



Sustainability Planning Service Corporations, Non-Profit Organizations & Municipalities

Massachusetts Maritime Academy (MMA) graduates have been at the very top of seagoing, engineering, and environmental professions. Additionally, many of our graduates have translated their educational experiences and personal traits developed at MMA into rewarding careers ashore. Whether in engineering, business, government, environmental protection, marine science, military, law, medicine, management, education or many other professions, the lessons learned at the Academy prepare students for success.

In January 2009, as part of MA Maritime Academy Masters of Science program in Facilities Management, student teams will develop Sustainability Plans for selected clients. This service is based on a successful program implemented by Bentley University in 2008.

Sustainability Plans and Practices:

Sustainability Plans may be developed for a corporation, non-profit organization or municipality. Deliverables of the project will consist of a written plan plus an optional presentation to the organizations' stakeholders; i.e., board members, leadership team, staff, partners, etc.

The student team in collaboration with the client organization will identify sustainability opportunities. Typical areas are:

- Energy Conservation
- Transportation
- Procurement
- Recycling
- Waste Management

The Sustainability Plan will be tailored to the client's requirements and may include:

- Modification of the organization's mission statement to include commitment to environmental sustainability
- Identification of opportunity areas regarding sustainability; e.g., operational, cultural, cost-reduction, revenue generation
- Analysis of specific initiatives including possible barriers to and enablers for successful implementation
- Recommendations to foster sustainable behavior by employees for the execution of the plan
- Marketing strategies to promote and communicate internally and externally
- Performance measurements; i.e., qualitative and quantitative to track implementation and provide feedback to the leadership team
- Cost – benefit analysis of initiatives, as appropriate
- Reporting systems – internal and external, as appropriate
- Business justification of recommended investments; typically longer-term
- Risks of not implementing the Sustainability Plan

Appendix A provides an outline of a typical Sustainability Plan.

Additional Information

Examples of Sustainability Plans developed by students may be viewed at: <http://www.greenprof.org/?cat=14>

If you have questions regarding this program, please contact:

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Appendix A – Sustainability Plan Outline

- Background & Client Requirements
- Recommended Initiatives:
 - Energy Conservation
 - Water Usage
 - Transportation
 - Procurement
 - Recycling (Paper, Plastic, Glass, Cardboard)
 - Waste Management
- Change Management (how to modify behavior of faculty, staff and the community in support of the Sustainability initiatives)
 - Vision of Sustainability – incorporate into client’s mission
 - Leadership’s role and recommended actions to engage the staff
 - Organizational structure in support of Sustainability
 - Communication/Marketing – increase awareness, website, newsletters
 - Educational Programs – integrate into curriculum, workshops, etc.
- Alternative Recommended Initiatives – Facilities Management Specific:
 - Facility Management roles and responsibilities
 - Standards and regulations for sustainable operations
 - Sustainable site management practices
 - Sustainable design of facilities & systems
 - Commissioning and Re-commissioning
 - Operations & maintenance practices
 - Energy management
 - Waste management
 - Water management
 - Indoor air quality
 - LEED evaluation & certification
- Performance Metrics & Reporting (to measure and report results of initiatives)
- Recommendations: Future Initiatives including business justification, as appropriate
- Cost – Benefit Analysis