Elon University DRAFT Sustainability Master Plan 2025

<u>Introduction</u>

Elon University's Sustainability Master Plan 2025 builds on the institution's long-standing commitment to **sustainability***, supports the Boldly Elon strategic plan and furthers Elon's mission and commitment to prepare students to be global citizens and informed leaders motivated by concern for the common good. Elon's first Sustainability Master Plan was published in the spring of 2007 and established the university's commitment to achieve carbon neutrality by 2037. The accomplishments that resulted from the first plan led to Elon's second Sustainability Master Plan being published in the spring of 2015. The Boldly Elon strategic plan includes the following initiative under Theme 2 – Thrive, "Engage the campus in sustainable practices to become carbon neutral by 2037 – invest in renewable energy, reduce campus energy consumption 20 percent, purchase offsets to make the global study program carbon neutral and continue to build LEED certified buildings – and prepare students to lead lives that build a sustainable future." This plan is a roadmap for that bold commitment.

Since 2007, Elon's sustainability efforts have grown, and the university has had many achievements that demonstrate this progress. Some examples are outlined below.

- Since 2008, greenhouse gas emissions have decreased 26%.
- Campus energy consumption per square foot has decreased 30% since 2007.
- There are 33 LEED certifications on campus, which represent about 30% of building square footage.
- On Earth Day 2024, Elon announced a partnership with eight other colleges and universities for a large-scale solar facility.
- Co-curricular opportunities focused on sustainability have expanded, including the development of the Eco-Reps student peer education program and sustainability volunteer program.
- There are 39% more courses with sustainability content and additional minors with a sustainability focus.
- In 2010, the Elon University Forest was designated as a protected land preserve and natural area for teaching and research.
- The Elon University Botanical Garden has a Level II Accreditation by the ArbNet Arboretum Accreditation Program and the Morton Arboretum.
- The Loy Farm area of South Campus has developed into a unique teaching and learning environment, including food and farming systems, a responsible design studio, a forest classroom, a yard waste composting facility, a 3-megawatt solar farm and the new EcoVillage Living-Learning Community.

Elon's sustainability efforts have also received external recognition.

- Elon has earned seven consecutive Sustainability Tracking, Assessment & Rating System (STARS) Silver ratings for its sustainability achievements from the Association for the Advancement of Sustainability in Higher Education (AASHE) since 2011.
- The Princeton Review's "Guide to Green Colleges" has included Elon since its inception in 2010.
- The Piedmont-Triad Branch of the U.S. Green Building Council awarded Elon the "A Green Apple a Day" award in 2017.

*Throughout this plan, words in **bold** that are <u>not</u> identifying a section of the plan are defined in the appendix.

- Elon was named a 2016 U.S. Department of Education Green Ribbon Schools Postsecondary Sustainability Awardee.
- In 2016, Elon received APPA's (formerly the Association of Physical Plant Administrators) Sustainability Award.

While there has been much success to celebrate, there are opportunities to further Elon's sustainability efforts. With the initiatives currently in place and planned, Elon is on track to mitigate about 50% of its carbon emissions by the end of fiscal year (FY) 2028. Elon's most recent STARS report score is 6 points below the average STARS report score of Elon's peer institutions that have a valid STARS report (as of July 31, 2024).

Elon has the opportunity to be a leader in higher education sustainability and preparing students for a sustainable future. There is interest among students, faculty and staff in this topic. The 2022 Office of Sustainability survey showed that 74% of student respondents and 76% of faculty/staff respondents indicated it is important or very important that Elon University be a leader in sustainability. It is also a consideration for prospective students and their families. The Princeton Review 2024 College Hopes & Worries Survey found 59% of respondents (college applicants and their parents) indicated having information about a college's commitment to the environment would contribute to their decision to apply to or attend the school.

The vision for this plan is a more sustainable campus that is poised to achieve carbon neutrality by 2037, is integrating sustainability throughout campus systems and culture and is preparing students to be the informed leaders our world needs for a sustainable future.

