


# THE HONEYGUIDE

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A GREENUP GUIDE  
TO GEORGETOWN



Click a title to take you  
to that page!



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A honeyguide is a bird named for its ability to lead people to beehives, so that they can feast on the leftovers. Like these indicator birds, we at the GreenUP initiative want to help lead you to more sustainable options for your life at Georgetown so that we can all reap the rewards of a more environmentally-friendly community.

# INTRODUCTION

Almost everything we do has an environmental impact, but most of us probably don't think of it that way. That's where *The Honeyguide* comes in. We want to point out the things you're probably already doing, and then help you make them more environmentally sustainable. We probably don't have too many readers with a hobby of dumping plastic grocery bags into the Potomac River, but many, if not most, probably use those bags when stocking up at the grocery store or picking up lunch at Wisey's. Do we want to stand in the way of your food hook up? No way! Do we want to get you to use a reusable bag that is better for the environment? You betcha! This book is full of similar suggestions on how you can make small, convenient, inexpensive changes to your habits, that can be done on campus or in Georgetown.

We've separated each section into a particular want or need. We tell you what can be done to make it more sustainable, how to go about it, and then give you more information, in case you are as interested in sustainability as our team is. By the end of the book, we hope you are!



Throughout these pages you'll see these little honeyguides next to our implementation suggestions. That's your cue to click and follow to the great resources we've compiled for you.



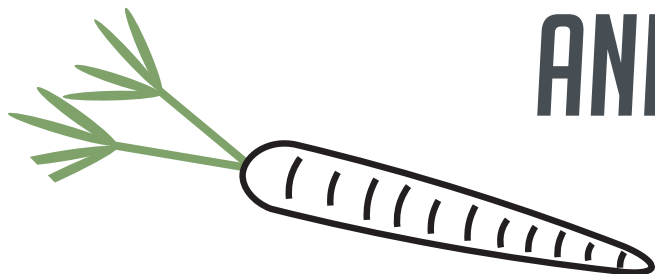
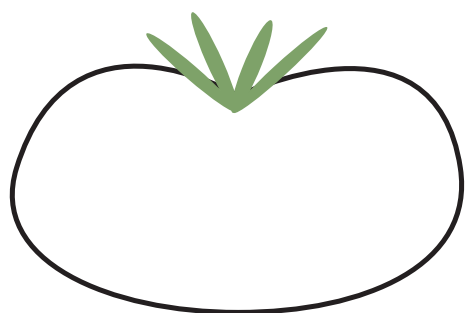
Each recommendation page also has a pair of glasses in the "Further Reading" section. Click on these to see the sources we used when determining the best way to *GreenUP* that particular habit.



# FOOD & DINING



# I NEED GROCERIES



**SHOP FRESH  
AND LOCAL**

FarmFresh runs producer only farmers markets across the DMV area. That means you're buying directly from the source: local, fresh, and sustainable. Find your nearest farmers market. You can find one seven days a week! 

Georgetown University also runs a seasonal farmers market Wednesdays in Red Square. 

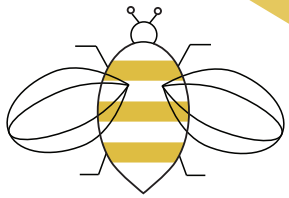


## FURTHER READING



When we lived on farms, our backyard was our grocery store! Now the food has to come to us, and we rarely stop to think about how far, or how long, and what impact that transportation has on the environment. Shipping uses large amounts of natural resources (especially fossil fuels), contributes to pollution, and creates trash with extra packaging. Conventional agriculture also uses many more resources than sustainable agriculture and pollutes water, land, and air with toxic agricultural by-products. Food at the farmers market is transported shorter distances and is generally grown using methods that minimize the impact on the earth. Farmers markets support small businesses and local economies, and often organize community programming around agricultural education and equity.

# I NEED HEALTHY FOOD



Organic farms support  
34% more plant, animal,  
and insect species than  
conventional farms.



EAT  
ORGANIC

Local grocery stores  
all have an organic aisle.  
Pay attention to the  
labels! 



Many vendors  
at the local farmers  
markets also carry organic goods and  
produce.

## FURTHER READING

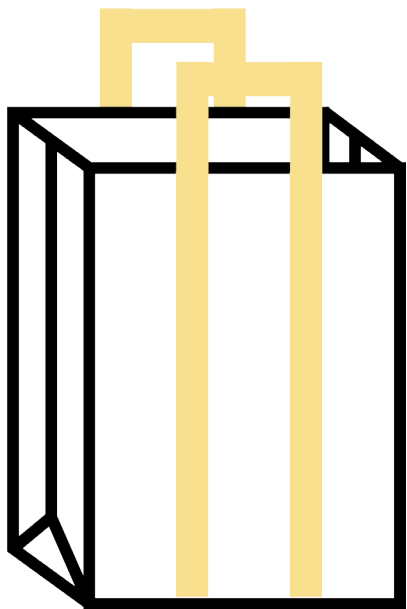


In order to meet U.S. Department of Agriculture organic standards, organic foods must be “grown and processed without the use of toxic and synthetic pesticides and fertilizers, genetic engineering, antibiotics, synthetic growth hormones, artificial flavors, colors, preservatives, sewage sludge and irradiation.” Organic food production lessens health risks for farmers, contains higher concentrations of nutrients, and supports biodiversity. The lack of pesticides used in organic farming makes water runoff free of chemicals and therefore safer for surrounding communities. Finally, organic agriculture builds up soil and nutrients rather than depleting it, which is significant because the U.S. is losing topsoil 10% faster than it can currently replenish.

# I NEED TO CARRY MY GROCERIES



Globally we use as many as one million new plastic bags every minute, at a cost of 2.2 billion gallons of oil a year.



**CARRY  
A REUSABLE  
BAG**

Use a reusable bag. You can make one from an old t-shirt with a simple online tutorial, purchase one from Etsy, or pick one up from your grocery store.



## FURTHER READING



Despite the nonchalance that supermarkets have over double, even triple bagging your groceries, plastic bags are horrible for the environment. Because they aren't biodegradable, when they find their way into waterways, they "choke, strangle, and starve wildlife." This isn't an issue without contention. Some argue that because reusable bags require more resources to create than plastic bags, the latter is more sustainable if reused even just one extra time. However, "the average reusable bag has a lifespan equal to that of more than 700 disposable plastic bags." Whichever you pick, think about how you're getting your groceries home before you leave for the store.

# I DON'T NEED, BUT COULD USE A BEER\*



Beer-making produces 20 liters of water waste per one liter of brewed beer, and produces about one pound of solid waste per six pack.

