The Goal

• To improve and enhance the image of IIT as both an institution and a physical campus in regards to sustainability and green practices
Team Structure

IPRO 311 IIT Sustainability and Branding

**MARKETING**
- **GROUP LEADER**
  - Crystal Glover
- Nim Patel
- Collin Scheer
- Nader Tadros

**MOCK-UP**
- **GROUP LEADER**
  - Kevin Krupp
- Richard Alexander
- Ladi Animashaun
- Mark Chauhan

**FACILITIES**
- **GROUP LEADER**
  - Alex Aguilar
- Seth Ellsworth
- Nader Tadros

Faculty Support: Nancy Hamill, Rae Mindock, Ray DeBoth
The Problem

- Campus bureaucracy slows down efforts towards developing sustainable solutions on campus.
- Patents and inventions originating at IIT are not prominent.
- Consecutively poor report card grades
  - Letter “D” on both 2008 and 2009 College Sustainability Report Card (Scale A-F)
    - Highest Grade in all subcategories: C
    - Lowest Grade in all subcategories: F
Progress Towards Goals

• Exploration and analysis of marketing material:
  – History
    • IIT Archives
    • Press Releases
  – Campus Engagement
    • Tech News Articles
    • Seminars
Progress Towards Goals

• Communication with Facilities
  – Rain-Sensing Sprinkler Controls
  – Sustainability Park
    • Permeable Pavement
    • Green Roof
    • Wetland & Native Greenery

• 2030 Initiative Master Plan Discussion
  – All Encompassing Sustainability Program
    • IIT Branding
    • Energy and Monetary Conservation
Sustainability Park

Promote - Experiment – Educate

• Promote
  – Installation on a visible site on campus

• Experiment
  – Establish a series of longevity and reliability tests on several different products
    • Wear and Tear
    • Freeze/Frost
    • Water Transmission

• Educate
  – Information on each product installed adjacent to product
  – Progress and results publicized
IIT 2030 Initiative

Zero Carbon Emissions Campus Master Plan

- Zero Carbon Emissions
- Passive Heating and Cooling
- Self-Produced Electricity
- Building Re-insulation

- Wastewater Management
- Permeable Paving
- Grey Water Storage
- Green Roofing

- Campus-wide Education
- Student-run Research
- Wetlands Bird Sanctuary
- Campus-Wide Composting
Obstacles Encountered

- Moving from just producing ideas to thinking about practical solutions to problems.
- Disorganized Archives and Databases.
- Contact with proper Facilities and Administration
- Pre-existing campus plans
Anticipated Challenges

- Availability of funding
- Obtaining cooperation with campus
  - Mies Preservation Society
  - Administration
- Organization and presentation of collected archive data
Questions?