

“You always explain it from a dollars-and-cents angle. That’s what people know.”

—Christine von Kolnitz Cooley
MUSC sustainability manager




Christine von Kolnitz Cooley, near one of MUSC’s many recycling containers

Although the S&R program has a major influence on MUSC’s overall recycling activities, that is only part of its mission, as its name suggests. Sustainability, striking a balance between environmental, social and economic issues, is an integral part of the program’s mission. To that end, educating the MUSC population and beyond on the virtues of integrated decision making comprises a large portion of the staff’s work.

Cooley and members of her staff give on average two talks a month to various departments on the importance of recycling and sustainability, and *The Catalyst*, MUSC’s weekly newspaper, often runs informational articles to raise public awareness. The program has a presence at virtually every large public event in the area, from student orientation to commencement. In an institution this large, however, just getting the word out can be an arduous task.

Lately, however, Cooley has detected a welcome change in the institution. “In the last two years,” she says, “more people



In all, the university processed 1,155 tons of waste in fiscal year 2011-12, roughly the weight of six adult blue whales. That accounts for 23 percent of MUSC’s total waste production of nearly 3,800 tons.

