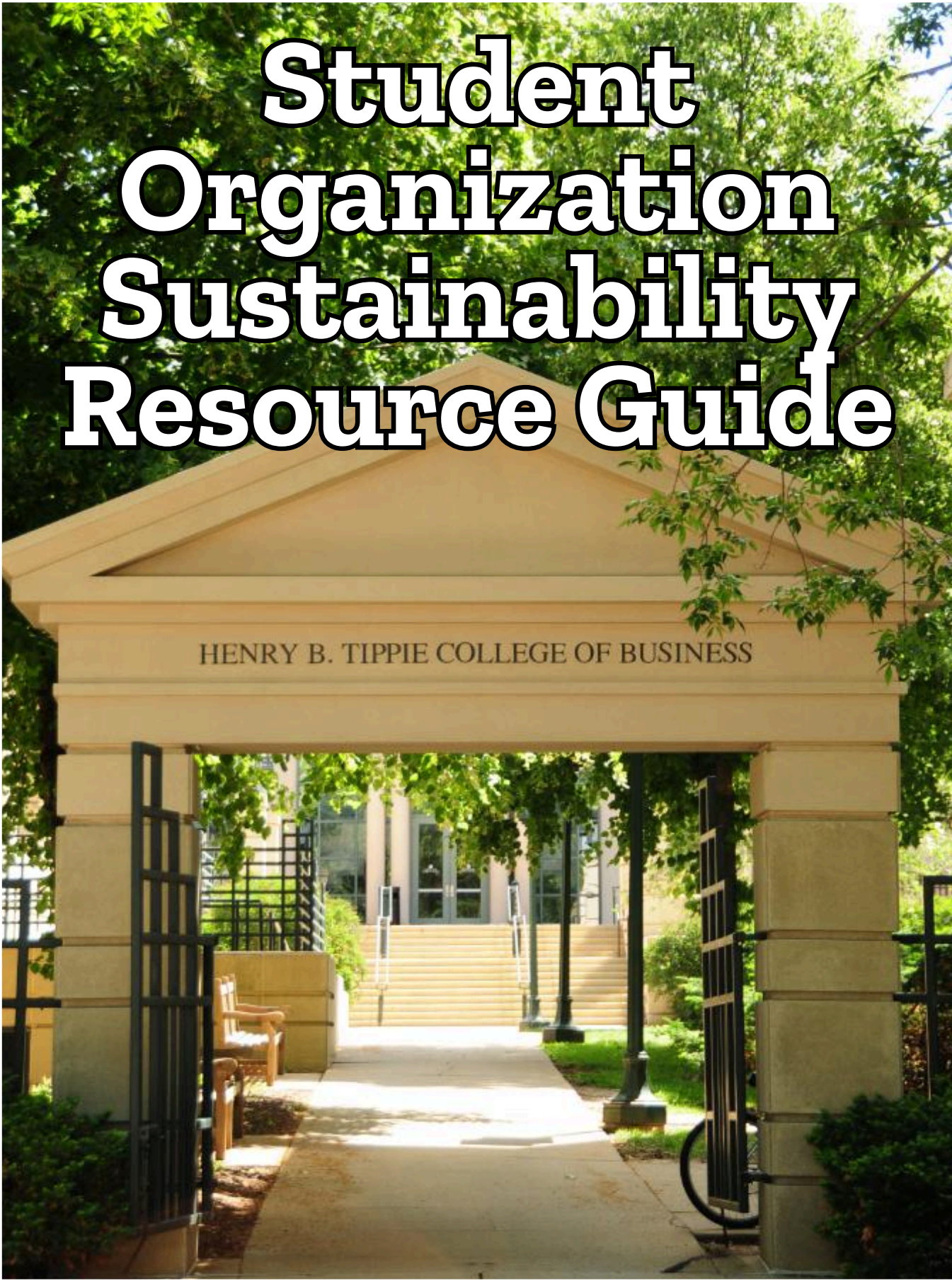


Student Organization Sustainability Resource Guide

HENRY B. TIPPIE COLLEGE OF BUSINESS



Tippie Social Impact Community

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The Social Impact Community

Our Mission

The Social Impact Community (SIC) supports students who are passionate about promoting economic, environmental, and social sustainability.

