

**IOWA**

Tippie College of Business  
Sustainability

# Sustainability Resource Guide

HOW TO INCORPORATE SUSTAINABILITY INTO  
YOUR ORGANIZATION



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# What is Sustainability & Social Responsibility





# What is Sustainability and Social Responsibility?

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**SUSTAINABILITY:** meeting our own needs without compromising the abilities of future generations to meet their own needs

**SOCIAL RESPONSIBILITY:** Individuals and companies have a duty to act in the best interests of their environment and society as a whole

## WHY SHOULD I CARE?

Increased consumer awareness of environmental and social issues are leading companies/organizations to adopt improved practices



# Sustainability Chair





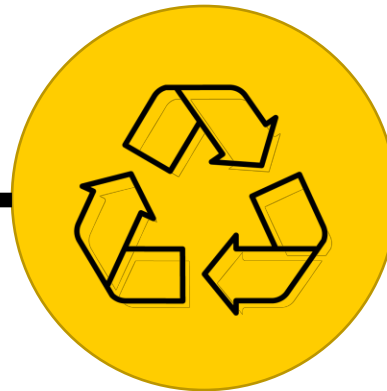
# What is a Sustainability Chair?

A great experience for those interested in sustainability, learning to make an organization more sustainable. Serves on the executive board

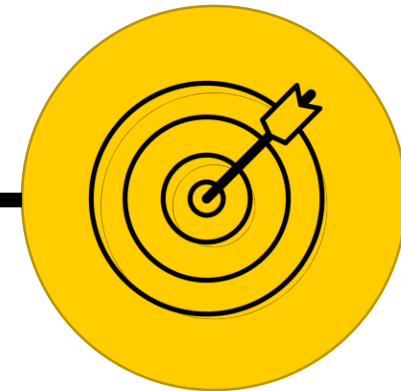
**Promotes sustainable choices for the organization by:**



Organizing events



Promoting sustainable  
choices



Setting benchmarks  
and goals

# How to Form a Sustainability Chair

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## 1. Are there areas of your organizations that can be more sustainable?

Every org can be more sustainable, whether in their events or purchasing! Forming a chair will dedicate someone to implement these practices.

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## 2. Is there a member who's interested in this position?

If not, perhaps share this presentation with members so they'd get a better sense of the position. Contact our team if you're unsure what practices your org can implement!

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## 3. Begin selecting a candidate for this role



# Sustainability & Functional Areas



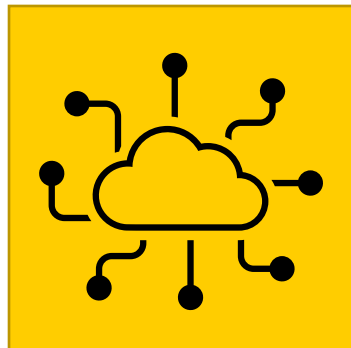


# Functional Grouping of Student Organizations



## Accounting & Finance

Accounting Club  
Beta Alpha Psi  
Financial Management Association  
Gamma Lota Sigma  
Hawktrade  
InvestHer  
Tippie Real Estate Club



## Analytics & Technology

Tippie Technology & Innovation Association



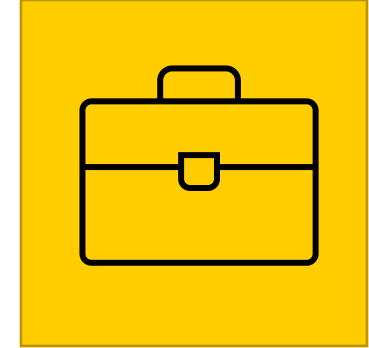
## Marketing, management, & Entrepreneurship

American Advertising Federation  
American Marketing Association  
Consumer Experience (CX) Consulting Club  
Enactus at Iowa  
National Retail Federation  
Sigma Nu Tau  
Society for Human Resource Management



## Service Organizations

Business Student Ambassadors  
Moneythink  
Net Impact  
Tippie Senate  
Tippie Students for Service



## Professional Organizations

Alpha Kappa Psi  
Delta Sigma Pi  
Greater China Business Association  
Multicultural Business Students Association  
Phi Gamma Nu  
Reaching OUT in Business  
Women in Business

# Sustainability Within Each Functional Group



## Accounting & Finance

Impact/Socially Responsible Investing  
Environmental, Social, and Governance (ESG)  
Corporate Responsibility



## Analytics & Technology

Sustainable Energy  
Clean Tech



## Marketing, management, & Entrepreneurship

Corporate Responsibility  
Responsible Supply Chain  
Social Entrepreneurship  
Diversity, Equity, and Inclusion



## Service Organizations

Community Development  
Environmental and Social Impact



## Professional Organizations

Community Development  
Environmental and Social Impact  
Diversity, Equity, and Inclusion  
Philanthropy



# Sustainable Activities





# Sustainable Activities

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There are many creative activities your org can participate in for exposure to sustainability!

