



**WORKING TOWARD a
SUSTAINABLE
FUTURE**

IOWA STATE UNIVERSITY | LIVE GREEN!

Envisioning Excellence in Sustainability at Iowa State University*

Achieving excellence is a journey of a community that starts with a vision of targeted achievement areas, embraces practices and behaviors that support these areas, and secures commitment through short-term actions and long-term goals.

A vision of a sustainable Iowa State community entails that:

- Our planning and policies model leadership, creativity, open-mindedness, vision, collaboration, courage, and thoughtfulness toward a long-term commitment to sustainability.
- We remove institutional barriers that do not support and encourage sustainability.
- We give high priority to sustainability in all projects and initiatives.
- We position fundraising strategies to cultivate sustainability-minded giving.
- We adopt behaviors that lead all members of the Iowa State community to become more knowledgeable, advocate for change, reduce consumption, encourage participation, share knowledge, and motivate others in support of sustainability.
- We nurture a culture of active participation for students, faculty, and staff.
- We actively engage all ISU community members in sustainability goal-setting, implementation, evaluation, and continuous improvement.
- We engage the community of scientists at ISU and beyond to help us evaluate and identify the best sustainable practices.

A sustainable Iowa State community embraces practices and behaviors that support targeted achievement areas:

- We continuously reassess and reevaluate our energy consumption needs and the technologies that support them.
- We adopt practices that lead to efficient use of information technology resources to achieve university goals.
- We provide an infrastructure for alternative transportation.
- Our construction and maintenance planning and operations incorporate holistic sustainability practices.
- We approach all consumption, purchasing, and disposal activities and decisions within a reduce, reuse, recycle decision-making framework.
- We look for ways to include the greater Ames community in education, communication, coordination, and engagement activities that support and enhance ISU sustainability efforts and initiatives.
- We strive to increase the sustainability of all our resource-intensive enterprises, including research, wherever practicable.

A sustainable Iowa State community commits to immediate, short-term actions, that support long-term goals:

- We create a system of measurable sustainability benchmarking and progress reporting.
- We reduce energy use by consolidating work area energy consumption.
- We implement operations that support sustainability through reduced consumption.
- We promote and incentivize alternative transportation programs and practices.
- We adopt purchasing efforts that support sustainability.
- We create a sustainable food supply and consumption system.
- We adopt a communication plan focused on sustainability that serves the greater Iowa State community.
- We offer creative incentives that promote, recognize, and reward sustainability projects, efforts, and leadership.
- We provide a sustainable campus that immerses students in sustainability living, initiatives, curriculum, and policy making.
- We evaluate the sustainability of our practices using the best science-based data available.

*The vision outlined in this document is founded in a compilation of the visions, dreams, and call to action of the 319 attendees and off-campus participants of the 2009 Symposium on Enhancing Sustainability at Iowa State University and refined by the vision of the Campus Sustainability Working Group. In compiling these recommendations, consideration is given to action items that would ensure short-term success, long-term vision, and a foundation of commitment necessary to achieve excellence in leadership.