

SUSTAINABILITY

DIGITAL LEARNING

VOLUME V

# GO Green!

Publix®

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Herald Tribune  
**IN EDUCATION**



**WIN!**  
Prize Package  
for each grade  
includes an  
**iPad mini**  
Details inside.

**"Green Your School Routine®"**  
**Video Contest**  
Now open to all students in  
6th, 7th and 8th grades  
See pages 9-12 for more information



Tampa Bay  
**Times**  
**NIE**  
newspaper in education  
tampabay.com/nie

# Go Green!

## Sixth Grade Students and Teachers:

Welcome to the fifth edition of "Go Green, Protect & Preserve Our Planet."

This is the fifth year that Publix Super Markets has joined with your local newspaper to bring this special publication to all six grade students in every public, private, charter and home school in your county. This Newspaper In Education Program was developed just for you. Most of the students from the first sixth grade class that used this program are now in high school. Many of them have already made a sustainable difference at your school and in your community.



What can you do to make your school a little greener? This is the second year of our "Green Your School's Routine Video Competition" and the first year to include all sixth, seventh & eight grade classes in the contest.

You will be able to share your school's green routines or new ideas with other students across five states, Alabama, Florida, Georgia, South Carolina and Tennessee.

## Publix®

*Green* isn't just our company color here at Publix, it's a part of our culture! But what does "Green" mean when we are talking about sustainability? Sustainability is often defined as meeting today's needs without compromising what is essential for tomorrow. For Publix this means focusing on our associates, serving our customers, enhancing our ties to the communities we serve, and improving our environmental performance. Environmental stewardship is a core value at Publix. That is why we strive to minimize the impacts of our operations by working to conserve electricity, fuel, water and other resources. Since 1930, our success has been dependent on our Publix family. That family extends beyond our associates to include our customers and suppliers. Together, we can build a more sustainable tomorrow.

At Publix, we're doing more than carrying out conservation efforts; we're pioneering sustainability practices and leading the way for global improvement. For several years, Publix has been on the forefront of implementing change to packaging and transportation, and we're extending our best practices to various aspects of sustainability as it applies to seafood. It is the little things you do every day to be good to the globe that make a big difference.

To learn more about how we're changing for the greener, visit:

◆ [www.publix.com/sustainability](http://www.publix.com/sustainability)

Publix offers in store recycling of paper and plastic bags at all of its retail locations.



Not only can customers drop off any brand plastic shopping bag for recycling, they can recycle plastic sleeves from dry cleaning and newspapers.

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### FPES

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[www.fpesnie.org](http://www.fpesnie.org)

# Publix®

# GO GREEN!

What's the connection between Publix and Green Schools?

Publix got into a *Green Routine*® in 2001 – long before being eco-savvy was chic.

It's very popular to be earth-friendly nowadays. Everyone appears to be jumping on the "green" bandwagon. Every day you hear about new "green" products and services. Ten years ago in 2001, Publix Super Markets, Inc. created their *Get Into a Green Routine Program*™, using information that they have learned from conserving resources and reducing waste in their stores for more than 30 years.

They are committed to the responsible use of environmental resources in their stores and in their communities. They know that as sixth grade students you are not too young to make a difference and that the differences you make will impact our communities for a long time to come.

SHARE YOUR IDEAS!

Get the facts and act,

you can make a difference!



In 2001, Publix created *Get Into a Green Routine*™, a program for environmental responsibility.

The program began with education and emphasis on energy conservation, and has extended to waste reduction, recycling, and conservation of other resources, including water.



Through *Get Into a Green Routine*™ and other conservation projects like lighting and refrigeration improvements, Publix has saved more than 1 billion kilowatt hours which equals a reduction of more than 760,000 tons of greenhouse gas and enough kilowatt hours to power 83,000 homes for a year (assuming the typical home uses 1,000 kWh a month for a year). These efforts have helped us reduce company wide electricity usage by over 9 percent in existing stores and by 23 percent in new store designs.

See how Publix measures its own environmental impact by reading their Social & Environmental Stewardship Report, available at

◇ [www.publix.com/sustainability](http://www.publix.com/sustainability)

- ◇ <http://www.handsontheland.org/blog/131-us-department-of-education-green-ribbon-schools-fact-sheet.html>
- ◇ WEBSITE: <http://www2.ed.gov/programs/green-ribbon-schools>
- ◇ FACEBOOK: <http://www.facebook.com/EDGreenRibbonSchools>

What can I do?

why do I need to learn about this?



## WHAT IS SUSTAINABILITY?

I am just a kid, why do I need to learn about sustainability?

What can I do? Yes, you may be a kid, a young person who isn't yet working, driving or buying a lot of things by yourself. But have you ever heard the phrase, "If you want something done right, you should do it yourself?" Well, when it comes to caring for the environment, those are words to live by. This is one part of life that is too important for you to sit back and hope someone else will take care of. And this is one area in which kids around the world have been making a huge impact. Whether you help your family find ways to reduce, reuse, and recycle at home, pitch in and plant trees with a local organization, or write a story for the school newspaper about an environmental issue, there is something you can do to help build a sustainable society.

**REDUCE** - your footprint   **REUSE** - everything you can  
**RECYCLE** - to close the loop

## sus·tain·a·ble

[adj.] capable of being maintained at a steady level without exhausting natural resources or causing severe ecological damage.



Conserving our natural resources, whether on land or at sea, is something we are all concerned about. For this reason, laws were created that ensure these resources are available for future generations.

## What's a sustainable society?

There is a Native American belief that before you do anything, you should consider how it will affect the next eight generations. That's a sustainable society: a society that fills the needs of the present generation but will not keep future



generations from filling their needs. In other words, don't use up all the natural resources now just because you can; be sure that your grandchildren and their grandchildren will have the same choices and the same high standard of living that you enjoy. And anyone can do that, no matter what their age.

**Is the Earth in Danger? You decide for yourself... Earth's Report Card**

**Air pollution:** Two of every five people – 42 percent—in the U.S. live in counties that have unhealthy levels of

either ozone or particle pollution. Almost 125 million Americans live in 216 counties where they are exposed to unhealthy levels of air pollution in the form of either ozone or short-term or year-round levels of particles. That means that more than half of all Americans are being exposed to dangerous pollutants.

(AMERICAN LUNG ASSOCIATION REPORT-STATE OF THE AIR REPORT: 2008)

**Water pollution:** Around the world, people still dump 19 trillion pounds of garbage, sludge and sewage into the oceans each year. In the U.S., a 2000 EPA report found that about 40% of U.S. streams, lakes and estuaries are still polluted. The pollution kills fish, birds and other animals. It also affects human health. (Read the EPA report at [www.epa.gov/305b](http://www.epa.gov/305b)).

**Global warming:** According to the National Academy of Sciences, the Earth's surface temperature has risen by about 1 degree Fahrenheit in the past century, with accelerated warming during the past two decades. Most scientists now agree that

human activity has contributed to climate change. U.S. cars, trucks, power plants and factories produce more than 20% of the "greenhouse" gases (such as carbon dioxide) connected to this trend.

### Endangered species:

The Earth loses some 27,000 species a year, about three an hour. Most endangered animals and plants are losing their habitats due to the growing human population. The number of people on Earth has jumped from 1.7 billion in 1900 to more than 6.5 billion today. Housing and activities that help people and the economy—such as logging, mining, farming, fishing, dam building—also disrupt natural habitats. Air pollution, water pollution, and poaching are also threats. Cutting trees for farms and ranches is the greatest danger to the rainforests, where more than half of the world's species live. The world now loses about 2 acres of rainforest every second, about 38 million acres a year ([www.endangered.fws.gov](http://www.endangered.fws.gov)).



The most important thing to remember about the **Three R's** is you need to do all three to make the system work.

**Reduce** – your footprint  
**Reuse** – everything you can  
**Recycle** – to close the loop

We can save the planet, by practicing the Three R's. Ask your grandparents what it meant to learn the Three R's in their school and you might be surprised by the answer.

For them it was Readin', Writin', and 'Rithmetic. Those are still the main subjects in school, of course, but when most people think of the **Three R's** now, they think of **Reduce, Reuse, and Recycle** – the three-part approach to sustainability. The most important thing to remember about the **Three R's** is you need to **do all three** to make the system work.



## sea·food

[noun] any fish or shellfish from the sea used for food

# Sustainable seafood: It's all about balance

**DID YOU KNOW?**  
Americans consume **15 lbs.** of seafood per person per year

**T**he U.S. is the third largest consumer of seafood in the world. Americans consume 15 pounds of seafood per person per year. Seafood is a healthy source of protein, vitamins and minerals. It's also healthy for the economy. Commercial, sport and subsistence fisheries contribute significantly to the local and national economy. In 2011 seafood harvested by U.S. fishermen at ports in the 50 states were valued at \$5.3 billion. The U.S. is the largest importer of seafood in the world, valued at over \$16.6 billion, and the fifth largest exporter of seafood in the world, valued at over \$5.4 billion. Demand for seafood is greater than ever before, and fish stocks are increasingly under pressure. Overfishing and the use of damaging fishing techniques have taken their toll on fish stocks and disrupted the fragile balance of marine ecosystems.