\*If you're 21 or older,  
then you should...



## FIND AN ECO-BREWER

Micro-brews are totally in fashion. We suggest Hellbender Brewing Company, a local D.C. company dedicated to environmentally safe brewing practices, and to raising awareness about the endangered salamander that shares their company name. 



### FURTHER READING

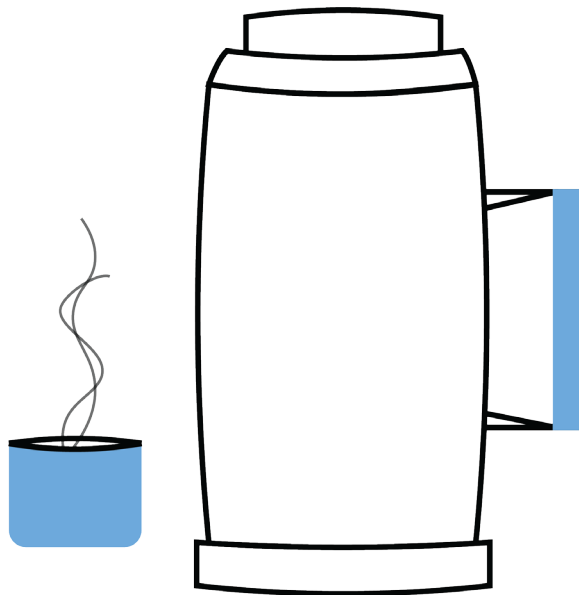


Sustainable breweries work in different ways, but Hellbender uses a “Mash Filter,” the first of its kind on the Atlantic coast. The system requires 15% less grain and 30% less water per batch than a traditional brewing while reducing brew times by 20% and conserving energy. Hellbender delivers spent grain (aka production waste) to local farmers to use as livestock feed and compost. Oh, and the beer tastes great!

# I NEED TO BRING COFFEE WITH ME



The average American uses 500 disposable cups at the office every year. Most disposable cups are non-recyclable due to their plastic liners.



USE A  
TRAVEL  
MUG

When you visit The Corp, ask them to fill your own mug. You will get a \$.25 discount! 



Need a mug? We recommend Contigo. Contigo is committed to promote a “Reduce and Reuse” mentality. 

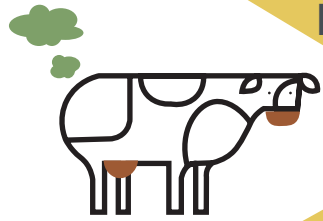
Hosting a party? Buy recyclable solo cups. 

## FURTHER READING

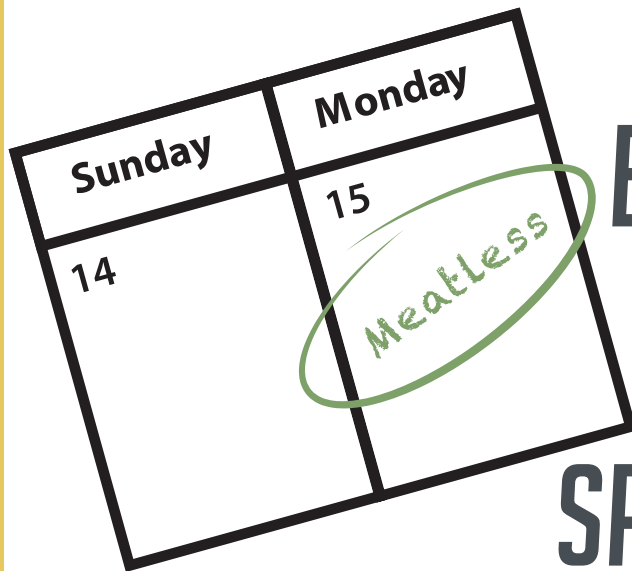


In 2015, only 1.7% of Starbucks consumers worldwide used a reusable mug, even though doing so earns the consumer a discount on their coffee! The consumer market will drive this sustainable change. Disposable cups, either plastic or paper, take water and energy resources to create, and are not always recyclable. At the end of their life, 50 million paper cups end up in a landfill every year. An in-depth life cycle assessment of disposable cups determined it's worth the investment in a reusable ceramic mug if you use it more than 25 times.

# I NEED PROTEIN

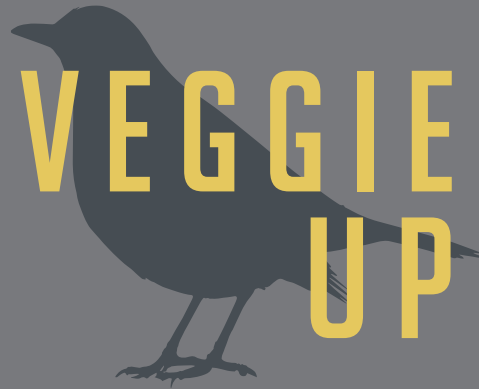


Every year, 18% of the world's manmade greenhouse gas emissions are from livestock, more than all forms of transportation combined.



EAT MEAT  
MORE  
SPARINGLY

Try a meatless Monday, choose the veggie burger on the menu, or enjoy meat only on special occasions.



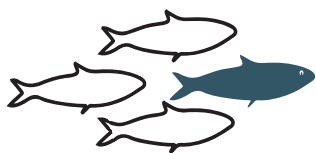
Miss the taste of meat? Beyond Meat, a company that uses plant protein to replicate the texture and taste of meat, sells at local grocery stores. You can hardly tell the difference! 

## FURTHER READING



Livestock produce methane, which has a negative impact thirty times greater on the environment than carbon dioxide. These toxic emissions are one of the most significant drivers of climate change. Livestock not only increase greenhouse gases in the atmosphere, but raise concern over land and resources, as well. To produce one pound of beef, it takes 5,164 gallons of water. Livestock consume over 35 percent of the world's grain supply each year. In terms of land, both grazing and land for feed production contribute to deforestation.

# I WANT SEAFOOD



Nearly 90% of fisheries worldwide are overexploited, fully-exploited, or have collapsed.



## CONSULT THE SEAFOOD WATCH GUIDE

The Monterey Bay Aquarium develops a guide that outlines sustainable seafood choices. This pocket guide is great for making decisions in both restaurants and supermarkets.

# SEAFOOD SMART



Love sushi? There's a guide for that too!



