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.