



HWS Sustainability Report

A Five-Year Milestone



A note from the Sustainability Manager

“During Hobart and William Smith’s 2007 Convocation, President Mark D. Gearan announced three core strategic initiatives for the Colleges – Inclusive Excellence, the Geneva Partnership and Sustainability as defined by the American College and University Presidents’ Climate Commitment.

A senior at the time, I remember sitting on Stern Lawn wondering what impact the decision to sign the Climate Commitment would actually have on the Colleges. Now, having completed my fourth year as the Sustainability Officer for HWS, it is obvious that the President’s decision was significant; we’ve seen a transformation.

This transformation has been driven by our institution’s approach to sustainability. We’ve integrated and institutionalized our environmental commitment into a campus-wide endeavor rather than a consultant-developed project plan isolated to one or two departments.

As such, our successes, enumerated in this five-year report, reflect efforts that are uniquely HWS. Projects are intentionally developed either by or in collaboration with students to maximize educational value, and implemented by any number of departments.

The support from our President and the appointed Climate Task Force, specifically its co-chairs, Professor of Environmental Studies and Chair of the Economics Department Tom Drennen and Vice President of Finance Pete Polinak, has made this approach possible. It’s fiscally prudent and environmentally aggressive.

The outcome, just five years in, has meant both considerable progress mitigating our physical plant’s environmental impact as well as a transformation in campus culture. The change has required countless volunteer hours from students, faculty and staff and the generous support of our alumni, alumnae and friends.

I look to this report to mark and celebrate our progress – as a thank you to a community that made significant environmental change happen quickly, and an opportunity to focus our momentum on the next phase of sustainability at Hobart and William Smith Colleges.”

- Jamie Landi '08



Our Mission

Develop a culture of environmental sustainability and reduce Hobart and William Smith Colleges' impact on the environment.

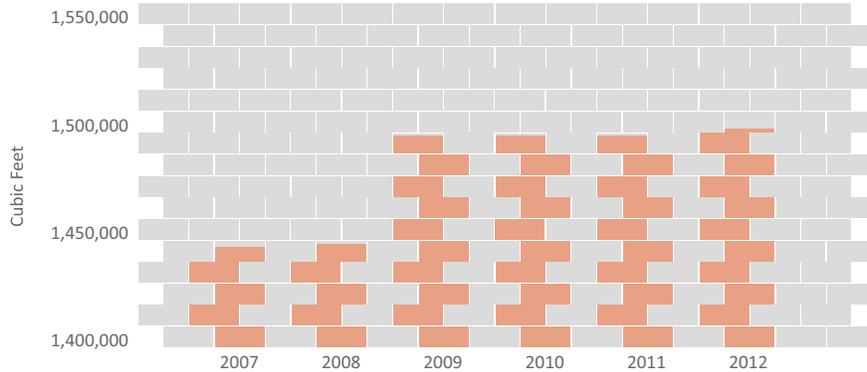
Our Strategic Goals

Implement the American College and University Presidents' Climate Commitment with core objectives to:

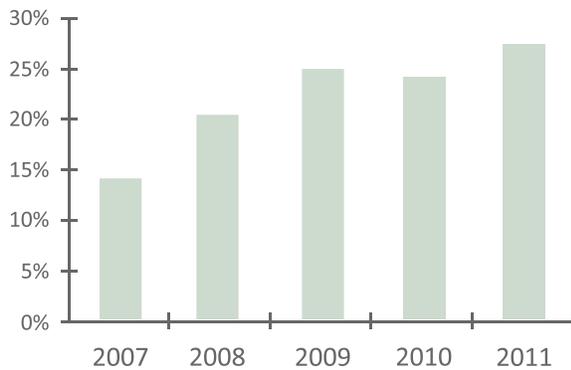
- Integrate sustainability into the institution with the intention that graduates leave with basic environmental literacy
- Deliver HWS to climate neutrality, net-zero greenhouse gas emissions by 2025

