**Marketing**

- Get students involved—how they see IIT as “green”
- Visual connection for IIT as a sustainable campus
- Work with Admissions to produce canvas bags featuring our logo to be sent to IIT parents, advertising all over the world
- Student awareness
- Student participation
- Spread the word of sustainability
- Forum to gather student opinions and ideas

- Promote IIT’s support of sustainability on and off campus
- Encourage the students to become more involved in sustainability in their daily lives

**Challenges**

- Budget restrictions
- Resources available
- Constructing a full scale solar-work station in a short period of time.
- Gaining enough participation in marketing events such as the green lecture.
- IIT interdepartmental communication

**Next Steps**

- Green lecture series continued
- Form green student group to further obtain student input
- Continue design manual content for future IPROs and the university
- Create a solar workstation ENPRO spin off
- Continued student competitions geared towards sustainability

**Team Members**

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- John Kapecki
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Office of Admissions Department
Konarka Technologies, Inc.

**IPRO 311**

IIT Campus Branding/Sustainability Image

Branding of Illinois Institute of Technology as an eco-friendly campus, promoting sustainability to students, faculty, and staff.
**Objectives**

- Build IIT brand awareness and campus visibility in ways that are aesthetically pleasing, exciting, and memorable.
- Create an eco-friendly, self-sustained project promoting awareness among students, faculty, staff, and community.
- Create an IIT campus sustainability plan for future IPROs to build upon.
- Promote “green” innovation by designing and building a solar powered workstation.
- Create an IIT sustainability plan for future IPROs to build upon.

**What is Sustainability?**

- Meeting the needs of the present without compromising the ability of future generations to meet their own needs.
- Nature’s resources must be used at a rate at which they can be replenished naturally.
- Simultaneously meeting environmental, economic and community needs.

**Solar Powered Workstation**

- Use of light, recyclable materials.
- Winter light sculpture.
- Incorporate beauty into sustainability and functionality.

**Smoke Stack Beautification**

- Glow in the dark IIT for year round advertising.
- Ivy smoke stack can be seen from Dan Ryan, Metra, and U.S Cellular field.

**Sprinklers**

- Optimize campus lawn sprinkler system.
- Time, temperature, and rainfall sensors.
- Roof mounted sensor wired to each sprinkler zone control box.

**Main Building Marketing**

- Up lights for year round advertising.
- Seen from Dan Ryan and Metra.
- Identify Main Building with IIT.

**Window Replacement**

- Reduce costs of heating and cooling due to much greater insulating factor.
- Thermally insulated dual pane windows argon & aerogel filled.

**Permeable Pavement**

- Reduce rainwater runoff & promote drainage of water.
- Test areas include, south and west of Vander Cook, and dirt path from Dearborn to Life Science and E1.
- Using permeable asphalt & concrete.

**Green Walls**

- Reducing heat absorbed into building from direct sunlight.
- Solar powered LEDs used to light inside of green wall after dark enhancing safety.