

Sustainability Strategic Plan

Live Green, Love Green, Think Green

2021-2025

Vision Statement

The University of Iowa Dance Marathon strives to be sustainable by integrating consistent and cohesive sustainable practices through building awareness of environmental sustainability by creating green initiatives in our organization, on campus, with our partners, and in the Iowa City community.

About the Strategic Plan

This five-year Sustainability Strategic Plan will act as a guide for all committees and leadership members as they incorporate sustainability practices into Dance Marathon with the guidance of the Sustainability Chair. This plan is organized into individual year where each year has a goal that - when achieved - will help Dance Marathon reach its three larger goals as it works toward operating sustainably.

2016-2020 Achievements

DM22

- Created the Sustainability Strategic Plan 2016-2020

DM23

- Began tracking Big Event (BE) waste diverted from landfill
- 37% of Big Event waste diverted from landfill

DM24

- 41% of BE waste diverted from landfill
- Replaced dancer packets with electronic newsletters
- BE Family breakfast was a low-waste meal
- Live Lime, Go Green event
- Created sustainability graphic

DM25

- 39% of Big Event waste diverted from landfill
- Reduced Big Event waste by 4,762 lbs
- Several low waste meals at the Big Event
- Over 400 lbs of Big Event food donated
- Online leadership applications
- Reduced waste from Dancer Meeting signs

DM26

- 39% of Big Event waste diverted from landfill
- Reduced Big Event waste by lbs
- First zero-waste meal at Big Event
- 26 Tenants of Sustainability promoted

2021-2025 Overall Goals

Goal 1

Improve emissions and waste tracking throughout the year and work with the University of Office of Sustainability to continue to offset our carbon footprint.

Goal 2

Reduce waste from all University of Iowa Dance Marathon hosted and sponsored events.

Goal 3

Provide education about our sustainability practices and sustainable actions in general.

2021 Goal: Education

The sustainability goal for Dance Marathon 27 is to provide information on our sustainability practices to all those who interact with Dance Marathon. This education program may include information on our past achievements and future goals, tips on how to be more sustainable daily, and why sustainability within Dance Marathon is important.

2021*

- **Outreach**

- Educate on and encourage implementation of sustainable practices at mini DMs

- **Event**

- Educate on and encourage implementation of sustainable practices at mini DMs

- **Public and Campus Rel**

- **Family/Hospital**

- **DEI**

- **Operations**

- Utilize data from past Big Events

- **Creative**

- Encourage use of sustainable resources and sale of sustainable products

- **Event**

- **Public and Campus Rel**

- **Family/Hospital**

- **DEI**

- **Operations**

- Utilize data from past Big Events to improve tracking and expand it to other events

- **Recruitment/Retention**

- **Family/Hospital**

- Monitor waste at family events

2022 Goal: Improve Tracking

The sustainability goal for Dance Marathon 28 is to improve how we track the amount of waste disposed throughout the year. This will be done in an effort to reduce the amount of emissions and waste produced for DM28 and future Dance Marathon seasons.

2022

- **Finance**
 - Continue tracking paper usage
 - Move towards paperless transactions
- **Sponsorship**
 - Identify sponsors who practice sustainability and promote them
- **Development**
 - Track and reduce waste from large events (if applicable):
 - Fore the Kids,
 - Kickoff 2 Kinnick
- **Creative**
 - Encourage use of sustainable resources and sale of sustainable products
- **Operations**
 - Utilize data from past Big Events to improve tracking and expand it to other events
- **Family/Hospital**
 - Monitor waste at family events
 - Provide sustainable activities for kids and families

2023 Goal: Reduce Waste

The sustainability goal for Dance Marathon 29 is to reduce the amount of waste we produce throughout the entire year. By utilizing the data acquired from Dance Marathons 27 and 28, we will be able to identify high areas of waste and shift our focus to those areas.

2023*

- **Finance**

- Continue tracking paper usage
- Move towards paperless transactions

- **Sponsorship**

- Identify sponsors who practice sustainability
- Include sustainability blurb into sales pitch

- **Development**

- Track and reduce waste from large events (if applicable):
 - Fore the Kids,
 - Kickoff 2 Kinnick

- **Creative**

- Encourage use of sustainable resources and sale of sustainable products

- **Operations**

- Utilize data from past Big Events to improve tracking and expand it to other events

- **Family/Hospital**

- Monitor waste at family events
- Provide sustainable activities for kids and families

- **Hospitality**

- Identify ways to reuse products

2024 Goal: Offset Emissions

The sustainability goal for Dance Marathon 30 is to reduce and counteract the amount of overall pollutant emissions produced by Dance Marathon. This may be done through a series of projects calculated to re-uptake the amount of excess carbon dioxide produced by Dance Marathon events.

2024*

- **Finance**

- Continue tracking paper usage
- Move towards paperless transactions

- **Sponsorship**

- Identify sponsors who practice sustainability
- Include sustainability blurb into sales pitch

- **Development**

- Track and reduce waste from large events (if applicable):
 - Fore the Kids,
 - Kickoff 2 Kinnick

- **Creative**

- Encourage use of sustainable resources and sale of sustainable products

- **Operations**

- Utilize data from past Big Events to improve tracking and expand it to other events

- **Family/Hospital**

- Monitor waste at family events
- Provide sustainable activities for kids and families

2025 Goal: Campus-wide Education and Involvement

The sustainability goal for Dance Marathon 31 is to increase campus knowledge about sustainability. To complete this goal, partnership with Sustainability-focused student organizations on campus will be utilized to improve sustainability initiatives within Dance Marathon and across campus.

2025*

- **Finance**

- Continue tracking paper usage
- Move towards paperless transactions

- **Sponsorship**

- Identify sponsors who practice sustainability
- Include sustainability blurb into sales pitch

- **Development**

- Track and reduce waste from large events (if applicable):
 - Fore the Kids,
 - Kickoff 2 Kinnick

- **Creative**

- Encourage use of sustainable resources and sale of sustainable products

- **Operations**

- Utilize data from past Big Events to improve tracking and expand it to other events

- **Family/Hospital**

- Monitor waste at family events
- Provide sustainable activities for kids and families