



THE UNIVERSITY  
*of*  
**WISCONSIN**  
MADISON

# Campus Strategic Sustainability Initiative

# Campus Strategic Sustainability Initiative

## Task Force sponsorship

### 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

# Campus Strategic Sustainability Initiative

## 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
  - CO<sup>2</sup> 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



UW-MADISON  
ENVIRONMENTAL  
STEWARDSHIP

[conserve.wisc.edu](http://conserve.wisc.edu)

# Campus Strategic Sustainability Initiative

## Task Force process

Inventory  
and Vision

Governance  
and Final Report

Feb-Apr 2010

Jun-Sept 2010

Jan-Feb 2010

Apr-Aug 2010

Survey

Identify cross-cutting pilot projects

Task  
Force  
Working  
Groups

Materials and Consumption

Food

Transportation

Campus Environment

Health

Energy

Communications

Governance



# Campus Strategic Sustainability Initiative

## 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.



# Campus Strategic Sustainability Initiative

## 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.



# Campus Strategic Sustainability Initiative

## 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.



# Campus Strategic Sustainability Initiative

## Sustainability Guiding Principles

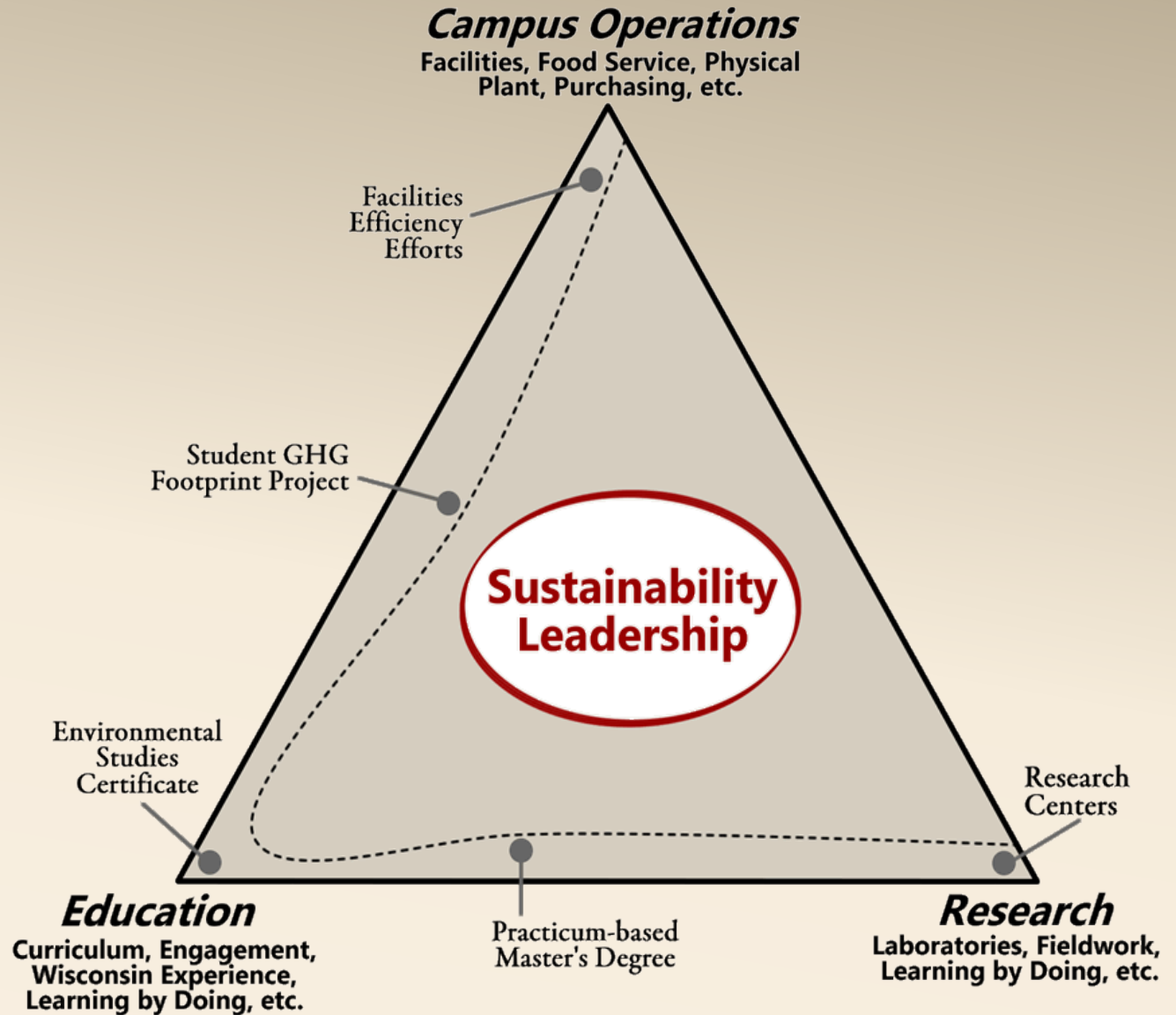
- More fully **integrate** research, education, and campus operations
- Incorporate systems **analysis**, life cycle analysis, and cradle-to-grave thinking
- Advance **literacy** in sustainability to effect cultural change
- Eliminate **waste**\* with urgency, in ways that are environmentally, economically, 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



