

CREATING SUSTAINABLE INSTITUTIONS

ARMY NET ZERO INSTALLATIONS
CONFERENCE

18 January
2012

THE UNIVERSITY OF CHICAGO



- Founded in **1892**
- **211** acres
- **15,000** students
- **10,000** staff and faculty

INTEGRATING SUSTAINABILITY

- **Understand Context**
- Build framework with key policies, goals and indicators
- Influence behavior change
- Demonstrate Environmental and Economic Benefits

KNOW YOUR INSTITUTION



PEOPLE



PERSPECTIVE



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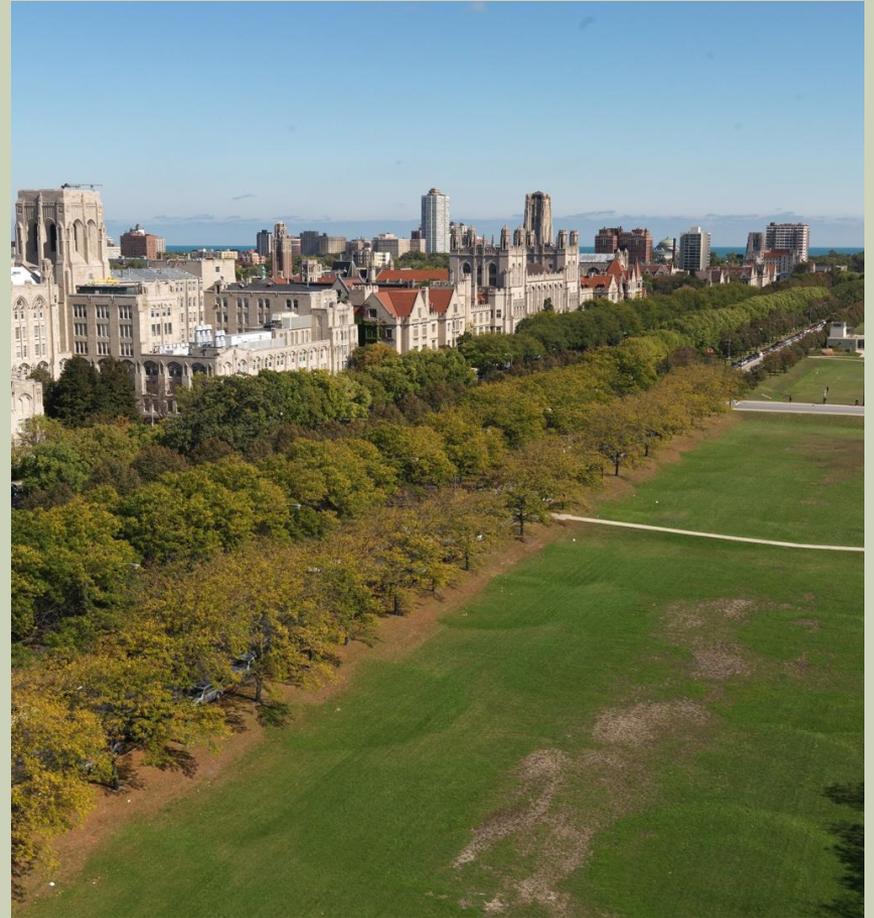
FRAMEWORK



- Multi-year Strategic Sustainability Plan
- Measurable indicators and goals
 - ~100 distinct data points
- Fourteen policies, guidelines, and programs already in place or in progress

