

Consortiums for Sustainability

New Jersey Higher Education Partnership
for Sustainability (NJHEPS)
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What Is Sustainability?

- Sustainability is integrating economic, environmental and social issues into all decisions of an organization.
- Sustainability is therefore really just part of our higher education institution's mission to help create a just, equitable, clean and sustainable society.
- Sustainability is in some ways internalizing all the factors that were traditionally external costs in the financial world.

Why Consortiums Work for Sustainability

- Sustainability is the ultimate inter-disciplinary process
- All the expertise needed is rarely in one organization
- Consortiums help peers help each other, and different higher education sectors (research schools, community colleges, liberal arts schools) to help each other, and bring stakeholders (local communities, minorities, business) that are not normal parts of the higher education decision-making process

The Higher Education Business Case for Sustainability

- Nearly 70 per cent of chief executives of mid-sized to large businesses believe sustainability is vital to their firm's profitability, and will become a competitive advantage, in recent surveys.
- We must not forget, Higher Education is a \$330B Business- one of the largest industries in the United States & employing millions of people, so sustainability should be important to colleges & universities as well.

What Are Some Advantages of Sustainability Consortia?

- *Help Cooperatively Reduce Costs*
- *Jointly Improve learning environment*
- *Provide competitive advantage- through better cooperation & coordination*
- *Enhance reputation of the partners*
- *Consortia attract donations, grants and good public and community relations*

NJHEPS' Mission of Sustainability

- Consortium of over 45 NJ higher education institutions, promoting and practicing the integration of sustainability into higher education
- We sponsor services, events & conferences to share best practices and promote sustainable operations, curriculum and communities
- Initiated the 2001 Greenhouse Gas Reduction Protocol signed by all 56 NJ higher education presidents to voluntarily reduce their GHG emissions by 3.5% from 1990 by 2005

The NJHEPS Organization

- Membership-driven agenda and teams
- Executive Committee
- Steering Committee
- Education Committee
- Energy Technical Committee
- Green Design Committee
- Environmentally Preferably Purchasing Committee
- Climate Change Issues Committee
- Lean- Just two NJHEPS staff people

NJHEPS Green Energy & Energy-Efficiency Programs

- Help Prepare Campus Energy Reports & Action Programs (with BPU funding)
- Prepared Campus Energy Tool Kit
- Prepared High Performance Campus Design Handbook
- Prepared High Performance Building Sustainable Design Guidelines (being updated)
- Lead efforts by NJ Higher Education President's to Voluntarily Reduce GHG Emissions

Good News- NJ Successes

- Energy reductions are almost directly proportional to GHG reductions, so one benefits the other
- Energy Savings from GHG/Energy Efficiency projects as a result of 2001 NJPC Pledge are saving >\$40m per year for NJ schools AND reducing GHG by thousands of tons per year
- The 5 leaders in generating the highest percentage of emissions reductions, 1990–2002:

■ William Paterson University	48%
■ Kean University	47%
■ New Brunswick Theological Seminary	26%
■ The Richard Stockton College of New Jersey	16%
■ Ocean County College	13%

Substantiating the Business Case for Sustainability

- What we are doing on sustainability in New Jersey is not just energy
- Cooperation on Sustainable Communities with neighbors
 - Proposal to Dodge Foundation for University Heights neighborhood of Newark workshop- fiveschools involved
- Integration of Sustainability into Curriculum
 - Integrating 'how to manage sustainably' into MBA and Executive Education courses at FDU
 - Developing web-based seminars used to teach college students about sustainability in NJ (with NSF funding)

Measuring the results from sustainability initiatives in financial terms

- Much of benefits of sustainability are intangibles, which are hard to measure
- Financial world starting to do that: 60-70% of stock prices are intangible value, not hard assets
- We need better systems and models to measure sustainability in financial terms- no room for whimsy and wishy-washy measurements
- Higher Education's purpose is to develop such systems for us and the rest of society- try it!



NJHEPS

Summary-

Higher Education Can Materially Affect It's Bottom Line and Society in a Positive Fashion Using Consortia

- Sustainability issues do have direct material financial impact, and are being used as indicators of good business management, quality, recruitment and future financial performance of organizations by stakeholders
- Consortia can help achieve results faster and at lower costs- don't re-invent the wheel
- We are the ones responsible for making change happen!
“We have met the enemy and he is us” ...Pogo