



Jennifer Kerr McMillin

February 20, 2020

# People Planet Purpose

A Sustainability Journey





# A sustainability journey

My story

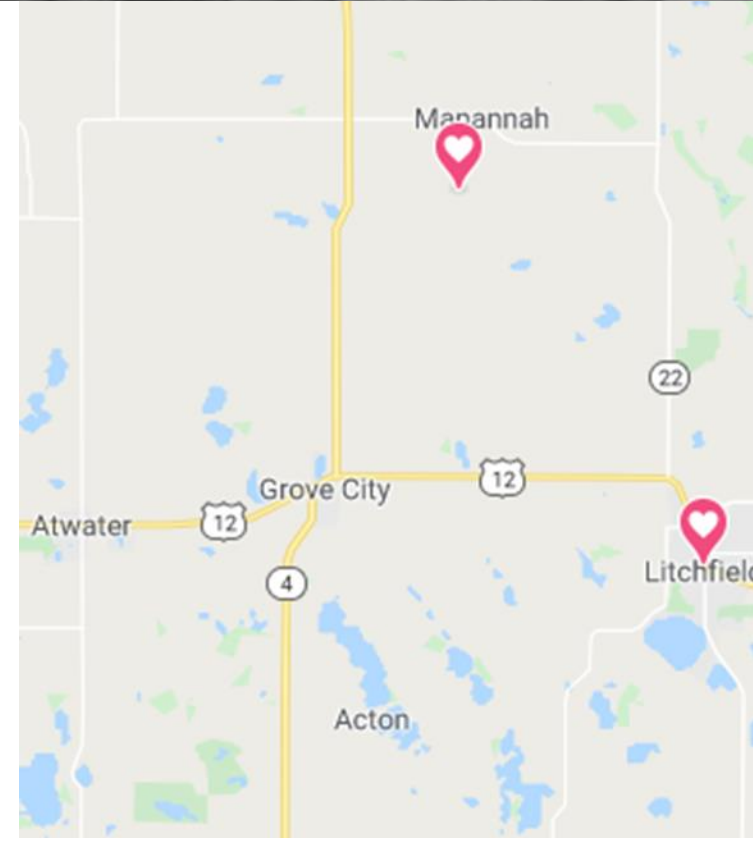
My studies

My travels

Sustainability on campus

Sustainability in business













ST. CLOUD STATE  