By the Numbers & Notable Milestones

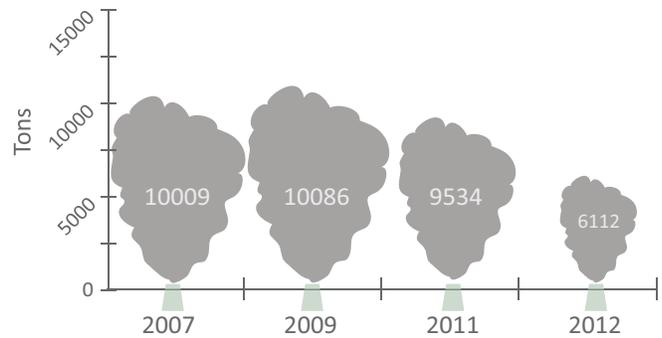
Cubic Feet of Campus Building Space



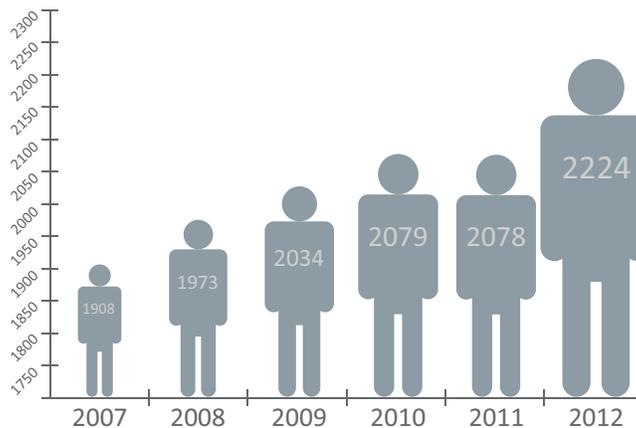
Diversion Rate (Percent of waste diverted from the landfill to compost or recycling)



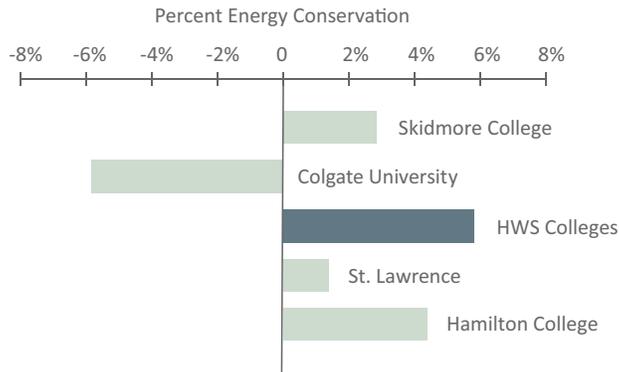
Metric Tons of Carbon Dioxide Equivalent (MTCDE) Scope 1 & Scope 2



