



ASSOCIATION FOR THE ADVANCEMENT OF SUSTAINABILITY IN HIGHER EDUCATION

Business Leader Sample Booklet




AASHE Business Leader Sample Work

As a Business Leader with AASHE, you have access to a wealth of opportunities to connect with AASHE's audience. Explore samples of what AASHE Business Leaders have done in the past below:

Direct Email to AASHE Members


Business Leader members can send one sponsored email per membership year to a subscription list of nearly 30,000 subscribers.

High Performance Flooring You'll Love



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Students today have more options than ever when it comes to higher education. Is your campus keeping up?



[Interface's](#) portfolio of carpet tile, LVT, and nora® rubber flooring provides high-performance solutions to help reduce noise and boost productivity in classrooms. Eliminate distractions with better acoustics and keep your spaces looking new and bright. Design for success with school-branded colors and coordinated flooring that hides dirt and wear.

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[Contact an Interface representative](#) to learn how Interface can support your school's flooring needs.



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Advertising Options

Share your message and gain exposure when you advertise with AASHE. Through the AASHE Bulletin, AASHE Connect, and Announcements Newsletter, AASHE reaches a wide range of sustainability-oriented professionals in higher education.

Businesses can advertise in one of these three channels. Advertisements include a dedicated URL to the destination of the business's choosing.

Here are some past examples of how AASHE business leaders have utilized advertising opportunities through our three advertising channels:

AASHE Bulletin

A captivating newsletter curated by the AASHE community distributed 2 times a month.

Planning & Administration

[Morgan State U Increases Minimum Wage to \\$15 Per Hour](#)

[Ozarks Technical CC Debuts Free Breakfast](#)

[Langara College Earns STARS Silver](#)

[U Montana Achieves STARS Silver](#)

Submit sustainability news & information from your institution

Advertisement



Opportunities

Campus Sustainability Month

Held every October, Campus Sustainability Month is an international celebration of sustainability in higher education. The goal of Campus Sustainability Month is to raise the visibility of campus sustainability and provide advocates with a platform through which to broaden campus sustainability engagement. To assist in engaging the campus community, AASHE offers tools, tips and ideas, including a promotional toolkit.

AASHE Connect, our Online Community

The go-to resource for AASHE Members to connect, discuss & exchange ideas is AASHE Connect, our online community. The Daily Digest email is sent approximately 20 times a month, Monday through Friday.

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1. [Opportunities for faculty sustainability exchange?](#)

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Jun 24, 2021 5:09 PM

[Susan Kaspari](#)

Hello All,

Does anyone know of opportunities (in the US or internationally) for faculty to learn about/collaborate on sustainability efforts at other institutions of higher education? I'm planning my sabbatical for 2022-2023, and would be interested in spending some of my time learning about and collaborating on sustainability efforts at other institutions of higher education. If anyone has any information on grants/opportunities that would support this, let me know.

Many thanks,
Susan

Susan Kaspari (she/her)
Professor
Central Washington University
Ellensburg, WA, USA



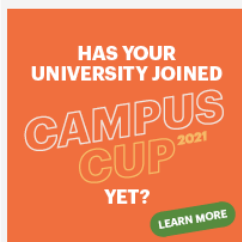
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Announcements Newsletter

The Announcements Newsletter is a newsletter sent once per month that informs the higher education sustainability leaders on all things AASHE and the community we serve.

Make Periods More Sustainable!

Sponsored Content



More than 80 universities across the US have offered their students free OrganiCup menstrual cups under the CampusCup program – so far, OrganiCup has donated more than 20,000 cups!

Join OrganiCup in its mission to make periods on campus more sustainable. Whether you're part of a Sustainability Office, Women's Resource Center or are just an environmentalist on campus – now's your chance to register your university for free menstrual cups.

All interested students can sign up to get a free OrganiCup during a 14-day signup period defined by you. [Learn more and register here.](#)

Welcome New Members!

Please join us in welcoming our newest members:

- [Cyprus University of Technology](#)
- [DeSales University](#)
- [Massasoit Community College](#)

Blog Post

Business leader members receive a featured blog post related to sustainability and the higher education community. This blog post is also spotlighted on the homepage of the AASHE site.