Limiting the amount of fish harvested is a balancing act. The need for jobs and food must be considered, along with a healthy fish population and ecosystem. Fortunately, there is a process that brings together partners to look holistically at environmental impacts of the fishery to see where improvements can be made. A partnership between retailer, industry and environmental group working together for the benefit of the environment in Florida is called a FIP or Fishery Improvement Project.

## How many fish/shrimp are there?

A goal of fishery science is to determine the amount of each species to harvest that does little to no harm to the environment and leaves enough of the fish or shellfish in the water for the population to renew itself. While the population of shrimp in the Gulf is not a concern; the environmental impact is.

As a result Publix joined with *Cox Wholesale Seafood and Superior Seafood*, both based in Tampa and Sustainable Fisheries Partnership on a Fishery Improvement Project (FIP). The FIP focuses on the gear used to catch the shrimp to reduce non-targeted species like turtles. They chose Florida Pink Shrimp as the subject of their FIP. The harvesting season for Florida Pink Shrimp is October – May, and it yields an average of 6.5 million pounds of shrimp.

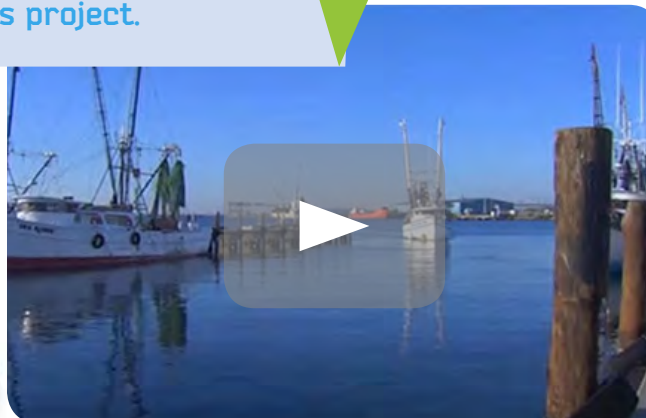
[http://sustainability.publix.com/what\\_we\\_are\\_doing/seafood.php](http://sustainability.publix.com/what_we_are_doing/seafood.php)

Play the video to find out more about this project.

### What challenges do you think the partners faced in trying to document the catch?

They identified interventions that will allow the species to thrive while being farmed or fished, such as:

- Selectivity of the gear
- Document Bycatch Ratio
- Byrd's Reduction devices (installed above bag of net):
- Lets juvenile fishes and other species out of net
- Net-lets turtles out



# Green Your School's Routine



Check out how other schools in your area are going green

U.S. DEPARTMENT OF EDUCATION

GreenRibbonSchools



## U.S. Dept. of Education Green Ribbon Schools

➤ <http://www2.ed.gov/programs/green-ribbon-schools/index.html>

The U.S. Department of Education Green Ribbon Schools (ED-GRS) recognition award honors exemplary schools and districts where staff, students, officials and communities have worked together to produce energy efficient, sustainable and healthy school environments and to ensure the sustainability and environmental literacy of graduates.

In 2012, the inaugural year of the program, the 78 winning schools from 29 States and D.C. included 66 Public and 12 Private Schools. Winners represented schools in both urban and rural communities including schools in Alabama, Florida and Georgia. In 2013 the *Second Annual U.S. Department of Education Green Ribbon Schools Program* recognized **sixty-four** Green Ribbon Schools and **14 Sustainable School Districts**. Included in the 2013 winners were schools from **Alabama, Florida, Georgia** and **Tennessee**. State education agencies can nominate up to four schools from their states to the U.S. Department of Education Green Ribbon Schools that meet criteria in three pillars:

- o Environmental Impact and Energy Efficiency
- o Healthy School Environments
- o Environmental and Sustainability Education

State education authorities in South Carolina do not participate in or submit school nominees to USED for recognition.



## Alabama

**ST. CLAIR COUNTY**  
Odenville Middle School in Odenville recently won a statewide service project contest "Go Green" with cell phones to help the environment. They collected 279 cell phones to win the contest and won an iPad for their school.

**MONTGOMERY COUNTY**  
Montgomery Public Schools has officially launched its new district wide **Go Green Campaign**. Recently they reached the \$4.3 million mark in energy

savings. They will now focus efforts on a district-wide recycling program for all schools.



# GREEN

A Newspaper in Education publication brought to you by Publix Super Markets, Inc.

# Tennessee

## HAMILTON COUNTY

Ivy Academy in Soddy-Daisy was recognized in 2013 as an *USDOE Green Ribbon School*. It is an environmental charter high school where the foundational element of their curriculum is to develop environmentally conscious citizens. They have a greenhouse on campus made of old plastic bottles.

## DAVIDSON COUNTY

Lipscomb Academy Elementary School in Nashville was recognized in 2013 as an *USDOE Green Ribbon School*. The school was also named Tennessee's 2011 Recycling School of the Year and is a three-star partner in the *Tennessee Green Star Partnership* for their commitment to sustainable facilities practices. They even cool one classroom with a renewable geothermal unit as part of a Tennessee Valley Authority pilot project. The school was able to reduce 44 percent of its annual copy paper order by converting outgoing school registration materials to electronic transmission.



### GREEN STEPS SCHOOLS

is an environmental education and action initiative that recognizes schools in South Carolina who take annual sustainable steps toward becoming more environmentally responsible.

➤ <http://www.greenstepschools.com>

# Georgia

## CHATHAM COUNTY

Savannah Country Day School, a private school in Savannah, was named one of the first "Green Ribbon Schools" in 2012. The U.S. Green Building Council rated the school as Silver certified LEED (Leadership in Energy and Environmental Design) - in 2009. Over 75% of their students either walk, bike, bus or carpool to the campus each day, and 35% of the food used in the school is grown within a 200 mile radius of the campus. The school has established nine outdoor areas as classrooms so the students can have classes in an energy free space. They also save energy by using a passive solar design with day lighting and efficient lighting fixtures.

## ROCKDALE COUNTY

Davis Middle School in Stockbridge swept most of the honors in the middle school division of this year's *Clean Air Campaign Young Lungs at Work* statewide art competition. Students were directed to illustrate the positive effects of taking the bus to school, turning off an idling car engine or carpooling to school can have on Georgia's air quality.

## DEKALB COUNTY

Arabia Mountain High School in Lithonia was the first LEED Certified public school in Georgia. They have implemented an Environmental Integrated Curriculum and currently 100% of their students have tested proficient on the science section of the Georgia High School Graduation Test. They divert over 72 tons of waste on their campus through a robust recycling program.



# South Carolina

## RICHLAND COUNTY

St. John Neumann Catholic School in Columbia was named the *Green Steps 2013 Restore County School Of The Year*.

## GREENVILLE COUNTY

Oakview Elementary School in Simpsonville won *2013 Over All School of the Year* in the state wide Green Steps program. Students plant popcorn crops one year in the school garden and cotton the next. They also compost breakfast and lunch waste, recycle many classroom items along with cell phones and batteries and reuse water glasses instead of bringing plastic water bottles.



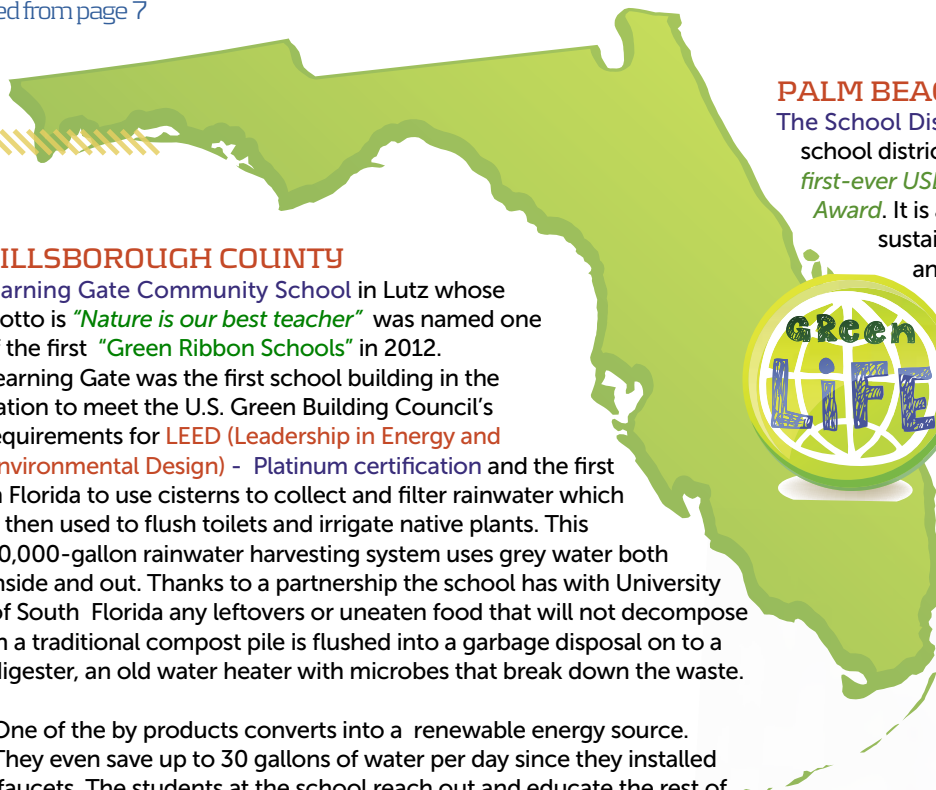
# schools

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# Florida



## HILLSBOROUGH COUNTY

Learning Gate Community School in Lutz whose motto is "Nature is our best teacher" was named one of the first "Green Ribbon Schools" in 2012. Learning Gate was the first school building in the nation to meet the U.S. Green Building Council's requirements for LEED (Leadership in Energy and Environmental Design) - Platinum certification and the first in Florida to use cisterns to collect and filter rainwater which is then used to flush toilets and irrigate native plants. This 10,000-gallon rainwater harvesting system uses grey water both inside and out. Thanks to a partnership the school has with University of South Florida any leftovers or uneaten food that will not decompose in a traditional compost pile is flushed into a garbage disposal on to a digester, an old water heater with microbes that break down the waste.