U N I V E R S I T Y™

**EDUCATION FOR LIFE.**



































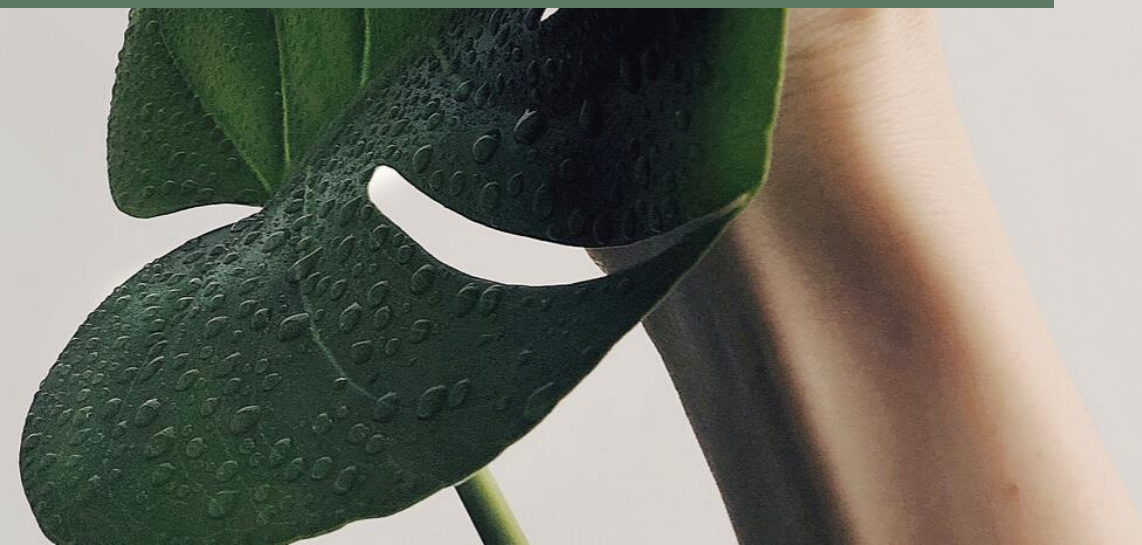








# SUSTAINABILITY



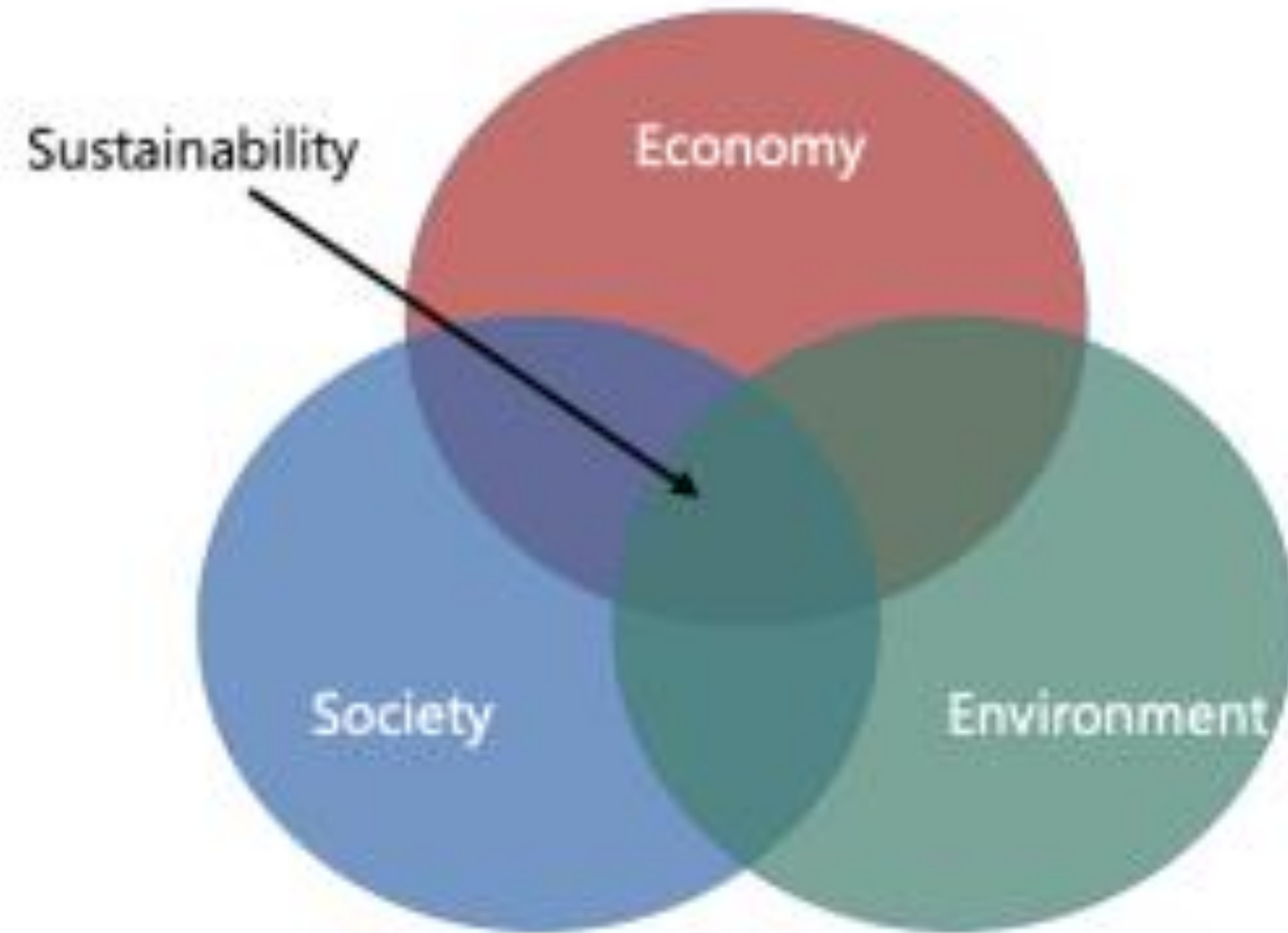


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## Two approaches to sustainability