### FURTHER READING



Patterns in industrial fishing and consumer demand have driven wild fish populations to all time lows. In addition to overfishing, the issues of bycatch, the catch of unwanted species, and damage to ocean habitats also have a detrimental effect on ocean wildlife. Mangroves, which can store up to ten times more carbon than an equivalent size of terrestrial forest, are often destroyed in favor of aquaculture. Aquaculture (the breeding, rearing, and harvesting of seafood in a water environment) is growing worldwide to keep up with consumer demand for seafood. To meet this consumption rate, the UN Food and Agriculture Organization estimates that worldwide seafood production will need to increase by 40 million tons by 2030.

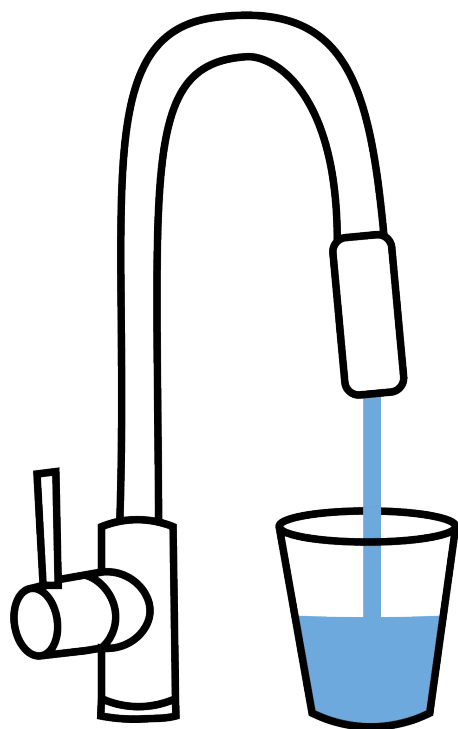




# I NEED WATER



The FDA, which regulates bottled water at the federal level, permits the product to contain certain levels of fecal matter, whereas the EPA does not allow any human waste in city tap water.



**FILL UP  
AT THE  
TAP**

In industrial countries with highly regulated water supplies, tap water has been proven to be just as safe, or safer, than its commercial counterpart. Hit up one of Georgetown's 30 filtered water stations around campus, or ask your local watering holes to fill up your bottle! Let's not forget, tap water is free! 🐦

**DRINK  
TAP**

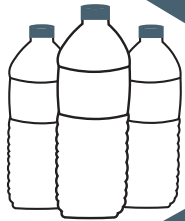


## FURTHER READING



Excessive withdrawal of natural mineral or spring water to produce bottled water has threatened local streams and groundwater, and the product consumes significant amounts of energy in production and shipping. Millions of tons of oil-derived plastics, mostly polyethylene terephthalate (PET), are used to make the water bottles, most of which are not recycled. Each year, about two million tons of PET bottles end up in landfills in the US; in 2005, the national recycling rate for PET was only 23.1 percent, far below the 39.7 percent rate achieved a decade earlier.

# I NEED WATER ON THE GO



Americans discard more than half a billion water bottles each week—enough bottles to circle the Earth five times.



**BECOME  
ATTACHED TO  
YOUR REUSABLE  
BOTTLE**

Break out that reusable bottle you received at orientation. Ready for an upgrade? We recommend Hydroflask. Through their Parks for All initiative, the company supports the preservation and education surrounding our local and national green spaces. The bottle also keeps liquid cold for up to 24 hours or hot for up to six hours. 🐦 Want to look extra cool and sustainable? Use a carabiner to hook a bottle to your bag.

**CARRY  
WATER**

## FURTHER READING

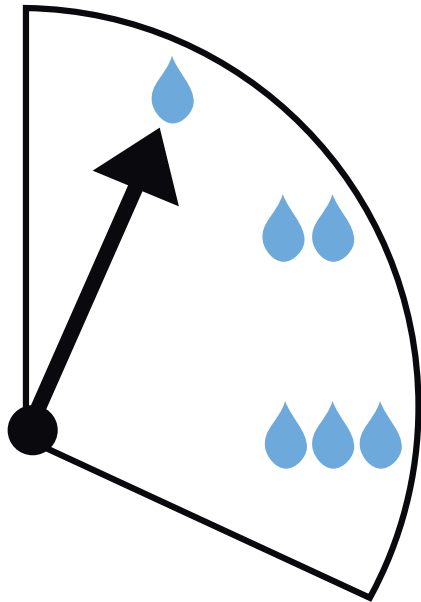


We can't live without water. Many of us at least try to drink our eight cups of water per day. Since you know you'll be drinking water everyday, why not carry around a small bottle like you would your cellphone, keys, etc? If you're not yet convinced, according to Harvard Medical School, many brands of bottled water are low in calcium and magnesium but high in sodium. So, drinking municipal water out of your own bottle is healthier and tastes better!


# I NEED A SHOWER




On average, a shower in America uses 17.2 gallons of water. This average is based on a nearly eight minute shower with a flow rate of 2.1 gallons of water per minute.



## TAKE SHORTER SHOWERS

Set a timer for your shower. One minute less spent in the shower saves over two gallons of water! If you own a home, you can purchase a water-saving showerhead with a WaterSense label to make sure you have a flow rate of less than two gallons per minute. Another option: turn off the water while you lather soap and shampoo. 