# Campus Strategic Sustainability Initiative



# Campus Strategic Sustainability Initiative

## 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

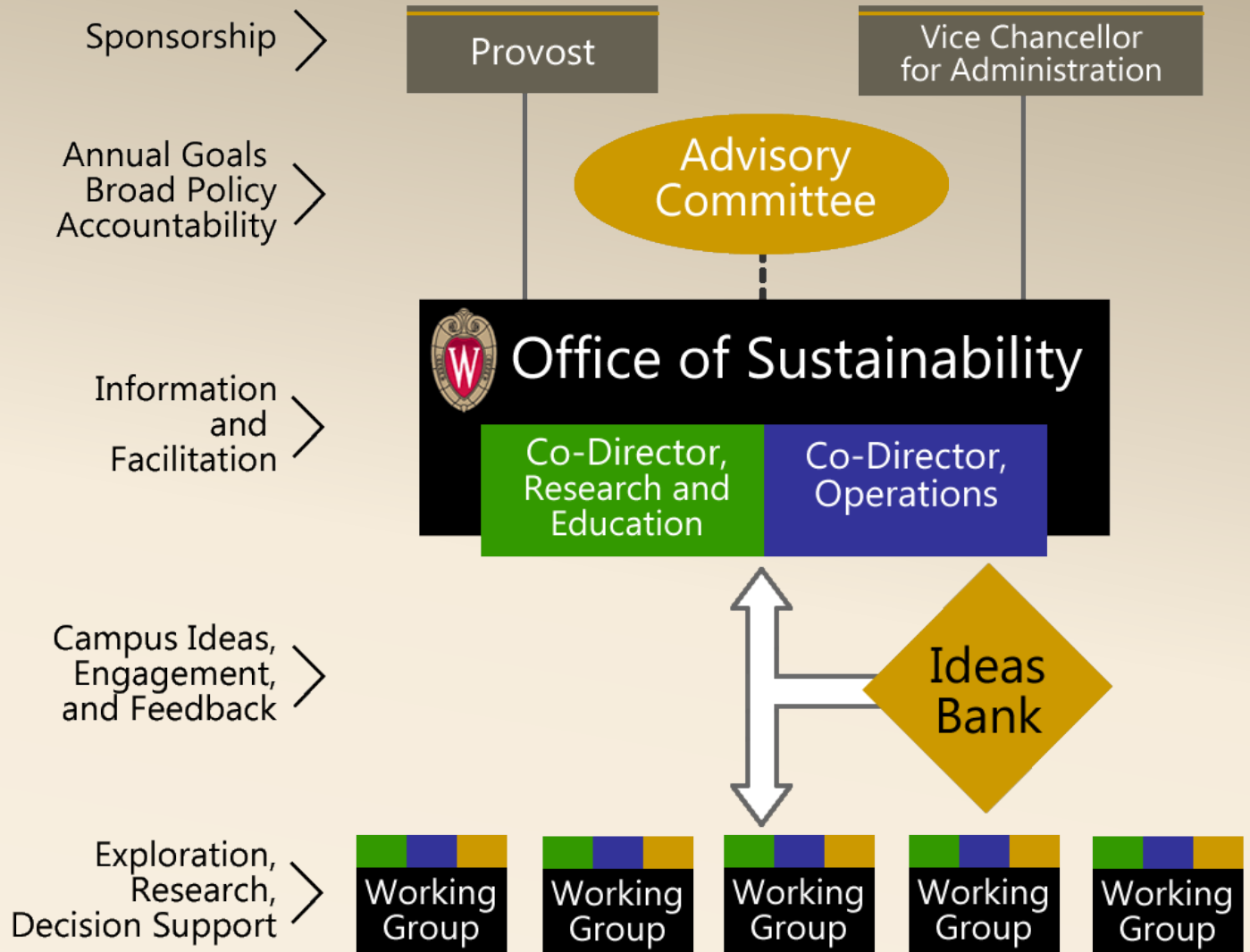


# Campus Strategic Sustainability Initiative Recommendations

- 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

