

WORKING TOWARD a SUSTAINABLE FUTURE

IOWA STATE UNIVERSITY | LIVE GREEN!

2018 Live Green! Awards for Excellence in Sustainability –

About the awards:

- The Live Green! Initiative encourages all faculty, staff and students to be fully committed to and engaged in making our campus, its operations, and initiatives as green and sustainable as possible.
- In celebrating the continued growth of the Live Green! Initiative, it is important to also celebrate individual and team excellence that brings the overall success we have accomplished as a university.
- These awards recognize Iowa State University faculty, staff, and students who are currently making an impact on the campus' sustainability efforts by generating awareness and interest through initiatives that focus on teaching, research, outreach and/or operations.
- The Live Green! Awards for Excellence in Sustainability recognizes efforts across all aspects of the university, whether faculty, staff, student; individual or team efforts. The awards committee had a difficult task in choosing this year's recipients, since the nominated projects and initiatives were both diverse and impressive. Winning projects were awarded based upon excellence in sustainability efforts and not limited by category.
- Nominations were evaluated within six areas: cultural impact, impact on natural resources, economic impact, transferability, legacy to the Live Green! Initiative and sustainability, and overall award merit.

2018 Live Green! Awards for Excellence in Sustainability Winners–

Dr. Chin Hui (Joan)

Dr. Chin Hui (Joan), Assistant Professor in the Apparel, Events and Hospitality Management Department of the College of Human Sciences, was awarded the 2018 Live Green! Award for Excellence.

As the need for environmental sustainability is increasingly acknowledged in the event management field throughout the developed and developing world, event planning professionals are more often than not, required to plan sustainable or "green" events as part of an organization's corporate social responsibility goals.



In recognizing a unique and relevant opportunity to distinguish Iowa State University's fledgling Event Management Program, Dr. Su developed a new course titled "Sustainable Event Management" designed to offer students practical applications of event sustainability and introducing them to the new international sustainable event standards.

Through Dr. Su's experience and competency in the sustainable hospitality events field, extensive and diversified research and the completion of multiple publications, Iowa State undergraduates and graduates are offered a pertinent teaching pedagogy that addresses and raises awareness about issues of sustainability through an international lens and a very engaged approach.

At the undergraduate level, students are exposed to the challenges related to sustainable events in research as well as lectures and projects. In highlighting this, Dr. Su's students have been challenged with the planning and execution of a sustainable-themed annual research conference, one of three eminent regional conferences in the hospitality and tourism field, taking place in Ames this April. This conference is designed, organized and implemented in a way that minimizes potential negative impacts and leaves a beneficial legacy for the Ames community as well as all attendees. As well as planning and implementing the event, Dr. Su's students will also present posters in the conference's Student Research Poster Competition.

At the graduate level, through her unique consideration of sustainability in her research, Dr. Su has attracted new doctoral students to work with her in sustainability research, and she is finalizing masters level sustainability coursework to soon be offered.