One of the by products converts into a renewable energy source. They even save up to 30 gallons of water per day since they installed hands-free faucets. The students at the school reach out and educate the rest of their community about environmental education through their annual EcoFest.

## PALM BEACH COUNTY

The School District of Palm Beach County was one of 14 school districts across the country to be honored with the first-ever USDOE Green Ribbon District Sustainability Award. It is also the first in the nation to employ a full-time sustainability coordinator charged with developing and overseeing conservation initiatives.

## MIAMI -DADE COUNTY

TERRA Environmental Research Institute in Miami is truly an extraordinary school. Housed in a brand new Gold LEED (Leadership in Energy and Environmental Design) - certified building, everything happens at TERRA with a deep consciousness of our global community.



# GREEN schools

## America Recycles Day November 15



America Recycles day has been celebrated on Nov. 15 since 1997. This day is dedicated to encouraging Americans to recycle and to buy recycled products.

**Earth 911**  
<http://search.earth911.com/>  
helps you find recycling centers near you for a variety of used products, including paper, paint, cars and electronics.

**Call2Recycle**  
<http://www.call2recycle.org/>  
lists drop-off locations in your area for rechargeable batteries and cell phones that you no longer need.

## REDUCE, REUSE, RECYCLE, RETHINK



### Reduce.

Reduce the amount of new stuff you buy. To reduce waste, buy things that have less packaging.

**TIP** Email your homework: ask your teacher if they'll accept your assignment on a flash drive or by email

**Reuse.** Try to borrow or rent things you'll only need for a short amount of time, and reuse the things you already have. When you have things you no longer need, give them to others who can use them. Use reusable bags when you go shopping.

**TIP** Use reusable packaging for storage that can be used for multiple purposes.



**Recycle.** Remember to recycle whatever materials you can, like bottles, cans, and paper, so they can be collected and remade into new products.

**FACT** Recycling one aluminum can saves enough energy to keep a 100-watt bulb burning for almost four hours or run your television for three hours

**Rethink.** To save the environment, you need to think about things in new ways. Use your imagination. Get started by looking at the ideas for reducing, reusing, and recycling at [www.epa.gov/recyclecity](http://www.epa.gov/recyclecity)

Precycle is a great way to rethink- "Source reduction" is reducing waste before you purchase it, or by purchasing products that are not wasteful in their packaging or use. A key part of waste "reduction" is "conservation" – using natural resources wisely, and using less than usual in order to avoid waste.





**Grand Prize Package**  
for each grade  
includes gift cards  
for up to Four  
Winning Team  
Students to  
purchase iPad minis.\*  
see below

Now including  
7th and 8th  
grade students  
along with  
6th grade!

**iNIN**



**GRAND PRIZE**

(THREE GRAND PRIZE PACKAGES – ONE PER GRADE LEVEL)

Up to four (4) Team Members will win an Apple Gift Card to purchase an iPad Mini.\*

The Team Teachers for each winning Grand Prize team will win a \$100 Publix gift card.

**2ND RUNNER-UP**

(ONE PER GRADE LEVEL)

Up to four (4) 2nd Place Runner-Up Team Members will win a \$50 Publix gift card.

The Team Teachers for each winning 2nd Place Runner-Up Team will win a \$100 Publix gift card.

**3RD RUNNER-UP**

(ONE PER GRADE LEVEL)

Up to four (4) 3rd Place Runner-Up Team Members will win a \$25 Publix gift card.

The Team Teachers for each winning 3rd Place Runner-Up Team will win a \$100 Publix gift card.

\* Winning students may use their Apple Gift Card towards any eligible Apple product.

**IMPORTANT DATES**

- > TUE. NOV. 19, 2013  
VIDEO CONTEST STARTS
- > FRI. JAN. 17, 2014  
LAST DAY TO ENTER

**GREAT OPPORTUNITY FOR:**

- + Project-Based Learning. A digital project that can inspire all middle school students.  
UP TO FOUR STUDENTS IN EACH GRADE CAN WIN A GIFT CARD TO PURCHASE AN IPAD MINI!\*

- > For more information, go to the contest website [www.nieogreen.com](http://www.nieogreen.com)

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**inEDUCATION**

# PROJECT DESCRIPTION

Publix Super Markets, Inc. invites the entire sixth, seventh and eighth grade class in each and every county and state (in the project scope) to participate in the contest by making a video (up to three minutes in length) with a theme related to campus sustainability. Students or teams of students should produce their best, three-minute (or less) video promoting sustainability at their school. Topics should incorporate one of the three R's of sustainability: Reduce, Reuse or Recycle. Use the resources you have available. For example, many of today's emerging videographers create work on their cell phones. Grab your video device and dive in.

**>> THEME: GREEN ROUTINE<sup>®</sup>** We're looking for ideas that address a specific need for young people, create an impact beyond one community and reduce carbon consumption through education which, in turn, changes behavior.

**>> TOPIC** Define who the members of your community are. This is your primary viewing audience. How will your video motivate members of your community to become aware, aligned and take action to become more sustainable through everyday choices? What first action would you want your viewers to take after seeing your video?

**>> TEAMS** This contest was designed to inspire teamwork and community and to expand the discussion of sustainable choices on your campus. Involving multiple individuals or groups will add to the fun and creativity of making your video project. Teachers may enter either individual students or in teams of up to four (4) eligible students per team producing the video. (There is no limit on the number of students who may appear in the video.) If a teacher submits an entry for a team, none of those students can be part of another entry, either individually or as part of another team. Duplicate entries will be disqualified.

## >>> VIDEO DEADLINE: JANUARY 17, 2014

### >> ELIGIBILITY

The contest is open to all currently enrolled sixth, seventh or eighth grade students in public, private or home schools in the contest area (below). All contest participants must be a current sixth, seventh or eighth grade student at a middle school in one of the counties and states listed in project area. Students entering the contest must receive grade verification from a teacher or school administrator. Not open to employees of Publix, FPES, or HTGM, or their family or household members.

**Contestant certification** – By submitting the contest entry form, your teacher certifies that you acknowledge and agree to comply with all of the rules and regulations set forth for the Go Green Video Contest.

#### CONTEST AREA:

- The entire state of FLORIDA;
- The following ALABAMA counties: Autauga, Baldwin, Calhoun, Coffee, Elmore, Houston, Jefferson, Lauderdale, Lee, Limestone, Madison, Mobile, Montgomery, Morgan, Russell, Shelby, St. Clair and Tuscaloosa;
- The following GEORGIA counties: Barrow, Bartow, Bibb, Bryan, Camden, Carroll, Chatham, Cherokee, Clarke, Clayton, Cobb, Columbia,

Coweta, DeKalb, Dougherty, Douglas, Fayette, Forsyth, Fulton, Glynn, Greene, Gwinnett, Hall, Henry, Houston, Jackson, Lee, Lowndes, Muscogee, Newton, Oconee, Paulding, Richmond, Rockdale, Seminole, Spalding, Thomas, Tift and Troup;

d. The following SOUTH CAROLINA counties: Aiken, Anderson, Beaufort, Berkeley, Charleston, Dorchester, Greenville, Jasper, Lancaster, Lexington, Pickens, Richland, Spartanburg and York; e. The following TENNESSEE counties: Davidson, Hamilton, Knox, Maury, Montgomery, Rutherford, Sumner, Williamson and Wilson

### >> SUBMISSION

**REQUIREMENTS** You must receive permission for the use of the image or likeness of any and all identifiable persons appearing in your submission. You will be required to submit a release signed by each identifiable person appearing in your submission granting Publix and its project partners permission to use his or her image/likeness if your submission is selected as a finalist in the competition. Submissions that do not include all required information and adhere to the rules will not be reviewed.

**Copyright Statement (Required)** *I attest that this video does not contain any copyrighted material not in the public domain or for which I have not obtained the rights to use, third party voice-overs for which I have not obtained the rights to use, or third party stock photography or artwork for which I have not obtained the rights to use.*

**Rules Statement (Required)** *I agree to abide by the complete rules of this contest.*



### HOW TO ENTER

To submit an entry, each entrant or team must produce (write, shoot and edit to final production) his/her/their own video. All entries must be submitted by a teacher or school appointed designee.

To enter, go to [NIEGoGreen.com](http://NIEGoGreen.com) and complete all required information on the page and click 'submit'. The Entry Period will begin at November 19, 2013 at 12:00:01 a.m. ET, and will end at January 17, 2014 at 11:59:59 p.m. ET. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Rules (defined on page 12) may be disqualified. Publix and its affiliates are not responsible for any errors or omissions in printing or advertising the Contest.