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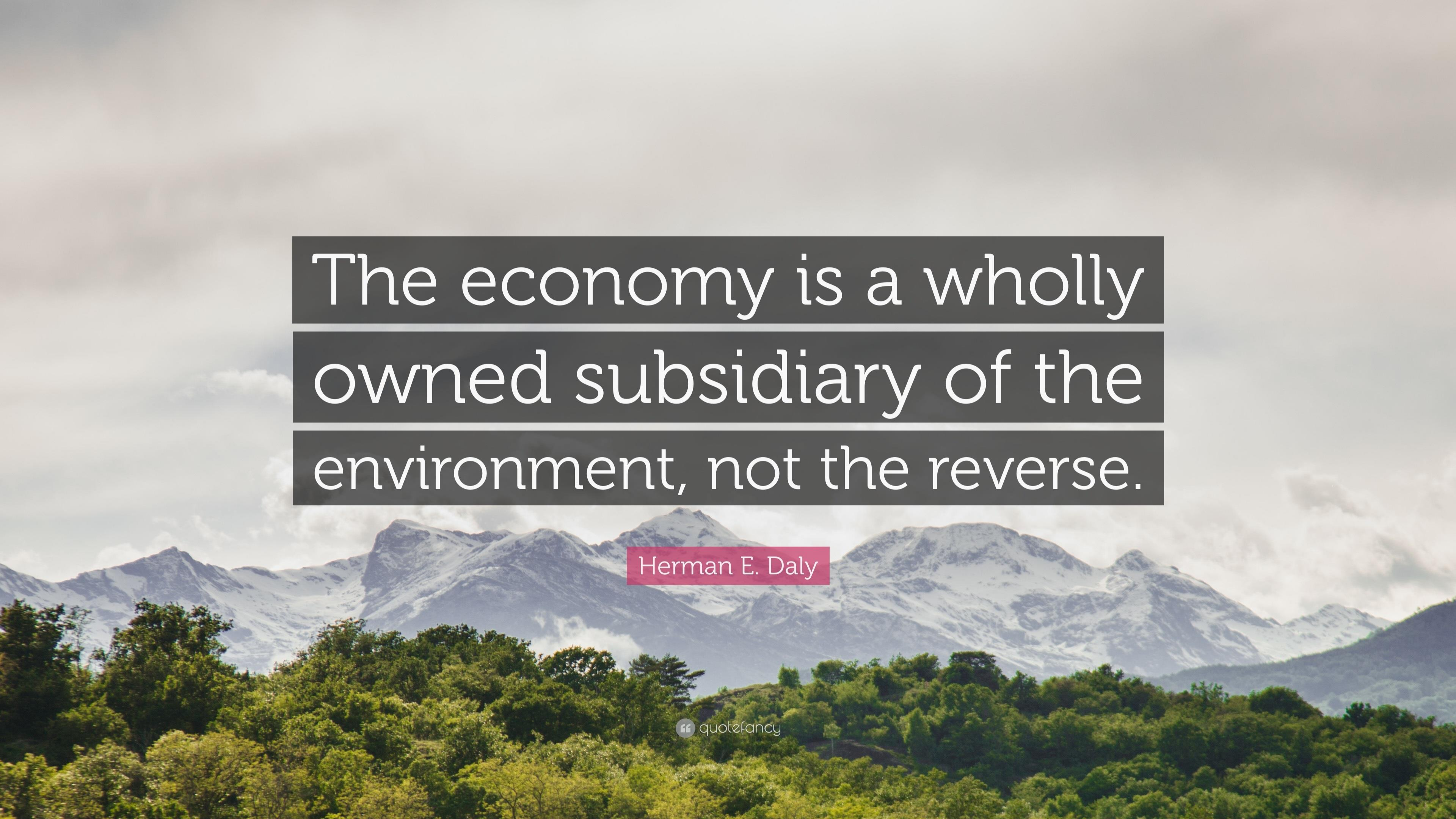
"Weak sustainability" approach



