



THE OHIO STATE UNIVERSITY

Sustainability Goals Project Communications Effort

2015



March 2015:

Provost Steinmetz delivered directive to the President and Provost's Council on Sustainability:

Seek broad counsel in developing a succinct set of strategic sustainability goals for the university



Communications plan:

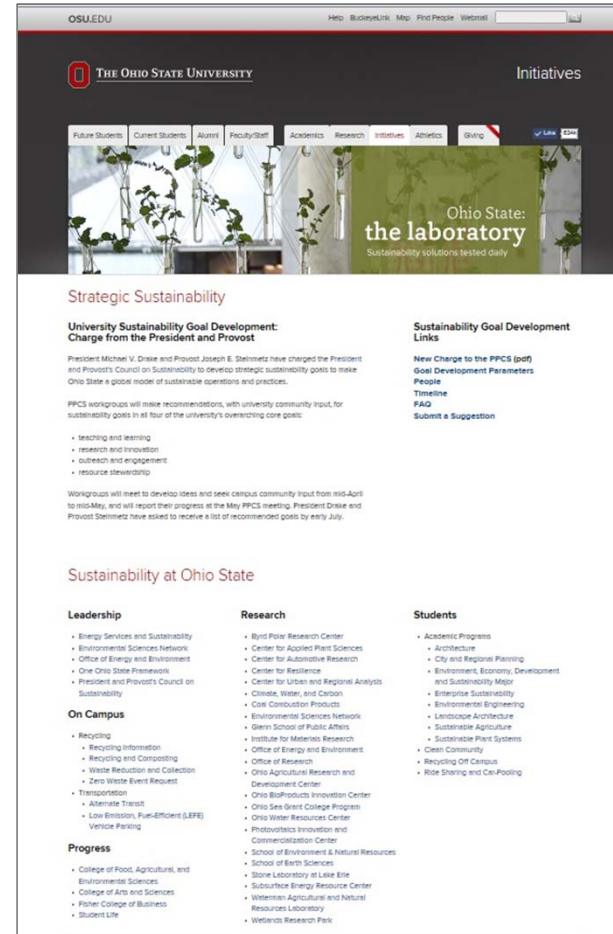
- Create activities for broad awareness and feedback opportunities
- Focus communications activities during week of April 20-24, to link with Earth Day

Communications activities:

Targeted website:

osu.edu/initiatives/sustainability

- Went live April 15
- Provides project details and opportunity to submit ideas
- Displays select ideas from faculty, students, staff
- Received 113 goals/ideas by 4/30



The screenshot shows the OSU Sustainability website. The header includes the OSU logo and navigation links. The main banner features the text "Ohio State: the laboratory" and "Sustainability solutions tested daily". Below the banner, there are sections for "Strategic Sustainability", "University Sustainability Goal Development: Charge from the President and Provost", "Sustainability at Ohio State", and "Progress".

Strategic Sustainability

University Sustainability Goal Development: Charge from the President and Provost

President Michael V. Drake and Provost Joseph K. Steimetz have charged the President and Provost's Council on Sustainability to develop strategic sustainability goals to make Ohio State a global model of sustainable operations and practices.

PPICS workgroups will make recommendations, with university community input, for sustainability goals in all four of the university's overarching core goals:

- teaching and learning
- research and innovation
- outreach and engagement
- resource stewardship

Workgroups will meet to develop ideas and seek campus community input from mid-April to mid-May, and will report their progress at the May PPICS meeting. President Drake and Provost Steimetz have asked to receive a list of recommended goals by early July.

Sustainability at Ohio State

Leadership

- Energy Services and Sustainability
- Environmental Sciences Network
- Office of Energy and Environment
- One Ohio State Framework
- President and Provost's Council on Sustainability

On Campus

- Recycling
- Recycling Information
- Recycling and Composting
- Waste Reduction and Collection
- Zero Waste Event Request
- Transportation
 - Alternate Transit
 - Low Emission, Fuel-Efficient (LEFE) Vehicle Parking

Progress

- College of Food, Agricultural, and Environmental Sciences
- College of Arts and Sciences
- Fisher College of Business
- Student Life

Research

- Byrd Polar Research Center
- Center for Applied Plant Sciences
- Center for Automotive Research
- Center for Resilience
- Center for Urban and Regional Analysis
- Climate, Water, and Carbon
- Coal Combustion Products
- Environmental Sciences Network
- Gerwin School of Public Affairs
- Institute for Materials Research
- Office of Energy and Environment
- Office of Research
- Ohio Agriculture Research and Development Center
- Ohio BioProducts Innovation Center
- Ohio Sea Grant College Program
- Ohio Water Resources Center
- Photovoltaics Innovation and Commercialization Center
- School of Environment & Natural Resources
- School of Earth Sciences
- Stone Laboratory at Lake Erie
- Subsurface Energy Resource Center
- Western Agricultural and Natural Resources Laboratory
- Wetlands Research Park

Students

- Academic Programs
- Architecture
- City and Regional Planning
- Environment, Economy, Development and Sustainability Major
- Enterprise Sustainability
- Environmental Engineering
- Landscape Architecture
- Sustainable Agriculture
- Sustainable Plant Systems
- Cities Community
- Recycling Off Campus
- Ride Sharing and Car-Pooling



**Sustainability at Ohio State:
Tell us what you think!**

Ohio State is developing sustainability goals to become a global model of sustainable operations and practices.