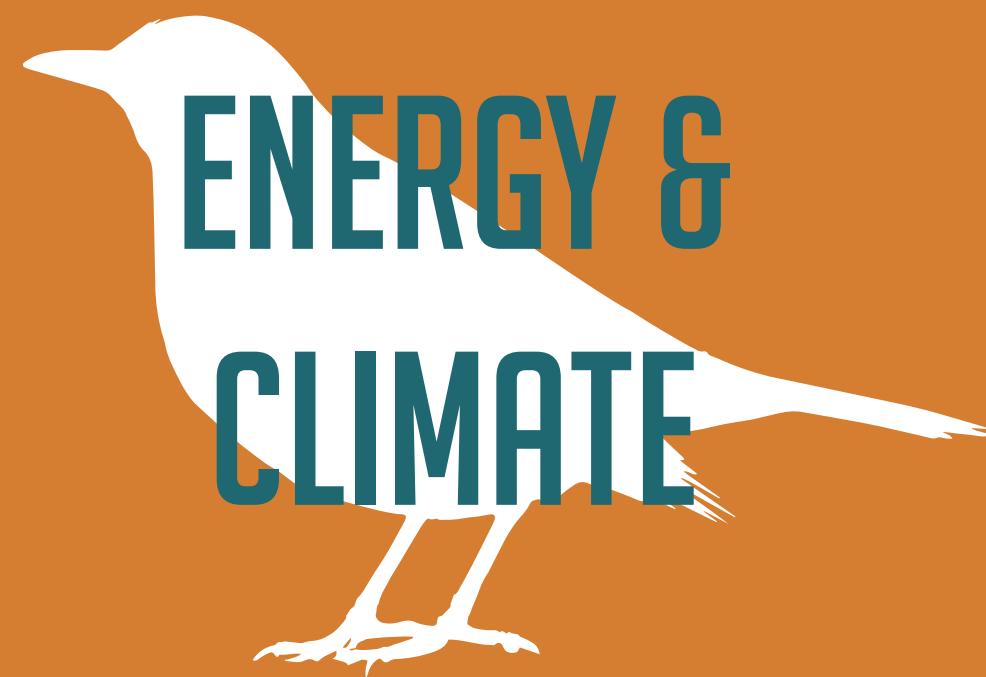
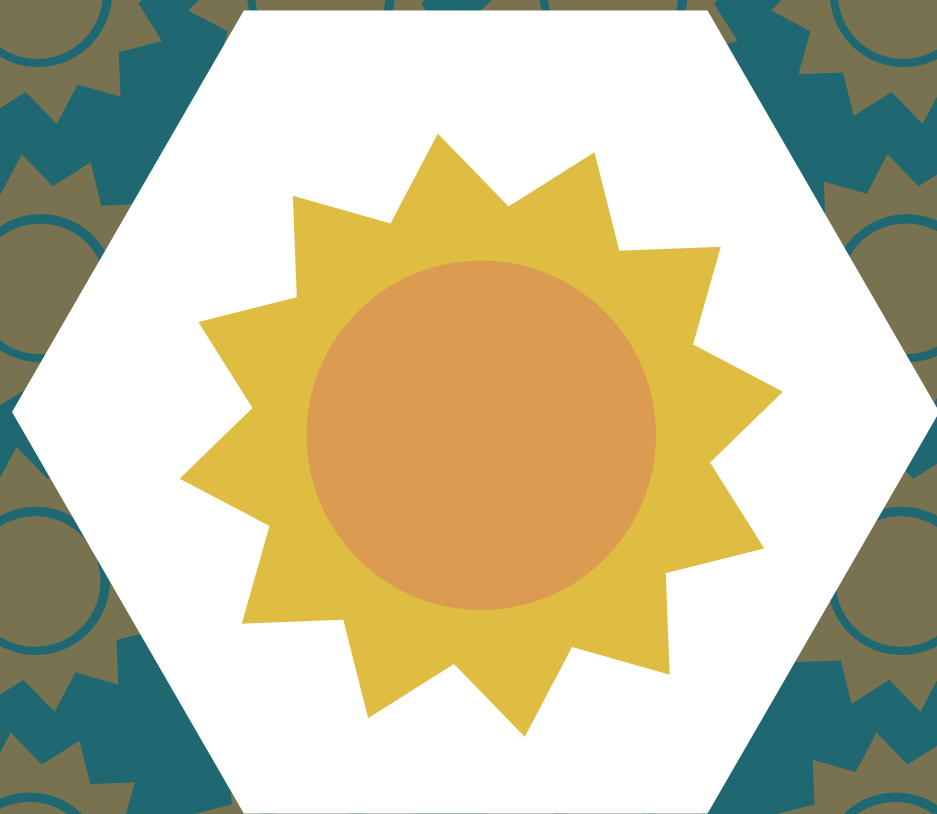
# REDUCE WATER



## FURTHER READING



Around the world, nearly one billion people do not have access to a clean water source and the U.S. uses more water per capita than any other nation. Though 70 percent of the globe is covered in water, only one percent of that water is available for human consumption. Groundwater systems are connected to freshwater sources such as rivers, lakes, and streams that flow into the ocean. This freshwater must be sanitized for municipal water use which requires energy. A seemingly unlimited water supply still has limitations and environmental impacts.



# I NEED CLEAN AIR



Americans spend 80 to 90% of their time indoors. They may not realize that indoor air pollution is one of the world's greatest risks to human health.



## DECORATE WITH LIVE GREENERY

Head over to 14th Street and pick up some plants at Logan Hardware or Little Leaf. Willing to venture a little further? Old City Farm Guild has a great set up on Rhode Island Avenue. Pick out a variety of herbs for your windowsill.

Like what you see in Healey Center? Install a Live Wall in your office.



## FURTHER READING

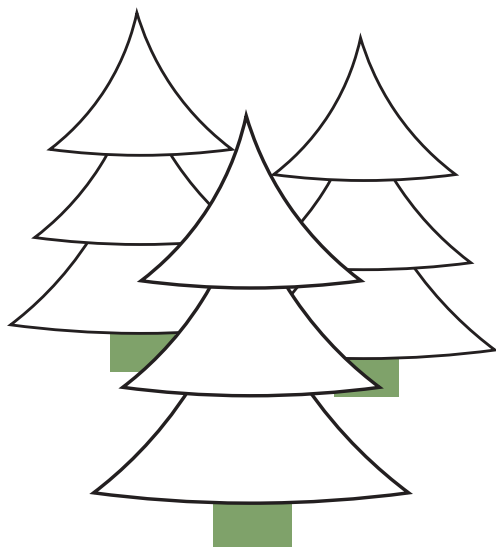


Worried about the air quality in your space? Indoor plants are a great alternative to an expensive air filtration system. Humans are meant to be surrounded by nature. Many buildings contain synthetic materials that break down into various organic compounds, some of which are toxic. Through photosynthesis, plants remove carbon dioxide and return oxygen into the air, but they also remove the toxic chemicals by metabolizing them into harmless byproducts or sequestering them in the plant tissue.

# I NEED TO BLOW OFF SOME STEAM



Taking a walk in a natural environment, for even 15 minutes, helps to improve attention skills and decrease stress.



## TAKE A HIKE

Rock Creek Park offers a quiet sanctuary from the city buzz. The park extends roughly nine miles from the Maryland-D.C. border to the Potomac River. Hike, bike, or take a guided tour to explore this area's wilder side. Visit the park's website for directions and hours.

