

Sustainability Startup: Growing Green Library Projects Using an Entrepreneurial Business Model

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Libraries
MICHIGAN STATE UNIVERSITY

Outline

- Sustainability Context at MSU
- Introduce project management model
- Define terms and provide example
- Workshop sustainability project ideas using model
- Discussion and Assessment
- Next Steps

Sustainability Context @ MSU

Sustainability on Campus

- Recycling Center and Surplus Store
- MSU Bikes
- Student Organic Farm and anaerobic digester
- Energy Transition Plan



Sustainability @ MSU Libraries

- Early adopters on campus
- Campus wide influence
- Library Environmental Committee
 - Charge to conserve natural resources and eliminate waste
 - Collaborate with campus partners on initiatives



Composting @ MSU Library

- Collaboration with MSU Recycling
- Bins in Sparty's Cafe in library
- Improved signage



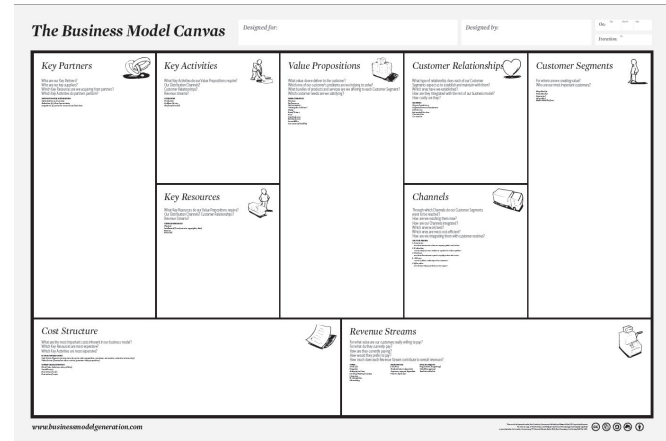
Developing Sustainability Initiatives @ MSU Libraries

- Developing sustainability initiatives is similar to starting an entrepreneurial startup project
- What if we applied an entrepreneurial mapping tool to library sustainability?

The Business Model Canvas

Osterwalder, Alexander; Pigneur, Yves. (2013). Business Model Generation. Hoboken, NJ: Wiley.

- Key planning areas
- Flexible implementation
- Iterative design
- Coherence
- Not yet known solution



Credit: Strategyzer.com

Picking a project

Bug List &
Prioritizing

Create a Bug List

What projects are you interested in?

What problems do you see?

What bugs you?

Bug List

For each of your Bugs, score it
1 (low) to 3 (high) for
feasibility & impact

Bug List

For each of your Bugs, score it
1 (low) to 3 (high) for
feasibility & impact

Pick the one with the highest score

Sustainability Canvas

Organizing
ideas for a
potential
project

Sustainability Proposal

Key Partners

Who will help you implement this program or service?

Target Participants

What groups or individuals would most directly interact with your proposal?

Metrics for Success

How will you measure whether your solution was successful?

Sustainability Proposal

Composting at the Library

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Composting at the Library

Key Partners

Who will help you implement this program or service?

- MSU Recycling
- Sparty's Cafe
- Custodial
- MSU Library Leadership

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Target Participants

What groups or individuals would most directly interact with your proposal?

- Users of the Sparty's Cafe
- Includes undergraduates, graduates, staff, librarians, prof's, community, etc.
- Many people eating food quickly

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Metrics for Success

How will you measure whether your solution was successful?

- Less food entering trash stream from library
- New compost stream from library

Sustainability Proposal

Composting at the Library

- Compost bin (1) positioned right near the trash cans
- Clear description, on a big sign with high visibility
- Directed advertising/outreach

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Activity

Fill in your own
Sustainability
Canvas

Sustainability Proposal

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Discussion

- Share out ideas
- Questions
 - What worked?
 - What did not?

Next Steps

- Share your sustainability canvas!
 - Post a picture of your canvas on Twitter with #MiALA18
- Follow-up: list name and email on sign-up sheet

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