

Greening the Berkeley Science Review Phase II

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Sponsor: Berkeley Science Review

TGIF Mini-Grant: \$2,000

2012 Mini-Grant Application Submission

Project Theme: Waste Reduction

Status: Complete

Project Description: Funding will be used to cover the additional costs of printing the spring 2013 issue of the magazine on recycled paper and for hiring a spring student intern to assist with web-development of publishing online content. The Berkeley Science Review also received a spring **2012 TGIF Grant** for sustainable printing practices.

Goals: 1. Cover the additional cost of printing the spring 2013 issue of the magazine on recycled paper (see spring 2012 TGIF application). 2. In 2010, the BSR unveiled a new website to host a new blog, allowing us to engage readers on a daily basis with news and opinions about the world of science at Berkeley and beyond. This project was also an attempt to maintain an online archive of BSR print releases, and a small staff of graduate students have worked to ensure that all previous editions of the BSR are available as PDFs. Converting these pages to a web-based HTML format would offer significant advantages. Authors would be able to include hyperlinks connecting magazine articles to previous BSR content, as well as to outside content for further reading. The stories could also include embedded videos and interactive graphics to improve the reader's experience. HTML pages would be faster to load and easier to browse quickly, and hosting the content in this way would make it easier for readers to share stories with their family and friends.

2013 Project Poster

Project Timeline

1. Fall 2012: BSR Issue Release – copies printed on 60% PCW recycled paper
2. January 2013: Posted job opening for Web Publishing Intern
3. February 2013: Hired Dennis Zhao for intern position and began work on IssueM articles
4. April 29th, 2013: BSR Sustainability Workshop
5. April 29th, 2013: BSR new online article format unveiled
6. May 1st, 2013 BSR Issue Release – copies printed on 60% PCW recycled paper

2012-2013 Accomplishments and Results

- The BSR Team shifted the paper source for all of its issues to greater than 55% post-consumer waste (PCW) paper.
- The BSR printed the **spring 2012 issue** of the BSR on 55% recycled paper (30% PCW), and the **fall 2012** and **spring 2013** issues of the BSR on 60% PCW paper.
- Using a Wordpress plugin called IssueM (issuem.com), the BSR released the Spring 2013 issue in an HTML format, with an easily-to-browse table of contents.
- The project leads hired an undergraduate intern to import the past four issues from the archives. The new format for the online magazine articles was unveiled with great success on April 29th.
- The project team held a workshop at the Graduate Assembly on April 29th to share our experiences with the wider publishing community. The workshop served as a springboard for future plans and discussions regarding sustainable publishing at UC Berkeley.

Metrics

- For the fall 2012 issue, the BSR printed 1,375 pounds of 60% PCW paper, which saved 1 ton of wood (or 7 trees), 3,535 gallons of water, 4 million BTUs, 276 pounds of solid waste, and 791 pounds of greenhouse gasses.
- For the spring 2013 issue, the BSR printed 1,285 pounds of 60% PCW paper, which saved 1 ton of wood (or 7 trees), 3,304 gallons of water, 3 million BTUs, 258 pounds of solid waste, and 739 pounds of greenhouse gasses.

Values were calculated using the *Environmental Paper Network Paper Calculator, Version 3.2*.

Challenges and Changes to the Grant Proposal

- In switching from standard paper to the new 60% PCW paper, the BSR Team decided to switch to a smaller paper supplier, and therefore, printing costs accordingly went up by 35-50%. Because of this financial increase, there was not enough money in the TGIF grant to purchase the proposed carbon offsets.
- Due to the limited number of hours available for the intern from the mini-grant, the BSR was only able to import the archives since fall 2010. The 18 previous issues remain in PDF format until a future time when resources are available to complete this project.
- Although the workshop served as a starting point for discussing sustainable publishing in the campus community, attendance was limited to BSR members and official representatives from the Graduate Assembly, TGIF, and the LEAD Center. The LEAD Center Publications Advisor will work with the BSR to hold the workshop again, with more attendance from the publications community.

On-going Benefits

Comparing the Spring 2013 issue release to the previous semester, the use of the IssueM plug-in seems to have made a marked difference in the amount of web traffic to the BSR site. In the first week after the release, there were 4,299 total page views, compared to 2,521 page views during the first week of the Fall 2012 issue. The BSR Team expects the web traffic to continue to grow over time as they develop a loyal readership of both the online magazine and the blog, thanks to the consistent format delivered by IssueM.