## GET OUTSIDE

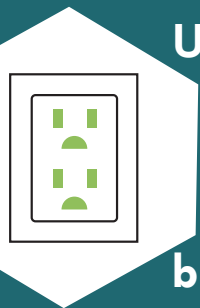


### FURTHER READING

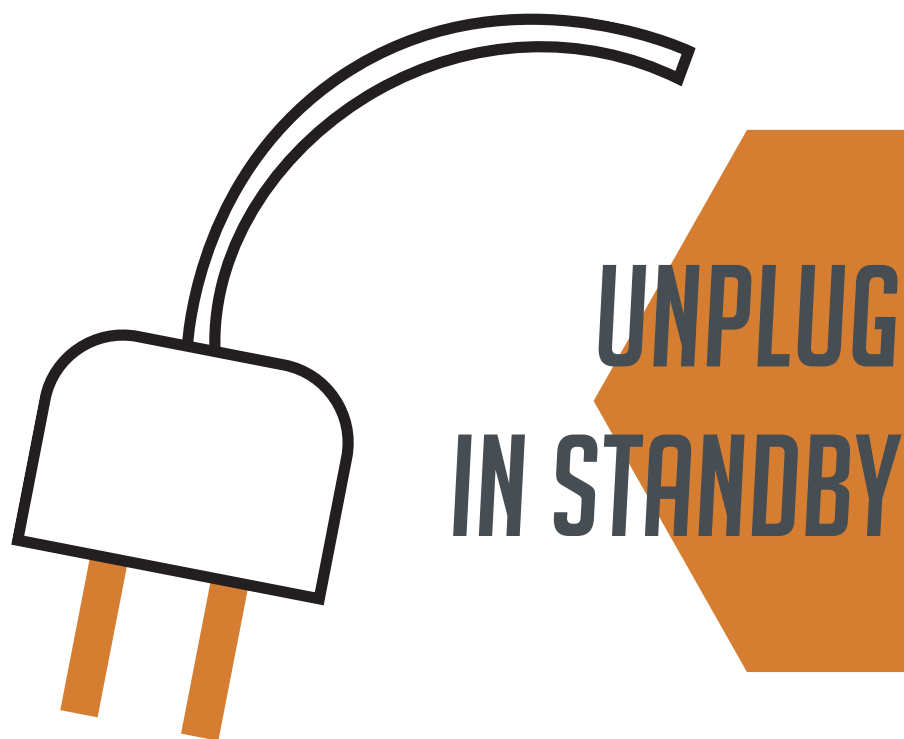


Between school, work, and family obligations, we rarely take time to slow down, turn off our devices, and relax. Studies by cognitive psychologists show that spending time in nature allows the brain to rest. Just as we relax overused muscles after intense exercise, we should take mental rest, as well. Nature has the ability to restore a person's energy levels and improve mental performance.

# I NEED TO CHARGE MY ELECTRONICS



Up to 10% of electricity use in homes is wasted on standby power (when a device is not doing work, but is still plugged in).



To use less energy you can plug your appliances into a power strip that can be switched off when not in use, or purchase Energy Star labeled electronics. And don't forget to turn off your lights when you leave a room!



## FURTHER READING



Electronics draw energy from power outlets even when not in use. This unused electricity turns up as additional costs on our energy bill. What's an example of a major culprit? A laptop can pull 15-21 watts of power when in idle.

# I NEED LIGHT



Depending on the product, energy-efficient light bulbs can save up to 80% of the energy expended by a traditional incandescent bulb and can last up to 25 times longer.



**USE  
ENERGY  
EFFICIENT  
BULBS**

When shopping at your local hardware store, purchase light bulbs with an Energy Star label. The Energy Star certification means that the light bulbs adhere to strict US Environmental Protection Agency standards for energy efficiency.

**BUY  
LEDS**



## FURTHER READING

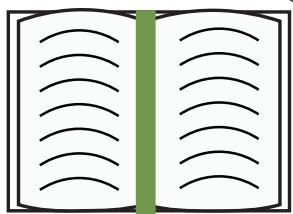


An average American household spends 5% of its energy bill on lighting, adding up to nearly \$75 each year. While energy efficient bulbs such as halogen incandescents, compact fluorescent lamps (CFLs), and light-emitting diodes (LEDs) may initially cost more, their longer lifespans save you money (and shopping trips) in the long run. Because they use less energy and generate less heat, they also create fewer greenhouse gas emissions.

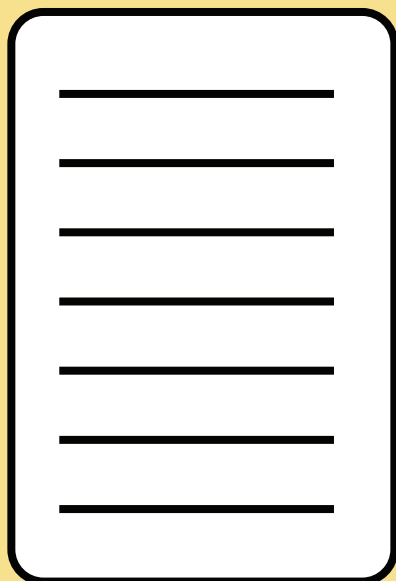




# I NEED TO READ



If you purchase over 35 books per year, it's worthwhile to get an electronic reader.



USE AN  
E-READER

The Amazon Kindle is a great choice. Amazon also accepts Kindle trade-ins to eliminate electronic waste.



## FURTHER READING

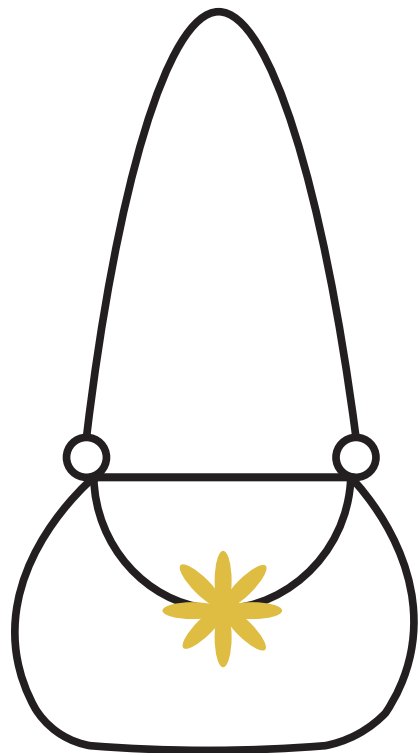


Many studies have been done on whether or not electronic readers are more environmentally friendly than traditional paper books. In the short term, they are not better than paper books given the impact of production, and also the toxicity if disposed. However, if you use them for at least a few years, and you buy up to 35 books per year, the trade-off in greenhouse gas emissions is worthwhile in comparison to paper books.

# I NEED TO UPDATE MY WARDROBE



The production of one t-shirt uses more than 700 gallons of water.



SHOP  
SECOND  
HAND

Take a stroll up 14th Street NW and stop in Buffalo Exchange, Martha's Outfitters, and Current Boutique.

Or try one of these!