# Campus Strategic Sustainability Initiative

## Governance recommendations



# Campus Strategic Sustainability Initiative

## Communications recommendations

### Sustainability Communication

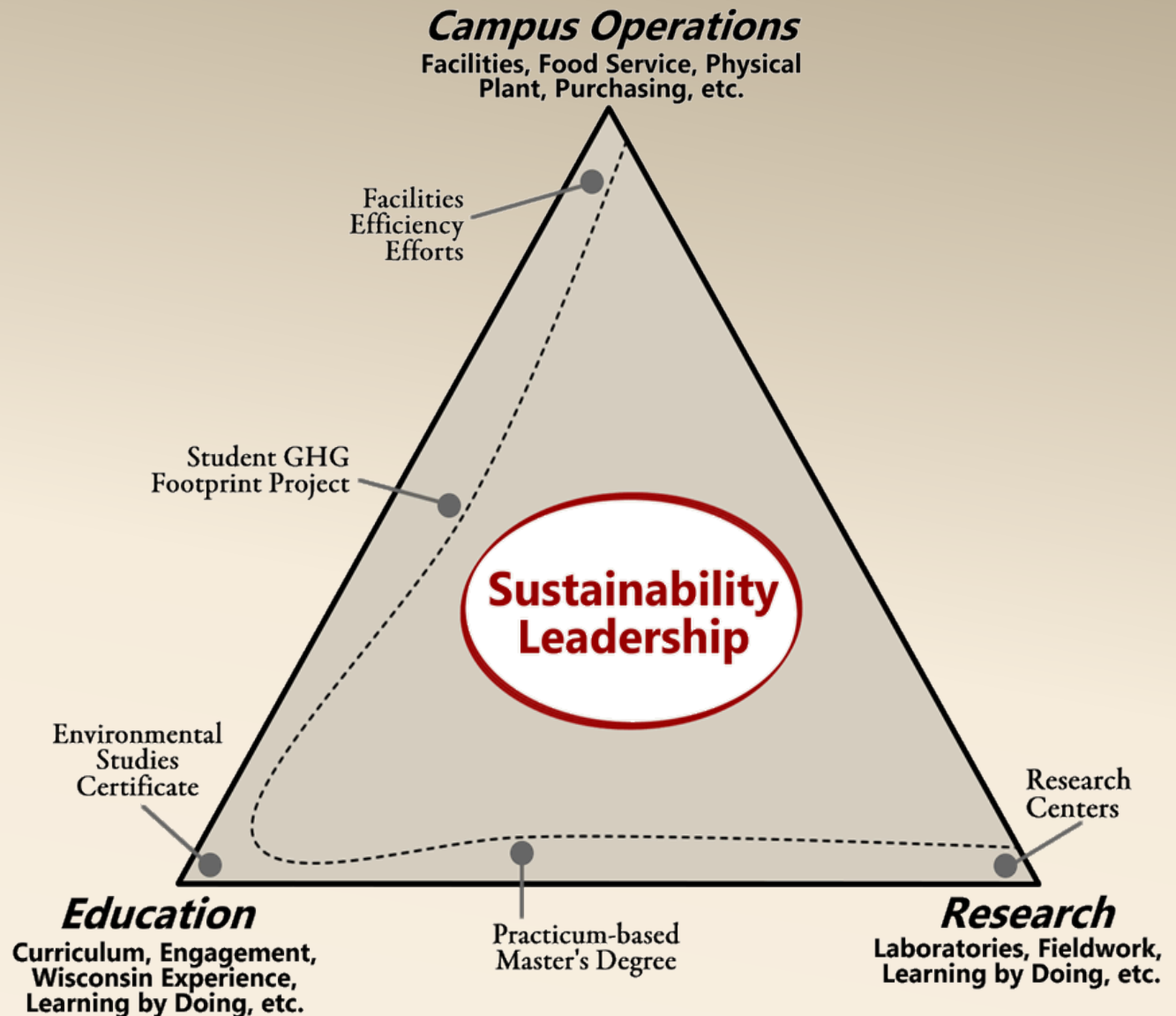
- Create a **portal** as a central place to discover, align, and connect to activity on campus.
- Establish sustainability as an integral part of the UW-Madison **brand**.



