

Pfoho Green Store: Fall Edition!

Pforzheimer House

Brandon Geller (bgeller@fas.harvard.edu) and Blake Johnson (bjohnson@fas.harvard.edu).

We wanted to not only raise the awareness of the house about environmentally friendly products, but to also increase their availability and usage. To this end, we requested money from the House Committee and bought a bulk amount of 7th Generation Detergent, 100% recycled plastic trash bags, Tissues and Paper towels made from recycled paper, and many other products. Every Sunday night, we set up a table in the dining hall with the products on display, and sell them at a slight discount (to further encourage people to purchase them). We then use the money to buy more products the following week, and so on.

We've had some trouble finding easy ways to replenish our supplies of items. In order to get a variety of sizes and scents for the detergent, we have to go all the way to the Whole Foods in (Porter?), which is a long way to carry lots of detergent, even on a bike. We've also had to deal with the price difference, as environmentally friendly detergent is slightly more expensive than regular detergent, even with the house subsidizing it, and this cost difference prejudices people against it.

Even so, we've experienced a great deal of success. Between sending out advertising emails and talking to people as they check out the store, people now have a better understanding of the difference between environmentally friendly detergents and regular ones. We've added battery recycling to our repertoire, inviting people to bring them to the table, and then taking them to the bin in the Super's office. We've introduced new products (7th generation dish soap was surprisingly popular) and have had many new people, who'd never used Green Products before, give the detergent a try and discovered how gentle it is on clothes.

We plan on continuing this tradition through the next semester, and hopefully for years after that.