This 10-year plan will end just two years before Elon's carbon neutrality date. It includes goals and strategies for a more sustainable campus and outlines how the plan will be implemented to ensure success.

Plan Development

Stakeholder engagement was a critical part of the development of this plan, which was led by the Office of Sustainability. The planning process centered the collective knowledge of staff, faculty and students from across campus to develop goals and strategies. It began in 2023 to ensure completion in 2025 at the end of the prior 10-year Sustainability Master Plan. In September 2023, three listening sessions were held to provide campus community members with an opportunity to contribute ideas toward a more sustainable campus. Working groups of staff, faculty and students were formed to develop draft goals and strategies for the plan. The working groups met a total of six times, starting in late October 2023 through early May 2024.

During the summer of 2024, several small groups consisting of working group chairs, campus subject matter experts and implementers met to refine and prioritize the draft goals and strategies put forward by the working groups to develop a draft plan. The draft plan is being shared with the campus community for review and feedback in the fall of 2024.

The working groups and small groups were facilitated by Office of Sustainability staff members, and a complete list of members is in the appendix.

STARS is a transparent, voluntary program that allows colleges and universities to measure and report their sustainability performance across five areas: 1) academics, 2) engagement, 3) operations, 4) planning and administration and 5) innovation and leadership. The working groups and small groups referred to STARS during their work and several metrics from STARS are incorporated into this plan.

Goals & Strategies

For this plan, goals are an aspirational description of what the university will achieve in each area, and strategies provide directional focus. Strategies utilize the SMART framework – specific, measurable, achievable, relevant and timely. The actions provided with each strategy are examples of the steps that need to be taken to achieve the strategy and are not intended to be an exhaustive list.

GOALS OVERVIEW

- Academics: Equip more students (undergraduate, graduate and professional) with knowledge and skills to address global sustainability challenges.
- Engagement: Increase awareness of and **engagement** in sustainability programming throughout the **Elon University community** and enhance external communications of sustainability initiatives.
- Dining: Integrate sustainability initiatives into Elon Dining operations to foster a campus culture that promotes behavior shift toward effective and measurable outcomes.
- Facilities: Continue to develop sustainable facilities and incorporate efficient operating practices to model an environmentally conscious campus.
- Purchasing: Strengthen sustainable procurement systems to support a sustainable economy, reduce emissions and reduce waste generation.
- Technology: Integrate technology-driven sustainability practices into university operations to drive cultural and behavioral changes and minimize environmental impact at Elon.
- Transportation: Advance the use of sustainable transportation systems and options to reduce the carbon impact of Elon students, faculty and staff.
- Waste: Advance and support sustainable materials management systems by promoting more conscious campus purchasing and increasing recovery operations to move toward a zero-waste campus.

The goals and strategies of this plan connect to and support many other Boldly Elon campus initiatives, such as HealthEU and Elon Innovates, among others. These intersections are intentional and will help further collaboration and progress across campus initiatives.

ACADEMICS

GOAL: Equip more students (undergraduate, graduate and professional) with knowledge and skills to address global sustainability challenges.

STRATEGIES

- S1 Curriculum: Increase the number of students who graduate having completed coursework, including Experiential Learning Requirements (ELRs), that include **sustainability-focused** learning outcomes to 50% by 2030 and 75% by 2035.

- Actions include establishing a baseline for this strategy that includes ELRs, exploring the development and implementation of a formal sustainability course designation, and expanding resources and faculty development to support the integration of sustainability into courses (e.g., workshops, grants, etc.).

    - *Current status of metric – not tracked. A similar metric – 17% of 2023 graduates completed at least one sustainability-focused course.*

- S2 Engaged & Experiential Learning: Establish a baseline for student participation in sustainability-focused engaged and experiential learning, both on campus and with community partners, by 2030, and increase student participation by 10% by 2035.

    - Actions include developing and implementing a sustainability-focused designation for engaged and experiential learning opportunities, developing and implementing a staff development program for sustainability-focused engaged and experiential learning opportunities, and creating a grant program to support faculty, staff and student teams in creating sustainability-focused engaged and experiential learning opportunities.

    - *Current status of metric - not tracked.*

- S3 Research & Creative Inquiry: Expand engagement in sustainability research and creative inquiry to 90% of academic departments, including faculty-mentored student research and course-embedded research, by 2035.

    - Actions include establishing a baseline for this strategy that includes faculty-mentored student research and course-embedded research, developing and implementing a way to designate student sustainability research and creative inquiry, expanding resources to support faculty and student sustainability research and creative inquiry (e.g., grants), and expanding the new Sustainability Scholars Program (student program).

    - *Current status of metric – not tracked. A similar metric - 64% of academic departments have at least one faculty member doing sustainability research.*

- S4 Tracking: Design and implement methods to track involvement of students, faculty and staff in sustainability-focused curriculum, sustainability-focused engaged and experiential learning, and sustainability research and creative inquiry experiences by 2030 and provide annual reports of involvement.

    - Actions include enhancing the existing tracking process for sustainability-focused coursework and sustainability research and creative inquiry, developing and implementing a tracking process for sustainability-focused engaged and experiential learning participation, and expanding staffing resources to facilitate academic sustainability efforts and support other sustainability work on campus.

ENGAGEMENT

GOAL: Increase awareness of and **engagement** in sustainability programming throughout the **Elon University community** and enhance external communications of sustainability initiatives.

STRATEGIES

- S1 Community Service: Continue to expand community service participation such that 60% of students and 20% of faculty and staff engage in community service on an annual basis by 2035. (Note: All "community service" is connected to the **United Nations Sustainable Development Goals**.)

  - Actions include expanding tracking for student, faculty and staff community service participation and expanding ongoing and one-time community service opportunities.

  - *Current status of metric - 50% of undergraduate students (based on student reporting to the Kernodle Center for Civic Life), 9% of faculty and staff (based on staff reporting of volunteer hours in OnTrack).*

- S2 Collaborations for Activities: Expand on-campus collaborations to increase annual participation in **sustainability activities** to 50% of students and 20% of faculty and staff by 2035.

  - Actions include establishing more comprehensive tracking of participation in sustainability activities, continuing to enhance collaborations for sustainability activities and expanding staffing resources to facilitate sustainability activities and support other sustainability work on campus.

  - *Current status of metric - not tracked but will be for future STARS reports.*

- S3 Internal Communications & Outreach: Enhance sustainability communications and outreach to reach 80% of students, faculty and staff on an annual basis by 2035.

  - Actions include establishing more comprehensive tracking of communications and outreach reach and creating an additional student intern position focused on communications in the Office of Sustainability.

  - *Current status of metric - not tracked but will be for future STARS reports.*

- S4 External Communications: Increase awareness of sustainability initiatives among **external stakeholders** through monthly communications via a variety of methods (e.g., social media, Today at Elon, etc.).

  - Actions include collaborating with the Elon University community to highlight campus sustainability efforts via Elon University methods (e.g., social media, Today at Elon, Magazine of Elon, etc.) and sharing information about sustainability initiatives with external media organizations.

DINING

GOAL: Integrate sustainability initiatives into Elon Dining operations to foster a campus culture that promotes behavior shift toward effective and measurable outcomes.

STRATEGIES

- S1 Sourcing: Increase the percentage of annual spend for purchases on the following categories by 2035: sustainably or ethically produced – 50%, plant-based – 50%, local (within 150 miles) – 35%.

    o Actions include continuing to expand Loy Farm efforts, expanding local and sustainable vendor partnerships and planning procurement strategy on an annual basis.

    o *Current status of metric - sustainably or ethically produced – 13%, plant-based – 37%, local (within 150 miles) – 27% (based on spring of 2024 averages).*

- S2 Collaborations: Introduce a new educational, operational or training initiative in collaboration with campus community partners on an annual basis.

    o Actions include enhancing sustainable storytelling through educational and training opportunities and expanding the use of reusables in retail locations.

