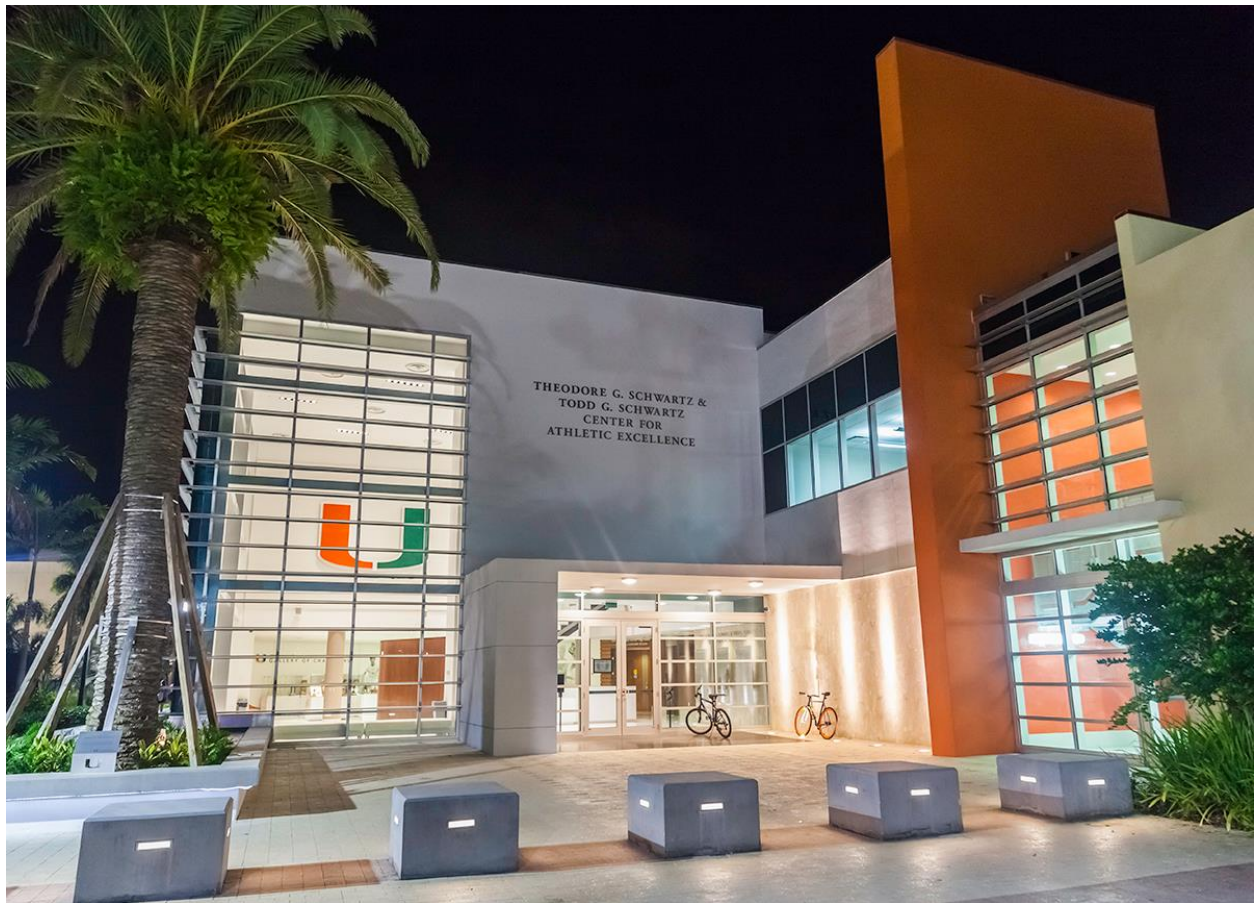




# Sustainability Strategic Plan



***“Our real Estate and Facilities group is leading the effort to seek new and innovative ways for the University to meet its sustainability goals through conservation, reducing, reuse and recycling programs [...] and reducing their energy consumption”***

*University of Miami Strategic Plan. p 44*

#### **Current Initiatives:**

- Green Athletics Conference Webpage [link](#)
- Adidas Parley Partnership Video [link](#)
- Interviewing a UM Student-Athlete (Sustainable Actions)
- Partnerships with Coca-Cola and Adidas

#### **What’s next?**

1. **Create a [Baseline](#) from an initial [Assessment Survey](#)** and the followings Metrics for FY 2018:
  - > Total Electricity consumed to run Athletics operations (kWh) Implemented
  - > Total Solid Waste produced in Athletics operations and its % of diversion Implemented,  
**but still needs clarification**
  - > Total Water use for Athletics operations (kGal) Implemented
  - > Office: total copier paper consumed (% of recycled content, % of postconsumer content, in lbs/tons, per event or per year) Implemented
  - > Printed paper (promotional material) Implemented

2. **Engage Students, Athletes, and UM Baseball Fanbase**

*“Student-athletes are powerful messengers for environmental information both on and off campus as they play in front of tens of thousands, sometimes millions”*

