Sustainability Tracking, Assessment & Rating System (STARS)
About AASHE

• A North American association of **colleges & universities** working to create a sustainable future. Over 1000 campus members.

• Professional home for **campus sustainability officers**.

• **Mission:** Empower higher education to lead the sustainability transformation

• **Benefits:**
  - Access to Member-only Resources in the Interactive Resource Center
  - Event Discounts
  - STARS Registration Discount
  - Products & Services Discount
  - Awards Program

  • Newsletters
  • Advertisement Opportunities
  • Publicity
  • Professional Development & Networking
  • Governance Opportunities
What is STARS?

✓ A voluntary, self-reporting framework
✓ A guide for advancing sustainability in all sectors of higher education.
✓ A common standard of measurement for sustainability in higher education.
✓ A tool that promotes a comprehensive understanding of sustainability that includes its social, economic and environmental dimensions.
Why is STARS Needed?

• “You can only manage what you can measure.”

• Sustainability is a new frontier with few established metrics. A standard framework for measuring success is needed.

• STARS is a broad-based, stakeholder-designed, tested framework.
STARS Technical Development Timeline

*Continuous research since Oct. 2006 to further develop STARS credits*

- **2006**: The Higher Education Associations’ Sustainability Consortium (HEASC) called upon AASHE to create a campus sustainability assessment tool.
- **2007**: STARS 0.4 is launched.
- **2008**: STARS Pilot Program begins.
- **2009**: STARS Pilot Program ends.
- **2010**: STARS 1.0 is launched.
- **2011**: STARS 1.1 is launched.
- **2012**: STARS 1.2 is launched. STARS 2.0 Public Comment Period begins.
- **2013**: STARS 2.0 Launch including an updated STARS website and enhanced Reporting Tool features.
Collaboration vs. Competition

• Rating NOT Ranking
• STARS focuses on sharing sustainability information
• Created in collaboration with the higher education community
Who Can Participate?

Any higher education institution in the world

Do not have to be a member of AASHE
How is STARS Organized?
STARS 2.0: 4 categories, 70 credits

STARS 2.0

- Academics (AC)
- Engagement (EN)
- Operations (OP)
- Planning & Admin. (PA)
- Innovation (IN)
STARS Credits

1. Credit Rationale
2. Criteria
3. Applicability
4. Scoring
5. Reporting Fields
6. Measurement
7. Standards & Terms
Point Allocation

STARS 2.0

- OP 34%
- EN 21%
- AC 29%
- PA 16%
Scoring

**STARS 2.0**

\[
\text{Total points earned} = \frac{\text{Total applicable points}}{} + \text{Innovation points}
\]
STARS Recognition Levels

<table>
<thead>
<tr>
<th>Rating Level</th>
<th>Minimum Score Required</th>
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<tbody>
<tr>
<td>STARS Bronze</td>
<td>25</td>
</tr>
<tr>
<td>STARS Silver</td>
<td>45</td>
</tr>
<tr>
<td>STARS Gold</td>
<td>65</td>
</tr>
<tr>
<td>STARS Platinum</td>
<td>85</td>
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**STARS Reporter**
- Scores are not public
- Same benefits as institutions that pursue a STARS rating
  - Positive recognition for participation
  - Ability to share data publicly
- All participants have the option to choose STARS Reporter status before completing their final submission and making it public.
Availability of STARS Data
Mechanisms for Report Accuracy

✓ For each credit, a Responsible Party from the institution provides a statement that the information submitted is accurate.

✓ Each submitted report must be accompanied by a letter from the institution’s president, chancellor, or highest ranking executive that affirms the accuracy of the institution’s STARS report.

✓ All institutions wishing to pursue a Platinum rating will be subject to pre-publication review by AASHE staff. Staff may conduct random pre-publication review for other STARS reports.

✓ AASHE staff conduct post-publication review for all STARS reports after a rating has been earned.

✓ All information in STARS reports is made publicly available on the STARS website.

✓ Each institution may submit a data correction request to correct mistakes in its STARS report after a rating has been earned and the report has been made public on the STARS website.
A STARS subscription is 12-months.

Submission of a STARS Report is encouraged within one year.

STARS recognition levels are valid for three years.
Celebrate!

- Share your institution’s story
- Show off your STARS seal
- Access to STARS Data Displays
- Set goals and generate new ideas
- Saved money or time in developing a sustainability report or plan
- Collaborate across campus
- Streamline reporting
- Benchmark with peers
- Shape the system by providing feedback
How is STARS Different?

• Open to any institution of higher education
• Only offers positive recognition
• Transparent
• Self-assessment
• Encompasses sustainability, not just environmental indicators
• Created by the higher education community
STARS Registration Fees

**Full Access STARS Participant (12-month subscription):**
- AASHE Member .......................................................... $900
- Non-Member ............................................................ $1,400

**Renewal Discount (within 90 days of previous subscription):**
- AASHE Member .......................................................... $450
- Non-Member ............................................................ $700

Register on-line at stars.aashe.org
<table>
<thead>
<tr>
<th>STARS Participant Benefits</th>
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<tbody>
<tr>
<td>Measure your institution’s <strong>current sustainability performance</strong></td>
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<tr>
<td><strong>Create a baseline</strong> for continuous improvement toward sustainability</td>
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<tr>
<td><strong>Streamline your sustainability reporting</strong> efforts by sharing STARS reporting data with other organizations</td>
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<tr>
<td><strong>Compare and learn</strong> from other institutions of similar type and demographic</td>
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<tr>
<td><strong>Gain global recognition</strong> for your sustainability efforts as a STARS rated institution</td>
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<tr>
<td>Celebrate your rating with access to <strong>STARS promotional tools</strong></td>
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<tr>
<td>Monitor your progress toward a STARS rating with <strong>automated point calculation</strong></td>
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<tr>
<td>Excel and PDF <strong>exports</strong> of STARS data</td>
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<tr>
<td>Access to all public STARS data through the STARS API</td>
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**STARS Governance Structure**

- **AASHE Board of Directors**
  - Responsible for strategic and fiscal issues related to STARS

- **STARS Steering Committee**
  - Responsible for approving changes to the credits, new versions of the system, and playing an advisory role on all other matters related to STARS

- **AASHE Executive Director**
  - Responsible for success of organization

- **STARS Staff**
  - Responsible for implementation and day to day operations of STARS

- **STARS Partner Organizations**
  - Responsible for educating their members about STARS and providing feedback to AASHE

- **STARS Technical Advisors**
  - Responsible for providing technical guidance and recommendations to staff and the STARS Steering Committee

- **AASHE Members, AASHE Partners, External Parties**
  - Able to provide feedback on STARS at any time
STARS Partner Organizations
A Quick Recap...

1. **Register**
   - Create a baseline for continuous improvement while showcasing your campus's sustainability efforts.

2. **Engage**
   - Foster cross-campus sustainability collaboration by gathering a diverse data collection team.

3. **Report**
   - See what you're doing right and what you can improve on.

4. **Submit**
   - You did it! You earned an official STARS rating and established a sustainability baseline.

5. **Celebrate**
   - Show off that STARS seal and let everyone know about your good work.

6. **Evaluate**
   - Use STARS data gathered from your peers to enhance your own sustainability campus culture
Contact Info

1) Email stars@aashe.org
2) Call (303) 395 1331 x25
3) Subscribe to the AASHE Bulletin (www.aashe.org/user/newsletters)
4) Post a question to the AASHE Campus Sustainability Discussion Forums (www.aashe.org/forums)
5) Post to the Campus Sustainability Perspectives Blog (www.aashe.org/blog)