IPRO 311
IIT Sustainable Branding

Final Presentation | Spring 2009
Introduction

The Problem:

Letter “D” grade on the College Sustainability Report Card

Lack of awareness of previous student contributions
Introduction

Objective:

To enhance the Illinois Institute of Technology’s image as an institution and make the campus more sustainable through the use of green technologies and efficient use of resources

To bring about awareness of IIT’s commitment to sustainability throughout time and the important historical contributions of those affiliated with the university
Team Structure

IPRO 311 SUSTAINABLE BRANDING

MARKETING
- Group Leader: Crystal Glover
- Nader Tadros
- Colin Scheer
- Nim Patel

MOCK-UP
- Group Leader: Kevin Krupp
- Alex Aguilar
- Mark Chauhan
- Ladi Animashaun

FACILITIES
- Group Leader: Alex Aguilar
- Nader Tadros
- Seth Ellsworth

Faculty Support: Nancy Hamill Governale, Rae Mindock, Ray DeBoth
Promotion

Recapturing IIT’s History:

Purpose:
To find important contributions from IIT throughout the years

Tech News Collections

IIT Receives $44,000 NASA Grant For Study of Behavior of Liquid Fuels

The Illinois Institute of Technology has received a $44,000 grant from the National Aeronautics and Space Administration to study the behavior of liquid fuels.

The purpose of the grant is to understand the behavior of liquid fuels under extreme conditions. The study will be conducted at the NASA Langley Research Center in Hampton, Virginia. The researchers will use advanced analytical techniques to study the behavior of liquid fuels under conditions similar to those found in space vehicles.

The grant is part of NASA's effort to develop new technologies for space exploration. The study will help to improve the efficiency and reliability of liquid fuel engines, which are used in space vehicles for propulsion.


danced Annual Power Conference to be held in the fall.

The conference will feature presentations on the latest developments in power technology, including renewable energy sources and energy efficiency.

The conference is open to all interested parties, including researchers, engineers, and students. Registration information can be found on the conference website.

Greener Bogs?
Dear Editor,
I have been reading Technology News for quite a while now. I was particularly interested in the article on “Green Bogs” that you ran last month. I think it is an important issue that deserves more attention.

In my experience, bogs are an excellent way to store and recycle nutrients. However, it is important to be careful about the methods used to manage them. For example, some of the techniques used to control nutrient levels can be harmful to the ecosystem.

I hope that Technology News will continue to cover this topic. It is an important issue that deserves more attention.

Sincerely,
John Smith

Solar Architect Harnesses Sun As Winter Fuel, Study Finds

That the world’s oldest heating unit—the sun—may be harnessed successfully in the post-war building will be shown by the research findings of a small group of engineers and architects who are conducting a study on the use of solar energy for heating.

The study was conducted by Dr. John Newell, a professor of mechanical engineering at the Massachusetts Institute of Technology, and his associates. They found that by using the sun’s heat, it is possible to maintain comfortable temperatures in buildings with no additional fuel.

The study was funded by the Department of Energy and the National Science Foundation. The results of the study will be published in a forthcoming issue of the journal Solar Energy.

The researchers plan to continue their work to develop new methods for harnessing solar energy for heating.

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Recapturing IIT’s History:

Press Releases

List of Alumni Names
Promotion

Recapturing IIT’s History:

- 10.24.1961: IIT creates new, more efficient fuels cell for military and space use.
- 04.24.1978: ITRI-Fiat develop criteria for hybrid-electric vehicle.
- 04.22.2009: IIT announces plan to become nation’s most sustainable institution.
- 11.11.1988: Pritzker Institute of Medical Engineering developing an implant for computer directed therapy.

Historical Achievements
1928-Present
Chicago CCGT Exhibition:

Purpose:
To expand knowledge of IIT’s accomplishments to the greater city and establish

Display an explanation of IIT’s student driven efforts, IPROs, and the IPRO program on CCGT grounds

Expected display date: May – June 2009
Sustainability Park

Purpose:
To create a highly visible area on campus where students and visitors can learn about sustainable solutions and related IIT developments.
Education

Sustainability Park

Placed on the campus tour, the park would be visible to all campus visitors, including visiting and prospective students.

On-site examples of sustainable products including green roofs and permeable paving.

An exhibition space to give students a hands-on learning environment.
Education

**Sustainability Park**

Off-grid exhibition space allowing students to learn about new developments at IIT

Encourage future research and student-based experimentation

Will improve the site atmosphere and create a much needed student relaxation space in a comfortable atmosphere
Sustain-Your-Ability

Purpose:
To present sustainable solutions to be incorporated in every day life
Education

Sustain-Your-Ability

Compilation of Past and Present

Micro Level Sustainability

Macro Level Sustainability

Recommendations

What You Can Do

Campus Master Plan & Sustain-Your-Ability

What You Can Do!

Water conservation can be as simple as limiting usage during a morning routine. Here are some quick tips to water conservation.

1. While the 1992 Federal Energy Act limits shower fixture flow rates to 2.2 GPM at 60 psi, older fixtures can have flows of over 10 GPM.

Solution: Limit Your Shower Times. Even if your fixture is built after 1992, if the dirt's still there after the first 10 minutes it'll be there 20 minutes later.
Experimentation

Permeable Paving:
An experiment to test and determine the porous qualities of different types of permeable paving and their potential applications on campus
Experimentation

Rain Sensors Tests:

With new facilities efforts geared towards

Additional Note: This has opened up a dialogue with the new facilities head Kevin Gallagher
Additional Accomplishments

CGCT
Contact
Our Sustainability Excursion

Facilities Head
Kevin Gallagher

Sustainability Department
Joseph Clair
Campus Master Plan
Master Plan & Sustain-Your-Ability
Conclusion

Challenges & Obstacles

Difficulties gathering information from the IIT archives

Effectively & creatively presenting information

Communication with outside sources

Length of the semester
Thank You
Questions?