- Short interview (2-3 minutes) of a UM student-athlete with interest for and background knowledge of sustainability; student-athlete would share advice with fans about how to do their part to benefit the environment
- Video (2-3 minutes) portraying the harmful effects of disposable plastic on marine life and what UM baseball fanbase can do to prevent further harm to the environment
- Text-to-Pledge for water conservation: UM baseball fans would be able to text “Canes Care for the Earth” to a five-digit number on the screen at Mark Light field to pledge to conserve water in their daily lives
- Sustainability fan giveaways: fans would be able to receive various items ideally made of recycled materials (e.g. t-shirts, small bags, towels, etc.) to increase their sustainable awareness

3. **Engage in Partnerships with UM Sponsors for Green Athletics Events**

- Adidas: 2 pairs of Adidas Parley sneakers to raffle during baseball game on April 26
- Coca-Cola: fan giveaways (e.g. t-shirts, small bags, towels, etc.) made of recycled materials
- Miami-Dade County: Low flow showerheads and LED lightbulbs

**4. Secure a Group of Green Athletics Volunteers (Green Team) for “Greening the Game” Baseball Game on April 26<sup>th</sup> vs. Virginia Tech**

- 4-6 student volunteers needed to assist with handing out fan giveaways
- Volunteers would help with educating fanbase about benefits of recycling, water and energy conservation and other sustainable actions
- Students would also assist in sorting fans’ recyclables from landfill waste (green bags for recyclables)

**5. Address Volunteering Involvement at UM Athletics Events**

- Discuss possible volunteering requirement with Sport Administration faculty (Resnick, McNary, etc.)
- Sport Administration students from certain courses (Introduction to Sport Administration, Sport Facilities & Event Management, etc.) would be required to volunteer with Green Athletics for one game per semester
- Students would be responsible for educating UM fanbase about benefits of recycling, water and energy conservation and other sustainable actions in their daily lives (not just at athletics events)
- Students would also assist in sorting fans’ recyclables from landfill waste to prevent contamination of recycling (green bags for recyclables)

**6. Research Greener Transportation Alternatives (Vehicle Fleets and Air Travel) to Decrease Carbon Emissions**

- Identify small fleet of small vehicles limited to campus transportation that would be replaced by vehicles with ideal gas mileages
- Nissan Leaf, Chevrolet Volt or Hyundai Ioniq partnerships ideal to drastically reduce UM Athletics’ carbon emissions (improved gas mileages)

**7. Include a Sustainability Mission Statement in the Athletics Strategic Plan,**

The insertion could be inspired by the UM Master Strategic Plan adopted recently: *“Our real Estate and Facilities group is leading the effort to seek new and innovative ways for the University to meet its sustainability goals through conservation, reducing, reuse and recycling programs [...] and reducing their energy consumption.” p 44*

**8. Perform an Energy/Water efficiency Audit for cost savings opportunities.**

- > Identify retrofit projects with high ROI and big environmental benefits: Heating, Ventilation, and Air-Conditioning (HVAC) systems (Retrofit and replacement; Improved schedules; Improved placement of thermostats and air sensors; Improved computer programs)
- > Lighting (Installation of timers and automatic sensors; Replacement of light fixtures and bulbs; Improved scheduling)
- > Plumbing improvements (Identification of leaks; Improved pipe insulation)
- > Building envelope improvements

- > water-efficient appliances, low-flow fixtures, and aerators
- > waterless urinals
- > water-efficient washing machines
- > Smart irrigation for fields

**9. Identify reduction, saving targets and engagement goals**

- > Plan for financially sound targets for energy/water savings and waste minimization
- > Create a road map for the student and athlete group to reach out to the community and the fans

**10. Optional: Involve Supply Chain and our Corporate Partners**

- > Draft an Environmental Purchasing Guideline based on our current [Sustainable Procurement Guidelines](#)
- > Engage corporate partners' sustainability departments in UM Athletics projects

*"Leveraging the cultural & market influence of sports to promote healthy, sustainable communities where we live & play." GSA*

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GREEN  
SPORTS  
ALLIANCE

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Green   
[miami.edu/sustainability](http://miami.edu/sustainability)

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# COLLEGIATE GAME CHANGERS

## HOW CAMPUS SPORT IS GOING GREEN



**FOREWORD** Robin Harris, Executive Director, The Ivy League

**PREFACE** Allen Hershkowitz, Senior Scientist, Natural Resources Defense Council

**AFTERWORD** Missy Franklin, Four-Time Olympic Gold Medalist and Student-Athlete

**AUTHOR**

Alice Henly  
*Natural Resources  
Defense Council*

**SPORTS PROJECT DIRECTOR**

Allen Hershkowitz, Ph.D.  
*Co-Founder  
Green Sports Alliance  
Natural Resources  
Defense Council*

**PROJECT CONTRIBUTOR**

Darby Hoover  
*Natural Resources  
Defense Council*