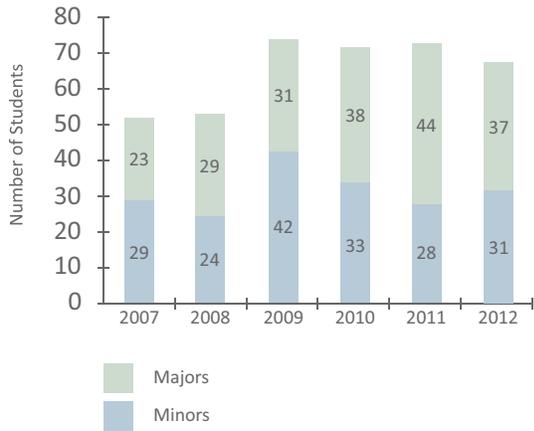
Student Population



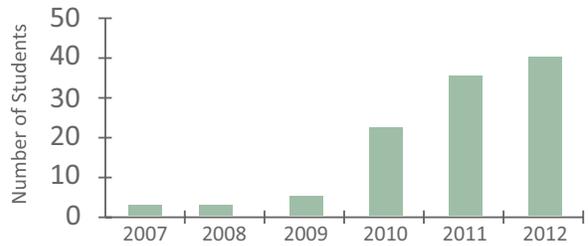
Upstate New York Energy Competition



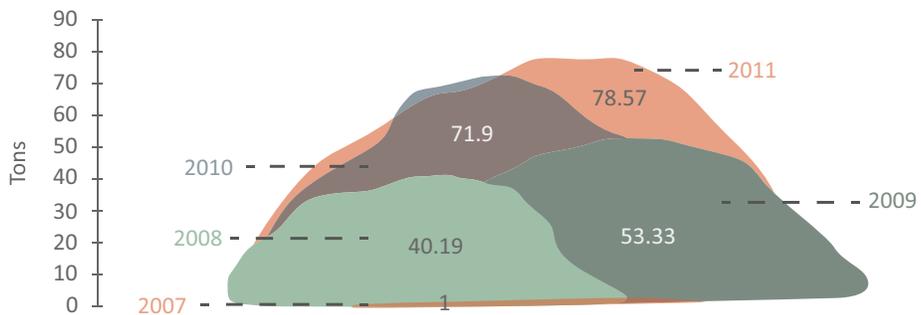
Environmental Studies Program Graduates Majors and Minors



Student Environmental Representatives



Tons of Compostable Waste Diverted from Landfill



Notable Milestones:

- Conducted assessment of HWS's environmental impact with completion of three Greenhouse Gas Inventories.
- Developed, adopted and in first implementation phase of the HWS Climate Action Plan – Climate Neutral by 2025.
- Grew Environmental Representative Program from two students to 40 students, redefining roles to meet Climate Action Plan and Office of Sustainability goals.
- Reduced campus energy consumption by more than 10 percent with \$750,000 investment in energy conservation and greenhouse gas mitigation projects.
- Increased campus waste diversion rate (percentage of waste diverted from the landfill to either compost or recycling facilities) by 92%.
- Increased purchase of Wind Energy from 5% to 100%.
- Secured LEED Silver or higher commitment for all new construction and major renovations; conducted first LEED design Charette and officially registered Performing Arts Project with LEED.
- Cut HWS Greenhouse Gas emissions (Scope 1 & 2) by more than a third.
- Assisted with the launch of City of Geneva's Sustainability Committee and conducted energy audits for municipal buildings resulting in a \$1.8 million performance contract for energy conservation and ghg reduction.

Notable Speakers:

- **Spring 2008** – Dr. Anthony Cortese, co-director of the ACUPCC, joined the President's Forum Series.
- **Spring 2009** – Dr. Stephen Schneider, member of the Intergovernmental Panel on Climate Change, the Melvin and Joan Lane Professor for Interdisciplinary Environmental Studies, Professor of Biology, and Senior Fellow in the Woods Institute for the Environment at Stanford University, delivered the Earth Week keynote address.
- **Spring 2009** – Carol Browner, assistant to President Barack Obama for Energy and Climate Change, delivered the Commencement Address.
- **Fall 2009** – Frances Morre Lappe, author of "Diet for a Small Planet" and co-founder of Food First: The Institute for Food and Development Policy and the Small Planet Institute, delivered an address to campus and the Geneva community and led a panel discussion.
- **Spring 2010** – Vikki N. Spruill P '12, president and chief executive officer of the Ocean Conservancy, spoke as part of the President's Forum Series.
- **Spring 2011** – Philippe Cousteau, chief executive officer of EarthEcho International, co-founder of Azure Worldwide and son of Jan and Philippe Cousteau Sr. and grandson of the legendary Captain Jacques-Yves Cousteau, delivered a President's Forum and Earth Week address.
- **Spring 2012** – Sandy Wiggins, former chair of U.S. Green Building Council and founding chair of Green Building Certification Institute, delivered the keynote address for Earth Week.

Third Party Evaluations:

Sustainable Endowments Institute: College Sustainability Report Card

2009	2010	2011
C+	B-	B+

Sierra Club: Cool Schools Ranking

2009	2010	2011	2012
116	93	67	40

Included in 2012 *Princeton Review's* 322 Greenest Colleges

Created by *Princeton Review* in partnership with the U.S. Green Building Council, the guide profiles institutions of higher education that demonstrate a notable commitment to sustainability in their academic offerings, campus infrastructure, activities and career preparation.