FACILITIES

GOAL: Continue to develop sustainable facilities and incorporate efficient operating practices to model an environmentally conscious campus.

STRATEGIES

- S1 Energy Reduction: Expand energy consumption reduction efforts to reduce annual energy consumption per square foot by 20% by 2035 compared to a 2024 baseline.

    o Actions include developing and implementing a retro commissioning plan and continuing to implement energy conservation projects (e.g., LED lighting, occupancy sensors, improved thermostats, enhanced space scheduling, temperature standards).

    o *Current status of related metric - energy consumption per square foot decreased 16% from FY 2013 to FY 2024.*

- S2 Energy Source: Procure renewable sources for 100% of annual electricity consumption and explore less carbon intensive options for natural gas consumption by 2030.

    o Actions include continuing to research renewable energy options and developing a decarbonization plan for campus.

    o *Current status of metric - less than 1% of annual electricity consumption is procured from renewable sources; however, this will be 100% when the PPA project is operational. FY 2028 will be the first year the project is operational for the full year.*

- S3 Landscape Management: Advance sustainable landscape management practices to minimize harmful impacts on humans and the environment and achieve a score of 3.5 for the STARS 3.0 Ecologically Managed Grounds credit.

- o Actions include publishing an annual inventory of products used on campus grounds, expanding the campus tree canopy and increasing (where feasible) the area of grounds managed organically.

- o *Current status of metric - not tracked but will be for future STARS reports.*

- S4 Water Reduction: Reduce annual potable water consumption per square foot by 15% by 2035 compared to a 2024 baseline.

  - o Actions include reducing potable water use for irrigation, assessing existing plumbing fixtures and developing a replacement plan for high and medium flow fixtures and focusing on facilities with high potable water consumption.

  - o *Current status of related metric - potable water consumption per square foot increased 3% from FY 2013 to FY 2024.*

- S5 Construction: Continue to design, construct and renovate sustainable, high-performance facilities that achieve LEED Silver certification or higher if 8,000 or more square feet and follow the University's Sustainability Design Standards if less than 8,000 square feet. (Note: Renovate refers to **major renovations**.)

  - o Actions include updating the University's Sustainability Design Standards and establishing a framework/checklist in design and preconstruction for projects under 8,000 square feet and include review of it as part of project team deliverables.

PURCHASING

GOAL: Strengthen sustainable **procurement systems** to support a sustainable economy, reduce emissions and reduce waste generation.

STRATEGIES

- S1 Guidelines & Awareness: Update the Sustainable Purchasing Guidelines by 2028 and increase their awareness through annual communication and training opportunities for purchasers.

  - o Actions include developing training opportunities for faculty and staff focused on sustainable procurement and working with vendors to identify more sustainable product options.

TECHNOLOGY

GOAL: Integrate technology-driven sustainability practices into university operations to drive cultural and behavioral changes and minimize environmental impact at Elon.

STRATEGIES

- S1 Digitization: Reduce hardware and supplies used for **self-service printing** by 80% compared to a 2024 baseline.

- o   Actions include converting paper-based administrative processes to digital workflows and developing targeted training and an educational campaign to encourage migration from paper-based to digital processes.

    - o   *Current status of metric - not tracked.*

- S2 Sourcing: Maintain technology sourcing from companies that support sustainable and environmentally conscious business practices, striving for **Electronic Product Environmental Assessment Tool (EPEAT)** Gold labeled products when possible.

    - o   Actions include creating contract terminology about sustainable sourcing and increasing visibility and transparency about what is currently being done to source sustainable technology.

- S3 Education & Outreach: Enhance sustainability information in Technology Guides for students, faculty and staff by 2028 and increase their awareness through annual communication, educational opportunities and workshops.

