

# Sustainable Enterprise Accelerator

A NEWSLETTER THAT  
DISCUSSES SOLUTIONS  
FOR A SUSTAINABLE  
FUTURE

## In November 2020 Issue

How to Live Sustainably Amid a Pandemic	P. 2
Is Bamboo Actually Sustainable? Yes and No	P. 2
Why Your Business Should be Sustainable and Where to Start?	P. 3
Climate Challenge Forest Sustainability	P. 3
The SEA Spotlight	P. 4
Sustainability Tips	P. 4
Recipe	P.5
Upcoming Events	P. 6



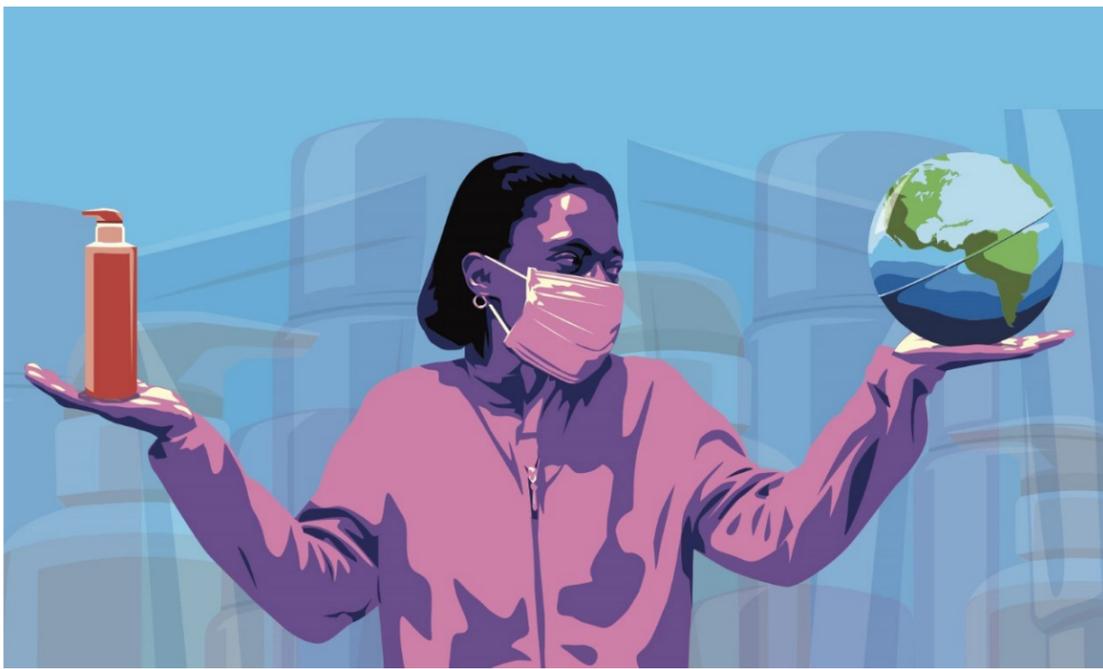
165 Elm St  
Slippery Rock, Pa 16057

See us on the web at

<https://www.seasru.com/>

Or find us on Social media at





# How to Live Sustainably Amid a Pandemic

By: Jenna Blair

The coronavirus has changed our lives. Whether we like it or not, our world is different now than it was pre-pandemic. The CDC is constantly updating guidelines for us to put into practice in our own lifestyles to keep us as safe as possible. In addition to new safety practices, there are also environmental practices we can put in place to help us live more sustainably while adjusting to this new lifestyle. Below are some tips on how we can live sustainably amid the COVID-19 pandemic.

## 1. Wear a reusable, washable mask.

One of the biggest guidelines put in place by the CDC regarding the pandemic is wearing a mask while out in public. Wearing a mask prevents us from spreading our germs into the air, therefore protecting others. Although disposable masks are convenient, they are not sustainable because they cannot be recycled. It is best to wear reusable, washable masks to help reduce the amount of waste going into landfills. If you do choose to wear a disposable mask, be sure to cut or rip the strings off the mask before throwing it in the garbage. This prevents animals from getting tangled up in the strings.

