Guideline: Reach the Imminent Generation through Social Media

Provide a Database Conducive to Natural Curiosity

Provide a Space for and Encourage Discussion

Create a Community

**Human Waste**

Nearly 100% of what we consume in phosphorous is expelled in urine. The technology to reclaim it exists, so why are we letting such a valuable resource go to waste?

**Phosphorus Flows**

- 15 MT from mines to agriculture
- 7 MT from agriculture to market
- 3.3 MT from market to food
- 3.3 MT from food to urine

**Methods**

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**Assessment Plan**

- Monitor page metrics on the website and Facebook page.
- Track discussion-board traffic and discussions.

**References**


**Our Plan to Change That**

**Peaks Phosphorus is set for 2033 raising the issue of Phosphorus Sustainability**

The Greatest Roadblock for Phosphorus Sustainability is an Information Void

**We Plan to Change That**

**Rock to Porcelain**

- Mine
- Agriculture
- Environment
- Food
- Feed/Fiber
- Returned to soil
- Non-agricultural

**Food**

**People**

**Farm**

**Urine**

**Storage**

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