#### VIDEO FORMAT

- > Running time: cannot exceed three minutes
- > Format: digital video presented in any of the following file formats: .avi, .dv, .mov, .qt, .mp4, .mpeg, .3gp, .asf, .wmv or .mpg
- > Must not exceed 1 GB in size

**VIDEO CONTENT** Any media containing explicit content or content without permission/license will not be accepted. Publix reserves the right to refuse or remove any media for which they deem invalid. All content must be the original work of the entrant(s) or be legally licensed to qualify for the competition. Additional submission guidelines and other restrictions apply. Please review the full rules.

# JUDGING

## REVIEW PROCESS

A rubric is an authentic assessment tool that most school districts use in competitions to measure student projects on real-life criteria. They provide for a more consistent evaluation process by enhancing the quality of direct instruction. We will include the Digital Video Rubric attached below in the review process for all student video entries as a sum value of the criteria rather than using a single score. We have included the rubric prior to the contest launch as a consistent working guide for all sixth students and their teachers. By publishing it in advance, students from all five states in the contest area will know the full range of criteria on which their video will be judged.

## PUBLIX GO GREEN VIDEO CONTEST RUBRIC ::: 63 TOTAL POINTS

Points may be awarded on a sliding scale from 1-7, the point allocation listed below is just a guideline.

CATEGORY	7 PTS	5 PTS	3 PTS	1 PT
<b>General Requirements</b>	Video team fully followed instructions regarding length and formatting of the video.	Video team partly followed instructions regarding length and formatting of the video.	Video team did not follow some instructions regarding length and formatting of the video.	Video team did not follow most instructions regarding length and formatting of the video.
<b>Objective or Thesis Green Routine®</b>	The video clearly explained a Green Routine® and effectively highlighted its importance and effect as a sustainable practice.	The video clearly explained a Green Routine®, but did not effectively highlight its importance and effect as a sustainable practice.	The video did not clearly explain a Green Routine®, and only vaguely highlighted its importance and effect as a sustainable practice.	The video did not explain a Green Routine® and did not highlight its importance and effect as a sustainable practice.
<b>Creativity &amp; Originality</b>	The video used a unique and original method to effectively express its message and was engaging to the viewer.	The video used traditional methods, but did include some unique elements that effectively drew in the viewer.	The video used a unique method to express its message, but the method overshadowed the message leaving the viewer unclear.	The entire video was crafted in a very traditional manner and did not include any creative elements that would draw in the viewer.
<b>Content Facts &amp; Information</b>	All facts and information presented were accurate & complete.	Most facts and information presented were accurate & complete.	Some facts and information presented were accurate & complete.	Few facts and information presented were accurate & complete.
<b>Videography: Techniques &amp; Clarity</b>	Video did not rock/shake and the focus was excellent throughout the entire video.	Video only occasionally had slight movement and/or slight focusing problems throughout the entire video.	The video was unstable and/or the focus was poor for part of the video.	Video was unsteady and moved, and the focus was very poor throughout the entire video.
<b>Videography: Interest</b>	Many different "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video.	Some variation in "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video.	Few different "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video.	Most of the shots were taken from only one camera angle, and the zoom was not well used.
<b>Audio</b>	The video's sound was sufficiently loud and clear at all times.	The video's sound sometimes faded out and was clear part of the time.	The video's sound was poor and not clear at all times.	The video's sound was insufficient and difficult to make out.
<b>Style &amp; Organization</b>	The video was well conceived and showed good organization of the content.	The video showed good organization of the content.	The video was not well conceived or showed poor organization of the content.	The video was poorly done and showed little or no organization of the content.
<b>Titles &amp; Credits</b>	All titles and credits are accurate, legible, and draw the viewer's attention.	Most titles and credits are accurate, legible, and draw the viewer's attention.	Some titles and credits are accurate, legible, and draw the viewer's attention.	Few (less than 75%) titles and credits are accurate, legible, and draw the viewer's attention.

## JUDGING CRITERIA

Following is a general description of the evaluation criteria that is detailed in Contest Rubric above.

The video entries will be judged based upon the following criteria:

- >> Relevance to the theme of the video contest: A Middle School Green Routine®
- >> Originality
- >> Clear, concise creative statement & a well-defined primary audience.

- >> Quality of submission.
- >> Appropriate for a middle school campus audience and the surrounding community.
- >> Well-defined narrative sequence that visually demonstrates: A Middle School Green Routine®

- >> Memorable and engaging use of imagery and sound to communicate your message.
- >> Resourceful use of the available equipment.
- >> Visual metaphors are unique and avoid commonly used clichés.

- >> The majority of the video content is original.
- >> All non-original footage is public domain or licensed and cited as such.
- >> All music is properly cited with permissions sought as needed.

# 2013/2014 Go Green! VIDEO CONTEST

## OFFICIAL RULES

### 1. YOU DO NOT HAVE TO BUY ANYTHING TO ENTER OR WIN. MANY KIDS MAY ENTER THIS CONTEST BUT ONLY A FEW WILL WIN PRIZES.

2. The Publix Show Us Your "Green Routine" Contest ("the Contest") is sponsored by Publix Super Markets, Inc. ("Publix"), Florida Press Educational Services, Inc. ("FPES"), and the Herald-Tribune Media Group ("HTMG") (collectively referred to as "Sponsors"). This Contest is subject to all federal, state and local laws and is void where prohibited.

3. Contest begins on November 19, 2013. Entry deadline is January 17, 2014 at 11:59:59 p.m. Eastern Time ("ET"). Each student may only enter once. HTMG's computer is the official time-keeping device for this Contest promotion. Winners will be announced on or about March 1, 2014.

4. Sponsors may interpret these Official Rules as needed — including but not limited to rules regarding entries, selection of winners, deadlines, restrictions on prizes, and eligibility — and all of Sponsors' decisions are final.

5. By entering, you (and your parent/legal guardian) agree to these Official Rules. There are other restrictions so read these Official Rules carefully.

### ELIGIBILITY

6. To be eligible to participate in this Contest, you must have your parent or legal guardian's permission, you must be enrolled in either the sixth (6th), seventh (7th) or eighth (8th) grade and you must reside in the geographic scope of the Contest, which includes only the following areas:

a. The entire state of Florida;

b. The following Alabama counties: Autauga, Baldwin, Calhoun, Coffee, Elmore, Houston, Jefferson, Lauderdale, Lee, Limestone, Madison, Mobile, Montgomery, Morgan, Russell, Shelby, St. Clair and Tuscaloosa;

c. The following Georgia counties: Barrow, Bartow, Bibb, Bryan, Camden, Carroll, Chatham, Cherokee, Clarke, Clayton, Cobb, Columbia, Coweta, DeKalb, Dougherty, Douglas, Fayette, Forsyth, Fulton, Glynn, Greene, Gwinnett, Hall, Henry, Houston, Jackson, Lee, Lowndes, Muscogee, Newton, Oconee, Paulding, Richmond, Rockdale, Seminole, Spalding, Thomas, Tift and Troup;

d. The following South Carolina counties: Aiken, Anderson, Beaufort, Berkeley, Charleston, Dorchester, Greenville, Jasper, Lancaster, Lexington, Pickens, Richland, Spartanburg, and York;

e. The following Tennessee counties: Davidson, Hamilton, Knox, Maury, Montgomery, Rutherford, Sumner, Williamson and Wilson.

7. You are not eligible to enter the Contest or to win any prizes if anyone in your immediate family (which means mother, father, sisters and brothers) is an employee of Publix, FPES, or HTMG.

8. There is no limit on how many students may appear in a Video Entry (defined below). However, each student is limited to participating as a Team member in one (1) Video Entry. In addition, Team member prizes are limited to four (4) students per Team.

### PRIZES

9. Grand Prizes (3): Four (4) Team Members will receive an Apple Gift Card redeemable for up to \$400.00 in eligible Apple products. Team Teacher will receive a \$100 Publix gift card to use during a school recognition event. Approximate Retail Value ("ARV"): \$1,700.

10. 2nd Place Runner-Up Prizes (3): Four (4) Team Members will receive a \$50 Publix gift card and the Team Teacher will receive a \$100 Publix gift card to use during a school recognition event. ARV: \$300.

11. 3rd Place Runner-Up Prizes (3): Four (4) Team Members will receive a \$25 Publix gift card. Team Teacher will receive a \$100 Publix gift card to use during a school recognition event. ARV: \$200.

### PRIZE RESTRICTIONS

12. Apple Gift cards are subject to any additional terms and conditions imposed by Apple Inc. Please refer to <http://www.apple.com/gift-cards/> for more information. Publix gift cards are subject to certain terms and conditions. Please refer to <http://www.publix.com/services/gift/Terms.do> for more information. All details of all prizes are at Sponsors' sole discretion. You are responsible for any charges that are not specifically listed above in the prize description. You

are also responsible for paying any taxes that may be associated with your prize.

13. You may not transfer or change your prize or exchange it for cash except that the Sponsors may substitute a prize with a prize of equal or greater value if they believe that it is necessary.

14. Any portion of your prize that you do not claim or use will be forfeit and you will not be entitled to any alternative or cash substitute. All prizes are being provided to you "as is" with no warranty or guarantee of any kind by Sponsors. Merchandise prizes do not have any warranty except for manufacturers' warranties (if any). Sponsors have not made any promises to you about any prize or any part of it.

