

# Dickinson

THE CENTER FOR  
SUSTAINABILITY EDUCATION

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To Whom It May Concern:

The Peddler is Dickinson College's bike-powered coffee cart, which sells organic, fair-trade coffee across campus. The concept was borne and approved by the Idea Fund, a monetary and incubation organization that supports student-innovators who design projects to enhance the social and environmental atmosphere of Dickinson College.

The actual cart was designed, fabricated, and built by students in the Winter of 2011 and debuted this spring. Socially, this project is a healthy sign of entrepreneurship as it weekly attracts a community of volunteers and coffee and tea-drinkers. Economically, this initiative paid back its loan within the first few months of operation—a stunning achievement of solvency and value. And environmentally, the managers only allow reusable cups at the station, and, additionally, they procure coffee from Burlap and Bean—a small roasting house about one hundred miles away that sells only Fair Trade Coffee beans.

The Idea Fund's ingenuity in incubating, designing, and finishing this project is clearly a sign that innovation is a growing trend and alive and well at Dickinson College.

Sincerely,



Daniel Webster  
Sustainability Projects Coordinator  
Idea Fund Advisor