



YALE SUSTAINABILITY  
MESSAGING GUIDE

Yale is committed to building a more sustainable world. By doing what we do best—integrating science, the humanities, and our community—Yale creates, tests and adopts innovative solutions to the environmental and social challenges we all face.

The Yale Sustainability Messaging Guide was developed to show how sustainability at Yale connects all facets of the university, from operations and campus life to research and teaching. The following messaging themes demonstrate these connections and how they are used to inspire the minds that lead the world.

The Office of Public Affairs and Communications is providing this document to campus communicators as a resource, and encourages the use of these messaging themes when communicating about the many elements of sustainability at Yale.

## YALE SUSTAINABILITY VISION

A Yale where sustainability is seamlessly integrated into the [scholarship and operations](#) of the university, contributing to its social, environmental, and financial excellence and positioning Yale as a local and global leader.

## YALE SUSTAINABILITY PLAN 2025

Applying academic rigor to sustainability goals enhances Yale's Nine Sustainability Ambitions (Leadership, Empowerment, Health & Well-Being, Climate Action, Stewardship, Built Environment, Mobility, Materials, Technology).

### CLIMATE ACTION

Carbon neutral by 2050 addresses university emissions while promoting community empowerment, health and well-being.

### MATERIALS

"Pay-As-You-Throw" disposal system builds off the carbon charge model to test a research-informed policy approach.

## **YALE SUSTAINABILITY MAKES GLOBAL AND LOCAL IMPACTS**

Our teaching and research leads to innovative solutions, technologies and best practices (e.g. Yale Carbon Charge, World Business Council for Sustainable Development).

Our alumni make significant impacts in the world (e.g. Frances Beinecke, Paul Krugman, Tom Steyer).

Yale centers, programs, and academic courses enhance sustainability in New Haven and our surrounding communities (e.g. CARE, URI, Quiet Corner Initiative, Renewal Mill funded by YEI).

## **SUSTAINABILITY CREATES A MORE OPEN, CONNECTED, AND INNOVATIVE YALE**

Applied research promotes entrepreneurship and interdisciplinary problem solving (e.g. Green Engineering course, Regenerative Village at Yale Divinity School, Yale Landscape Lab).

Cross-departmental efforts lead to operational excellence (e.g. Yale Grounds, Peabody Museum, and FE&S partnered on development of Yale Urban Meadows).

## PRESIDENT PETER SALOVEY'S GOALS

To be the research university **most committed to teaching and learning**.

To provide an unsurpassed campus learning environment that cultivates **innovators, leaders, pioneers, creators, and entrepreneurs** in all fields and for all sectors of society.

To offer a Yale education to an **even more diverse student body** from throughout the world without regard to financial circumstances.

To be a **world leader in basic, translational, and applied scientific and social scientific research**, deepening our commitment to the innovative application of new knowledge beyond our campus and transcending disciplinary boundaries and methodological traditions.

To stand unsurpassed in **humanities and arts scholarship, teaching, and practice**, providing a liberal education to undergraduates, promoting enlightened scholarship among doctoral candidates, and preparing other graduate students for professional careers.

To create a university where individuals not only work and study, but fully engage in the life of the campus, **a campus that is an exemplar of best practices** for its host city and the world.

To **share more broadly Yale's intellectual assets with the world** and build institutional relationships through which new assets are developed.

**YALE UNIVERSITY'S MESSAGING  
THEMES ARE INTEGRAL TO  
SUSTAINABILITY AT YALE**

**MORE OPEN**

Accessible, affordable, sharing

**MORE CONNECTED**

Inclusive, interconnected,  
interdisciplinary, collaborative,  
“one Yale”

**MORE INNOVATIVE**

Entrepreneurial, innovation  
for impact, creativity

[sustainability.yale.edu](http://sustainability.yale.edu)

Produced by the Yale  
University Office of  
Public Affairs and  
Communications,  
with support from the  
Office of Sustainability  
and representatives  
from across the Yale  
community.

October 2016

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