### TO ENTER

15. Entries will be accepted into the Contest starting on November 19, 2013 at 12:00:01 a.m. ET and ending on January 17, 2014 at 11:59:59 p.m. ET ("Entry Period"). To enter, your team (each a "Team") must follow the following steps:

a. **Step One:** Your Team will need to have a sponsoring teacher ("Team Teacher") who will first be required to visit [NIEgogreen.com](http://NIEgogreen.com) ("Contest Site") to provide his/her contact information (name, address, telephone number and email address). Once the Team Teacher has been validated, he/she will receive a link to return to the Contest Site to complete the online registration process for each his/her respective Team. The Team Teacher must supply the following information for each student member of your Team during the online registration process: (i) name, (ii) address, (iii) current grade in school, (iv) confirmation that the student's parent/guardian has given permission to participate in this Contest. Your Team may have as many Team members as you like, but only four (4) individual (student) prizes will be awarded for any winning Team.

b. **Step Two:** Create your video entry (your "Video Entry") relating to the contest theme of campus sustainability, which means the social and environmental practices that protect and enhance the human and natural resources needed by future generations to enjoy a quality of life equal to or greater than our own. Your Video Entry should incorporate at least one of the three "Rs" of sustainability: "Reduce", "Reuse", and "Recycle". Your Video Entry also must satisfy all of the "Submission Requirements" that are described below.

c. **Step Three:** Once you have finished creating your Video Entry, your Team Teacher must log back in to the Contest Site and follow the online instructions to submit your Video Entry. You may only enter the Contest one time. **Once you have submitted your Video Entry, it may not be changed, modified or corrected.**

16. To be eligible for the Contest, all Video Entries and information required in paragraph 15 must be received by Sponsors no later than January 17, 2014 at 11:59:59 p.m. ET. Any Video Entries that are not received along with all such required information by this deadline will not be judged or eligible to win. All Video Entries become the property of Sponsors and will not be returned or acknowledged.

17. Sponsors are not responsible for any entries that are lost, late, illegible, misdirected, mutilated or incomplete or that are not received by Sponsors by the deadline stated above for any other reason.

18. The information that is provided in connection with the Contest may be used by Sponsors in accordance with the Privacy Policy (or Policies) found at the Contest Site, which may be updated from time to time.

### SUBMISSION REQUIREMENTS

19. To be eligible for judging, your Video Entry must satisfy all of the following requirements ("Submission Requirements"):

a. Your Video Entry must be original to you and your Team members and must not include any content (such as music, pictures, video or other material) that was created by any other person unless you have obtained the rights to use such content or it is "public domain" content.

b. Your Video Entry must not contain any third-party logos, trademarks or copyrighted material.

c. Your Video Entry must not include any profanity, nudity, illegal or immoral conduct or any material that Sponsors or any of the Contest Judges deter-

mine is offensive in their discretion.

d. Any person whose face is shown in your Video Entry must have given you permission to use their image in this Contest. If your Video Entry is selected as a winner, you will be required to provide Sponsors with their written permission to use their images in this Contest. Sponsors may require you to provide the names and contact information (such as phone number or address) of each person who is visible in your Video Entry.

e. Your Video Entry must not exceed one (1) GB in size or three (3) minutes in run time. Acceptable file formats are: .avi, .dv, .mov, .qt, .mp4, .mpeg, .3gp, .asf, .wmv or .mpg.

20. Any Video Entry that is determined by Sponsors in their sole discretion at any time during the Contest to violate the Submission Requirements or these Official Rules, or to otherwise be unsuitable, offensive or in poor taste, may be rejected and disqualified even if it has previously been submitted for any of the Panel Judging rounds (below). Sponsors retain sole discretion as to whether any Video Entry satisfies the Submission Requirements and these Official Rules and their decisions are final.

### WARRANTY BY CONTESTANT

21. By entering your Video Entry, you promise that your Video Entry is original to and created by you and your Team Members and that it does not plagiarize, libel, disparage, or otherwise violate anyone's rights.

### LICENSE

22. If your Team is declared a winner, you agree that you will grant to Sponsors a non-exclusive, perpetual, worldwide, royalty-free, irrevocable license to copy, distribute, display, modify, publish and make derivative works from your Video Entry or portions of your Video Entry on the Contest Site and in Sponsors' marketing materials in any media of any kind, including Sponsors' web sites, and you agree that you will not be entitled to any compensation or money for any of these uses of your Video Entry.

### FIRST ROUND OF JUDGING (SEMI-FINALIST SELECTION)

23. On approximately January 24, 2014 FPES will assemble an independent panel of judges consisting of educational professionals who will judge all of the properly submitted Video Entries in accordance with the Digital Video Rubric detailed separately on the reverse page of these materials. Subject to verification of eligibility, the twelve (12) Teams in each participating grade whose Video Entries receive the highest overall scores during the First Round of Judging will be declared the Semi-Finalists, for a total of thirty-six (36) Semi-Finalists.

### SECOND ROUND OF JUDGING (FINALIST SELECTION)

24. On approximately February 1, 2014, Publix will assemble an independent panel of judges consisting of Corporate Publix Marketing professionals. This second panel will judge the entries of the thirty-six (36) Semi-Finalists based on the judging criteria listed above. Subject to verification of continuing eligibility, the three (3) Semi-Finalists in each participating grade whose Video Entry receive the highest score during the Second Round of Judging will be declared a Finalist, for a total of nine (9) Finalists.

### FINAL ROUND OF JUDGING (WINNER SELECTION)

25. On approximately February 10, 2014, Publix will assemble a new (and final) independent panel of judges consisting of Corporate Publix professionals. This second panel will judge the entries of the nine (9) Finalists based on the judging criteria listed above. Subject to verification of continuing eligibility, the Finalist in each grade whose Video Entry receives the highest score during Final Round of Judging will be declared the Grand Prize Winner, followed by the 2nd Place and 3rd Place Runner-Up Prize Winners.

26. In the event that there is a tie during any of the three (3) rounds of judging, the Video Entry that receives the highest score in the "Objective or Thesis" (Green Routine) category within the Digital Video Rubric detailed separately on the reverse page of these materials will be declared the winning Video Entry of the tied Video Entries. Sponsors reserve the right to select fewer than the stated number of Semi-Finalists, Finalists or Winners in the event that they do not receive a sufficient number of eligible and adequate entries.

27. Sponsors may, but will not be required to, post all

or part of the winning Video Entries on the Contest Site and other Sponsor web sites. Subject to obtaining parental consent (except where prohibited), Sponsors may, but will not be required to, show pictures and/or profiles of the Team Members and/or Team Teachers of the Grand Prize Winner and/or the Finalists and/or the Semi-Finalists on the Contest Site but will not be required to compensate the Team Members or the Team Teachers for such use of their pictures and/or profiles.

### WINNER NOTIFICATION

28. Sponsors will contact the Team Teacher of the potential winning Teams via telephone and/or email using the information provided during registration. Team Teacher will be responsible for distributing the eligibility verification materials to the parents/legal guardians of Team Members of the potential winning Teams. Parents/legal guardians may be asked to provide Sponsors with valid identification, signed affidavits of eligibility and publicity releases (except in Tennessee) and proof of current enrollment and may be required to sign other legal documents, including tax forms and a release supplied by Sponsors which, among other things, releases Sponsors and a range of related companies or persons from liability related to this Contest and the prizes. Sponsors in their sole discretion may post the name of the Team Teacher and the first name and last initial of the Team Members of the confirmed Semi-Finalists and/or Finalists and/or Winners on the Contest Site.

29. A potential winning Team may be disqualified and forfeit its prize if any of the following occur: (a) Sponsors cannot reach its Team Teacher directly after trying to contact him or her for seven (7) days, (b) the Team Teacher or any Team member fails to satisfy any eligibility or verification requirement in these Official Rules within the time directed, (c) the potential winning Team refuses to accept the prize, or (d) the potential winning Team is determined to be ineligible for any reason.

30. In the event that a potential winning Team is disqualified for any reason, Sponsors will select an alternate winning Team from the remaining Video Entry entries using the same judging method and judging criteria set forth above, so long as there are a sufficient number of eligible and properly submitted Video Entries remaining. Any alternate winning Team must satisfy all eligibility requirements and restrictions of these Official Rules.

### PUBLICITY RELEASE / COPYRIGHT RELEASE

31. By accepting a prize, where permitted by law, each winning Team and Team Member grants to Sponsors and those acting on their behalf (and agrees to confirm that grant in writing), the right to print, publish, broadcast, and use for the purposes of this or similar contest only, worldwide in any media now known or hereafter developed—including, but not limited to, the World Wide Web—at any time(s), their name, picture, likeness, and information, as news or information and for art, trade, and/or promotional purposes without additional compensation or review. Any individuals depicted in the potentially winning Video Entries must also sign and return a Release of Liability/Publicity within the time period specified by Sponsors. Each winning Team and Team Member also grants to Sponsors the rights to use the winning Video Entries for promotion of this Contest or similar purposes for a period of three (3) years, where permitted by law.