How We Help



GUEST SPEAKERS

Assist student organizations with hosting guest speakers



SERVICE PROJECTS

Facilitate opportunities for volunteering and service projects



SUSTAINABLE EVENTS

Provide resources to hold events in a sustainable manner

Defining Sustainability Terms

Sustainability

sus·tain·a·bil·i·ty

Using resources in a way that ensures they are available for future generations.

Environmental, Social, Governance

en·vi·ron·men·tal, so·cial,
gov·ern·ance

ESG is a set of standards that guide a company's actions, so they contribute to society in ways that do more than simply enhance stakeholder value.

Social Responsibility

so·cial

re·spon·si·bil·i·ty

The ethical obligation of individuals and organizations to act in ways that benefit society and the environment.

Social Impact

so·cial im·pact

Social impact includes actions, projects, programs, and policies that improve the lives of people and communities by addressing sustainability and resiliency in society.

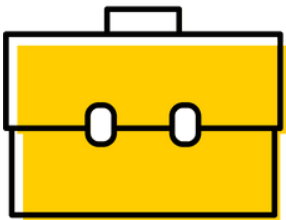
Why Should I Care?



To ensure a healthier planet, ethical business practices, and long-term economic stability. Responsible choices today create a better future for both people and the environment.



Learning about sustainability and integrating such practices into organizations helps educate students on the ways sustainability intersects with business—from laws and regulations companies must abide by, to cost savings, brand reputation, and more. A sustainable business is a stable, future-forward, and cutting-edge business.



Integrating sustainability helps you and your organization stand out while preparing you for your future career.

Sustainability Chair

The **sustainability chair** is an executive board position for those interested in sustainability or learning to make their organization more sustainable. This position involves organizing events, promoting sustainable choices, and setting benchmarks and goals for sustainability.

Steps to Forming a Sustainability Chair:

1. Identify areas of your organization that could be made more sustainable.

Whether it involves events or purchasing, every org can find ways to be more sustainable.

2. Identify a member of your organization who is interested in sustainability and would be interested in taking on this type of position.

If you're having trouble identifying members, share this presentation with them so they can get a better sense of the role or contact our team for help.

3. Select the best candidate for this role.

Sustainability Board

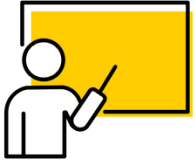
The **sustainability board** is an executive board comprised of members who work to promote sustainability within their organization. They work as a team to organize events and set sustainability expectations and guidelines within their organization.

Steps to Forming a Sustainability Board:

1. Identify a group of people interested in sustainability or experienced with sustainability within your organization.
2. Mobilize this group by giving them a name and role among your organization's leadership.
3. Identify ways your organization could be more sustainable and assign the sustainability board to solve these problems.

PRO TIP: Call your sustainability group a "sustainability board" or "sustainability team." Avoid the term "social impact committee" to avoid confusion with the Tippie Social Impact Community.

Example Activities to Promote Sustainability



Ask the Tippie Social Impact Community (SIC) to attend an org meeting to discuss sustainability.



Host a guest speaker or attend a guest lecture. Request sustainability speakers [here](#) or ask the SIC for recommendations.



Host a free swap for books, clothing, or other items.



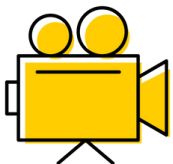
Do service projects like tree planting, road cleanups, or a food drive.



DIY! Have members make sustainable crafts like upcycled t-shirt bags or plastic bottle planters.



Host a sustainability challenge. Consider using the [JouleBug App!](#)



Host a sustainability documentary screening and facilitate a conversation afterwards.

Planning a Welcoming Event

Things to Consider

- Who is your target audience? Do they have any specific needs?
- What type of event is this? What do you want to happen?
- Where will you host the event? Can most/all attend at this venue?
- Will transportation to the event hinder its success?



Location Suggestions

- University Campus Buildings
- Community Centers
- Local Libraries
- Religious Organizations' Buildings
- Public Parks
- Local Music/Art Venues



Tips & Tricks

- Keep tape, paper and a bold marker on you! Easy to make signs, jot down important information or tape off areas.
- Arrive early! Give yourself time to set up and be ready for the attendees.
- Have back up chargers for any device that may be used.

Connecting with Guest Speakers

How to Reach Out

- Introduce yourself! Mention that you're a student at The University of Iowa and your interests.
- Mention the organization you're in and why they would be great speaker for the group.
- Let them know the logistics - provide a few options of times and dates that work.
- Don't forget to thank them for their time and tell them a date that you need a response by.
- If you're unsure where to start, reach out to the SIC!



Sample Email

Hi [Name],

I'm [Your Name], a student at The University of Iowa with a passion for [your interests]. I'm part of [organization name], and we'd love to have you speak with our group because [brief reason why they'd be a great fit].

Would you be available on [date/time options]? Let me know what works best for you. I'd appreciate a response by [deadline].

Thank you for your time and I look forward to hearing from you!

Best,

[Your Name]

How to Make Your Event More Sustainable

Mindful Purchasing



Order locally produced food, especially vegetarian options. Get compostable napkins and utensils. [University Catering](#) uses compostable materials, so they are a great start!



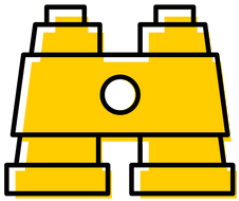
Keep unnecessary decorations to a minimum. Less is more! Otherwise, choose decorations and supplies that are reusable so you can lend them to other organizations or keep using them yourself.

PRO TIP: Check USG's Green Initiatives Fund for sustainable event funding!

Easy Solutions

- Replace large print materials with smaller versions
- Avoid unnecessary items like straws, toothpicks, and coffee stir sticks
- If materials must be printed, print double-sided
- Avoid single-use cups for beverages
- Buy items like condiments and chip bags in bulk
- Set up a carpooling plan for your event

Want to Make Your Event Low-Waste?



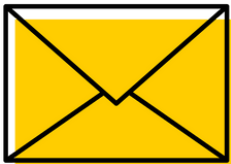
IDENTIFY the waste your event will generate.



PURCHASE sustainable materials to substitute previously-used items.



OBTAIN the correct bins (recycling, garbage, compost) for items that must be tossed.



REACH OUT to the Office of Sustainability or the Tippie SIC if you have any questions.

Recycling Tips and Resources

Recycling Steps

- 1) Ensure the item being recycled is: Clean, dry, and empty.
- 2) Choose the bin it belongs in: recycling, compost, or trash.

Commonly Recycled Items

- Paper
- Cardboard (flattened)
- Plastic Containers
- Cans

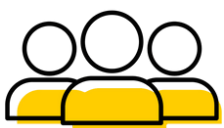
University Resources

- Request a recycling, compost, or trash bin for your event
 - uiowa.qualtrics.com/jfe/form/SV_1SNv1GjeEdxaTPL
- Print bin labels
 - sustainability.uiowa.edu/campus-initiatives/recycling/posters
- Where to take recycling in Tippie
 - sustainability.uiowa.edu/sites/files/TrashRecyclingMaps
- List of recyclable items at the University of Iowa
 - sustainability.uiowa.edu/sites/recycling-and-waste-reduction

Connect With Your Community

Network with Student Orgs

Collaborating with other student organizations that are focused on sustainability can improve the initiatives in your organization. Hosting an event together is a great way to meet other students and find ways to become more sustainable.



[Click Here](#) for a detailed list of the sustainability-oriented student groups on campus.

Get Involved in Community Service

There are many sustainability related activities outside of campus too! Many non-profit organizations around Iowa City have a focus on sustainability. Volunteering in service groups with your student organization is a great way to get involved!



[Click Here](#) to see our Iowa City Service Project and Volunteering Guide to find non-profits to work with in the area.

Contact the Social Impact Community

INSTAGRAM

@tippie.socialimpact

LINKEDIN

[Tippie Social Impact Community \(UI\)](#)

EMAIL

tippie-socialimpact
@uiowa.edu

CHECK OUT OUR OTHER GUIDES

Student Organization Sustainability

Resource Guide

[Service Project and Volunteering Guide](#)