Nearby: St. Alban's Church Community Shop  
Columbia Heights: Rosario's 3 por 5 Tienda  
Worth the drive: Value Village, Unique



## FURTHER READING



Think about what goes into one new t-shirt when you make your next purchase: cotton, water, dye, and labor. Not only does cotton require more pesticides to produce than any other crop worldwide, but toxicity also results from exposure to chemicals in unnatural dyes and factory runoff. Factory workers, working in environments that in many cases do not conform to Western standards, are in contact with these toxins and suffer the detrimental health effects. The environmental costs of large scale clothing production strain local water resources. When these resources are expended, large companies relocate, taking their jobs with them.

# I WANT NEW CLOTHES



Two decades ago, Americans, on average, bought 30 pieces of clothing per year. In recent years, that number increased to 60. What does that mean for waste? Textile waste grew by 40% in the same timeframe.



QUALITY  
OVER  
QUANTITY

Support slow fashion companies. Need a few recommendations?

Patagonia, Eileen Fisher, Reformation, and United by Blue are a few of our favorites.

SHOP  
SLOW

## FURTHER READING



We are turning over our closets faster than the environment can keep up in terms of production and disposal. This consumption habit also has an impact on our personal lives. According to the National Association of Professional Organizers (yes, it exists because this is a billion dollar industry), up to 54% of Americans are overwhelmed by their amount of clutter. Clutter quickly becomes another problem on our never ending "To-do List". Think before you buy--invest in good quality, sustainable clothing and help reverse the fast fashion trend.



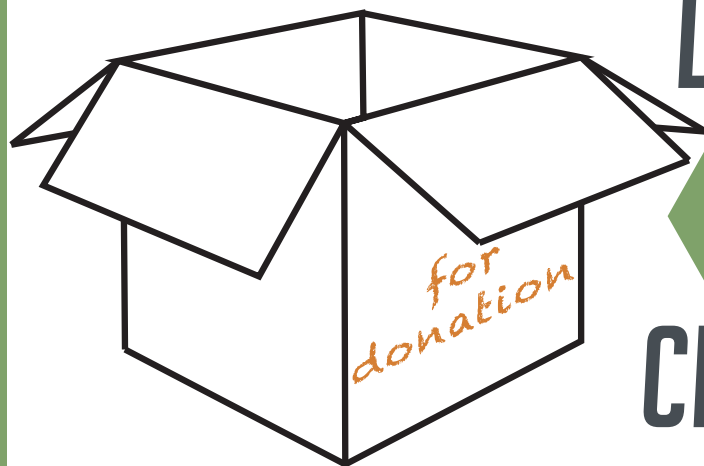
# SOLID WASTE & RECYCLING



# I NEED TO CLEAN OUT MY CLOSET



The average American discards 82 pounds of textile waste each year, which adds up to 11 million tons from our country alone.



**DONATE  
YOUR  
CLOTHES**

These days, the second-hand store comes to you. ThredUp is a resale e-commerce site that takes the hassle out of selling. It handles shipping, cleaning, selling for you, and leaves you with the profit! 

**DONATE  
CLOTHES**

## FURTHER READING



We know your closets are small, but so is your wallet! Next time you think about throwing out a shirt, remember one man's faux pas is another man's fashion. You make money, the clothes stay out of the landfill: win-win. Remember, most textiles aren't biodegradable, which means they sit in landfills for at least 200 years. As a result, they release harmful gases into the air.

# I NEED TO DRY MY HANDS



**USE ONE PAPER TOWEL**  
**USE AN AIR DRYER**  
**USE A CLOTH TOWEL**

GOOD

BETTER

BEST

In Japan, paper towels are often not provided in public restrooms. Rather, people carry around small hand towels. Any small towel will do!



Interested in purchasing some small towels to promote your next event?

If you're going to use a paper towel, be an expert in the art of effectively drying with just one.



## FURTHER READING



Many companies have conducted life cycle assessments on the benefits of using paper towels versus electric hand dryers. The majority of these studies estimate that the average user of paper towels always uses two at a time. The manufacturing process for paper towels includes significant water consumption, deforestation, chemicals, and greenhouse gas emissions. Additionally, at the end of their lives, paper towels decompose in landfills, adding more carbon into the atmosphere. While electric dryers expend energy to dry hands, their use is still significantly less impactful to the environment than using paper towels.

# I WANT TO RECYCLE



The U.S. did not recycle 90.5% of eligible plastic waste in 2013.



## PRODUCE LESS

Be creative about reusing your stuff: rather than trashing or recycling your glass jars, repurpose them as drinking glasses, flower vases or food storage containers. When you do need to toss things, check your local regulations, EPA guidance, or Recycle Nation to make sure you are recycling correctly. 

## REUSE



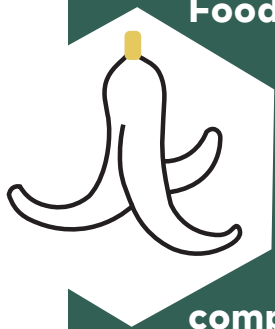
### FURTHER READING



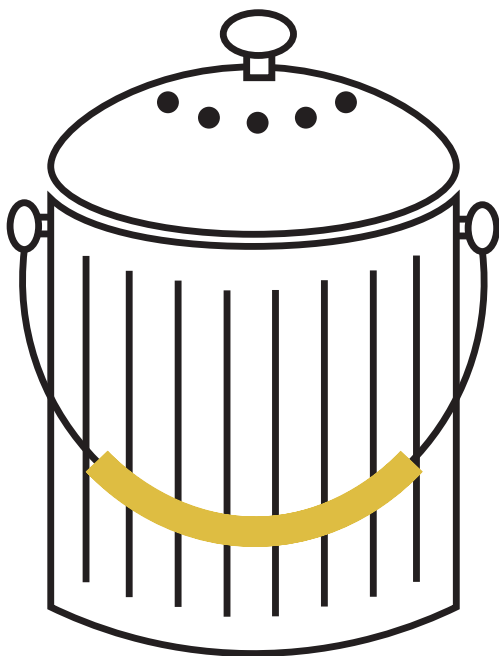
Recycling is good, however, long-term sustainability requires a deeper solution. Ultimately, society needs to generate less waste overall. The numbers for recycled plastics are pretty egregious, however, few materials in use today are 100% recyclable. The U.S. recycled 26% of all glass in 2014 because glass is easier to produce from raw materials than recycled materials. Paper has the highest recycled rate at 65% in 2014. Those recycling rates prove that the majority of materials are either unrecyclable or not recycled and end up in a landfill.



# I HAVE FOOD WASTE



Food waste is the number one disposed material in an everyday garbage bag. In a landfill, the food scraps decompose and produce methane, instead of being composted and returned to the soil.



