

EXTENDING A GREEN HAND

Environmentally Friendly Library Outreach Tips

- 1. Partnering makes you look good.** Join forces with campus and/or community groups to offer recycling days in the library for batteries, cell phones, CDs, ink cartridges and scratched DVDs. Schedule when students are moving out of their dorms at the end of the semester. Donate shredded paper to a local animal hospital or shelter for use as litter. See if student groups will link to the library on their websites.
- 2. Support it.** Create a green resources website section to share books, electronic books, and selected databases like EBSCO's GreenFILE. Offer leaf-shaped green living pledge forms and post them within group study spaces. Hold a competition to see which department has the "greenest" students. Create a "That's a GREEN Idea!" comment box for visitors to leave suggestions. Make it into a webform!
- 3. Make it happen.** Offer environmentally friendly incentives. Give students the option of paying off their fines by offsetting carbon emissions. Create a Green Team to discuss and investigate how your library can become more responsible. Offering a stress relief program during finals? Have students decorate their own pot for a tree or plant to provide better personal air quality.
- 4. Use it to your advantage.** The power of peer pressure isn't always negative. In one study, after seeing "Join Your Fellow Guests in Helping to Save the Environment," rather than "Help Save the Environment," more hotel goers chose not to have their towels replaced. Use this technique for library outreach to encourage personal accountability.

What
is the use of a
LIBRARY
if you haven't got a
tolerable planet
to put it on?

What is the use of a
house if you haven't got a
tolerable planet to put it on?
- Henry David Thoreau