    - o   Actions include creating resources to help students, faculty and staff make informed choices when purchasing technology and increasing opportunities for students, faculty and staff to expand the life cycle of their personal devices.

TRANSPORTATION

GOAL: Advance the use of sustainable transportation systems and options to reduce the carbon impact of Elon students, faculty and staff.

STRATEGIES

- S1 Fleet: Increase the number of vehicles with a **sustainable fuel source** in the campus fleet to 15% by 2030 and 25% by 2035.

    - o   Actions include developing a phased plan to incorporate more vehicles with a sustainable fuel source into the fleet and expanding electric vehicle charging infrastructure on campus.

    - o   *Current status of metric - 6%.*

- S2 Commuting: Increase the percentage of the campus community that uses **sustainable commuting options** as their primary mode of transportation to 85% for students and 15% for faculty and staff by 2035, while ensuring safe, accessible and convenient non-vehicle transportation (e.g., walking, biking, etc.).

    - o   Actions include expanding and strengthening the Elon Express system, developing an incentive program for sustainable commuting options and improving marketing and communications regarding sustainable commuting options.

    - o   *Current status of metric - 74% for students and 11% for faculty and staff.*

- S3 Business Travel: Increase awareness and utilization of **lower carbon transportation options** for directly financed university travel to reduce carbon emissions from this source by 20% by 2035 compared to a 2024 baseline.

    - Actions include developing educational resources for faculty and staff about ways to utilize lower carbon transportation options and developing an incentive program for faculty and staff focused on lower carbon transportation options.

    - *Current status of related metric - carbon emissions from directly financed university travel decreased 10% from FY 2012 to FY 2023.*

- S4 Global Travel: Continue to mitigate the carbon impact of global engagement travel through the **Carbon Neutral Global Engagement Initiative** and provide annual educational opportunities for Elon faculty, staff and students participating in global travel.

    - Actions include increasing awareness of the Carbon Neutral Global Engagement Initiative and expanding educational opportunities/resources focused on the intersections between sustainability and global engagement travel for faculty, staff and students.

WASTE

GOAL: Advance and support sustainable materials management systems by promoting more conscious campus purchasing and increasing recovery operations to move toward a zero-waste campus.

STRATEGIES

- S1 Reduction: Reduce the total waste generated per person on campus by 25% by 2035 compared to a 2024 baseline by advancing a culture of waste reduction and strengthening sustainable procurement systems.

    - Actions include expanding reusable programs, developing programs to educate the campus community about sustainable purchasing opportunities and enhancing food waste reduction and prevention strategies in dining facilities.

    - *Current status of related metric - total waste generated per person on campus decreased 5% from FY 2022 to FY 2023.*

- S2 Diversion: Increase annual landfill diversion to 50% by 2030 and 65% by 2035.

    - Actions include increasing diversion programs (e.g., donations, recycling, composting), improving bin infrastructure (including signage) and expanding educational opportunities.

    - *Current status of metric - 21%.*

Implementation

To ensure successful implementation of this plan, teams will be formed and tasked with implementing specific strategies. Each implementation team will meet regularly and have an executive sponsor, team lead and facilitator. The executive sponsor will provide high-level support and guidance for the work. The team lead will have subject matter expertise and be responsible for implementing the team's strategies. The facilitator will provide meeting facilitation and compile an annual report. Implementation will be phased over the 10-year plan, and adjustments to the goals and strategies may be made based on new information. Artificial intelligence (AI) is expected to impact implementation primarily through improving the efficiency and effectiveness of processes embedded in some actions. While there are benefits of AI, it is also important to acknowledge that AI does have an environmental impact (e.g., high energy consumption). A budget estimate has been developed for each strategy that outlines any expected one-time and/or annual costs to implement the strategy. The implementation teams will be responsible for prioritizing actions, finalizing costs, submitting budget requests and mapping out the phased approach for each strategy.