**COMPOST  
FOOD AND  
PAPER**

Join the Zero Waste Hoyas!  
Every Wednesday at the  
Farmer's Market,  
members of **COMPOST**  
Georgetown Renewable Energy  
and Environment Network will  
provide compost collection. In addition, The  
Corp maintains a compost bin in Hilltoss.

Composting includes more than just food  
scraps. Paper products can be composted as  
well!

## FURTHER READING



Compost enriches soil, limits the need for chemical fertilizers, and reduces methane emissions from landfills. Composting provides an opportunity for environmental stewardship while decreasing the amount of solid waste flowing into landfills. Another way to limit the negative impacts of food waste is to buy only enough produce to meet your needs. The U.S. Department of Agriculture reported in 2010 that an average American wasted up to one third of fruits and vegetables purchased.

# I HAVE OLD ELECTRONICS



Used electronics contain hazardous waste such as mercury, lead, silver, and flame-retardants, but also contain valuable waste. One ton of e-waste can contain up to 200 grams of gold.



**RECYCLE  
YOUR  
ELECTRONICS**

Drop off your old electronics at the Harbin Hall Garage between 8AM-3PM, Monday - Friday. You may also drop off an old computer at this location, but please make sure to protect your personal data. To drop off old cell phones, go to the Leavey Center Outside Vital Vittles, the Walsh Building Lobby near the recycling center, or the Harbin Hall Garage.

**RECYCLE  
E-WASTE**

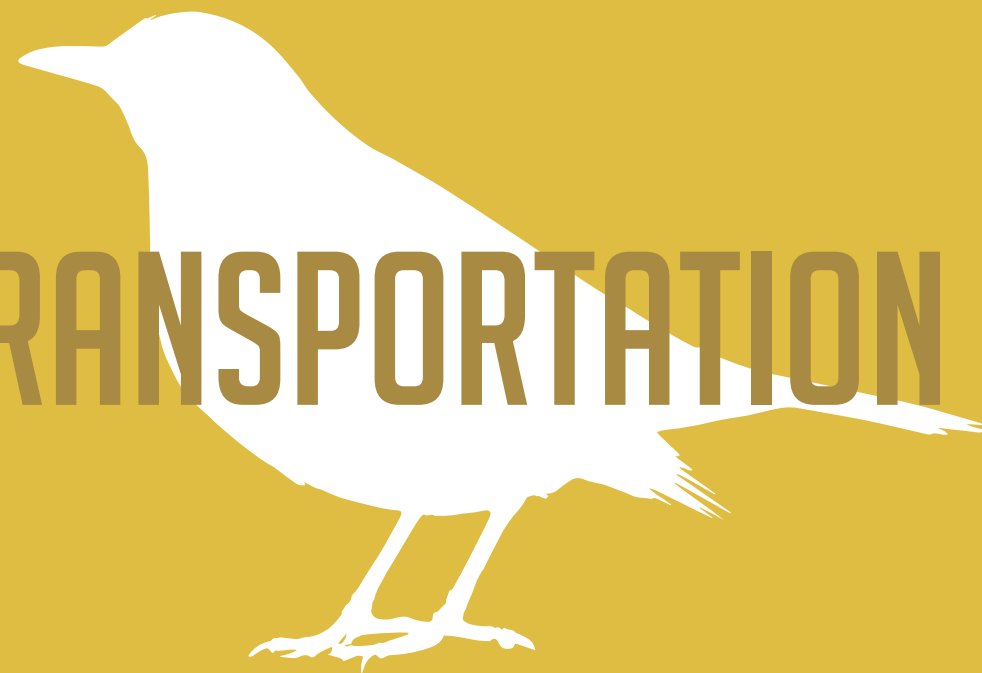
## FURTHER READING



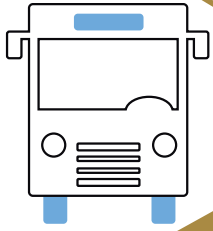
The UN Environmental Program projects that in 2017 people will dispose of 50 million tons of electronic waste. The number is an increase of 20 percent from 2015. As people constantly strive to buy the newest technology and companies turn out new products on a faster timeline, the electronic waste market is only growing. Most electronic waste ends up in a developing country where legislation does not cover proper disposal. Once workers spend grueling hours disassembling the parts, exposing hazardous chemicals to themselves and to the environment, the remaining parts end up in a landfill.



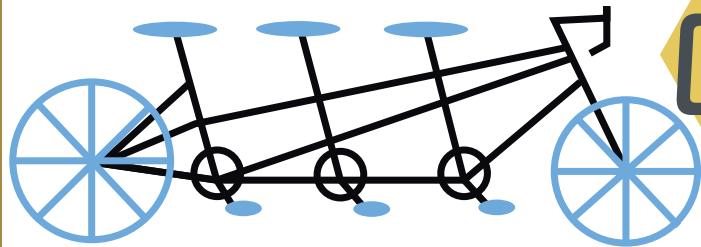
**TRANSPORTATION**



# I NEED TO GET AROUND TOWN

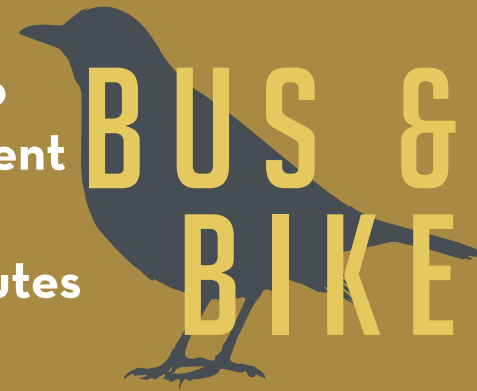


Riding a bus produces 33% less greenhouse gas emissions per passenger mile than a single person riding in her own vehicle.



**RIDE SHARE  
OR RIDE  
A BIKE**

Georgetown utilizes a fleet of biodiesel fueled buses to provide a free and convenient transportation service for students. Check out the routes and schedules.



In 2013, the League of American Bicyclists designated GU as a Bicycle Friendly University. Use the maintenance station in Red Square or park your bike in one of the thousand spots.