### LIMITATION OF LIABILITY / DISCLAIMER OF LIABILITY

32. All Teams, Team Teachers and Team Members agree that Sponsors and their respective parents, subsidiaries, directors, agents, agencies, affiliates, franchisees, promoters, officers, directors, employees and related persons (a) are not responsible for lost, interrupted, or unavailable network, server, or other connections, or for any failed telephone or computer hardware or software, or for any failed, delayed, misdirected, corrupted, or garbled transmissions or errors of any kind, whether human, mechanical, or electronic, or for entries that for any reason are not received by Sponsors by the deadlines stated above; (b) are not responsible for any injury or damage to any computer, modem or other electrical device as a result of participation in this Contest or downloading of any software or materials; (c) are released from any and all liability related to this Contest and the receipt and use of any prize; and (d) will not be responsible for the inability to select Semi-Finalists, Finalists or Winners because of postal failure, equipment failure, or data storage failure.

### MISCELLANEOUS

33. Sponsors have the right to cancel, terminate or suspend this Contest or any part of this Contest if the security, administration, fairness or operation of this Contest corrupted or impaired by any non-authorized intervention, network failure, information storage failure, telecommunications failure, malfunction, or other causes beyond Sponsors' control, as determined by Sponsors in their sole discretion. In that event, Sponsors will select the Semi-Finalists, Finalists or Winners from among all entries received at the time of the Contest termination that are not believed to have been affected by the event causing termination, using the same judging method and criteria set forth above.

34. Sponsors have the right to prohibit you or your Team from participating in this Contest if Sponsors determine (in their discretion) that (a) you have attempted to tamper with Contest in any way; (b) you have tried to cheat or circumvent the Official Rules; (c) you have acted in any unfair way while participating in the Contest; (d) you have tried to annoy, threaten or harass any other person or Sponsors; or (e) you have acted in any other disruptive manner. If Sponsors fail to enforce any of these Official Rules in any situation, that does not mean that Sponsors have waived the Official Rules with respect to you.

35. All activity arising out of and relating to the Contest is subject to verification and/or auditing for compliance with the Official Rules and you agree to cooperate with Sponsors concerning verification and/or auditing. All references to a Team's status as a "Semi-Finalist," "Finalist" or "Winner" are subject to verification and/or auditing by Sponsors. If verification activity or an audit evidences non-compliance with the Official Rules as determined by Sponsors in their sole discretion, Sponsors reserve the right to disqualify that Video Entry from the Contest at any time.

36. Sponsors reserve the right to correct typographical or clerical errors in any Contest-related materials. No more than the number of prizes stated above will be awarded. If more than that stated number of prizes is claimed for any reason, Sponsors will award only the stated number of prizes by selecting the Semi-Finalists, Finalists and/or Winners from all legitimate, un-awarded, eligible prize claims by applying the same judging method and criteria described above.

### DISPUTES

37. By participating in the Contest, you agree that (a) any and all disputes, claims, and causes of action that relate to the Contest or any prizes, will be resolved individually, without any class actions of any kind; (b) any and all claims, judgments and awards will be limited to actual out-of-pocket costs, but will not include attorneys' fees; and (c) no person will be permitted, under any circumstance, to claim or receive any award of punitive, incidental or consequential damages or damages that are multiplied or increased in any way and you waive any claims for such damages.

38. All issues and questions relating to this Contest or the Official Rules in any way are governed by Florida law, regardless of any choice of law or conflict of law principles. Any legal proceedings relating to the Contest or the Official Rules can be brought only in the federal or state courts located in Hillsborough County, Florida and nowhere else and all you consent to jurisdiction in Hillsborough County, Florida. If any of these Official Rules is held to be invalid or unenforceable or illegal, these Official Rules will otherwise remain in effect and be interpreted as if the invalid or illegal rule were not included.

### WINNERS' LIST / OFFICIAL RULES COPY

39. For a copy of the Official Rules or Winners' List, visit [NIEgogreen.com](http://NIEgogreen.com), or mail a self-addressed, stamped envelope to: Publix "Show Us Your Green Routine" Contest, c/o Publix Marketing Department, 3300 Publix Corporate Parkway, Lakeland, FL 33811, specifying either "Winners' List Request" or "Official Rules Request." The Winners' List will be available after April 1, 2014.

### TRADEMARKS

40. Any third party trademarks mentioned herein are the property of their respective trademark owners. The use or mention of such third party trademarks in these Official Rules or in the Contest is solely for descriptive purposes and shall in no way imply an endorsement or sponsorship of the Contest.

# Are You In The Dark About **Light Bulbs?**

Many people are still confused about what kinds of light bulbs to buy now that some bulbs do not meet new efficiency standards. There are a variety of different types of light bulbs including: incandescent, tube fluorescent, compact fluorescent, mercury vapor, metal halide, high-pressure sodium vapor, ultraviolet and LED lights.

## Incandescent light bulbs

- In an incandescent, electric current runs through a wire filament and heats the filament until it starts to glow.
- They are inexpensive and typically last between 750 and 2,000 hours.

## LED: light-emitting diode

- LEDs use a semiconductor to convert electricity into light and they contain no mercury.
- A good quality LED bulb can have a useful life of more than 25,000 hours.
- They can last more than 25 times longer than a traditional light bulb.
- If you were to leave an LED light on 24 hours a day seven days a week it would still be on three years later.

## CFL: compact fluorescent bulbs

- Last 6 to 10 times longer than standard incandescent bulbs
- Uses 75 percent less energy than ordinary bulbs
- In a CFL an electric current is driven through a tube containing argon and a small amount of mercury vapor.



### DID YOU KNOW?

Because CFLs (compact fluorescent bulbs) contain trace amounts of mercury, they must be carefully recycled, usually at a hazardous waste facility.

Many of us, however, are unaware that CFLs, as well as other types of energy-efficient lighting, contain mercury – which is toxic. When broken, compacted, crushed or disposed of improperly, CFLs may release mercury into the air, water and soil, posing a risk to people and the environment.

### Before cleaning-up a broken fluorescent light bulb...

- >> Open a window and leave the room for at least 5 minutes
- >> Shut off the central heating/air conditioning system

#### ON A HARD SURFACE:

- >> Use cardboard to scoop up glass fragments and any powder and place them in a glass jar with metal lid or in a sealed plastic bag.
- >> Use tape, to pick up any small glass fragments & wipe with a damp paper towel
- >> Do not use a vacuum or broom to clean up the broken bulb on hard surfaces.

#### ON A CARPET OR RUGS:

- >> Pick up glass fragments and place them in a glass jar with metal lid (such as a canning jar) or in a sealed plastic bag.
- >> Use tape, to pick up any small glass fragments then vacuum if necessary. Remove the vacuum bag and put debris in a sealed plastic bag.

#### DISPOSAL OF CLEAN-UP MATERIALS

- >> Place everything in an outside trash container and wash your hands.

For more information, visit [www.epa.gov/mercury/spills/index.htm](http://www.epa.gov/mercury/spills/index.htm).

## PUBLIX ENERGY CONSERVATION

"From 2002-2012 Publix reduced electricity consumption in our retail operations by 10.1% Saving enough to power 88,375 homes."

Since 2007 we have tracked our Green House Gas emissions to measure our carbon footprint year to year. This means that we take an inventory of our energy usage, our fuel usage, refrigerants and other factors, and compare it to our total square footage. The overall trend since 2007 for greenhouse emissions per square foot continues to decrease. In 2007, we operated more than 56.5 million square feet of space company wide. Compare that to about 62.3 million square feet of space we operated in 2012. That takes a lot more energy to operate our stores and distribution centers. It also means we need to use more fuel to get

product to stores.

So as Publix continues to expand, the best measure



of our carbon footprint is not overall CO2 emissions, but CO2 emissions per square foot. We created a baseline in 2007 when we conducted our first greenhouse gas inventory. Since 2007, our conservation efforts have lowered our emissions per square foot of building space by 7.2 percent. If we had not lowered our CO2 emissions per square foot by 7.2 percent since 2007, we would have emitted over 174,000 more metric tons of greenhouse gases in 2012. We've achieved this positive outcome through advances in store lighting, new store designs, advanced refrigeration technologies, our *Get into A Green Routine* program, among other efforts.

# What is PLASTIC?

Most plastics in the U.S. are labeled with the numbers 1 through 7, in line with the code developed in 1988 by the Society of the Plastics Industry. The category number that a plastic product belongs to can be found inside the recycling chasing arrows. These numbers refer to the type of polymer or resin used to produce the plastic in question. The numbers do not refer directly to the plastics' use in recycling. This is confusing when you are trying to recycle them. **Number one** and **number two** plastics are the **most common** and most easily recycled. Plastic containers with the other numbers are recycled differently from one community to the next. Contact your local recycling service to find out your local rules. These numbers can also help you to decide which products to buy before you use them. If you have a choice between two products, when one comes in a bottle that you can recycle in your community and the other comes in a bottle that cannot be recycled, which should you buy? Of course, it is the one you can recycle. Keep in mind that not all categories are collected for recycling and that the categories collected might vary from area to area.

## The Seven Types of Plastic

Here's a list of the numbers, from 1 to 7. Each number represents the type of resin made to produce the plastic.



**PETE (Polyethylene terephthalate):** This is the plastic in most clear bottles and is considered to be safe. However it is known to have a porous surface that allows bacteria and flavor to accumulate, so it is best not to keep reusing these bottles as makeshift containers. This would include soda bottles, water bottles and large clear juice bottles. This plastic is picked up by most curbside recycling programs.