"Strong sustainability" approach – economic system is embedded in social and ecological systems







The economy is a wholly  
owned subsidiary of the  
environment, not the reverse.

Herman E. Daly



# Campus





# Sustainability at Cleveland State

Signatory to the Presidents Climate  
Leadership Carbon Commitment

58% of electricity purchased from  
green power sources






# Sustainability at CSU - Composting





# Take the Stairs



**BURN  
CALORIES  
NOT  
ELECTRICITY**

Taking the stairs keeps  
you fit and helps the  
environment!

EARN VIKHEALTH POINTS FOR TAKING THE STAIRS

Vike Health

BE GREEN

**PUSH  
YOURSELF  
NOT THE  
BUTTON**

Taking the stairs  
promotes fitness and  
conserves electricity!



EARN VIKHEALTH POINTS FOR TAKING THE STAIRS

Vike Health

BE GREEN





1

Bookstore  
Information Desk &  
Concessions Services  
Grounds  
ATM  
Campus  
Lounge

BURN  
CALORIES  
NOT  
ELECTRICITY

Taking the stairs keeps  
you fit and helps the  
environment!

EARN VIKHEALTH POINTS FOR TAKING THE STAIRS

Vike  
Health

BE GREEN







# Bottle Filling Stations

#BeGreenCLEstate  
VISIT BEGREENCLESTATE.COM TO LEARN MORE.

BRING YOUR OWN BOTTLE

Americans throw out  
**35 billion**  
plastic water bottles  
each year

*refills...  
not landfills*

  
SENSOR ACTIVATED

  
CLEVELAND STATE UNIVERSITY  
1964

  
BE GREEN  
CLEVELAND STATE UNIVERSITY  
SUSTAINABILITY MOVEMENT







## Battery Recycling

# RECYCLE BATTERIES



ACCEPTABLE BATTERIES INCLUDE:  
Alkaline, Lithium-ion (Li-ion), Nickel Cadmium (Ni-Cd),  
Nickel Metal Hydride (Ni-MH), Nickel Zinc (Ni-Zn), Lithium  
Primary, Carbon Zinc, button and coin cell batteries, laptop  
batteries, all rechargeable batteries, and all cellphones.



CLEVELAND STATE UNIVERSITY





**GREEN**  
EVENT  
GUIDE

A Guide to Reducing Waste at  
Meetings, Conferences and Events

**GREEN**  
EVENT  
GUIDE

A Guide to Reducing Waste at  
Meetings, Conferences and Events



# EARTHFEST

## CLEVELAND STATE UNIVERSITY







# Curriculum

**Biology:** Campus biodiversity assessment

**Finance:** Green Revolving Fund feasibility

**Ethics:** Bookstore apparel sourcing

**Policy:** Paper/food purchasing guidelines

**Economics:** Cost-effective campus climate strategies

**Engineering:** Campus building optimization, HVAC

**Business:** Supply chain sustainability





AMERICAN UNIVERSITY  
WASHINGTON, D C



AU IS PROUD  
TO BE THE FIRST  
**CARBON  
NEUTRAL**  
UNIVERSITY IN THE US



American University's  
electricity comes from

**100%**  
RENEWABLE  
SOURCES



**21%**

less electricity used  
PER SQ. FT. *since 2005*



**6**

LEED certified  
buildings + 4 on track



**7**

SOLAR PANEL  
installations on site







ENVIRONMENT

## One of Australia's Biggest Universities Just Committed to Becoming Carbon Negative

"It has been the role of universities for almost a millennium to challenge orthodoxy and think big."