Sustainability goal categories include:

- Teaching and Learning
- Research and Innovation
- Outreach and Engagement
- Resource Stewardship

What's Your Sustainability Idea?

- Submit your idea online:
osu.edu/initiatives/sustainability
- Email us:
energy.environment@osu.edu

Direct messaging:

- OnCampus Today
- Buck-I-Net News
- College and unit newsletters
- Facebook, Twitter

Public Meetings:

- PPCS members presented to USG, USAC
- News sent to CGS

Direct Outreach:

- Tabling events across campus, 350 postcards distributed



Sustainability Idea Submittals:

From:

Students 84

Faculty 14

Staff 15

Areas:

Teaching/Learning 14

Research/Innovation 11

Outreach/Engagement 27

Resource Stewardship 70



May-August:

- Created Sustainability Goal Development Committees for Teaching/Learning, Research/Innovation, Outreach/Engagement and Resource Stewardship
- 65 people from across university made up committees
- Implementation committee took proposed goals and created overall goals report
- Delivered to Provost Steinmetz end of September



Four overarching, foundational university principles must take hold to ensure accountability and a culture of sustainability.

Four cross-cutting goals:

Ensure a transformational approach by establishing a generational timeline to consider the impacts and trade-offs of decisions and economic, environmental, and social outcomes over many years and decades, instead of only the perspective of short term economic returns.

Utilize a council of internal and external stakeholders (i.e., students, staff, faculty, alumni, companies, organizations, agencies) to serve in an advisory capacity for the ongoing formulation, development, implementation, and assessment of goals, initiatives, and outcomes.

Conduct research on our progress by developing and/or adapting research methodology to review and assess operational goals, and evaluate and publish the results with the aim of developing best practices and innovation for sustainability measurement.

Incorporate relevant elements of sustainability into all college and support units' strategic plans, physical plans, and other university guiding documents.



Proposed Goals Support::

Teaching and Learning

- **Deliver a Curriculum** that provides Ohio State students at all stages of instruction with opportunities to understand sustainability holistically, framed by the environment, technology, society, the economy, history, culture, and politics.
- **Address the Complexities of Sustainability** through a variety of pedagogical formats, strategies, and occasions.

Research and Innovation

- **Reward Sustainability Scholarship, including the scholarship of engagement**, by providing incentives for students, faculty and staff who develop and execute research that promotes and achieves sustainability.
- **Magnify Sustainability Scholarly Output and Impact** to create new knowledge, solve real world problems, including for our own operations, and increase Ohio State's reputation as a sustainability research leader.

Outreach and Engagement

- **Foster Campus-to-Community, Students-to-Alumni Culture** of sustainability-oriented practices and educational and research experiences that students and alumni transfer into local and global communities.
- **Catalyze Engagement, Ownership, and Buy-In to Sustainability** via engaged and inclusive partnerships, on and off campus, to institute motivational incentives that support our long-term economic, social and environmental welfare.

Resource Stewardship

- **Adopt specific, “world leading,”** university-wide operational goals to **reduce resource consumption, neutralize carbon emissions** and **minimize waste** including:
 - Achieve Carbon Neutrality by 2050 per American College and University Presidents Climate Commitment;
 - Reduce Energy Utilization Index (EUI) by 25% by 2025;
 - Reduce Potable Water Consumption by 5% per capita every five years, resetting baseline every five years;
 - Double our Tree Canopy, and create Low-Maintenance, Multifunctional and Productive Acreage by 2025;
 - Reduce Carbon Footprint of University Fleet by 25% by 2025;
 - Achieve Zero Waste by 2025;
 - Increase Production and Purchase of Locally and Sustainably Sourced Food to 40% by 2025; and
 - Develop University-wide standards for Targeted Environmentally Preferred Products and implement by 2025.



Next Steps:

- Proposed goals being rolled out to leadership this month: President's Cabinet, Senior Mgmt Council, etc.
- Upon approval from Provost Steinmetz, create a communications campaign to inform faculty, staff, students and alumni of goals.
- Inform communicators and ask that you incorporate sustainability news and upcoming developments into unit communications/strategic plans/guiding documents



What's Going on:

- Focusing on Sustainability throughout AY15-16
 - COMPAS: Yearlong Conversation about Sustainability
 - Buckeye Book Club: The Good Food Revolution
 - Discovery Theme Lecture: Dr. Gro Brundtland
 - Glenn College Dialogue: Susan Eisenhower Lecture
 - Environmental Film Series: Oct. 20-Nov. 24
 - Cardinal Peter Turkson discussion: Nov. 2
 - SENR Lecture: Dr. M Sanjayan, Feb. 11
- Beginning to roll-out new sustainability “look”
- Incorporating graphic elements into educational pieces, sustainability reports