



Phoenix Farms' Inspiration: "A thing is right when it tends to preserve the stability, integrity, and beauty of the biotic community. It is wrong when it tends otherwise"

- Aldo Leopold

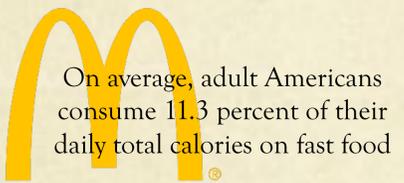
Samantha Blumer, Joseph Neikirk, Hannah Swanson, Paige Armstrong, Matiss Lazdins

The Wicked Issue: Sustainable Illiteracy

Sustainable Illiteracy is the notion that people are not given the applicable resources in order to understand how to live environmentally friendly in terms of living habits, consumption, energy usage, and more. Sustainable illiteracy negatively affects the community physically, economically, politically and environmentally. All of these factors contribute to the complexity of a wicked issue and it is one that cannot be solved by just one person, but given the necessary resources, change can begin to happen.



Of food is lost in the food production cycle



On average, adult Americans consume 11.3 percent of their daily total calories on fast food



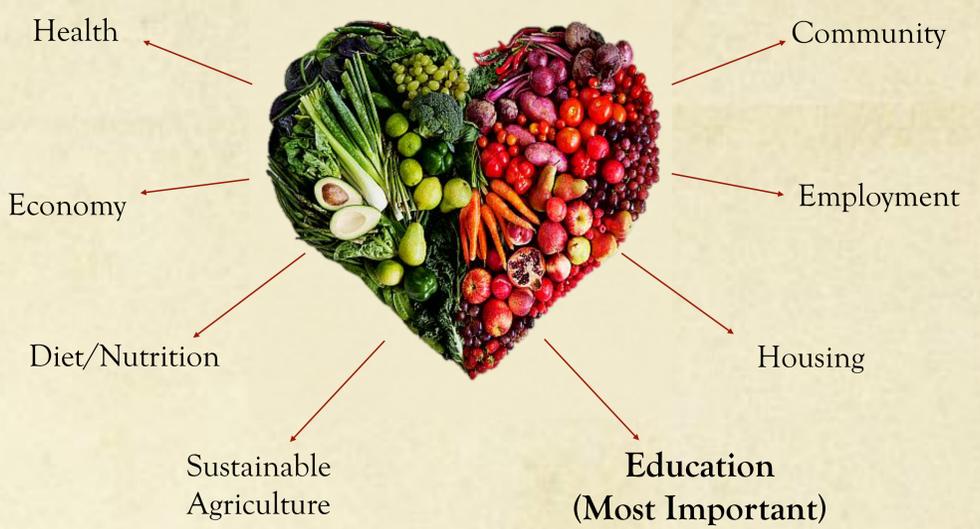
Hungry = 805 Million
Overweight = 1.5 Billion
Diet Deficiencies = 2 Billion



Economy Advocates for the Circular

Partnering with Sonder Farms

A local Grand Rapids nonprofit farm targeting:



Local Grand Rapids Research

(From 50 Random Participants)

- Figure 1: Do you feel that local, healthy food is available to you at an affordable cost? Yes: 26, No: 20, Neutral: 4
- Figure 2: Based off of the Grand Rapids area, rate how easily you can access the food you want to eat whether its organic, local, fast food, etc. 1 being very hard, 10 being very easy.
- Figure 3: Do you agree or disagree that accessible, sustainable education would benefit Grand Rapids?
- Figure 4: Out of the choices provided, what do you think would be the most beneficial for Grand Rapids in terms of accessible, sustainable education? Options: Classes, Guerrilla Advertisements, Posters, and Newsletters.

