In 2013 Berea College completed the Deep Green dorm and touted it as being the most sustainable dormitory in the nation. Along with many other buildings across campus that have been remodeled to obtain certification through the Leadership in Energy & Environmental Design (LEED) program. Berea attempts to portray a green image. Beauty is only skin deep however.

Few can argue that the unsustainable lifestyles currently being led within our culture has caused, and continues to cause, some of the most prolific and abhorrent social injustices reaching into every corner of our world.

Every year too many students leave Berea College ignorant of the negative impacts caused by the continued wasteful uses of energy and natural resources. For a college that prides itself in a foundation of radical social reform, it does the bare minimum to educate its students in the areas of sustainability and environmental issues. The administration and faculty must ensure that graduates leaving this prestigious institution are given the inspiration and tools they need to become a positive influence on the world, not a negative impact through continued wasteful lifestyles.

This can be achieved through the addition of specifically designed courses to the core curriculum. Other institutions have identified this need including the University of Illinois.
This zine is not intended to criticize the efforts of people who are working hard to make Berea College a more sustainable campus. It is intended to challenge the administration and faculty to consider the true effectiveness of their current mission and sustainability image. It is meant to ask the question, "What would be more sustainable in the long term? Millions of dollars spent on buildings and infrastructure that saves energy, or well informed graduates leaving the campus engaged in reducing their own environmental impacts throughout their lifetime while influencing others they meet to do the same?"

More emphasis must be placed on educating students about environmental issues, the problems with globalization, and ways they can reduce their impact. Every purchase, every use of energy and resources, affects someone somewhere.

For Berea College to do any less than while continuing to build and portray itself as a green campus, suggests that Berea is merely greenwashing their image.

What good are energy efficient buildings if students do not know why they are needed or how to use them?