



Green Gown  
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# Finalist's case study

**Institution: Coventry University**  
**Sustainability Champion - student**  
**Name: Brittany Pummell**



## About the project

### Summary

On entering her final year of undergraduate studies, Brittany decided to go completely waste-free! Since September 2015 she has been chartering her journey to a waste-free lifestyle under her social media pseudonym 'Beeing Green' offering tips and advice to help fellow students on how to adopt a more sustainable and waste-free lifestyle. Brittany has also delivered multiple highly engaging lectures on waste free living, most recently at Warwick University's 'Food for Thought' event.

### Profile

- Higher Education
- 23,890 students (includes full and part time students)
- 3,275 staff
- Urban

### Project partners

No third parties were involved in this project.

## The results

### The problem

Last summer Brittany was working in the Philippines, helping with the relief effort following Typhoon Haiyan, when she realised the extent of rubbish her and her colleagues were producing. There were around 100 people working for the reconstruction organisation, living together in an old warehouse when she noticed how much waste they were accumulating daily. It seemed counterproductive that they were there to help clear up debris caused by a natural phenomenon, yet they were contributing unnatural large quantities every single day. The experience led Brittany to think where the waste ends up; statistics show that in 2050, the sea will contain more plastic than fish. This being a scary thought led Brittany to begin thinking about what lifestyle changes she could make to reduce her contribution to this.



### The approach

Brittany began considering the waste-free lifestyle, and was ecstatic to find a whole community online, offering tips, advice, and above all emphasising how easy it is. She then proceeded to adopt the lifestyle last September chartering her journey publicly via her Beeing Green social media pages.

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## Our goals

Send no waste to landfill, by purchasing only items that can be composted (loose fruits and vegetables) or recycled (items in recyclable packaging) and making ethical considerations when purchasing non-food items.

## Obstacles and solutions

Obstacle	Solution
Daily challenges	Brittany has started making her own natural alternatives to everyday products such as toothpaste which she makes with coconut oil and baking soda. She now also makes her own deodorant, shampoo, body wash, washing up liquid, dry shampoo, shaving cream, moisturizer and cleaning products.
A large percentage of the waste free community live in America where you can purchase most food items loose.	Visit local farmers markets to purchase food items instead of mainstream supermarkets.

## Performance and results

What is distinctive about Brittany's actions is the fact that she adopted this lifestyle change during the most challenging year at university, not only to adhere to her own interests and beliefs regarding sustainability, but also to encourage and inspire her peers to consciously consider their everyday choices and actions. Furthermore, she also maintains her role of promoting a sustainable lifestyle despite conditions that otherwise prove challenging, such as when she is abroad or assisting in a refugee camp. She also encourages others to make the link between sustainability and altruism, thereby demonstrating and advocating the benefits of adopting an environmentally conscious lifestyle. Through recognition of her sustainability endeavours and waste free lifestyle, she has presented at institutions such as Coventry University and the University of Warwick, and has been featured in a Huffington Post article. Further to this, a freelance journal piece also documented her personal views on the link between sustainability and philanthropy, thereby promoting an altruistic and environmentally conscious lifestyle. In addition, she has been invited to be a TED talk presenter at the University of Guildford in October. Through these mediums, in conjunction with the ongoing presence of her social media accounts, the number of those who have engaged with Brittany's actions and who she has communicated her environmental activism to is far reaching.

## The future

### Lessons learned

- 1 Spend time listening to people from the global waste free community, allowing you to learn things you might not already know.
- 2 Understand that a waste-free lifestyle might not be palatable for everyone and focus on the aspects which are easily adaptable.
- 3 Provide social media messages in a fun and visual format and continuously refresh messages to ensure continued engagement.



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## Sharing your project

Brittany shares her waste free journey on her 'Beeing Green' Facebook and Instagram pages where she also offers tips and advice to fellow students on how to adopt a more sustainable, waste-free lifestyle. She has also delivered multiple highly engaging lectures on waste free living, providing advice on how to reduce consumption waste and discussing steps to sustainable living, most recently at Warwick University's May 'Food for Thought' Event.

## What has it meant to your institution to be a Green Gown Award finalist?

Being a finalist is a testament to the continued dedication Coventry University has towards our students and sustainability. It underlines the University's long-term commitment to developing students into future leaders and the importance of the values and ideas they establish whilst studying at university which will be taken with them into the future world.

## Further information

Email: [envteam.est@coventry.ac.uk](mailto:envteam.est@coventry.ac.uk)

Website: <http://www.coventry.ac.uk/>

Facebook: [www.facebook.com/beeinggreen](http://www.facebook.com/beeinggreen)

Instagram: <https://www.instagram.com/beeinggreen/>