



Environmental Sustainability Committee

The birth of the Environmental Students' Sustainability Committee spawned from a mission of the different clubs to engage and empower the IE student body and community to become change agents for a sustainable IE campus to thrive.

MISSION

Engage and empower the wider community to become change agents to build increasingly sustainable campuses and as an overall community. Minimize the environmental impact of IE community.

VISION

Help IE to achieve its substantiality goals and create an environment and culture that inspire the students to become the next generation of environmentally-conscious and sustainable-minded leaders.

MAIN OBJECTIVES



Student Engagement



Foster Positive Behavior Change



Sustainable Community

ACTION AREAS

 Plastic
  Paper
  Water
  Energy
  Food
  Clothing

“ If we feel too small for any of our actions to make a difference, let us remember that our actions matter and have a ripple effect when done collectively.



Part of the SDG's based in Responsible Consumption

SUSTAINABLE DEVELOPMENT GOALS

FOLLOWING THE SDG'S

The United Nations Sustainable agenda is the vision of the 193 countries that signed up for collective efforts to achieve sustainable development by 2030 towards economic progress with a balance of environmental protection and ensuring leaving no one behind. The 17 Sustainable Development Goals (SDGs) serve as the blueprint for which the country or any organization, such as IE, can achieve the sustainability principles of 5Ps (People, Planet, Prosperity, Peace, and Partnerships).



SDG CHALLENGES Instagram FILTER PROJECT

CONTEXT

The achievement of 17 Sustainable Development Goals for the UN Agenda 2030, depends on our capacity to engage all stakeholders, including young people.

OBJECTIVE

01. Raise awareness about the SDGs and make a call for action
02. Through a challenging and creative way



GAMIFICATION

We are not good at thinking of big challenges... so let's try to make it fun! We want to apply game elements to non-game contexts.

3 key principles for its success:

1. Competition
2. Making non game contexts fun
3. Naming and Shaming

HOW IT WORKS?

- **CONNECT ON INSTAGRAM**
Select the filter
- **THE FILTER SPINS**
And stops on one challenge
- **ACCEPT THE CHALLENGE**
Post it on a story and tag 3 friends so they discover their own challenge

