



In Partial Fulfillment of the Requirements for the Degree of

## **Master of Sustainability Solutions (MSUS)**

**James Spearman**

Will present his Master's Applied Project

### **Building a Sustainable Business**

#### **Abstract**

My culminating experience project was to build out a foundation and business plan for a new brand of bikes, commuting and clothing products, but also the creation of an app to change commuting behavior by creating feedback loops and financial rewards for cycling. The premise I started from is that cycling is more eco-friendly, healthier and more accessible to those in lower income brackets than driving a car to work, and the sustainability question I asked, and have continued to ask is: How do I get more people (specifically Americans) to choose a bike over a car for short (or long) trips, but especially for commuting to work? The second question is, how can I build a company from scratch that would place sustainability at all levels of the company? I am creating a benefit corporation to accomplish these goals.

Thursday, November 30, 2017

1:00pm

Wrigley Hall, 481

Faculty, students, and the general public are invited.



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# **Master of Sustainability Solutions (MSUS)**

## **Whitney Love**

Will present her Master's Applied Project

### **Susty Games**

#### **Abstract**

As an AASHE Gold University, ASU engages its students, with varying success in adopting sustainable behaviors. The Susty Games pilot project was developed to make the adoption process both interesting and engaging for students. The project goal was to increase sustainable behaviors in ASU students' daily lifestyles by demystifying and familiarizing them with such behaviors. Familiarization occurred by getting students out and into their communities practicing eight specific behaviors that reflect ASU's Sustainability Operations focus areas: climate neutrality, zero waste, active engagement, and principled practice. The project subject was ASU students because human, incentive, and support resources are readily available and attainable to students. The main system complexities were marketing to potential participants and engaging game players throughout the duration of the game. Indicators of success were the number of new behaviors introduced to each participant by the game, and the number of behaviors participants will repeat after the game.

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### **Rachael Rosenstein**

Will present her Master's Applied Project

### **Communicating Sustainability Solutions Through Photojournalism**

#### **Abstract**

Strategies and interventions have promoted the sustainability of urban communities, but effective communication of these solutions is lacking. Documentation of current solutions tends to be dense and difficult for non-academics to understand. Sustainability scientists and practitioners need ways to meaningfully and intelligibly communicate their experiences to the lay public. This project sought to visually present sustainable community development solutions to address this communication barrier. Members of urban/community gardens in Phoenix and Tempe, Arizona, and Copenhagen and Aarhus, Denmark, were photographed, interviewed. Their feedback was then examined to assess the degree to which photographs can tell a holistic sustainability story.

The photographs focused on aspects of life and behaviors that have contributed to happiness in local communities. A website was created and a gallery event was mounted for public review and discussion. Gallery attendees and website visitors were asked to complete a survey to assess (1) gained knowledge of sustainability solutions, and (2) how effective a tool photography is as a means of sustainability solutions communication.

This visual medium allowed people think about how to incorporate sustainable community solutions into their own lives and may have changed people's interest in, and thoughts about, overall sustainability and sustainable solutions. The survey results demonstrated that photographs can successfully communicate sustainability ideas. Specifically, viewers gained an increased awareness of how community and urban gardening can increase happiness, well-being, and sense of community. This visual approach can continue to be used to more successfully communicate additional sustainability solutions ideas and methods to the public.

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**Master of Sustainability Solutions (MSUS)**

**Cara Nassar**

Will present her Master's Applied Project

**An Exploration on Communicating Sustainability Ideas through  
Technology to Inspire Sustainable Urban Planning Practice**

**Abstract**

Why does such an immense rift exist between academia and professionals in terms of researching and practicing sustainability and sustainable development, and how can we bridge the gap with effective communication?

The project explores the basis and justification for communicating sustainability ideas to urban planners in ways that help them comprehend and implement sustainable solutions.

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