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Frontiers in Ecology and the Environment
Ecological Society of America

Publish Responsibly

Practical solutions for environmentally
conscious organizations

New Frontiers for the ESA



Greening ESA

- Introduction to ESA
- Publishing activities
- Annual Meeting and other conferences
- ESA offices



Introduction to the ESA

- Not-for-profit
- Founded in 1915
- ~35 staff, in Washington DC and Ithaca, NY
- 10,000 members in over 90 countries



Members

Ecologists, environmental and other scientists, resource managers, teachers, policy makers

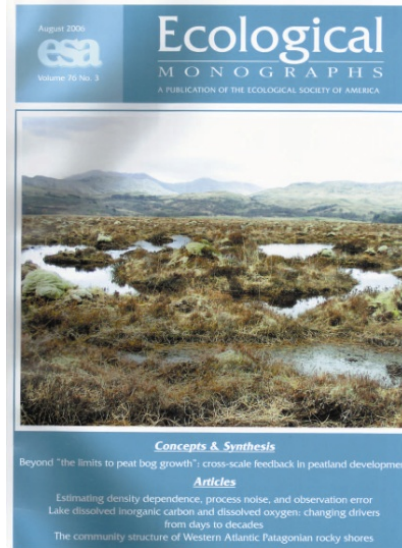
- 66% academic
- 13% federal scientists
- 6% consultants
- 5% non-profit
- 10% other



ESA mission

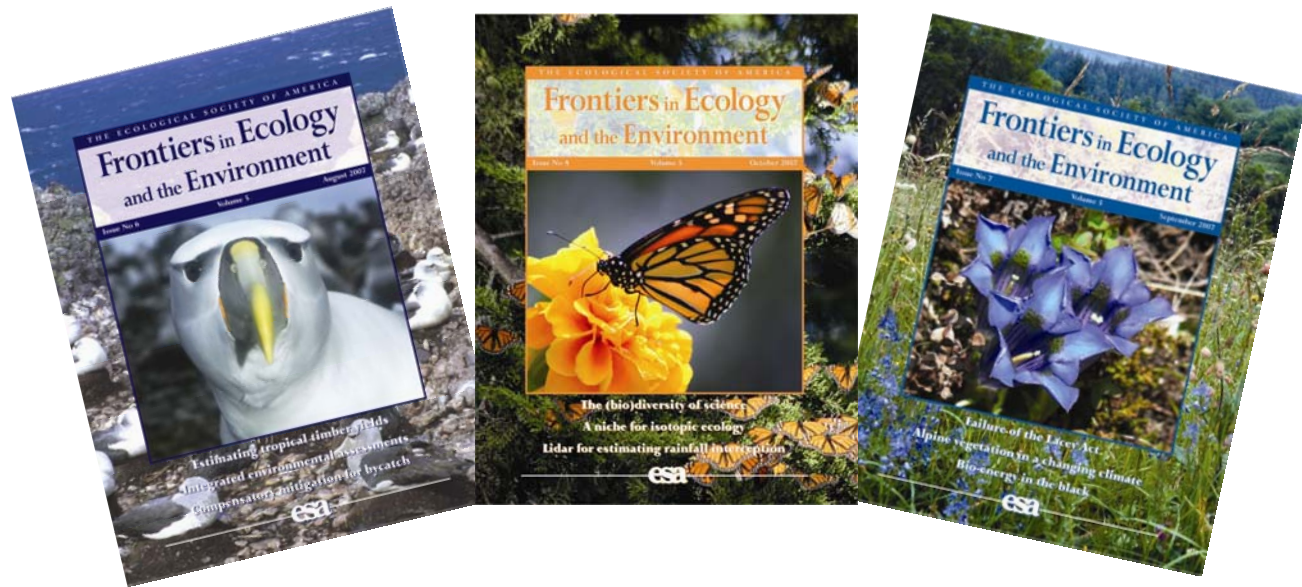
To promote the responsible application of ecological principles to the solution of environmental problems through ESA journals, reports, meetings, research, and expert testimony to Congress.

ESA publications



Publish Responsibly

Frontiers in Ecology and the Environment



Publish Responsibly



Frontiers in Ecology and the Environment

- Reviews and research communications
- International news section
- Columnists
- Editorials, letters
- Multi-author debates
- Student section

Lots of color!



Frontiers in Ecology and the Environment

2003 – Formed the DCGPBG

‘Better paper cheaper’

2005 – Switch to Eagle 1

2006 – Switch to ST Generations

2008 – Switch to Opus

<http://www.coopamerica.org/programs/woodwise/>



ESA annual meetings

- Changes venue every year
- 3000 to 4500 attendees
- Choose 'green' cities/convention centers
- Look for 'green' hotels



ESA annual meetings

- Re-use tote bags + patches
- No bottled water
- No styrofoam packaging
- Recycling bins
- Paper bathroom supplies (min 35% recycled/pcw)
- Environmentally friendly cleaning products



ESA annual meetings

- China service or biodegradable disposable plates, etc
- No polystyrene #6 plastic
- Serve condiments in bulk
- Cloth or high recycled content paper napkins
- Donate left-over food to food bank/compost table scraps



ESA annual meetings

- Replace abstract book with CD
- Donate \$5/head as carbon offset
- Ask the members: what else should we be doing?



ESA offices

- Green Tags
- Double-sided photocopying and B&W printing
- Photocopying/office printing papers with high-recycled content
- Recycle bins in each office
- Electronic faxes



ESA offices

- Environmentally friendly movers
 - Plastic, reusable bins
 - Nothing to the landfill
- Office décor
 - Low VOC paint
 - Recycled carpet
 - Bamboo flooring



Why we all need to be 'green'

Sustainability:

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

World Commission on Environment
and Development



Why we all need to be 'green'

“Will we be the generation that leaves our children a planet in decline, or a world that is clean, and safe, and thriving?”

Senator Barack Obama
Lansing, Michigan, August 2008



Why we all need to be 'green'

Printing Aveda magazine for one year on 100% recycled paper saved:

- 4,116 trees
- 372,820 pounds of solid waste
- 410,205 gallons of water
- 535,050 Kilowatts of electricity
- 1,029 Cubic yards of landfill space



Why we all need to be 'green'

- Do it for the sake of the planet
- Do it for your children
- Do it for your grandchildren
- Do it for your own sake

Please do it!



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Thank you

esa
Promoting the Science of Ecology

Publish Responsibly