WHEN RECYCLED IT IS USED TO MAKE FIBER FOR CARPET, FLEECE JACKETS, COMFORTER FILL, AND TOTE BAGS.



**HDPE (High-density Polyethylene):** This plastic is considered safe and has low risk of leaching. It can be made without color as it is in milk bottles, and it is usually opaque. It can also be dyed any color for laundry/detergent bottles, fabric softeners, bleach, butter tubs and toiletries bottles. It is also picked up by most recycling programs.

WHEN RECYCLED IT IS USED TO MAKE PLASTIC LUMBER FOR OUTDOOR DECKING, FENCING AND PICNIC TABLES. PIPE, FLOOR TILES, BUCKETS, CRATES, FLOWER POTS, GARDEN EDGING, FILM AND SHEET, AND RECYCLING BINS.



**PVC (Poly vinyl chloride):** This plastic is tough and holds up better against some oils and alcohols, so it is frequently used for salad dressing and cooking oil bottles. There are phthalates in this material – softening chemicals that interfere with hormonal development. It is also used to make food wrap, so you should never cook using food wrap, especially in a microwave oven. *#3 plastic is rarely accepted by recycling programs.*

WHEN RECYCLED IT IS USED TO MAKE PANELING, GUTTERS, CARPET BACKING, FLOOR TILES, ELECTRICAL BOXES, CABLES, TRAFFIC CONES, GARDEN HOSE, PACKAGING, FILM AND LOOSE-LEAF BINDERS.



**LDPE (Low-density Polyethylene)** (This is a light-weight version of HDPE): It is frequently used for garbage, grocery, sandwich, produce and bread bags. This plastic is considered safe, but is unfortunately not often accepted by curbside recycling programs.

WHEN RECYCLED IT IS USED TO MAKE SHIPPING ENVELOPES, GARBAGE CAN LINERS, FLOOR TILE, PANELING, FURNITURE, COMPOST BINS, TRASH CANS, AND OUTDOOR LUMBER.



**PP (Polypropylene):** Yogurt cups and similar wide-necked containers are often made from it, as well as water bottles with a cloudy finish. You'll also find it in medicine bottles, ketchup and syrup bottles, and straws. This plastic is also considered safe, and is increasingly being accepted by curbside recycling programs.

WHEN RECYCLED IT IS USED TO MAKE AUTOMOBILE APPLICATIONS, SUCH AS BATTERY CASES, SIGNAL LIGHTS, BATTERY CABLES, BROOMS AND BRUSHES, ICE SCRAPERS, OIL FUNNELS, AND BICYCLE RACKS.



**PS (Polystyrene):** This is a common plastic with many uses. It is often referred to by a brand name "Styrofoam." PS is used to make coolers, plastic silverware, food boxes, egg cartons, meat trays and disposable dishes. Evidence is increasingly suggesting that this type of plastic leaches potentially toxic chemicals, especially when heated. PS is very light and expensive to transport. This makes it very expensive to recycle so most communities do not accept PS, however you can recycle Styrofoam at Publix (please be sure to empty and clean cartons).

WHEN RECYCLED IT IS USED TO MAKE THERMAL INSULATION, THERMOMETERS, LIGHT SWITCH PLATES, VENTS, DESK TRAYS, RULERS, AND LICENSE PLATE FRAMES. CAMERAS OR VIDEO CASSETTE CASINGS. FOAMED FOODSERVICE APPLICATIONS, SUCH AS EGG SHELL CARTONS.



**Other:** This number basically means "everything else." It's a mixed bag, composed of plastics which were invented after 1987. Polycarbonate falls into this category, including the dreaded BPA. It also includes some baby bottles and food storage containers which resist staining. It is difficult to recycle #7 plastic and most curbside recycling programs won't accept it.

WHEN RECYCLED IT IS USED TO MAKE BOTTLES AND PLASTIC LUMBER APPLICATIONS.

## “Paper, Plastic or **Neither!**”

# green **FACTS**

\* In the United States we use **two and half million** plastic bottles **every hour**.

\* Only **1 out of every four** will be recycled.

\* The manufacturing process used to make plastic bottles for bottled water in America requires more than **1.5 million barrels of oil** annually. The equivalent of this oil would fuel some 100,000 U.S. cars for a whole year.

\* Each **square mile** of ocean is estimated to have **46,000 pieces** of plastic floating in it.

The way Publix Supermarket associates pack their customers groceries counts. That's why they train their front service personnel to place the right number of items in each bag. It's easy to see that when a customer brings in their reusable bags that we are saving paper and plastic bags, but we also save when we pack the paper and plastic bags properly. Reusable bags hold up to 3 times more groceries

### Publix **GREEN** Facts:

- Paper and plastic grocery bags, saved each year at Publix, exceed 400 million thanks to customers opting for Publix reusable bags.
- However, some of their customers still want to use plastic bags, so they do their best to offer a sustainable choice. Their plastic bag supplier won an award for their bags being made with recycled content. Hilex uses between 18 to 25% recycled material in our bags.
- Their recycling center recycled in excess of 20 million pounds of bags, sacks and wraps last year.
- The “Bag 2 Bag” bags made with recycled content require 20 percent less energy to produce, lowers carbon emissions by 11 percent, diverts millions of pounds from landfills each year.



# green **FACTS**

A **plastic bag** that is **NOT** biodegradable can take up to **400 years** to be broken down.

In the case that you do have plastic bags, *do not throw them away*, but **reuse** them as much as possible (e.g. in the bins).

At the supermarket use reusable cotton bags instead of plastic bags.

## Creating New Products:

The slurry can be made into office paper (by adding wood or cotton fibers) or into cereal boxes, cardboard and newsprint.



## Breaking Down:

Paper is put into a large vat and mixed with water creating a product called a slurry. The slurry is spread on racks, where big rollers can push all the water out.



WHAT HAPPENS TO THAT NEWSPAPER YOU TOSS INTO THE RECYCLING BIN?

# What goes around, comes around

**Tossing:** You toss your paper into a bin marked for recycling. Trucks transport the waste to a recycling facility.

**Sorting:** The paper is separated by type and grade.

>> Of all the disposable post-consumer material that is made into new products, paper is among the easiest to recycle.

>> The individual fibers of paper are degraded somewhat with each new use, so paper has a finite lifespan – usually about seven generations.

>> Many different grades of paper can be recycled into new products.

**NOTEBOOK PAPER:** into printing or writing paper, newspaper, or packaging.

**NEWSPAPER:** into new newsprint, egg cartons or paperboard.

**CARDBOARD:** into new cardboard or paperboard packaging.

[www.paperrecycles.org](http://www.paperrecycles.org)

## THESE NUMBERS ADD UP . . .

- + Every ton of paper recycled saves more than 3.3 cubic yards of landfill space
- + In 2010, 6.35 percent of the paper used in the U.S. was recovered for recycling. This represents an 89 percent increase in the recovery rate since 1990.
- + 268 million Americans have access to curb side or drop-off paper recycling programs .
- + In 2010, the amount of paper recovered for recycling averaged 334 pounds for each man, woman and child in the United States.

## take action

### Use the newspaper

Although, it is often more expensive to do so, most newspapers across the country use recycled paper to print new newspapers.

Discuss as a class the pros and cons of using more expensive materials to make your product.

Next, contact your local newspaper and find out whether they use recycled paper and why they made the decision they did.





## What's the connection between the environment and the newspaper?

Well, of course, you recycle newspapers, but the connection is much stronger than that. Your local newspaper provides the latest and most in depth news on all environmental issues, from those pending before Congress to problems in your hometown. The advertisements let you know about green products, from cars to paper towels. You can make the world a little greener just by being informed. What's more, you can use the newspaper to spread the word yourself – from writing a letter to the editor to sending in an announcement about an event your group is sponsoring. Your newspaper is a key tool in working for the environment.

### JUST THE FACTS \* Paper Recycling Facts

- When a tree is cut down, about **25%** will actually be used for paper.
- Every ton of paper that is recycled **saves** about **17 trees**.
- Every tree provides enough **oxygen** for **three people** to breathe.
- It takes **75,000 trees** to print a Sunday Edition of the New York Times.

If all Americans recycled all their newspapers we could **save 250 million trees** a year.

- As Americans we consume about **700 pounds** each year. This is 6 times more than the global average of 110 pounds. Change is slow...
- The first year we recycled more paper than what we dumped into landfills in the US was **1993**.
- The production of recycled paper causes only 25% of the pollution caused from the production of new paper.

**DID YOU KNOW?**  
Each American uses approximately one **100-foot-tall Douglas fir tree** in paper and wood products per year.

Source: EPA



Two of the 14 school districts that were honored in 2013 as Green Ribbon Districts, the *School District of Palm Beach County in Florida* and *Gwinnett County Public Schools in Georgia* have extensive district wide recycling programs. *Palm Beach County* is the fifth largest school district in Florida and the 11th largest school district in the nation was one of the first in the nation to employ a full-time sustainability coordinator. *Gwinnett County Public Schools* located in the metro Atlanta area is the largest school system in Georgia and the 12th largest school district in the nation is committed to encouraging environmental education and outstanding stewardship of resources. Both districts use SPRS as part of their paper collection program at a number of schools in each county. All paper collected by SPRS in these programs goes directly to the 100% recycled newsprint mill in Dublin, Georgia owned and operated by SP Fiber Technologies, the parent company of SPRS. This partnership provides a closed loop program that offers each district the assurance that every bit of paper collected is being turned into 100% recycled newsprint that is then delivered back to the publisher and literally turned into tomorrow's newspaper.

### Use the newspaper

1. Look through the newspaper and find three stories – one local, one national and one international – that deal with environmental issues or problems. Write the names and the dates of the stories here.

- a.
- b.
- c.

2. Briefly summarize the problem or issue that each article describes.

- a.
- b.
- c.

3. For each problem, list three things you could do to help – as an individual, as a class and as part of a larger group

- a.
- b.
- c.

### BY THE NUMBERS:

**Get Into a Green Routine**® Publix – Get Into a Green Routine program

continues to encourage and support the efforts of their associates who work hard to keep recyclable materials out of the landfills.

They had a company wide recycling rate last year of **52.4%**.

They recycled: **224,682** tons of cardboard and wax cardboard to **3,600** tons of Mixed Paper **8,900** tons of low-density of polyethylene and mixed plastic.

This recycling helped save approximately **3.8** million trees, **1.5** billion gallons of water and **741,000** cubic yards of landfill space. It also resulted in saving the equivalent to more than **2.4** million barrels of oil.

## Working together to make a difference

WHAT IS  
THE AGENCY  
IN YOUR  
STATE?

- >> ALABAMA Department of Environmental Management, [www.adem.state.al.us/default.cnt](http://www.adem.state.al.us/default.cnt)
- >> FLORIDA Department of Environmental Protection, [www.dep.state.fl.us](http://www.dep.state.fl.us)
- >> GEORGIA Environmental Protection Division, [www.gaepd.org](http://www.gaepd.org)
- >> SOUTH CAROLINA Department of Health & Environmental Control, [www.scdhec.gov](http://www.scdhec.gov)
- >> TENNESSEE Department of Environment & Conservation, [www.tennessee.gov/environment](http://www.tennessee.gov/environment)

### carbon footprint

1. a measure of the amount of carbon dioxide released into the atmosphere by a single endeavor or by a company, household, or individual through day-to-day activities over a given period
2. the amount of greenhouse gases and specifically carbon dioxide emitted by something (as a person's activities or a product's manufacture and transport) during a given period

### eco footprint

1. the measure of how fast we consume natural resources, generate waste as compared to how fast nature can regenerate natural resources

### water footprint

1. your individual water footprint is equal to the amount of water required to produce the goods and services consumed by you



**W**hen scientists talk about global climate change, they're talking about the global climate and a pattern of change that's happening over many years. One of the most important trends that scientists look at is the average temperature of the Earth, which has been increasing for many years. This is called global warming.

#### The Signs of Climate Change:

- Higher Temperatures
- Changing Rain and Snow Patterns
- More Droughts
- Warmer Oceans
- Rising Sea Level
- Wilder Weather
- Increased Ocean Acidity
- Shrinking Sea Ice
- Melting Glaciers
- Less Snowpack
- Thawing Permafrost



“Climate is what we expect, weather is what we get.”

– Mark Twain

Here's an easy way to remember the difference between **weather** and **climate**:

**Climate** helps you decide what clothes to buy, and **weather** helps you decide what clothes to wear each day.

## take action

GREAT  
GREEN  
IDEA!

Start a carbon-free day (week or month) at your school:

Walk, bike, skateboard, rollerblade or take a bus to school. Just make sure to stay safe. Ask your school about a SAFE ROUTES TO SCHOOL PROGRAM ([www.saferoutesinfo.org](http://www.saferoutesinfo.org)). This program has lots of tips for students and families, like forming “walking school buses” led by one or two adults.

- » Talk to parents about the possibility of carpooling to school.
- » Start a NO IDLE ZONE at your school: by asking school visitors, parents who are picking up or dropping off their kids, bus drivers waiting to pick up or drop off kids or any vehicles that are stopped for 30 seconds or longer in your zone to shut off their vehicle.

**What else could be done to lower your school's carbon footprint?**

HOW BIG  
IS YOUR  
FOOTPRINT?

Calculate your household footprint at

>> [www.footprintstandards.org/calculator](http://www.footprintstandards.org/calculator)

Another quick calculator where kids can compare their footprints to those around the world is available at >> [www.zerofootprintkids.org](http://www.zerofootprintkids.org)

# \* Schools can set an example for the whole community by reducing the amount of waste they produce.



## take action

**Teach your school the three R's.** Schools can save energy, preserve natural resources, and prevent greenhouse gas emissions by reducing, reusing, and recycling.

**To reduce the amount of materials used, your school can...**

- Have students view information on a computer screen or projector instead of printing paper copies.
- Purchase supplies that come in as little packaging as possible.
- Host "waste-free" lunch days.  
See <http://www.epa.gov/osw/education/lunch.htm> for more information.

**To reuse things instead of throwing them away, your school can...**

- Set up boxes to collect scrap paper that has only been used on one side.
- Always print, copy, and write on both sides of a piece of paper.
- Create a school exchange where students can share supplies they no longer need with one another.

**To promote recycling, your school can...**

- Reuse+Recycling=Waste Reduction: A Guide for Schools & Groups
- Make a Difference in Your School: A How-to Guide for Engaging Students in Resource Conservation and Waste Reduction

Everyone in your community or at your school needs to work together to form a balance between the three pillars of sustainability — environment, society and economy. Each one of your states has state wide department that works with or coordinates efforts for other agencies. The EPA (Environmental Protection Agency) has a program specifically for middle school students such as yourself ... the "Make A Difference Campaign for Middle School Students" is aimed at educating and engaging you in resource conservation and environmental protection. This campaign helps you make informed decisions for protecting the environment in your day-to-day life. The following resources will inspire you to reduce, reuse, and recycle waste — to "make a difference" at home, at school, and in your community.

➤ [www.epa.gov/osw/education/mad.htm](http://www.epa.gov/osw/education/mad.htm)

GREAT GREEN IDEA!

Do you have any old computers, cell phones, stereo equipment, televisions, VCRs, PDAs, video games, or other electronic equipment sitting around in your home?

Believe it or not, these items, as well as other pieces of electronic equipment, can be recycled and refurbished for reuse in your schools and community organizations. You can help by partnering with your local government or community groups on their electronics recycling efforts.

To learn more about e-cycling and ways you can contribute to the safe reuse and recycling of electronics, see EPA's "Plug-In To eCycling Event Tool Kit." Offering valuable guidance on planning, funding, staffing, and collecting and reporting, the kit is intended to provide interested individuals with easy-to-act-on information, helping them plan successful recycling collection events for consumer electronics.

*The Event Tool Kit* provides valuable information about:

- Your first steps in planning an event,
- Necessary tasks to complete before the event,
- Things you need to know about the day of the event,
- Important post-event tasks.

To learn more about EPA's "Plug-In To eCycling" Program, and to view an online version of the "Plug-In To eCycling Event Tool Kit," visit >> [www.epa.gov/epaoswer](http://www.epa.gov/epaoswer)

## RU THE CHANGE?



### Start or expand a recycling program.

- >> Contact community officials or a local recycling center to find out which items they will accept.
- >> Provide containers for collecting items like paper, bottles, cans, electronic equipment, and batteries.
- >> Keep track of how much is recycled.
- >> Hold a recycling competition.
- > Start a volunteer program that picks up recyclables in parks or apartment buildings.

**Check out these resources for more help:**

➤ <http://www.epa.gov/osw/education/pdfs/mad-guide.pdf>

➤ <http://www.epa.gov/osw/education/pdfs/school.pdf>

# Go Green!

## GREEN SHOPPING AND SHIPPING:

The vast majority of energy used in the U.S. food system (approximately 80 percent) goes to processing, packaging, transporting, storing and preparing food. Produce in the U.S. travels, on average, 1,300 - 2,000 miles from farm to consumer. Since 1970, truck shipping has dramatically increased, replacing more energy efficient transportation by rail and water. Local food systems can reduce "food miles" and transportation costs, offering significant energy savings.



In 2012, we began to extend the evaluation of Packaging Sustainability beyond the Greenwise brand to all Publix brand products.



**Reduce your food mile:** The vast majority of energy used in the U.S. food system (approximately 80 percent) goes to processing, packaging, transporting, storing and preparing food. Produce in the U.S. travels, on average, 1,300 - 2,000 miles from farm to consumer.

Publix continues to work with its truck manufacturers to get the highest miles per gallon possible for all of its delivery trucks. Publix also looks for improved truck routes to reduce miles driven and more efficient ways to get more product in a trailer. Learn more at [publix.com/sustainability](http://publix.com/sustainability).

**Back Hauling:** Publix Tractor Trailers are used to pick up new product from our suppliers as they return to warehouses after delivering to the stores where possible. Instead of traveling back to the warehouse with an empty trailer, our drivers stop at our suppliers' warehouses to pick up new product along the way. In 2012 the Publix private fleet picked up 53,488 product orders that covered 3,343,484 miles that would have been empty miles. Not only did we save empty trailer miles, this also saved those miles being traveled by another carrier having to deliver to our warehouse.

# Publix®

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➤ For more information on the Publix GREEN YOUR SCHOOL'S ROUTINE CONTEST <http://www.niegogreen.com/>

➤ SUSTAINABILITY

➤ DIGITAL LEARNING