[sustainability.wisc.edu](http://sustainability.wisc.edu)

# Campus Strategic Sustainability Initiative

## Educational program recommendations



# Campus Strategic Sustainability Initiative

## Living laboratory recommendations

### Sustainability Challenges

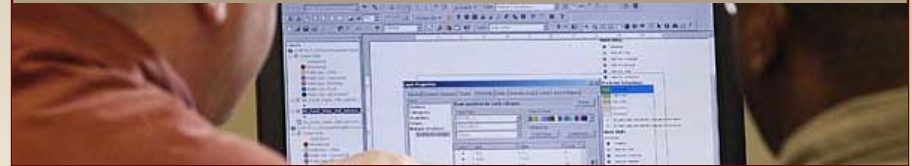
Improve classroom space utilization on campus



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 Vakilzadeh, 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](http://Sustainability.wisc.edu/report)
- Gregg Mitman  
[gmitman@med.wisc.edu](mailto:gmitman@med.wisc.edu)  
Nelson Institute of Environmental Studies  
550 N. Park Street, 122 Science Hall

# 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**

2009-10 Total	
Degrees Granted May 2010	6614
Baccalaureate	4131
Master	1023
Doctorate	194
Doctor of Juridical Science	1
Doctor of Law (Juris Doctor)	234
Doctor of Medicine	138
Doctor of Pharmacy	120
Doctor of Veterinary Medicine	72
Master of Laws	3
Professional	98
Degrees Granted December 2009	2117
Baccalaureate	1515
Additional Major	0
Master	372
Doctorate	200
Doctor of Juridical Science	2
Doctor of Law (Juris Doctor)	13
Doctor of Medicine	2
Doctor of Pharmacy	1
Master of Laws	1
Professional	11
Degrees Granted August 2009	1402
Baccalaureate	708
Master	360
Doctorate	313
Doctor of Juridical Science	2
Doctor of Law (Juris Doctor)	5
Doctor of Medicine	1
Doctor of Pharmacy	2
Master of Laws	2
Professional	9

Degree Tabulation (Office of the Registrar)