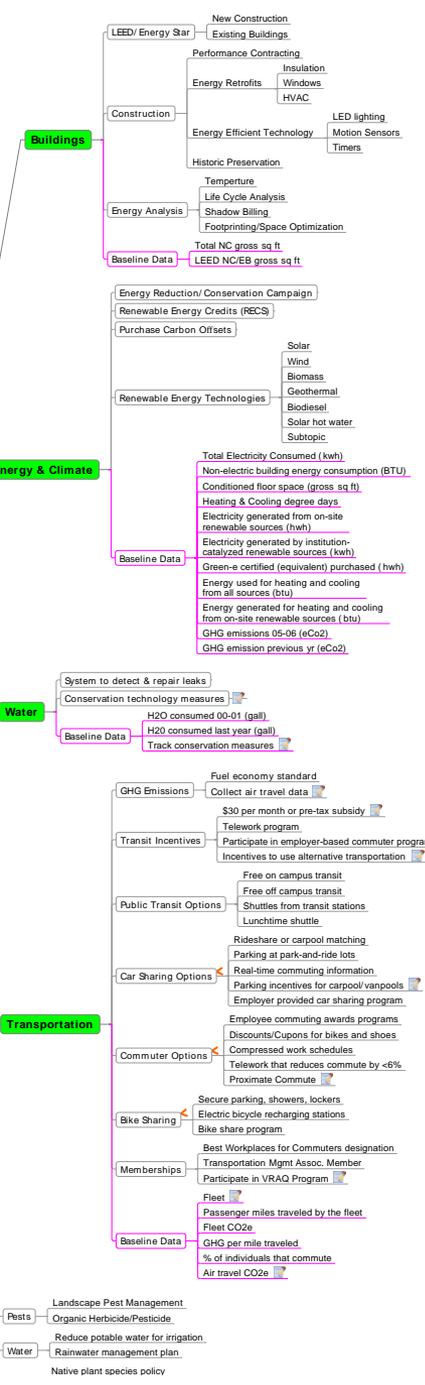
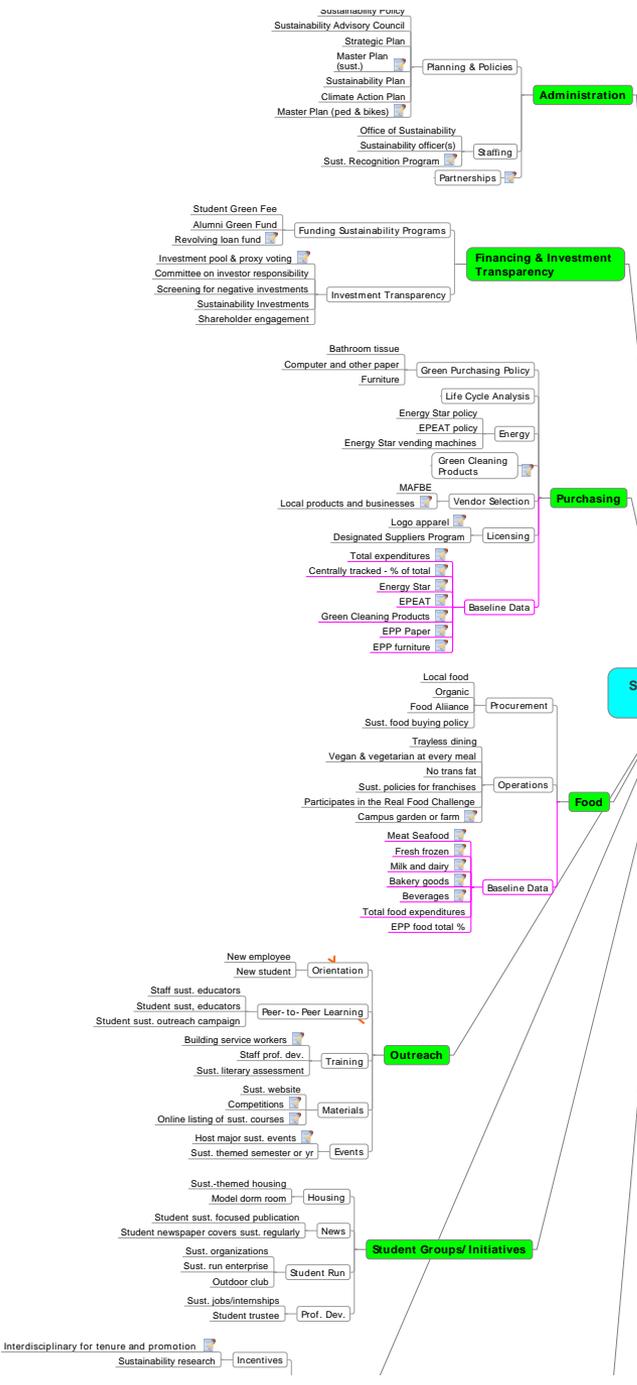
STRATEGIC PLANNING

- High Performance Buildings
- Climate & Renewable Energy
- Multi-Modal Transportation
- Waste Reduction
- Food Systems
- Green Space
- Water Conservation
- Environmentally Preferable Purchasing
- Advancing Knowledge and Building Constituencies

