Campus Strategic Sustainability Initiative
2009
Chancellor’s Strategic Priorities
   - “Be responsible stewards of our resources”

2010
Provost and Vice Chancellor for Administration
   - Creation of Sustainability Task Force

The charge: **Build a foundation for an effective sustainability effort at UW-Madison**
   • Develop vision and identify key actions
   • Leverage good ideas from other institutions
   • Develop inventory and collaboration system
We Conserve Initiative

• FY ’06 energy campus energy cost was $50.5 million

• Annual reductions since April 2006
  – Energy savings = $9 million, 1 trillion BTUs
  – Water Consumption = 178,000,000 gallons
  – CO² Emissions = 70,000 tons
  – Diesel Fuel = 10,000 gallons
  – Trash = 9 percent

• Goals
  ➢ To reduce campus energy consumption and environmental footprint by 20 percent by year 2010
  ➢ To instill the spirit of environmental stewardship in the community’s consciousness
Campus Strategic Sustainability Initiative

Task Force process

Inventory and Vision
Feb-Apr 2010

Governance and Final Report
Jun-Sept 2010

Survey

Jan-Feb 2010

Identify cross-cutting pilot projects
Apr-Aug 2010

Materials and Consumption
Food

Transportation
Campus Environment

Health
Energy

Communications
Governance

Task Force Working Groups
Sustainability Retreat

- Highly successful campus-wide retreat on April 27, 2010
- Over 200 enthusiastic and engaged participants: students, staff, faculty, community
- 8 working groups created in areas of energy, food, health, transportation, campus environment, materials/consumption, governance, and communication.
Vision:

The University of Wisconsin-Madison will be a living model for sustainability, exemplifying values and actions that demonstrate our commitment to stewardship of resources, respect for place, and the health and well-being of the broader community, now and for the future.
Mission:

The University of Wisconsin-Madison aligns research and education on sustainability (our purpose) with campus operations (our practices) in the service of environmental, economic, and social responsibility to people and the planet.
Sustainability Guiding Principles

• More fully integrate research, education, and campus operations
• Incorporate systems analysis, life cycle analysis, and cradle-to-grave thinking
• Advance literacy in sustainability to effect cultural change
• Eliminate waste* with urgency, in ways that are environmentally, economically, and socially responsible
• Be transparent in our metrics, practices, and decision-making
• Honor and engage the ideas, enthusiasm, and commitment of students

* Waste is meant to be inclusive of materials, energy, water, food, fuel, and space
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Campus Operations
Facilities, Food Service, Physical Plant, Purchasing, etc.

Facilities Efficiency Efforts

Student GHG Footprint Project

Environmental Studies Certificate

Education
Curriculum, Engagement, Wisconsin Experience, Learning by Doing, etc.

Sustainability Leadership

Practicum-based Master’s Degree

Research
Laboratories, Fieldwork, Learning by Doing, etc.
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Cross-cutting Topics and Working Groups

- Vision statement
- Recommendations and goals
- Background information
- Institutional capacity for linking education, operations, and research functions
- Defining defensible metrics and standards
- Project recommendations
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Recommendations

- Establish an Office of Sustainability
- Create a Web portal
- Amplify formal and informal education in sustainability
- Be a living laboratory in sustainability

*plus*
- 6 content areas with project details
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Governance recommendations

Sponsorship

Annual Goals Broad Policy Accountability

Information and Facilitation

Campus Ideas, Engagement, and Feedback

Exploration, Research, Decision Support

Office of Sustainability
Co-Director, Research and Education
Co-Director, Operations

Advisory Committee

Provost

Vice Chancellor for Administration

Ideas Bank

Working Group Working Group Working Group Working Group Working Group
Sustainability Communication

• Create a **portal** as a central place to discover, align, and connect to activity on campus.

• Establish sustainability as an integral part of the UW-Madison brand.
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Educational program recommendations

**Campus Operations**
- Facilities, Food Service, Physical Plant, Purchasing, etc.

**Sustainability Leadership**

**Education**
- Curriculum, Engagement, Wisconsin Experience, Learning by Doing, etc.
- Student GHG Footprint Project
- Environmental Studies Certificate
- Practicum-based Master’s Degree

**Research**
- Laboratories, Fieldwork, Learning by Doing, etc.
- Facilities Efficiency Efforts
- Research Centers
Sustainability Challenges

Improve classroom space utilization on campus

Instructional space utilization rates for classroom and instructional laboratory space at UW-Madison are significantly lower than our peers in the Big Ten.

Departmental classroom utilization rates are approximately 50% less than general assignment classroom rates.

Develop robust sustainability metric for food, grounded in life cycle analysis

“Sustainability” relative to food and agriculture is a common but nebulous goal, often based on values associated with individual parameters.

UW-Madison can be an active global leader in developing sustainability metrics that will inform food value systems and evaluate the intertwined impacts of our eating decisions.
Campus Strategic Sustainability Initiative

Sustainability Task Force Members

- Jed Colquhoun, Associate Professor, Horticulture
- Mike Corradini, Professor, Engineering Physics
- Tom Eggert, School of Business
- Lewis Gilbert, Associate Director-Nelson Institute
- Mike Hardiman, Purchasing Services
- Darin Harris (facilitator), Office of Quality Improvement
- Scott Hildebrand, Vice Chancellor of Administration’s Office
- Jack Kloppenburg, Professor, Community and Environmental Sociology
- Rob Kennedy, Transportation Planner, UW Transportation Services Commuter Solutions Manager
- Julie Luke, Associate Director, Dining and Culinary Services
- Melanie McCalmont (web designer)
- Cathy Middlecamp, Director, Chemistry Learning Center
- Gregg Mitman (chair), Director, Nelson Institute for Environmental Studies
- John Nelson, Civil and Environmental Engineering
- Steve Olikara, undergraduate student, Associated Students of Madison Diversity Chair
- Angela Pakes Ahlman, UW-Capital Planning and Development
- Jonathan Patz, Environmental Studies & Population Health
- Faramarz Vakilizadeh, Director Sustainability Operations, WE Conserve
- Christine Vatovec (coordinator), PhD Student, Nelson Institute for Environmental Studies
- Dar Ward, Alternative Transportation Planner/Advocate
- Don Waller, Professor of Botany and Environmental Studies, UW-Madison
Campus Strategic Sustainability Initiative

- Sustainability.wisc.edu/report

- Gregg Mitman
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Task Force Student Engagement

- Task Force student representation
- Student Interns
- Working Groups
- Student Sustainability Leadership Board
- Sustainability Report
Office of Sustainability Student Engagement

• IDEAS
  – Student interns & Working Groups
  – Ideas Bank & website

• COORDINATION
  – Conduit for students & student organizations
  – High-level leadership

• GOVERNANCE
  – Student representation on Advisory Committee
Importance of Student Involvement

Campus Improvement: engaging creativity and energy

The Wisconsin Experience: Opportunities that strategically position students

Post-graduation: leverage to realize the potential of the Wisconsin Idea