

# SUSTAINABILITY NEWS

Chemistry Department | University of Michigan



## TOP NEWS OF THE MONTH

### FREEZER CHALLENGE

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Nine labs participated and a total of 49.7 kWh/day of electricity savings were made

### SUSTAINABILITY DAY RECAP

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Our first sustainability day was a massive success!

### LAB SWAP SHOP

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Thursdays 1-3pm  
North University Building Rm 5004

### SOLICITING STORIES

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You or your lab could be featured in a monthly edition to promote sustainability practices!

# FREEZER CHALLENGE

## >>>

**Nine labs** (McNeil, Bartlett, Sanford, McCrory, Schultz, Maldonado, Keane, Ault) participated in the department's first Freezer Challenge through My Green Lab. As a result, a total of **49.7 kWh/day** of savings were made, which is approximately equivalent to 43 lbs of CO<sub>2</sub> emissions/day, or equal to **56 miles** driven by an average gasoline powered vehicle.

Participating lab members were treated to a **Blank Slate Ice Cream party**.

To participate in the challenge next year follow these steps:

- Complete an inventory of cold storage
- Perform preventative maintenance (can include a dethaw),
- Retire and/or upgrade to energy-efficient models.

[How to decommission old cold storage units.](#)

## DID YOU KNOW?

Participants in the 204 Freezer Challenge saved a combined **49.7 kWh/day**

**49.7 kWh/day**  
energy avoided is  
equivalent to:



**56 miles**

driven by an average gasoline-powered vehicle

Source: UESPA Greenhouse Gas Calculator; My Green Lab





# SUSTAINABILITY DAY RECAP

On June 5th, we celebrated the Chemistry Department's inaugural Sustainability Day. To align with LSA's Sustainability Goals, we coordinated a designated day to perform OCS Lab Certification walkthroughs, a Freezer Challenge information session, and held Planet Blue Ambassador training.

- 11 certification walk-throughs were performed in the building.
- Department-wide certification totals: 18 labs received some sort of certification
  - Platinum certifications: Bailey, Maldonado, McNeil, NMR lab, Pratt, Organic Chem Teaching Labs, General Chem Teaching Labs, Chemistry Prep Lab, McCrory (10 total)
  - Gold Certifications: Kennedy, Biochem teaching labs, Bartlett, Koutmou, Lehnert (5 total)
  - Silver Certifications: Marsh, Ruotolo (2 total)
  - Bronze: Buss (1 total)
- 25 individuals (grad students and post-docs) became Planet Blue Ambassadors
- 50 people engaged with the tabling in the atrium



# LAB SWAP SHOP

➤➤➤ NORTH UNIVERSITY BUILDING RM 5004



This program is akin to a 'thrift shop' for **free lab supplies** to **University of Michigan - Ann Arbor researchers** on a first-come, first-served basis. Surplus inventory was generously donated by U-M labs on campus. Most supplies are in gently used/new condition.

Lab Swap Shop is open Thursdays 1-3 pm!

## GREEN CHEMISTRY LITERATURE

Received: 29 November 2021 | Accepted: 27 June 2022  
DOI: 10.1002/mar.21709

REVIEW ARTICLE



**When sustainability backfires: A review on the unintended negative side-effects of product and service sustainability on consumer behavior**

Diletta Acuti<sup>1</sup> | Marta Pizzetti<sup>2</sup> | Sara Dolnicar<sup>3</sup>

There's a growing cultural emphasis on sustainability, with growing numbers of manufacturers of aiming to promote the adoption of sustainable products. However, unintended consequences arise due to negative consumer attitudes. Some associate sustainability with compromised functionality or aesthetics. Additionally, others fear of judgment—being labeled 'hippie'—deters conspicuous sustainable product purchases. A systematic review by Acuti, Pizzetti, and Dolnicar highlights competing priorities and paradoxical outcomes when companies incorporate sustainable products. The abundance of conflicting information shapes modern consumers' views, and a poor understanding of sustainability can reduce enthusiasm and cause discomfort. Some consumers even avoid thinking about sustainability to evade guilt. In the final act of the paper, the authors recommend that corporations actively deliver sustainability information beyond product changes and labeling and give several suggestions for how to implement more effective communication.

*Kacey Vaughn*

<https://doi.org/10.1021/acssuschemeng.4c02205>

## ANNOUNCEMENTS

### ➤➤➤ SOLICITING STORIES

We are launching a series in the newsletter to feature a 'Sustainability Advocate of the Month' and highlight researchers' experiences in making a reaction or experiment or their lab or department more sustainable.

In addition, we also hope to highlight a 'Sustainable Lab of the Month' to feature best practices in creating a more eco-friendly and sustainable lab environment.

Contact [chem.sus.info@umich.edu](mailto:chem.sus.info@umich.edu) to submit a pitch!

### ➤➤➤ ADDITIONAL NEWSLETTER SIGNUP!

Email [sustainable-labs@umich.edu](mailto:sustainable-labs@umich.edu) to sign up for sustainability-related ideas for research labs on campus.