Five Years of Significant Achievements

Year One, Fall '07-Summer '08

- **September 2007** – Mark D. Gearan signed the American College and University Presidents' Climate Commitment making HWS a Signatory of the largest greenhouse gas reduction effort by a single sector in the United States.
- **December 2007** – President's Climate Task Force created; a 14-member group of senior staff, faculty and students charged to oversee the planning and implementation of the American College and University Presidents' Climate Commitment.
- **Spring 2008** – Mark Clayton '08 and Michael Thompson '08 submitted the Colleges' first comprehensive Greenhouse Gas Inventory.
- **Summer 2008** – Hobart and William Smith Colleges hired its first Sustainability Coordinator and designated resources to support student interns and co-curricular programming.
- **Summer 2008** – Seventy bikes are purchased to create a bike share, Yellow Bike Program.
- **Summer 2008** – Composting was institutionalized, less than one ton of Food Waste Weekly diverted from the landfill to the compost facility.
- **Summer 2008** – First Green Orientation Program including designated lunch for sustainability education and an awareness campaign.

Year Two, Fall '08-Summer '09

- **Fall 2008** – Sustainability Coordinator appointed as HWS representative to the City of Geneva Green Committee.
- **Fall 2008** – Austin Kana '09 benchmarked city buildings using Energy Star portfolio manager, leading to a multi-million dollar performance contract between City of Geneva and Johnson Controls in Fall Spring 2010.
- **Fall 2008** – First Years participated in extended Orientation through October developing a sustainability project for campus and competing for a \$5,000 grant for implementation.
- **Spring 2009** – First student environmental representatives hired to help coordinate Spring sustainability events and foster culture change.
- **Spring 2009** – Participated in the National Recycling Competition, RecycleMania, achieving a 23% recycling rate. Energy Class helped assess building diversion rates and analyzed diverted recyclables developing messaging about energy benefit of recycling to bolster participation.
- **Spring 2009** – Kerry O'Neill '09 conducted a campus water audit and developed a conservation proposal.

- **Spring 2009** – Prabi Basnet '09 conducted a Green Roof Pilot Project and proposed next phase to determine environmental benefits for performing arts.
- **Spring 2009** – Rob Crane '09 conducted energy audit for campus buildings, finding project opportunity in the Science Campus with significant environmental benefit.
- **Summer 2009** – Sustainability Coordinator started Climate Action Planning Process, evaluating best practices and identifying best model for HWS.

Year Three, Fall '09-Summer '10

- **Fall 2009** – Climate Action Plan, created to achieve Climate Neutrality by 2025, developed in house by the Sustainability Coordinator with guidance from the Climate Task Force.
- **Fall 2009** – Composting instituted across campus including in all retail operations and all catered events, using compostable serviceware to reduce contamination (diverting 1.5 tons per week from the landfill).
- **Winter 2009** – Climate Action Plan adopted by President Mark D. Gearan.
- **Spring 2010** – Climate Action Plan adopted by the HWS Board of Trustees.
- **Spring 2010** – Implementation of the Climate Action Plan with the creation of a Energy and Climate Committee and project budget.
- **Spring 2010** – Colette Gregoire '10 created sustainable renovation matrix.
- **Spring 2010** – Biodiesel plant comes online to allow for campus fleet diversifications, sourcing smaller diesel powered plow and mow vehicles to reduce emissions. In addition to biodiesel, the Colleges started procuring electric and hybrid low emission vehicles.
- **Spring 2010** – Jennifer Crupnick '10 conducted special events and program evaluation for the national recycling competition (leads to a 30% increase in waste diversion during event).
- **Spring 2010** – John Sampson '10 developed cost model for greenhouse gas mitigation projects.
- **Spring 2010** – John Moulthrop '10 developed second greenhouse gas inventory for the Colleges.
- **Summer 2010** – City signed ICLEI Protocol with the expectation that HWS students will help conduct the first Greenhouse Gas Inventory and Climate Action Plan.
- **Summer 2010** – New athletic facility built to meet LEED Silver Standard.

Year Four, Fall '10-Summer '11

- **Fall 2010** – Eco-Rep Program developed into five paid student workers responsible for Office and Academic Space and 17 student volunteers overseeing all major residential spaces.
- **Fall 2010** – Secured LEED Commitment for performing arts project.
- **Fall 2010** – Added small houses to compost pick-up (diverting more than two tons weekly from the landfill to the compost facility).
- **Fall 2010** – Dan Gadigian '11 conducted transportation survey designed to evaluate demand of alternative transportation options and specifically ZipCar.
- **Fall 2010** – Joel Andruski '11 conducted greenhouse gas inventory for the City of Geneva.
- **Fall 2010** – Robert Bartlett '11 conducted energy survey designed to evaluate energy profiles of student space and inform Climate and Energy Committee/President's Climate Task Force energy conservation decisions.
- **Fall 2010** – Environmental Studies Group SIE conducted LEED evaluation for performing arts to integrate project with Climate Action Plan goals and prioritize environmental design objectives.
- **Spring 2011** – “Geography of Garbage” class helped support national recycling competition effort with campus-wide waste assessments and waste profiles for buildings.
- **Spring 2011** – First campus-wide energy conservation competition designed to engage building occupants with energy performance goals. EcoReps supported initiative by reading meters and promoting program in building spaces.
- **Spring 2011** – EcoRep Coordinator Anna Hertlein '12 developed an EcoRep program proposal to better meet the needs of Office of Sustainability Programming.
- **Summer 2011** – HWS started LEED process for performing arts by holding first LEED Design Charette.
- **Summer 2011** – HWS officially registered Performing arts as a LEED Project.
- **Summer 2011** – Green roof installed on Comstock Hall as follow-up to Prabi Basnet '09 proposal.
- **Summer 2011** – Maeve Donnelly '13 and Noah Lucas '13 conducted alternative energy study for HWS and recommended increase in purchase of Renewable Energy Credits.
- **Summer 2011** – Orientation overhaul proposed by Amanda Shaw '11 during spring, and hired over summer to work in the Office of Sustainability as the Sustainable Orientation Coordinator.

- **Summer 2011** – First substantial environmental representative training held to involve a week-long training that ends with support for Orientation and its sustainability awareness events.

Year Five, Fall '11-Summer '12

- **Fall 2011** – Environmental Program grown to one paid Eco-Rep coordinator and 30 student volunteers spending three to six hours per week environmental performance in residential space, working to improve environmental performance with building occupants, and conducting Office of Sustainability programming.
- **Fall 2011** – Increased purchase of wind energy from 5% to 100%, resulting in a quarter reduction in the Colleges' greenhouse gas emissions, meeting the Climate Action Plan's first reduction target three years early.
- **Fall 2011** – Intended to help drive building occupant engagement with energy conservation, purchased real-time energy monitoring dashboard for three residence halls.
- **Spring 2012** – EcoReps managed participation in national recycling competition.
- **Spring 2012** – HWS participated in its first national energy competition and won the upstate New York league beating Skidmore, Hamilton, Colgate and St. Lawrence with 5.5% reduction in participating residence halls.
- **Spring 2012** – Office of Sustainability held Next Generation Sustainability Planning Session to discuss energy development, procurement and utilization as well as curriculum development.
- **Summer 2012** – Office of Sustainability completed third greenhouse gas inventory for the Colleges.
- **Summer 2012** – Office of Sustainability started AASHE STARS, comprehensive sustainability evaluation for Hobart and William Smith.
- **Summer 2012** – Office of Sustainability and Center for Civic Engagement and Service Learning held sustainability and service learning conference at HWS to discuss best practices and opportunity to leverage regional collaborations.
- **Summer 2012** – EcoRep recruitment and training evolved to support 40 EcoReps representing, for the first time, all residential areas – small houses and major residence halls. Training was designed to integrate EcoReps into the Res. Ed. program structure.
- **Summer 2012** – Orientation second annual “Our Sustainable Campus Lunch” program offered.