Appendix

<u>Definitions</u>

The **Carbon Neutral Global Engagement Initiative** is a collaboration between the Global Education Center and Office of Sustainability that started in the fall of 2020. Through this initiative, Elon purchases verified carbon offsets on an annual basis to account for the carbon impact of global engagement travel.

The **Electronic Product Environmental Assessment Tool (EPEAT)** is a globally utilized ecolabel that identifies environmentally preferable electronic products.

The **Elon University community**, for the purposes of the Engagement Goal and Strategies, includes current Elon University students (undergraduate and graduate), faculty and staff.

Engagement, for the purposes of the Engagement Goal and Strategies, is any interaction with university sponsored sustainability events, activities and communications.

External stakeholders are members of any of the following groups: Elon families, prospective undergraduate and graduate students, prospective families, Elon alumni, residents of Alamance County and other North Carolinians. (Adapted from the Elon Brand Guide)

Lower carbon transportation options are modes of transportation that have a lower carbon impact relative to others. Depending on the situation, the lower carbon transportation option may not be the lowest carbon transportation option. For example, driving to Washington DC is a lower carbon transportation option compared to flying to Washington DC, and taking the train to Washington DC is a lower carbon transportation option compared to driving to Washington DC.

A **major renovation** is a project that includes major heating, ventilation and air conditioning (HVAC) improvements, significant building envelope modifications, and/or major interior rehabilitation, for example projects that require occupants to vacate the space. (Based on STARS 3.0)

Procurement systems are all of the processes utilized to procure goods and services. This plan focuses on specific aspects of the processes as identified in the Purchasing Strategy.

Self-service printing refers to the process of students, faculty and staff printing documents from printers across campus (including desktop and Canon printers). This does not include materials printed by Print Services.

Sustainability explores the dynamic interconnections among environmental, social and economic systems in order to meet the needs of the present without compromising the ability of future generations to meet their own needs. This definition is based on the one published in *Our Common Future*, also known as the Brundtland Report, from the United Nations World Commission on Environment and Development (1987) and incorporates the three key elements of sustainability.

Sustainability activities include involvement in a sustainability-focused student organization, attending a sustainability-focused event or engaging in a sustainability-focused co-curricular activity. (Based on STARS 3.0)

Sustainability-focused means there is a primary and explicit focus on the integrated concept of sustainability and/or the interdependence of ecological and social/cultural/economic systems. (Based on STARS 3.0)

Sustainable commuting options are alternatives to single-occupancy conventional, hybrid and low-emission cars, vans and trucks. Examples include walking and running; skateboarding and similar modes; cycling, including electric-assist bicycles and other micro-mobility options such as e-scooters; carpooling and vanpooling; public transportation, including bus/shuttle, light rail or tram, commuter rail and ferry; motorcycles, mopeds and combustion-driven scooters; zero emission vehicles; remote working and remote learning. (Based on STARS 3.0)

Sustainable fuel sources are gasoline-electric hybrid; diesel-electric hybrid; plug-in hybrid; 100 percent electric (including electric assist utility bicycles and tricycles); fueled with Compressed Natural Gas (CNG); hydrogen fueled; fueled with B20 or higher biofuel for more than 4 months of the year; or fueled with locally produced, low-level (e.g., B5) biofuel for more than 4 months of the year (e.g., fuel contains cooking oil recovered and recycled on campus or in the local community). (Based on STARS 2.2)

The **United Nations Sustainable Development Goals** were published in 2015 to advance sustainable development worldwide. They are 17 goals that span across environmental, social and economic systems: 1) no poverty, 2) zero hunger, 3) good health and well-being, 4) quality education, 5) gender equity, 6) clean water and sanitation, 7) affordable and clean energy, 8) decent work and economic growth, 9) industry, innovation and infrastructure, 10) reduced inequalities, 11) sustainable cities and communities, 12) responsible consumption and production, 13) climate action, 14) life below water, 15) life on land, 16) peace, justice and strong institutions and 17) partnerships for the goals.

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