While the most popular choice is having faculty members attend a meeting to discuss the topic, the following options are also great



Host guest speakers



Attend Lecture Series  
Sustainability Speakers



Make homemade t-shirt bags--  
these can also be donated!



[Donate unused plastic bags to locations nearby](#)



Service Projects: tree planting,  
river cleanups, food drives, etc.



# Guest Speakers

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Reaching out to guest speakers yourself is a great way to improve your own personal network!

- Introduce yourself! Mention that you're a student at The University of Iowa and some things that you are interested in
- Mention the organization you're in and why you think they would be great fit for speaking to the group
- Let them know the logistics - provide a few times and dates that work for you to give them options
- Don't forget to thank them for their time and tell them a date that you need a response by

We recommend reaching out The Office of Sustainability to connect you will a guest speaker that best fits your organization's needs:

- Email: [sustainability@uiowa.edu](mailto:sustainability@uiowa.edu)
- Include what org you're in
- Include your positions
- Include what you would like to learn about



# Eliminating Waste & Becoming more Sustainable





# Zero Waste Events

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Most events that any student org hosts can be transformed into a sustainable event

It's important to let your org members know when your event will have recycling or composting bins, so less waste ends up in the landfill

## Before you host a Zero Waste Event you should:

1. Identifying the waste that your event will generate
2. Purchase sustainable materials to substitute previously used items
3. Obtain the correct bins for items that must be tossed
4. Reach out to the Office of Sustainability for specific questions

# Sustainable Purchasing

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## Food

Be more eco-friendly by ordering locally-produced food, especially vegetarian options. For utensils, get compostable napkins and silverware. University Catering uses compostable materials, so they are a great start! Contact catering here: <https://catering.uiowa.edu/contact>

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## Decorations & Supplies

Buy decorations and supplies that are reusable and made well so you can lend them to other organizations or reuse them yourself. Try to keep unnecessary decorations to a minimum. Less is always more!

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## Event T-shirts

Avoid buying t-shirts that are just for one date or event, especially t-shirts with dates on them



# Easy Alternatives

Replace large print materials with smaller versions



Avoid unnecessary items such as:



straws



Toothpicks



Stir Sticks

Avoid Single-use Cups for Beverages



Recommend carpooling to events



If materials must be printed go double-sided



Buy in bulk



Condiments

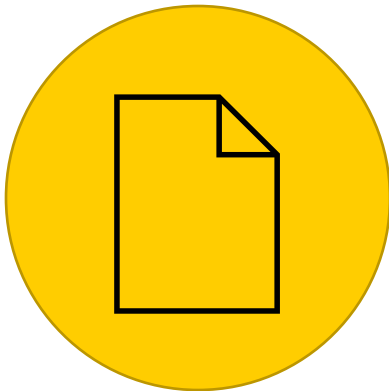


Chip Bags

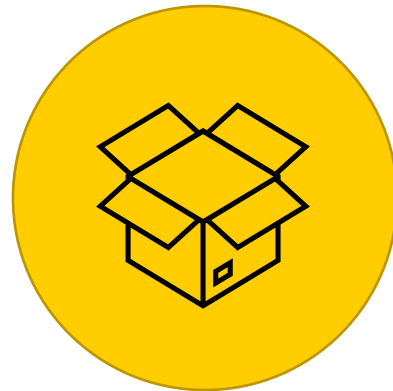
# Recycling Tips

Recycling is one of the easiest things you can do to be more sustainable. Rinse and empty liquids from items, flatten cardboard, and make sure you know what you can and can't recycle

## Most Common Recyclable Items:



Paper



Cardboard



Plastic Containers



Cans



# Recycling Resources

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## Recycling Rules at Iowa:

<https://sustainability.uiowa.edu/sites/sustainability.uiowa.edu/files/recycling-and-waste-reduction/LORI-8.5x11.pdf>

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## Request a Recycling Bin for Events

[https://uiowa.qualtrics.com/jfe/form/SV\\_1SNvIGjeEdxaTPL](https://uiowa.qualtrics.com/jfe/form/SV_1SNvIGjeEdxaTPL)

<https://sustainability.uiowa.edu/campus-initiatives/recycling-and-waste-reduction/recycling-resources/posters>

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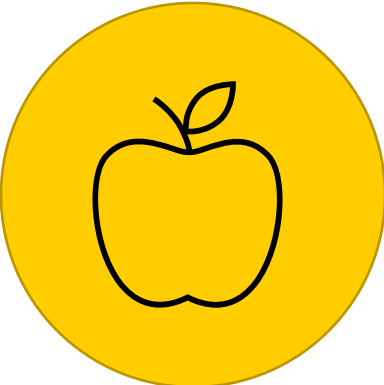
## Recycling Inside of Tippie or Recycling at the Burge Dock

[https://sustainability.uiowa.edu/sites/sustainability.uiowa.edu/files/Res%20Ed\\_Trash%20and%20Recycling%20Maps\\_Fall%202021.pdf](https://sustainability.uiowa.edu/sites/sustainability.uiowa.edu/files/Res%20Ed_Trash%20and%20Recycling%20Maps_Fall%202021.pdf)

# Composting Tips

Events involving food are a great place to make composting available. Common items that can be composted include:

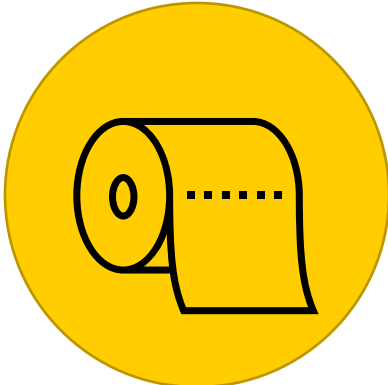
## Most Common Compostable Items:



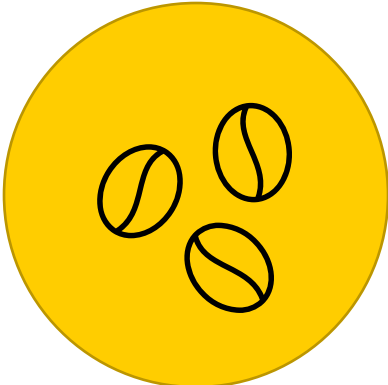
Food scraps



Pizza & Pizza Boxes



Napkins & Paper Towels



Coffee Grounds, Paper Filters, Paper Tea Bags



# Composting Resources

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## Request a Rentable Bin

[https://uiowa.qualtrics.com/jfe/form/SV\\_1SNvIGjeEdxaTPL](https://uiowa.qualtrics.com/jfe/form/SV_1SNvIGjeEdxaTPL)

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## Drop-off Location at the Burge Dock

<https://sustainability.uiowa.edu/campus-initiatives/recycling-and-waste-reduction/composting/compost-residence-halls/compost-drop>

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An aerial photograph of a city street intersection during the 'blue hour' of sunset. The sky is a vibrant blue with wispy white clouds. In the foreground, a multi-lane street with a brick-paved crosswalk is visible, with several cars and a yellow and black bus. To the left is a large, multi-story brick building with a flat roof. To the right is a large green park area with a prominent white classical building featuring a central dome and columns. The overall scene is bright and clear, with the sun low on the horizon to the right.

**Stay Connected**



# Network With Other Sustainability Orgs

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Collaborating with other student orgs, especially those focused on sustainability, can help improve the initiatives in your org. Hosting an event together is a great way to meet other students, and to discuss sustainability further

For a more detailed list of orgs focused on sustainability, visit <https://sustainability.uiowa.edu/students/student-organizations>



# Contacts

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## Tippie Social Impact Team

[tippie-socialimpact@uiowa.edu](mailto:tippie-socialimpact@uiowa.edu)

The Tippie Social Responsibility team is composed of a Social Responsibility Program Coordinator and 3 Student Interns. It is our job to support the execution of a broad-based, college-wide strategic sustainability initiative, integrating sustainability throughout the Tippie College of Business in curriculum, operations, student life, and outreach activities. As well as providing support for innovative business solutions to reduce resource consumption and waste generation at the Tippie College of Business

## Office of Sustainability & The Environment

[sustainability@uiowa.edu](mailto:sustainability@uiowa.edu)

The UI Office of Sustainability was created to be a focal point for sustainability activities on campus and to expedite action and change through:

- Communicating challenges and successes;
- Connecting individuals and organizations to catalyze action;
- Promoting a culture of sustainability;
- Coordinating events and activities to build awareness; and
- Maintaining the credibility and public trust of the University of Iowa.

# Additional Resources

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Stay updated on sustainability information by following these resources!

Full Zero Waste Event Guide:

<https://sustainability.uiowa.edu/sites/sustainability.uiowa.edu/files/Sustainable%20Event%20Guide-%202019%2003%2019.pdf>

University of Iowa IMU Food Pantry:

<https://imu.uiowa.edu/food/food-pantry/donate/>

Office of Sustainability “Cleartainers”

Request Form:

[https://uiowa.qualtrics.com/jfe/form/SV\\_1SNvIGjeEdxaTPL](https://uiowa.qualtrics.com/jfe/form/SV_1SNvIGjeEdxaTPL)

Contact other Student Orgs to

host as a Sustainability Speaker:

<https://sustainability.uiowa.edu/students/student-organizations>

University Lecture Series

<https://lectures.uiowa.edu/>



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