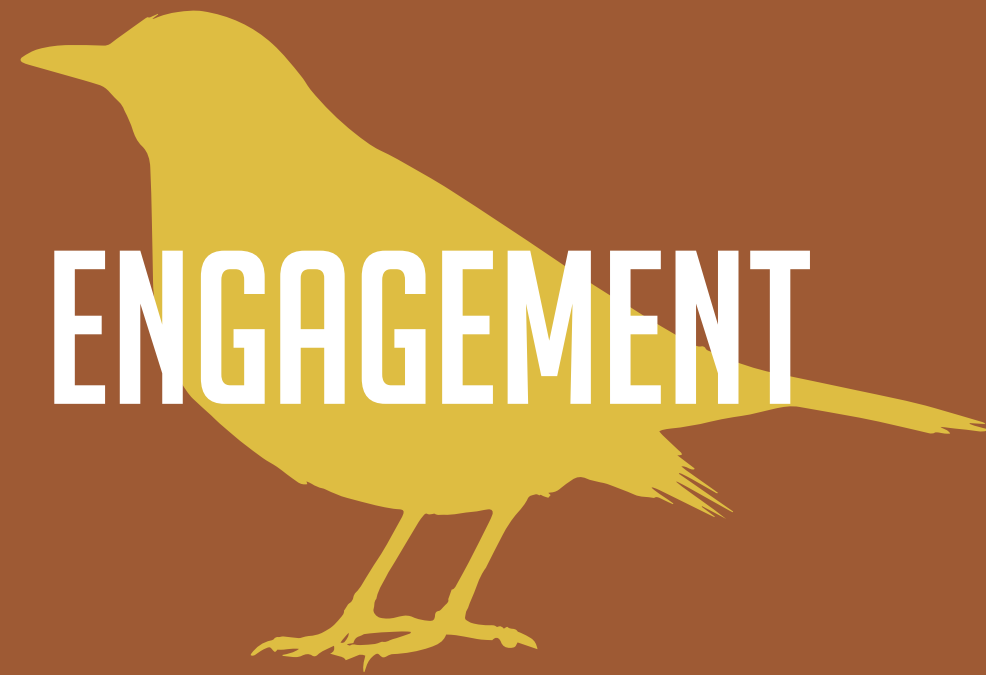
Don't have your own bike? Register to use Capital Bikeshare.



## FURTHER READING



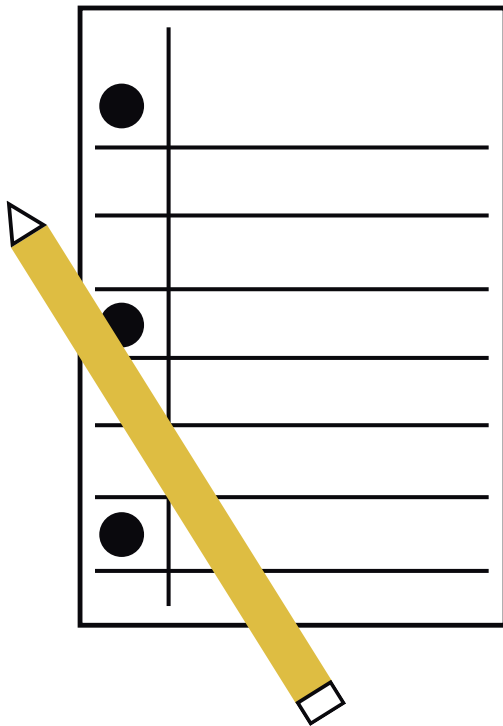
In the United States, transportation causes 29% of overall manmade greenhouse gas emissions. In addition to cutting down on such emissions, using alternative transportation options in comparison to riding in a car reduces traffic congestion, saves energy, and minimizes infrastructure costs.



# I WANT TO LEARN MORE



Georgetown offers over 80 classes in various disciplines related to sustainability.



TAKE  
A  
CLASS


Check out the comprehensive list of classes at the undergraduate and graduate level. 



As always, the Registrar will have the most up-to-date information. 

## FURTHER READING



You don't have to be a science major or live off the grid to be interested in the environment; sustainability pedagogy can be applied to realms of government, psychology, design, business, and more. Have you ever heard of the Georgetown Environment Initiative? Georgetown not only has classes in the realm of environmental studies and sustainability, but has a large number of faculty engaged in research in these areas. Check out their website for student programs, as well. 

# I WANT TO GET INVOLVED



Georgetown has many student groups dedicated to sustainability and environmental stewardship.

SIGN UP	
NAME	NUMBER

## JOIN A STUDENT GROUP

Georgetown Renewable Energy and Environment Network 

McCourt Energy & Environment Policy 

The Corp Sustainability Committee 

Georgetown Environmental Leaders 

GreenUP 

# GET INVOLVED




## FURTHER READING



We couldn't agree with you more (it's why we wrote this book!). Sustainability will only happen when people work together to improve the design and implementation of everyday life. By getting involved in sustainability at Georgetown, you get a front seat to dynamic problem solving and collaboration, and you can create real change! You'll also contribute to Georgetown's emphasis on environment.



# ABOUT US

**GreenUP** is a group born out of the Sustainability: Theory and Practice class at Georgetown University, under the guidance of Assistant Professor Dr. Evan Barba, and Director of the Office of Sustainability Ms. Audrey Stewart. GreenUP seeks to help people incorporate more sustainable behaviors in their lives, as well as helping Georgetown become a more eco-friendly university. GreenUP is piloting itself in the Communication, Culture, & Technology graduate program, of which each of the members are a part. 

**Holly Koch** is a M.A. candidate in Georgetown's CCT program pursuing a career in documentary filmmaking and digital storytelling on the subjects of human rights and women's empowerment. After earning her B.A. in International Development from UCLA, she spent time in South and Southeast Asia documenting the on-the-ground work of community organizations. At Georgetown, she helps run the GreenUP initiative, Car Barn Labs, Media Fest, and curates Georgetown Forum's web content. Her portfolio can be found at [hollykoch.com](http://hollykoch.com). 

**Maggie Morton** is a graduate student at Georgetown University pursuing a degree in Communication, Culture, and Technology. Maggie grew up in Annapolis, MD, where she stayed to continue her education in Political Science at the United States Naval Academy. She served for six years in the U.S. Navy as a Surface Warfare Officer in the Western Pacific. Following her naval career, Maggie traveled throughout Europe and Asia. As she transitions in a new direction, she seeks to find innovative ways to drive social responsibility and build a more sustainable future.

**Lucy Obus** is a graduate student at Georgetown's CCT program, where she focuses on human centered design, corporate social responsibility, and experience strategy. Lucy was born in the Big Apple, bred in the Garden State, and educated in the Nation's Capital, where she received undergraduate degrees in American Studies and Theater & Performance Studies from Georgetown University. She's a firm believer in Margaret Mead's mantra, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." You can find more about her work at [www.lucyobus.com](http://www.lucyobus.com). 





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