## Australian National University vows to go 'carbon negative'

Australian university promises 'carbon negative' footprint as v-c reflects on a summer of fire, ice and virus

February 7, 2020

By [John Ross](#)

Twitter: [@JohnRoss49](#)

The Australian National University has vowed to go "carbon negative" as Australia reels from a summer of "flame, fear, hailstones and health warnings".

Vice-chancellor Brian Schmidt said the "universal concern" about climate change had triggered the need for "significant" action. "The world is looking to us and other leading universities for solutions," he said in his annual State of the University address on 7 February.

He said he had commissioned ANU's Climate Change Institute to corral staff and students "to chart how ANU can not only become carbon neutral, but carbon negative, as fast as possible". Exactly what this meant will "evolve over time", but "we don't have to wait until 2050 or beyond to act".







# Business

“The purpose of business is to solve the problems of people and planet profitably, and not profit from causing problems.”

Principles for Purposeful Business - British Academy



Photo Credit: Interface, Inc.

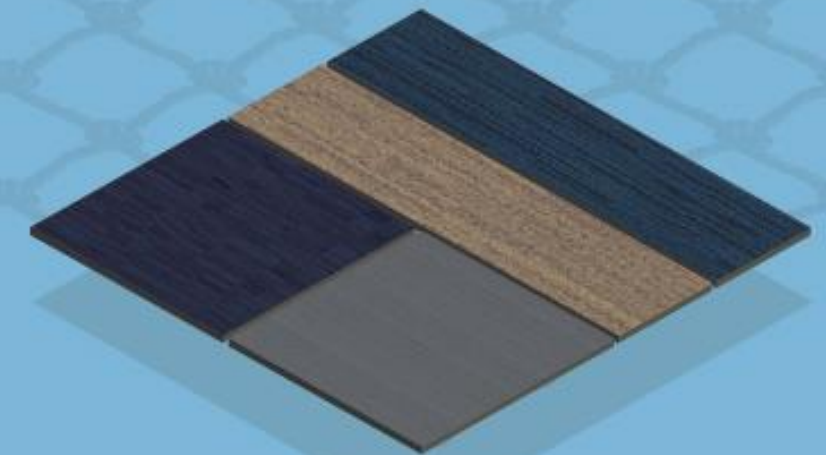
COMMITMENT TO ACTION

## Net-Works: Inclusive Business for Ocean, Economy, & Society

# Interface®

## Net-Works™

An inclusive business model that  
collects discarded fishing nets  
from coastal communities  
and recycles them  
into carpet tile.







Microsoft President Brad Smith, Chief Financial Officer Amy Hood and CEO Satya Nadella preparing to announce Microsoft's plan to be carbon negative by 2030. (Jan. 15, 2020/Photo by Brian Smale)





# Scotland

is on track to reach

# 100% RENEWABLES

in time to host the  
2020 climate summit



CLIMATECOUNCIL.ORG.AU



crowd-funded science information



A vibrant scarlet macaw with red, yellow, and blue feathers is perched on a nest made of dry sticks. The background is a lush tropical forest with green foliage and sunlight filtering through the trees.

