – April 15-17th

The Entrepreneurs Acting Responsibly for Total Health (E.A.R.T.H.) Conference will serve as the highlight of all Earth Day activities on campus. E.A.R.T.H. Conference will be an opportunity to bring together all Triangle universities and their top student and professorial projects.

Working with multiple entities across all campuses, such as: Business Accelerator for Sustainable Entrepreneurship (BASE), a project of UNC's Kenan-Flagler business school, and the Institute for Emerging Issues (IEI) we will present a conference very much in the style of T.E.D. (www.ted.com) that takes place every year in California. MusicMatters.net will handle the greening, execution and marketing of the celebration. Koroberi, a Chapel Hill based integrated marketing firm, will handle the mentoring of UNC Chapel Hill's School of Journalism students and NCSU's School of Design students in carrying out the branding and marking of the event.

Students, professors and staff will submit applications to present at the conference and a selection committee from across all schools would choose the most viable sustainable projects for presentation. Invitees would include local and national dignitaries, CEOs, marketing directors, venture capitalists, angel investors and key leaders who share an interest in moving forward the North Carolina green sector. All key partners will be able to help tremendously with making sure our invitee list is a powerful lot.

After each short presentation (10-15 min. in length), the presenter will be given a breakout room where interested parties can learn more about the details of what the entrepreneur needs to move his/her project forward. The bench-mark of a successful conference will be the capital contributed or letters of intent signed.

As part of this conference, we will present the Triangle Sustainable Award. The nominations for this award will come from all campuses involved in E.A.R.T.H. As they are being honored for their action on the ground, we feel the recipient is uniquely positioned to understand what immediate challenges the Triangle faces, therefore, they will be granted an E.A.R.T.H. wish and allowed to ask the group for that one thing they see is the most pressing need for the Triangle to move forward in a sustainable economic environment. It will be strongly encouraged for all attendees to put differences aside and combine resources and focus on fixing this issue over the coming year.

several top keynote speakers would fit into this short list, especially with the synergy of NCSU alum Tony Blevins being a core member of the Apple iPhone team. More on this as their RFP comes in.

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E.A.R.T.H. Celebration – April 17th

In celebration of all the hard work and back room investment made at the conference, the night of Friday April 17th will feature a concert on campus featuring a national touring band. Working with MusicMatters.net, we will present a concert that is sustainable from the planning to the execution. The team at MusicMatters is currently putting together an RFP for the Sustainability Office to review and we should have that in hand very soon. Their client list includes Stonyfield Farm, Cliff Bar, Seventh Generation, Silk and the Dave Matthews Band. We believe their experience and contacts will be invaluable in bringing nationwide exposure to the E.A.R.T.H. Conference.

The celebration will not be a free event but will be reduced for students. A portion of each student ticket sold will go to that school's sustainability fund. In the case of N.C. State, this money would allow us to establish the fund that was approved by the students this year but voted down by their student government. For the time being, that fund would be controlled by the C.E.S.T. team for sustainable projects on campus. Once the student government votes to approve a sustainable fee to tuition, then they will have control of the fund. On several other local campuses this money would be the seed money needed to establish such a fund.

The reason these dates were chosen for the festival is that Raleigh's Earth Day event is going to be held on April 18th in downtown. The pervasive thought with the planning committee from the City of Raleigh, the NC Art Museum and our Sustainability Office, is that moving forward into 2010 and beyond, these events need to be combined to be one week long celebration. 2009 will give us a good launching pad for future coordination.

NCSU Earth Day 2009 – April 22nd

We will celebrate proper Earth Day with several events on campus April 22nd. First, it has been recommended by the Energy Council that the Energy Fair be a part of our Earth Day planning. We will take this advice and showcase the successes of the Year of Energy by holding the Energy Fair on Earth Day in the Brickyard. Being that it is a Wednesday the Farmer's Market will also take place at that same location. That same night, University Dining will have their annual Earth Feast. Activities such as an car air pressure check or bike check will take place at various locations throughout campus. We will finish out the environmental movie series with a note-worthy film and filmmaker

ing for this screening to be at least a college campus
ier. The focus of this film is energy and will be in-

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The annual Earth Wise Awards will be presented in a ceremony on the afternoon of the 22nd. These awards are given annually to a faculty, staff and student at NC State who excel in sustainable activities on campus. Each year they are given a small cash award and a plaque. The proposal for 2009's Earth Wise awards includes upping the cash award and allowing the award recipients to speak on an issue of environmental concern they feel is facing the NC State community.

SUMMATION:

NC State's Earth Day activities for 2009 offer a wide variety of opportunities for developing partnerships that will be vital to the success of the Sustainability Office, the university and our students. NC State's Earth Day can be the showpiece that positions the university as an institutional leader for North Carolina; one that breaks down walls to work for the benefit of every campus and community in the Triangle. The event will bring national recognition to the current and future progress of sustainable projects of which NC State is a part.