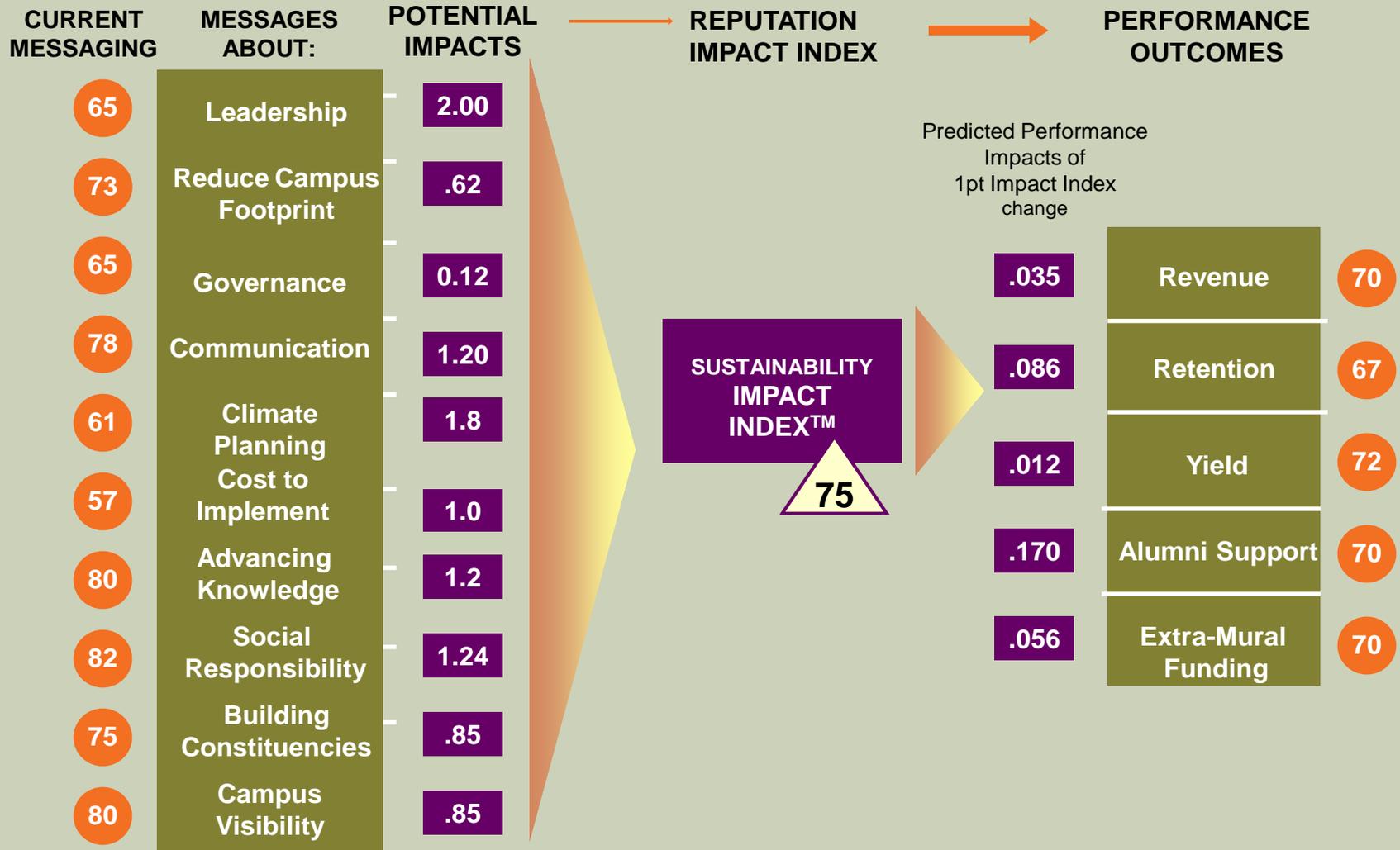


CONNECT

Sustainability Indicators



MEASUREMENT MODEL

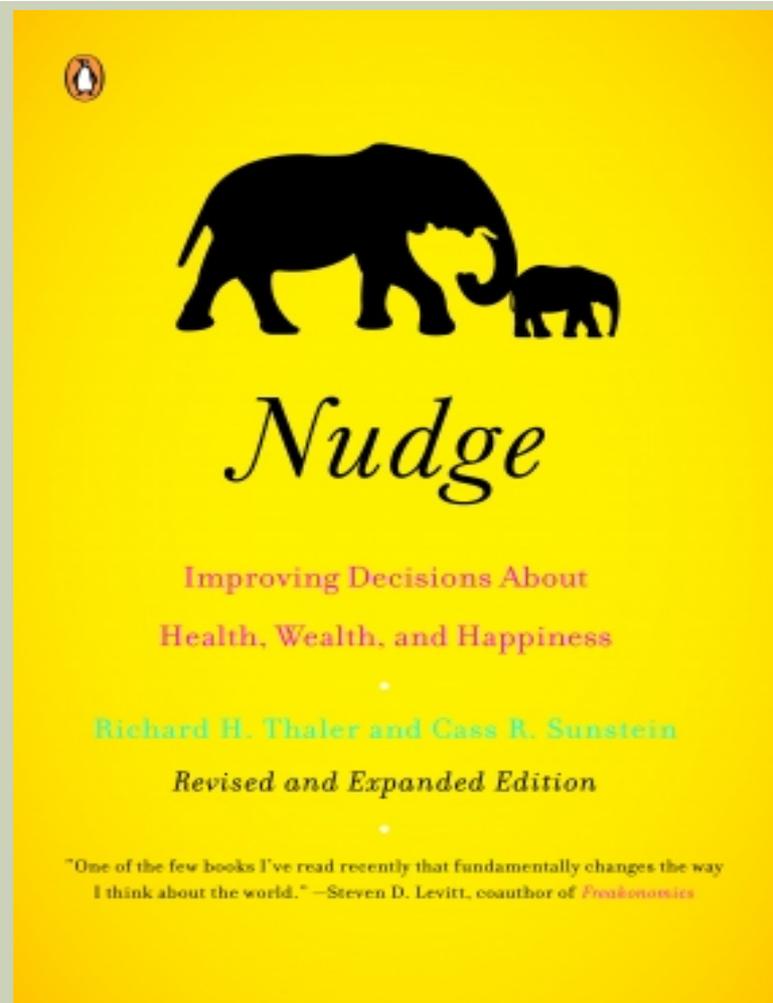


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INFLUENCING BEHAVIOR CHANGE

- Nudge
- Availability Risk
- Choice Architecture
- Status Quo Bias

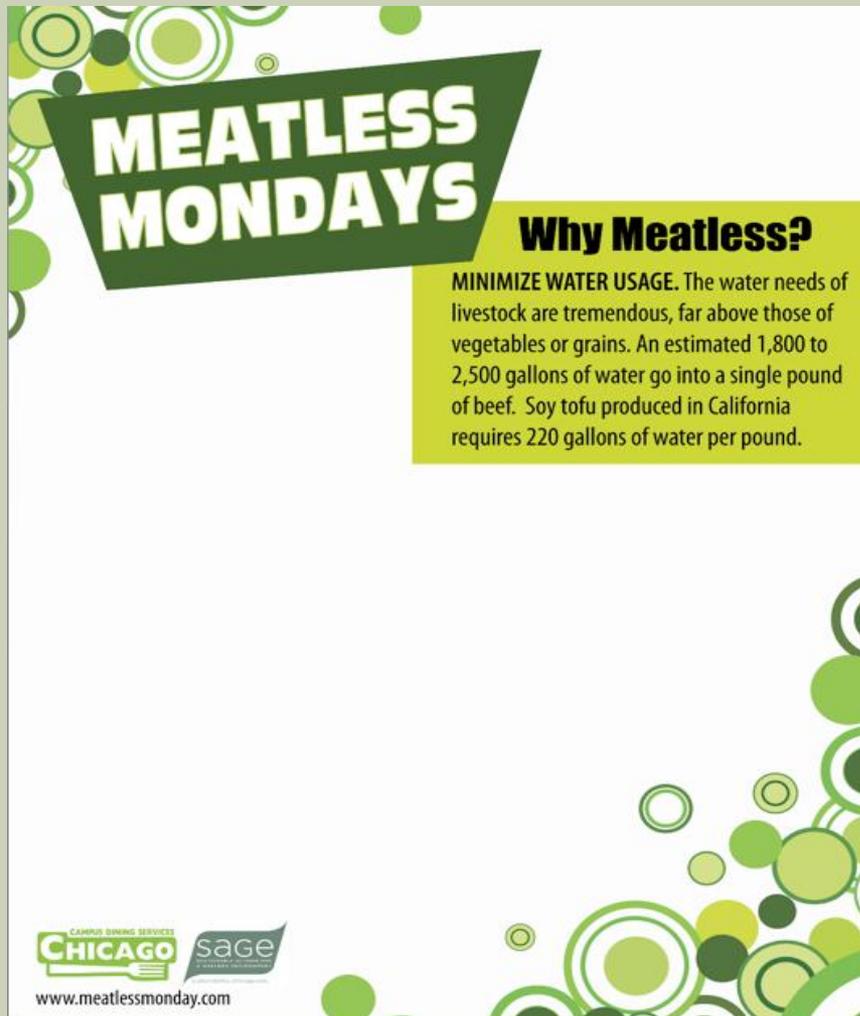


CAMPAIGNS



- Social Influence
- Peer Pressure
- Group Think

BEFORE



MEATLESS MONDAYS

Why Meatless?

MINIMIZE WATER USAGE. The water needs of livestock are tremendous, far above those of vegetables or grains. An estimated 1,800 to 2,500 gallons of water go into a single pound of beef. Soy tofu produced in California requires 220 gallons of water per pound.

CAMPUS DINING SERVICES
CHICAGO

sage
Sustainable Agriculture
Gardening & Education

www.meatlessmonday.com

AFTER

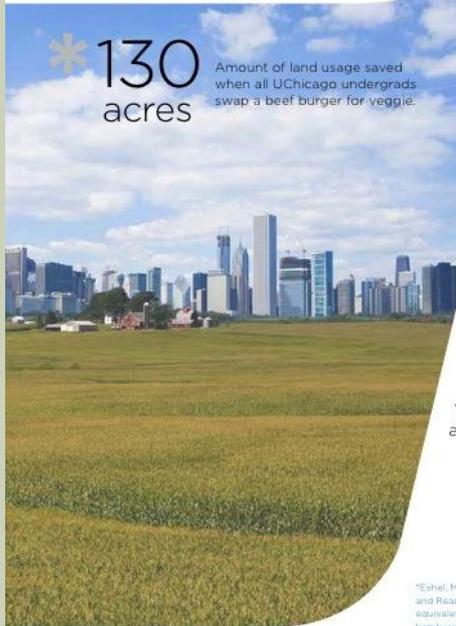
Sustain yourself.
And the world.

Try Meatless Mondays.

sustain
ability
uchicago

* 130
acres

Amount of land usage saved
when all UChicago undergrads