*Over the past 4 years*

**COSTA RICA**

*has achieved*

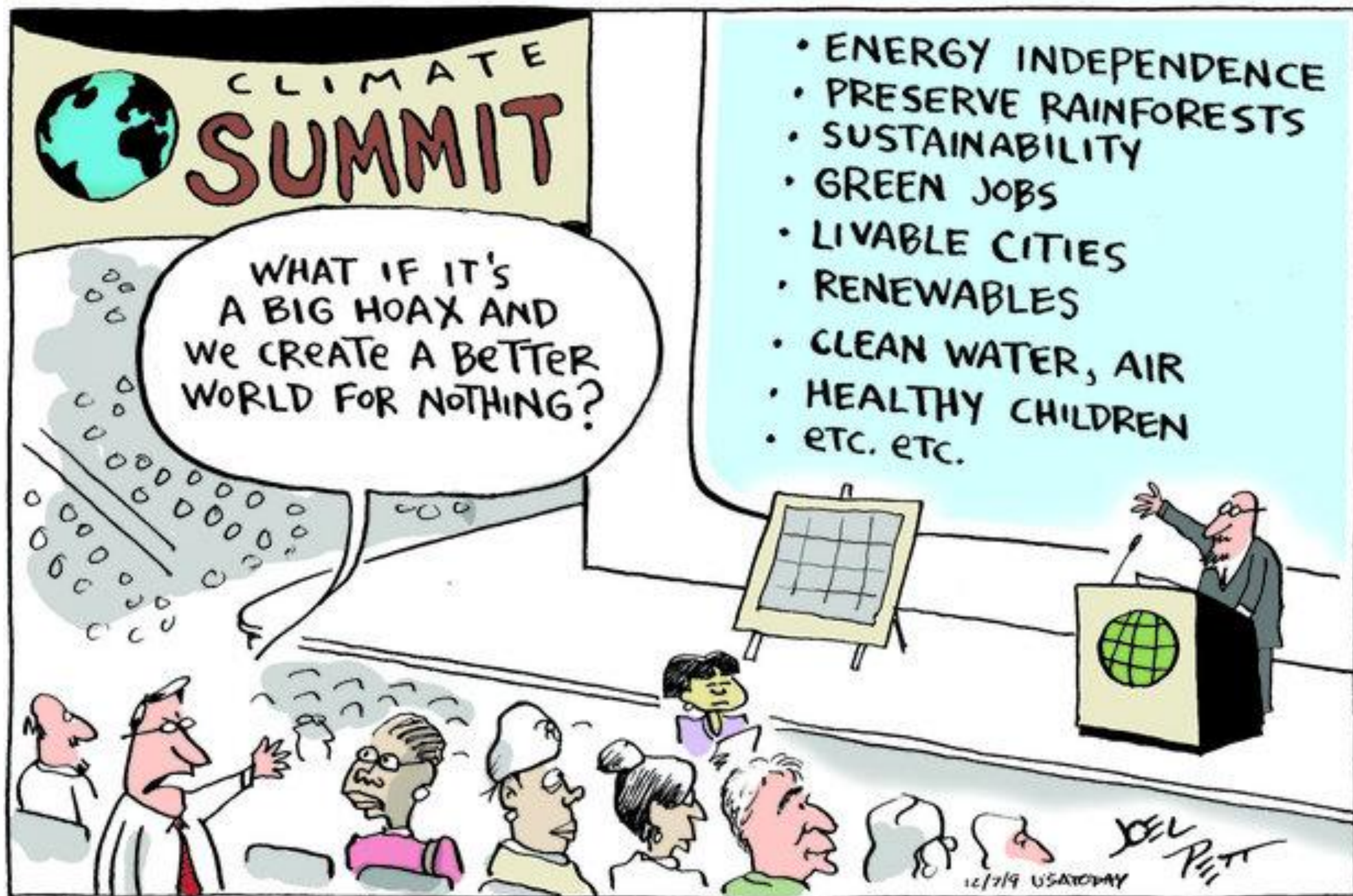
**95% RENEWABLE  
ELECTRICITY**



An aerial photograph of a coastline. The left side of the image shows deep blue-green water with several small, dark figures of people swimming. The right side shows white, foamy waves crashing against a dark, rocky shore. The text is overlaid on the left side of the image.

*How can I*  
**MAKE THE  
WORLD A  
BETTER  
PLACE?**





- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- ETC. ETC.

WHAT IF IT'S  
A BIG HOAX AND  
WE CREATE A BETTER  
WORLD FOR NOTHING?



A photograph of a dense forest of evergreen trees, likely spruce or fir, shrouded in a thick mist or fog. The trees are dark green and fill the foreground and midground. In the background, a bright, hazy light source, possibly the sun, creates a strong glow and lens flare effect, illuminating the mist. The overall atmosphere is serene and ethereal.

*Go*  
OUTSIDE





# Thank You!

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