



IPRO 311

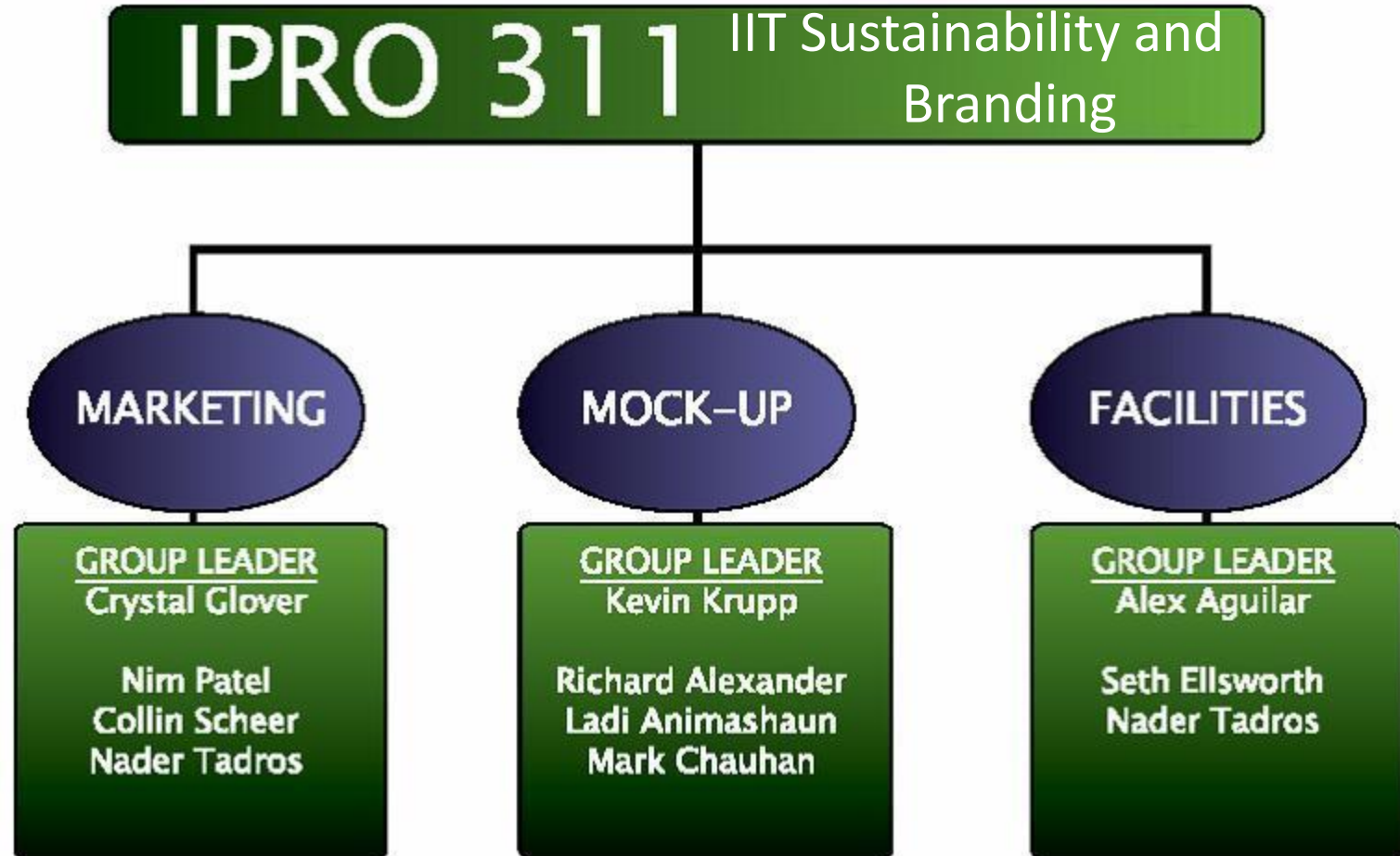
IIT Sustainability and Branding

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



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



- 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

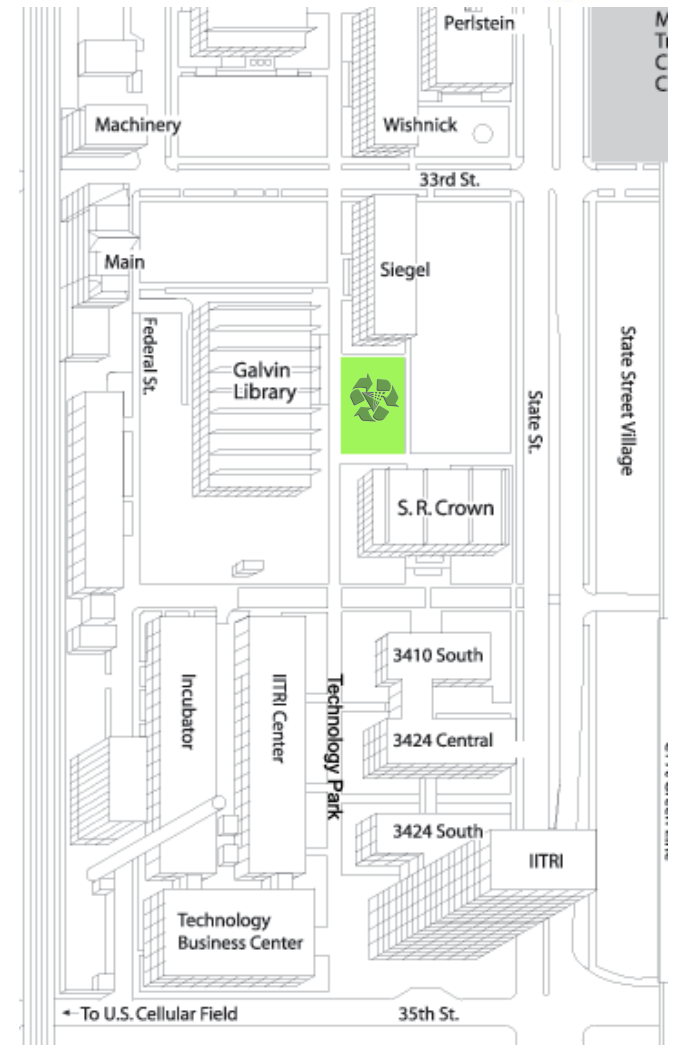


Sustainability Park

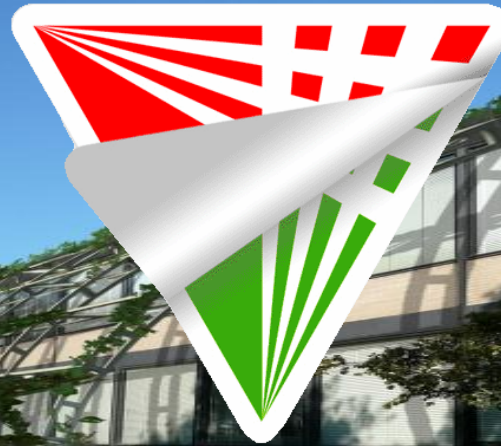
Promote - Experiment – Educate



- 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



2030

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?