

Developing a Successful Sustainability Initiative At UCSB

Overview

Creating sustainability initiatives within an organization can seem overwhelming. One of the keys to success is creating a sustainability team and giving them proven tools and techniques to help them develop a sustainability plan for their organization. This four session workshop series is intended to create a team of individuals from all parts of the campus who can help guide UCSB toward full sustainability as part of the Long Range Development Plan.

Specifically participants will

- Understand how sustainability principles can benefit UCSB and their individual area of responsibility.
- Develop a sustainability baseline assessment of UCSB's current practices.
- Craft a vision and strategies that will move UCSB toward sustainability.
- Design an action plan with short-term and long-term goals.
- Learn how to incorporate sustainability into the UCSB culture and business operations.

KICK OFF EVENT - *Thursday, Oct. 6 - 6:30 PM to 8:30 PM, Buchanan 1910*

Workshop Series

1. Making the Case for Sustainability - *Friday, Oct. 7 - 8:30 AM to 4:30 PM, Anacapa Formal Lounge*

- Understand what sustainability is, how UCSB is impacted, and how sustainability is different from being "green."
- Understand systems thinking and how to use it in creating a sustainability plan for UCSB
- Understand The Natural Step framework: science and system conditions with group exercises on how to apply them to UCSB.
- Learn about other sustainability tools such as Natural Capitalism, ISO14001, Eco-Foot Print Analysis, and the McDonough-Braungart Cradle-to-Cradle methodology and how they can be used.
- Team exercise: *learn how to develop a sustainable product or service.*

2. Developing a Sustainability Baseline Assessment - *Friday, Oct. 21 - 8:30 AM to 4:30 PM, Anacapa Formal Lounge*

- Create systems flow charts of how UCSB functions.
- Identify the sustainability impact of those organizational functions.
- Create a sustainability impact rating system.
- Use the rating system to assess the severity of UCSB's sustainability impacts.
- Team exercise: *develop a baseline assessment of how sustainable UCSB currently is.*

3. Crafting a Sustainability Strategy - *Friday, Nov. 18 - 8:30 AM to 4:30 PM, Anacapa Formal Lounge*

- Use the baseline assessment to understand what is needed to make UCSB sustainable.
- Understand how to "think-out-of-the-box" by turning current unsustainability practices into fully sustainable ones aligned with The Natural Step system conditions.
- Review current best practices other organizations are using to move toward full sustainability.
- Develop sustainability guidelines for the critical areas of UCSB.
- Create a vision of full sustainability for each key area in the baseline assessment and how to "backcast" from that vision toward creation of a fully sustainable university.
- Team exercise: *develop a vision of full sustainability for UCSB and strategies that will get you there.*

4. Putting Sustainability into Action - *Friday, Dec. 2 - 8:30 AM to 4:30 PM, Corwin Pavilion*

- Develop short term (12 month), intermediate (5-10 year) and long term (20+ years) actions that will move UCSB from its current sustainability baseline toward a vision of full sustainability.
- Identify key indicators to measure UCSB's progress toward sustainability.
- Develop an action plan that engages stakeholders.
- Identify who needs to buy in to UCSB's sustainability plan and how to achieve their acceptance.
- Learn how to integrate sustainable thinking into UCSB's culture and business planning.
- Team exercise: *develop a plan of how to successfully implement sustainability initiatives at UCSB.*

Invitation to Attend

The UCSB Sustainability Committee is seeking individuals who feel a passion about sustainability and want to be part of a campus wide effort to lead the university toward a vision of full sustainability. The process will involve training teams of students, faculty and staff from all areas of the university who can play a leadership role in guiding UCSB's future sustainability efforts.

Those invited to participate are being asked to attend an all-campus evening presentation on sustainability and The Natural Step framework on Oct. 6 and attend four workshops on Oct. 7, Oct. 21, Nov. 18 and Dec. 2. Afterwards participants will take on leadership roles in crafting a campus wide sustainability plan as part of the upcoming Long Range Development Plan (LRDP) and integrating sustainable principles into the UCSB culture and fabric.

Benefits of Attending

You will understand how global sustainability issues can impact UCSB and how to deal with those impacts. Specifically, you will be able to develop a sustainability plan where you will know

- Where UCSB's greatest impacts and risks are.

- What UCSB would look like if it were functioning as part of a fully sustainable society.
- Strategies with step-by-step actions that can move UCSB toward full sustainability.
- How to make sustainability a part of UCSB's culture and how to achieve buy in for that goal.