



## SUSTAINABILITY CONSULTANCY 2016-2017

### Client Project Proposals

The Sustainability Consultancy equips students with concrete problem solving skills and applies them here, at Dartmouth.

#### **Marketing Sustainability for the Admissions Office**

##### **Sponsor: Admissions Office**

The Admissions Office would like to make the efforts of the Sustainability Office more known to potential applicants. They would like to create a series of short videos (3-6) that talk about the different aspects of sustainability on campus. Topics of the videos could include: how DDS is set up to maximize sustainability with compostable dish ware and compost bins for waste; the Organic Farm and their weekly farm stand on campus; reducing bottles with many campus organizations providing refillable drinking containers; move towards more digital content in classrooms; the Life Science Center's LEED certification and what that means on a daily basis; the sustainability minor; and more. These videos would have a recruiting slant to them, perhaps including statistics such as: one of the first colleges to have an Environmental Studies department, etc.

*Recommended skills: Strong communication skills for interfacing with staff and students, Marketing skills, Video-making and editing skills, Ability to self-manage and work in teams*

#### **Replacing Old, Energy-Intensive Freezers on Campus Labs**

##### **Sponsor: Office of Environmental Health & Safety**

The Office of Environmental Health & Safety needs a student consultant team to help them start replacing old, energy intensive freezers on campus (currently costing Dartmouth over \$1000/freezer per year; we have about 250+ freezers on campus). In order to do so, the student consultant team would figure out how to establish energy rebates towards the purchase of energy efficient ultralow temperature freezers in our labs. This project would build off the Green Labs Program done in collaboration with the Sustainability Office through the Community Green Fund. The consultant team would calculate the projected savings and research energy rebate options internally, as well as with Dartmouth's utility company.

*Recommended Skills: Strong communication skills for interfacing with staff, Quantitative skills for assessing financial costs, Ability to self-manage and work in teams*

#### **Curating and Preserving Historic Film Collection**

##### **Sponsor: Department of Film & Media Studies**

The Film and Media Studies Department is looking to curate their historic film collection. Student consultants would inspect and record metadata about specific film prints, assess a strategy to consolidate the film collections, and evaluate how to dispose of the film prints that would not be preserved at the NE Historic Film Society. The students would receive training on how to assess ruined prints and would work with an expert from the professional film curation and preservation world. The project would be related to Prof. Mark Williams' [Media Ecology Project](#), which produces both in-class and extra-curricular opportunities for original primary research about media history.

*Recommended Skills: Strong research skills, Strong communication skills for interfacing with faculty and staff, Ability to self-manage and work in teams*

## **Evaluating Potential for External Clients for Sustainability Consultancy Program**

### **Sponsor: Sustainability Office**

Student consultants would determine need for potential work with clients outside of Dartmouth. External clients would include private businesses and non-profits in the Upper Valley, as well as international organizations. Student consultants would research similar, existing programs (e.g. Tuck's First Year Projects, Dartmouth Consulting Group, Paganucci Fellows Program, etc.) and determine the feasibility and requirements of a similar program ran by the Sustainability Office. Student consultants would propose different models for the Sustainability Office, including costs, potential stakeholders, and timelines.

*Recommended Skills: Strong communication skills for interfacing with staff, faculty and community members, Quantitative skills for assessing financial costs, Ability to self-manage and work in teams*

## **Identifying Best Practices for Dealing with Human Waste in Outdoor Facilities**

### **Sponsor: Outdoor Programs Office**

Dealing with human waste is a challenge for all outdoor facility managers. The DOC has several different systems to do this, all of which are stretched and imperfect. The amount of research the DOC has been able to do suggests that there is no consensus on the best way to solve this problem. Various commercially manufactured composting toilets are being tried at the Dartmouth Organic Farm and at the Lodge, and there are also several different designs at cabins and AT shelters. Improperly managed waste negatively impacts natural environments, particularly when their appearance or smell discourages users from using them properly. Understanding the best practices in this field would help the Outdoor Programs Office make decisions about how to upgrade our current facilities and what products or designs to use in new construction.

*Recommended Skills: Strong communication skills for interfacing with staff, Quantitative skills for assessing financial costs, Ability to self-manage and work in teams*

## **Evaluating Outdoor Programs Office's Marketing Strategy and Increasing Advertising on Outdoor Activities**

### **Sponsor: Outdoor Programs Office**

One of the most remarkable things about Dartmouth is its outdoors. Several students feel a desire to get out and explore, but sometimes feel like they do not have the time to drive out, or may just want to go on a hike by themselves and not in a group. The Outdoor Programs Office understands this and would like to inform students better about activities that are within walking/biking reach from Hanover. We are looking for a student consulting team that will assess OPO's current marketing strategy, consolidate knowledge on nearby hikes and activities, and improve the DOC's website and materials.

*Recommended skills: Strong communication skills for interfacing with staff, Marketing/Branding skills for developing visibility program, Design skills for developing materials, Ability to self-manage and work in teams*

## **Project with Hanover Inn (to be confirmed)**

### **Sponsor: Hanover Inn**

(Select this project for the time being if you want the Hanover Inn as your client and are flexible about the type of project.)