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P is for Phosphorus

Marcel Gietzmann-Sanders  
*Worcester Polytechnic Institute*

Christopher Jackson  
*Worcester Polytechnic Institute*

Steven Murphy  
*Worcester Polytechnic Institute*

Liam Ogren  
*Worcester Polytechnic Institute*

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

Peak 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

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

Methods
Reach the Imminent Generation through Social Media
Provide a Database Conducive to Natural Curiosity
Provide a Space for and Encourage Discussion
Create a Community

References