## 2. Declutter.

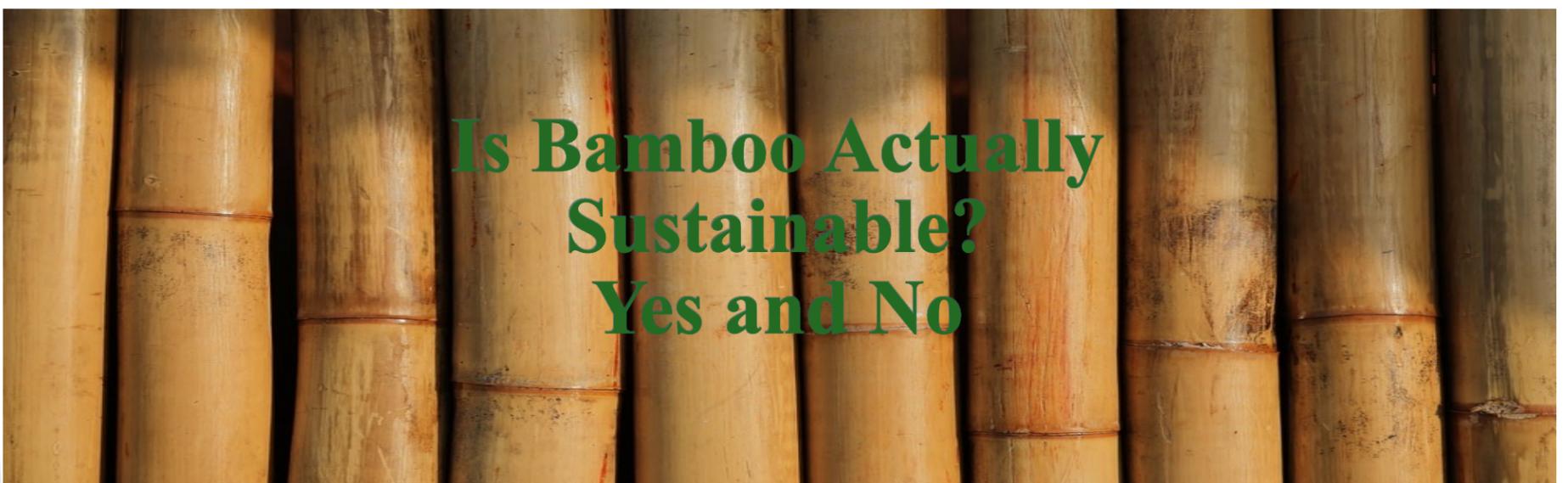
While stuck in quarantine, many of us decided to take on the (sometimes) daunting task of cleaning out/ decluttering our living spaces. Getting rid of things we no longer use can be a sustainable practice. After decluttering, we can take what we no longer want and donate it. Items can be taken to places such as Goodwill, the Salvation Army, or other local organizations or thrift stores in the area. Items that do not sell are taken to other facilities where they are either reused or recycled. This process is a win win, we can get rid of our “junk,” while lessening the carbon footprint!

## 3. Educate yourself on sustainable brands.

Being in quarantine has given many of us extra free time. Although watching Netflix all day can be tempting, we should be using some of this extra time to educate ourselves on sustainable businesses and brands. Researching and purchasing from sustainable brands not only helps protect our environment, but our society as well.

Although sustainability may not be at the forefront of our minds right now, it is still important.

For more tips on how to live sustainably during the COVID-19 pandemic, head to <https://ecohusky.uconn.edu/2020/07/06/considering-sustainability-during-the-covid-19-pandemic/#>



By Kessa Strydinger

Bamboo is an amazing tree like grass that requires little water and grows much, much faster than trees. Even more amazing, they regrow from their own roots even after the stalk has been harvested. Its strength and fast-growing rate make it a much more sustainable option than trees. Additionally, it creates a lot of oxygen and absorbs a lot of carbon. The problem? Most of the world's bamboo is produced in China, which affects the carbon footprint it takes to get the product to the U.S. If the U.S. could find a way to grow bamboo here as opposed to importing it, bamboo's carbon footprint would be far less and it would be a more sustainable alternative to trees. Also, with the growing popularity of bamboo products, lands have been cleared and animal habitats have been taken over to produce bamboo. China is also known to use many pesticides and chemicals on their plants, which is bad for the ecosystem. The short answer? Bamboo itself is sustainable, but look for where the bamboo comes from. It becomes much less sustainable when being shipped to the US from overseas.



## Why Your Business Should be Sustainable, and Where to Start?

A growing movement against plastic products and irresponsible consumption is just one of the signs that sustainability is becoming more and more important to buyers. But what does that mean for your business, and how can you create or shift to a sustainable business model? One theory is that a truly sustainable business model is one that gives as much as it takes. This concept of responsible consumption is one that both businesses and consumers can promote and practice. A sustainable business model is one that generates value for everyone involved without being a drain on the resources that help create it. There are four key elements of a sustainable business model it is commercially profitable, it can succeed far into the future, it uses resources that it can utilize for the long term and, it gives back. Below is a list some of the best practices to attain the key elements:

### 1. How to start and maintain a sustainable business model.

Plan out your sustainable resource usage using the five R's. Once you have created your materials list, outline your manufacturing and business processes. Reduce any wasteful processes, source as many materials locally, and use sustainable packaging that is biodegradable or recyclable. Reuse waste materials that cannot be recycled by feeding it into a different process to be used again. Finally, refuse as many materials that are not sustainable.

### 2. Consider alternative forms of company ownership.

Paying your employees fair wages and being respectful of their time and ideas are some of the most effective ways to maintain a sustainable business model. The traditional top-down business model can create unreasonable wage gaps between those at the highest rungs at the ladder (the CEO, other C-level executives, founders, managers) and those at the lowest (the laborers tasked with creating raw materials or carrying out the manufacturing processes). Including everyone in your sustainability goals can help you keep your business on track and give those who are normally disadvantaged a larger say.

### 3. Engage your customers.

Be open about your sustainability goals. Your dedication to sustainability may result in higher prices for your consumers, and that is OK. Let your customers know why they are paying more for your products. If you can involve your consumers in your discussions about sustainability on your social media page or a suggestion box, they will become more invested in your company's success and your products. Use your sustainability as a selling point. Americans are willing to pay more to do business with companies known for great customer service, and cause-based products.

Keep in mind the short-term costs you will incur. Developing a complete business plan before commencing business operations. Along with establishing tight financial controls, good budgeting practices, accurate bookkeeping, and accounting methods, all backed by an attitude of frugality will help your business survive. Make long-term projections, keeping an eye on the distant future, instead of focusing on more immediate profits. Sustainability is not only for a better future, but also a compelling brand value for the increasingly ecologically conscious consumer. In other words, sustainability sells.



## Climate Challenge Forest Sustainability

We have all watched the wildfires decimate many areas in the western portion of the United States and all over the world, especially California and last year Australia. It has been heart breaking to see people suffering through the record breaking wildfires. With empathic heart other global citizens want to know what can they do to help? Climate change is one of our most pressing global challenges and sustainably managed forests are among our most important tools for addressing it. Sustainably managed forests capture carbon at an impressive rate because younger trees regenerated after older trees are harvested capture carbon faster than older trees. Sustainably managed forests also produce wood products that sequester carbon for extended periods, often decades. Wood products can replace the use of more carbon-intensive products like concrete and steel. The carbon savings are twofold: less emissions during production of the building material, and carbon is stored in the building material for the life of the building. That means sustainably managed forests fight climate change while they are growing... and long after they are harvested. There are a number of practices with direct climate benefits, such as ensuring forest remain vigorous and healthy, require harvested areas are promptly regenerated, and require programs and practices that reduce the likelihood of wildfire or reduce the proliferation of damaging invasive species. Climate resilient forests are healthy forests. In addition to climate, sustainable forest management increases resiliency to threats such as fire and pests. While climate change is actually increasing the severity and frequency of wildfires, through careful management the potential for damaging wildfires can be reduced. Many forested areas are now experiencing prolonged fire seasons on average 6 million acres of land burn every year. If you want to learn more about how to manage sustainable forest head over to the Sustainable Forest Initiative <https://www.forests.org/climate/>

# THE SEA SPOTLIGHT



Butler SUCCEED is an exciting new project that engages Butler, the County and University communities to foster collaborative and mutually beneficial partnerships to enhance the quality of life in the region and to advance learning, research, and civic engagement. It is an incredible privilege and rare opportunity to be a part of a grassroots collaborative community engagement experience like this! Click on the become a member tab and follow along <https://sru.givepulse.com/group/391634-Butler-SUCCEED>. Here is a sneak peek of the roles SRU initiatives will fulfill.



provides guidance and support toward sustainable businesses by transforming promising ideas into thorough business plans, early stage businesses and improving value creation for existing businesses



provides individuals and organizations the education, research, services and networks necessary to understand, strengthen and advance the work of the nonprofit sector



activates civic identity to enhance work, life, and citizenship; mobilizes community and campus assets for transformative learning, leadership, and social change



provides diverse low-income, under-represented, and first-generation students with the opportunity to attend college while engaging their talents and education in building and supporting communities



## THIS MONTH'S Q&A SUSTAINABILITY TIP

Q: How can you turn Thanksgiving into a more eco-friendly holiday?