[The Campus Carbon Footprint Hiding in Plain Sight](#)

The Campus Carbon Footprint Hiding in Plain Sight

Blog

Paula Meason, Marketing Activation Manager at Interface November 2, 2021 [Operations](#)



How to use purchasing to drive out waste and lower emissions

As we all know, the higher education segment is considered a leader in setting and achieving sustainability goals. However, there may be an untapped opportunity for higher education facilities to further reduce their carbon footprints through their supply chains.

In partnership with organizations such as AASHE, colleges and universities are actively pledging to pursue carbon neutrality and waste reduction. However, some universities may not recognize all of the opportunities for improvement. By only focusing on internal commitments and actions, they allow their supply chains to introduce carbon-intensive materials to their campus without accounting for how these purchases unintentionally contribute to global warming.

The result? A hidden carbon footprint that undercuts the university's sustainability goals.

By better understanding the two types of carbon emissions – embodied and operational – university stakeholders can begin to understand and seize new opportunities to reduce their contribution to global warming.

Understanding Your University's Carbon Footprint

For all building products and materials used throughout a campus, carbon is released in two stages: the embodied carbon stage and the operational carbon stage. The most commonly referenced, operational carbon, is defined as the greenhouse gases emitted during the use of a building. On the other hand, embodied carbon is the carbon footprint of a material and considers all greenhouse gases emitted during the creation of a product, including raw material extraction and manufacturing.

Why is it important to understand the difference? The building and construction sector is responsible for [nearly 40% of global greenhouse gas emissions related to energy use](#). And embodied carbon will be responsible for almost half of total new construction emissions between now and 2050. While it is critical for higher education stakeholders to decrease both emission types, many facilities have already taken steps to lower their operational carbon, so reducing embodied carbon is the most urgent opportunity. In fact, [studies](#) have found that many public institutions' embodied carbon emissions from purchased goods exceed their total operational emissions.



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Archives

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Website Listings

Sustainable Campus Partners

Receive a write-up and logo under three categories on the [Sustainable Campus Partners](#) resource.

Explore this Listing!

Are you looking for a supplier to partner with to achieve your sustainability goals? Turn to AASHE members first! Explore the Sustainable Campus Partners and discover businesses and non-profit organizations that are engaged in the deep work of creating and implementing programs, strategies, and solutions to help you achieve your campus sustainability goals!

Please note that businesses and non-profit organizations on this page are listed in alphabetical order according to membership level. Organizations self-selected three of the 17 STARS categories to appear under. [Review the full disclosure for the Sustainable Campus Partners resource.](#)

Air & Climate

Edison Energy

Business Leader

Edison Energy provides independent, expert advice and solutions to help large corporate, industrial, and institutional clients better understand and navigate the choices and risks of managing energy. We enable decision-makers in organizations to deliver on their strategic, financial, and sustainability goals. Through a comprehensive portfolio approach, we work with our clients to help them resolve the key challenges of cost, carbon, and the increasingly complex choices in energy. [Click to learn more](#) and [follow us on LinkedIn](#).



Questions? Contact:
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Business Partners Listing

Business Leader members receive a complimentary write-up and logo on the [Business Partners section](#) of our website.

Partners
Association/Nonprofit Partners
Business Partners
Affiliates Program
Centers for Sustainability Across the Curriculum
HEASC
HEASC Members & Resources
HEASC Initiatives
HEASC Fellows
Join HEASC

AASHE is proud to work with a wide variety of business partners to achieve our mission. The nature of our relationships can take on many forms, including memberships, donations, sponsorships and more. We work with businesses to share our message while helping them meet business and sustainability objectives.

Current Business Partners

Explore the new [Sustainable Campus Partners](#) listing! Be featured in this invaluable resource for higher education sustainability professionals.

Thank You AASHE Business Leaders

BuildingOS

[BuildingOS](#) works to make it easier—and faster—to transform building operations data into performance improvements that save money, enhance sustainability and drive employee productivity.)



Duke Energy Sustainable Solutions

Edison Energy

Interface, Inc.

If you have any questions, please feel free to reach out:

