The University of British Columbia, aspiring to be one of the world’s best universities, will prepare students to become exceptional global citizens, promote the values of a civil and sustainable society, and conduct outstanding research to serve the people of British Columbia, Canada, and the world.”

Trek 2010: A Global Journey
Universities are always seeking new ways to nurture healthy communities and economies through education and research. And today, more than ever before, universities are realizing they also need to set good social, environmental and economic examples that societies can follow.

That’s why in 1990 more than 250 institutions in 40 countries signed the Talloires Declaration—a commitment to sustainable campuses. UBC was among this original group of forward-thinking institutions.
IT ALL BEGAN BACK IN 1997 when UBC became Canada’s first university to adopt a sustainable development policy. A year later, we became the country’s first university to open a campus Sustainability Office. Then, in 2003, UBC became Canada’s first and only university to receive Green Campus Recognition from the U.S.-based National Wildlife Federation.

Since launching the Sustainability Office in 1998 UBC has designed and launched several original initiatives to green its campus operations. These programs—such as Social, Ecological, Economic Development Studies (SEEDS); our world-renowned green buildings program; the 135-strong Sustainability Coordinators program; student outreach activities; and the ECOTrek energy and water reduction project—have gained attention and accolades from around the world.

UBC’s operational sustainability programs have not only woven themselves deeply into the fabric of campus life. They’re also saving the university millions of dollars, decreasing the campus’ ecological footprint and improving campus life. What’s more, they’re helping the university reach Canada’s Kyoto Protocol targets *ahead of time*. UBC is addressing climate change by reducing the university’s CO2 emissions by more than 25 percent before Canada’s 2012 deadline.
All those things combined are a pretty tough act to follow. But UBC can now take credit for yet another coup. Our most recent initiative: *Inspirations and Aspirations: The Campus Strategy* is a five-year plan that outlines UBC’s goals, objectives, and action plans for improving the institution’s economic, social, and ecological performance. It’s the first strategy of its kind for any Canadian university.

(To get a copy of the full strategy, contact the Sustainability Office at sustain@interchange.ubc.ca.)

*Yet Another Coup*

*To see is itself a creative operation, requiring an effort. Everything we see in our daily life is more or less distorted by acquired habits...The effort needed to see things without distortion takes something very like courage.*

Henri Matisse
Consultations: Many Voices, One Vision

To prepare *Inspirations and Aspirations: The Campus Strategy*, the university held consultations with 20 departments, all of UBC’s faculties, and all major student organizations. Together, these groups developed a framework and identified eight major goals for sustainability at UBC:

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<th>Social</th>
<th>Economic</th>
<th>Ecological</th>
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<td>- Improve human health and safety</td>
<td>- Ensure economic viability</td>
<td>- Reduce pollution</td>
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<tr>
<td>- Make UBC a model sustainable community</td>
<td>- Strengthen our resource base</td>
<td>- Conserve resources</td>
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<tr>
<td>- Increase understanding of sustainability and global citizenship inside and outside the university</td>
<td>- Protect biodiversity</td>
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These groups then identified objectives and set specific targets. UBC departments, faculties, and organizations have assumed responsibility for achieving all of the targets.

However, our achievements to date are the result of thousands of UBC students, staff, and faculty actively demonstrating their commitment. UBC’s momentous movement toward a socially, economically and ecologically balanced community cannot be achieved without action from every member of the campus community. That’s where *Inspirations and Aspirations: The Campus Strategy AND YOU* comes in. The following targets are ones we, as individuals, can all strive for in our own work, study, and research at UBC.
The following targets are ones we, as individuals, can all strive for in our own work, study, and research at UBC.
People are our most important resource at UBC, and we want to make it possible for everyone to live, work, and study in the most supportive environment possible.

Trek 2010: A Global Journey

I am I plus my surroundings and if I do not preserve the latter I do not preserve myself

Jose Ortega y Gasset (1883 - 1955)

Improve human health and safety

You can keep yourself healthy by:

- Participating in campus health promotion programs and wellness initiatives. Look at www.hse.ubc.ca website.

- Working safely and carefully to help decrease time-loss accidents. UBC safety programs are found at www.hse.ubc.ca.

- Using Campus Security services such as the campus shuttle and free bike engraving and registration. Check it out at www.security.ubc.ca and www.safetogther.ubc.ca
Make UBC a model sustainable community

We’re aiming to support and enrich the student experience at UBC. We’re doing that by increasing the number of students benefiting from the network that accompanies the Sustainability Pledge.

- You can sign the Sustainability Pledge at www.sustain.ubc.ca/sustainable_u.

We also need you to:

- Consider the social, ecological, and economic impacts of all your decisions. For example, our Supply Management department strives to consider not just economic benefits, but environmental and social ones as well when procuring. You can show your support for this policy by choosing to buy ethically and environmentally responsible products which are approved by Supply Management such as recycled paper. You can also choose fair trade products or those with long life cycles.

- Take part in implementing the People Plan (www.peopleplan.ubc.ca), designed to establish the best work/study practices possible.

UBC aims to make sure that 50 percent of campus housing accommodates a member of the household who works or studies on campus.