Figure 1

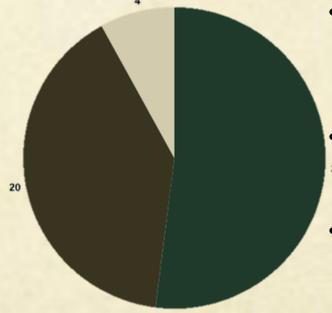


Figure 2

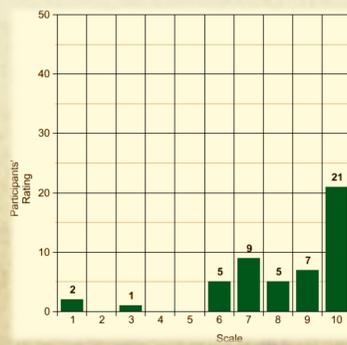
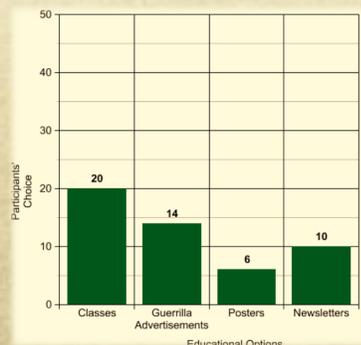


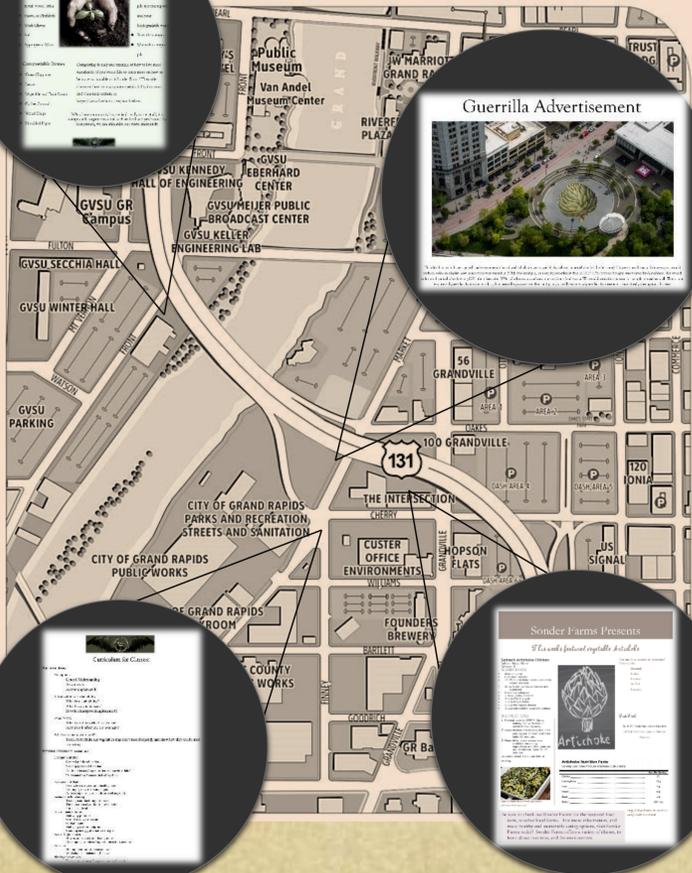
Figure 3



Figure 4



Map of Grand Rapids



Our Mission:

To make sustainability education accessible to the general public of Grand Rapids through advertisements such as: posters, news letters and guerilla advertising with simple information on how to live more sustainably. We additionally hope to connect the community to resources provided by Sonder Farms. Currently, Sonder Farms is in the midst of creating sustainability classes at their headquarters. We love this idea, so we decided to make their classes more accessible to the greater Grand Rapids area. Our hope is to hold these classes in various places throughout Grand Rapids, and to team with Grand Valley undergraduate students to teach them (more information below). By making this kind of education accessible, we hope to provide Grand Rapids with the right resources in order for the area to become more sustainable as a whole.

- ✦ A company van will be provided for students to attend the classes (car-pooling will be highly suggested), and for transportation to and from Sonder Farms.
- ✦ Classes will be taught by Grand Valley State University students to cut costs and provide internships/class credit
- ✦ Students will be encouraged to spread their sustainable knowledge to their community