swap a beef burger for veggie.



**Trim the meat
in what you eat.**

It's good for your health.
It's good for the planet.
And doing it just once a week
can make a huge difference.

Imagine that every UChicago
undergrad swapped one beef
burger for veggie, one meal a week.
We'd free up 130 acres of land use!

We're on our way to doing just that.
Join the growing community of those
who participate in Meatless Mondays
and see for yourself.

*Eshel, Martin and Bowen, 2010. "Dietary Choices' Effects on Land Use and Reactive Nitrogen Discharge." *Earth Interactions*. For calorically equivalent meals, compare 80 g. veggie burger (142 cal.) versus 82 g hamburger (140 cal.).



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CHICAGO

For more information, please visit:

sustainability.uchicago.edu

BRANDING

Make a wheel impact on the environment!



recycles

The University of Chicago Bike Share Program

**Borrow a bike for the day from any
of these locations FREE OF CHARGE**

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REPORTING & FEEDBACK

Watt's Your Action?

Energy Conservation Program

sage
Sustainable Actions for
a Greener Environment

Green Action

Turn off lights in bathrooms, offices, and meeting rooms when they are not occupied.

Average savings:

- \$40 per room/year
- 740 lbs. of CO₂/room/year

Lighting accounts for around 22% of building energy use, so targeting actions that reduce this waste can have a significant impact.

- Exceeded projected savings
 - \$200,000 per year
- Payback of 4.3 years



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SUSTAINABILITY AT THE
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SUSTAINABILITY: WHAT DOES IT MEAN?

Sustainability embraces and pursues the precept that human well-being is ultimately sustained by the natural world, which is increasingly impacted by human activity. This calls for balancing development with attention to and investment in the health and productivity of the environment.