- You can live on campus to help create a community in which people live, work, study, and play while helping to reduce commuting pollution and conserving energy. Check out www.housing.ubc.ca and www.universitytown.ubc.ca.
UBC aims to involve at least 10 percent of students in Community Service Learning programs. These students will have the opportunity to learn through real-life volunteer experiences that relate to their coursework.

Increase understanding of sustainability and global citizenship inside and outside the university

If you’re a professor, integrate Community Service Learning into your courses.

If you’re a student, check out opportunities available to you at the Learning Exchange, www.learningexchange.ubc.ca.

To get a better idea of how you can be an outstanding global citizen look at UBC International’s postings on www.ubcinternational.ubc.ca.

If you’re a professor, help create new international learning opportunities for students. If you’re a student, take part.

UBC aims to provide an array of volunteer opportunities for students, faculty, and staff.

Meet ethical and environmental purchasing standards

Consider not only the financial, but also the ecological and social costs of purchases for both UBC and the global community.

- For example, buy recycled paper to save trees and energy.
- Buy only equipment that is Energy Star certified to save electricity.
- Think about the consequences of your purchase: Where will that computer go when you’re done with it? A lot of Canada’s electronic waste ends up polluting Third World countries.
  Go to www.recycle.ubc.ca/.
- Check out the UBC Bookstore. Their “No Sweat Policy” and “List of Accepted Vendors” are posted on www.bookstore.ubc.ca.
Sustainable development meets the needs of the present generation without compromising the ability of future generations to meet their needs.

Gro Harlem Brundtland

Ensure economic viability

Control space and infrastructure costs, and reduce deferred maintenance.

- You can help by using space efficiently. Empty out cluttered storage rooms and help clear some more space. Donate useful items to www.serf.ubc.ca.

Strengthen our resource base

UBC is one of the three top Canadian university recipients of government funding and is building an Endowment Fund that can assist teachers, researchers and students in perpetuity

- Use programs and support for UBC research funding.
- Visit www.research.ubc.ca.
- Encourage donors to designate part of their donations to the Endowment Fund.
When one tugs at a single thing in nature, he finds it attached to the rest of the world

John Muir

When we see land as a community to which we belong, we may begin to use it with love and respect

Aldo Leopold

ECOLOGICAL

Reduce pollution

In the fall of 2003, UBC launched the hugely successful U-Pass (Universal Transportation Pass) program. In 2003-4, the U-Pass helped daily transit ridership hit the 50,000 mark. This translates into a significant reduction in single-occupancy vehicular traffic and GHG gas emissions. But, we still need to do more.

- Reduce greenhouse gas emissions by cycling, riding the bus (and other U-Pass advantages), carpooling, or living on campus. Visit www.trek.ubc.ca.

- UBC disposes of at least 95,000 kg of hazardous waste materials per year. That’s 260 kg every day. Check out UBC Environmental Programs that can reduce, reuse or recycle your hazardous materials at www.hse.ubc.ca.

- Use hazardous materials as efficiently and as infrequently as possible. Check out the online database for surplus chemicals at www.herro.ubc.ca.
Conserve resources

The largest energy and water infrastructure upgrade ever to take place on a Canadian campus is in high gear. Designed to save an abundance of energy and water by March 2006 while improving comfort for building occupants, the ECOTrek project will reduce energy use at UBC by about 20 percent annually. It will also cut annual CO₂ emissions by about 15,000 tonnes and water use in core facilities by up to 30 percent each year.

We can all help reduce energy use by turning off lights, computers, and equipment when nobody is using them. That’s enough to heat, light, and power 5,000 homes.

We’ll also reduce water use by 40 percent annually—enough water to supply 17,500 Lower Mainland residents—if we all conserve water whenever possible. Report leaks and turn off running taps. Call Trouble Calls at (604) 822-2173.

The university uses the equivalent of 7,000 trees in paper every year. You can easily save trees and energy by double-sided your paper, reducing your margins, or reading on-screen.

We send 3,000 tonnes of garbage to landfill every year. But we also divert the same amount through recycling and composting. Continue to reduce, reuse, recycle, and compost to reduce waste. Bringing your own mug and food containers really helps.
Great things are not done by impulse, but by a series of small things brought together. 

Vincent van Gogh

Need help getting started?

Contact your department’s Sustainability Coordinator.

If you don’t have one, contact the Sustainability Office (www.sustain.ubc.ca) by e-mailing sustain@interchange.ubc.ca.

The three interlocking rings are known as the Borromean Rings, named for a 15th-century Italian noble family. The rings represent society, economy, and ecology and symbolize both the strength and fragility of human existence on earth. If you remove one, the entire structure collapses.
With Inspirations and Aspirations: The Campus Strategy, UBC is fulfilling a critical need in society. We’re not only educating future leaders, we’re actively participating in the search for solutions to the social, economic, and environmental problems of our time.

The University of British Columbia hopes to become a driving force in the worldwide effort to create positive and healthy relationships between human beings, the societies in which we live, and the natural environment upon which we all depend.

Inspirations and Aspirations serves not only as an expression of this intention, but as a model for institutions around the world. For a copy of the full 60-target strategy contact the Sustainability Office at 604-827-5641 or www.sustain.ubc.ca.
THE UBC SUSTAINABILITY VISION

To earn the respect of future generations for the social, ecological and economic legacy we create.

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