A: We all want to enjoy the holiday with our loved ones. Please think about incorporating the SEA's tips for a holiday to remember!

### 1. Buy Local

There are several reasons to buy your dinner plates' veggies, fruits and whatever else you may need local. Local food is near you therefore requiring less transportation, which means lower greenhouse gas emissions. Small-scale farms also tend to have more sustainable farming practices such as using compost as a natural fertilizer. Also what's not to love about supporting your neighbors and community?!

### 2. Rethink Your Traveling

Everyone gathers with friends and family for Thanksgiving. This means a lot of traveling, which unfortunately leaves a bad impact on the environment. Remember to carpool, consider a virtual holiday if you do not feel travel is safe and be sure to make a top-notch grocery list so you only have to make one trip to the grocery store. If you don't have too far to go take your bike out for a spin or a nice stroll.

### 3. Ditch Disposables

Thanksgiving dinner can turn into a mountain of dishes almost instantaneously. While it may seem convenient to use plastic plates, cups, napkins and silverware, this is not environmentally friendly. Plastic can end up in the ocean where it endangers wildlife and pollutes the water. Instead bring out your favorite set of dishes and encourage the whole family to help out with clean up time. The sea creatures will be thanking you!

### 4. Waste Nothing

All the dishes are prepared and look perfect on the table, but your kitchen is full of food scraps. Instead of throwing them out, consider taking them to a compost center, using them in your own garden as organic fertilizer. If you're not a leftovers kind of person, shelters are always happy to have donations. Turkey scraps can also be used to make delicious soups!

### 5. Get Outside

We've all been there. Our eyes were bigger than our stomachs, we ate too much and the food coma is settling in. Many families watch a movie or a sports game on the TV during this time. Try mixing it up this year by turning the TV off and going outside to breathe in that crisp autumn air. You could go on a walk, play a real football game or chat with your loved ones on the front porch. Show the earth your gratitude by embracing nature, and your food coma may just stay away.



## Day-After-Thanksgiving Turkey Carcass Soup

Once Thanksgiving is over, you eaten all you can and you have given all the to go plates, what do you do with the leftovers? Well, The SEA has a really great recipe for you to try. The Day-After-Thanksgiving soup is perfect for a make ahead meal for those cold December days.

### Recipe Summary

Prep: 20 mins

Cook:  
1 hour 25 mins

Total:  
1 hour 45 mins

Yield:  
10 servings

Nutrition Info  
Ingredients

### Ingredients:

- 1 picked over turkey carcass
- 2 stalk (blank)s celery stalks, chopped
- 1 onion, peeled and diced
- 1 tablespoon poultry seasoning
- 2 ½ quarts chicken broth
- ground black pepper, to taste
- 1 (16 ounce) package frozen green peas
- 1 ½ cups leftover stuffing
- 2 medium (blank)s carrots, peeled and sliced
- 2 bay leaves
- 1 teaspoon ground sage
- garlic salt to taste
- 2 cups (uncooked) regular long-grain white rice

### Directions

#### Step 1

Place the turkey carcass in a large, deep pot, and add the stuffing, celery, carrots, onion, bay leaves, poultry seasoning, sage, and chicken broth. Pour in additional water if needed to cover. Bring to a boil over medium-high heat; reduce heat to medium, and simmer for about 1 hour, skimming off any foam. Remove the carcass and any bones. Pick any meat off and return to the pot, discarding bones and skin.

#### Step 2

Season to taste with garlic salt and pepper. Stir in the rice and return to a boil over medium-high heat. Lower heat to medium, and simmer 15 minutes. Stir in the peas, and continue to simmer until rice is tender, about 10 minutes more. Adjust seasonings to taste.

Nutrition Facts  
Per Serving:

370 calories; protein 11.5g 23% DV; carbohydrates 63.8g 21% DV; fat 7g 11% DV; cholesterol 17.4mg 6% DV; sodium 1549.7mg 62% DV. Full

## Upcoming Events



# ECOTHERAPY: PAST, PRESENT, FUTURE

Benjamin Bishop

Licensed master social worker

Ecotherapy: Nature-based approach to facilitate  
wellness, growth and healing

When: November 10

Time: 12:30 - 1:30

<https://sru.zoom.us/j/9177916421>

Sponsored by

