



# MAKE AN IMPACT NOW.

## WHO WE ARE

Cornell University Sustainable Design (CUSD) is a student run, interdisciplinary project team with a bias towards impact. We bring together students from across all seven colleges to work alongside renowned faculty and knowledgeable professionals in our mission to create a network of proactively sustainable communities. Whether you're an award winning graphic designer, a freshman electrical engineering student, or anything in between, we'll set you up with an opportunity to make a real difference in a community that needs it.

## MISSION

- 1.** *EMPOWER STUDENTS TO MAKE AN IMPACT NOW*
- 2.** *PROVIDE ENGAGED LEARNING OPPORTUNITIES FOR PROACTIVE RESEARCH & INNOVATIVE DESIGN*
- 3.** *ACHIEVE A SYMBIOSIS BETWEEN ECOLOGICAL, SOCIAL, AND ECONOMIC SUSTAINABILITY*

# WHAT WE DO



## Interdisciplinary Research and Design

Our members bring diverse perspectives to their projects creating more holistic solutions, and generating innovation



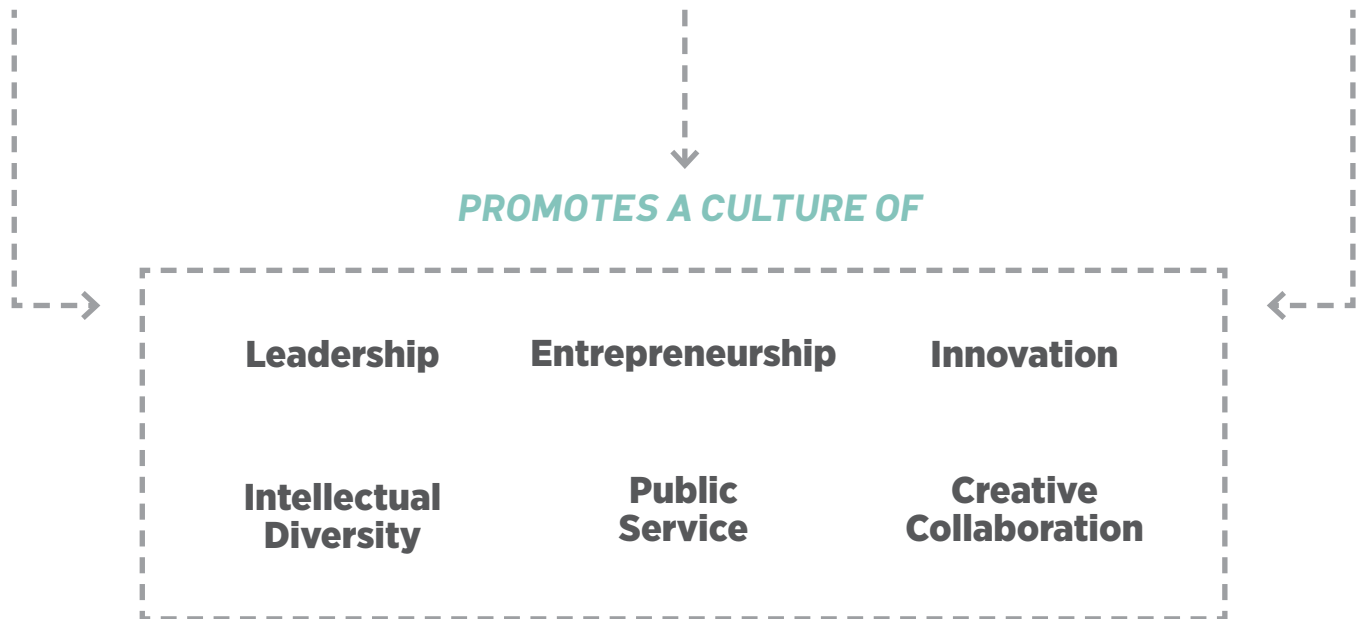
## Experiential Learning

CUSD provides an outlet for students to engage with materials in ways that break the boundaries of traditional classroom settings



## Local and Global Efforts in Context

We strive to make tangible, multi-faceted impacts not only on the Cornell campus, but across borders as well



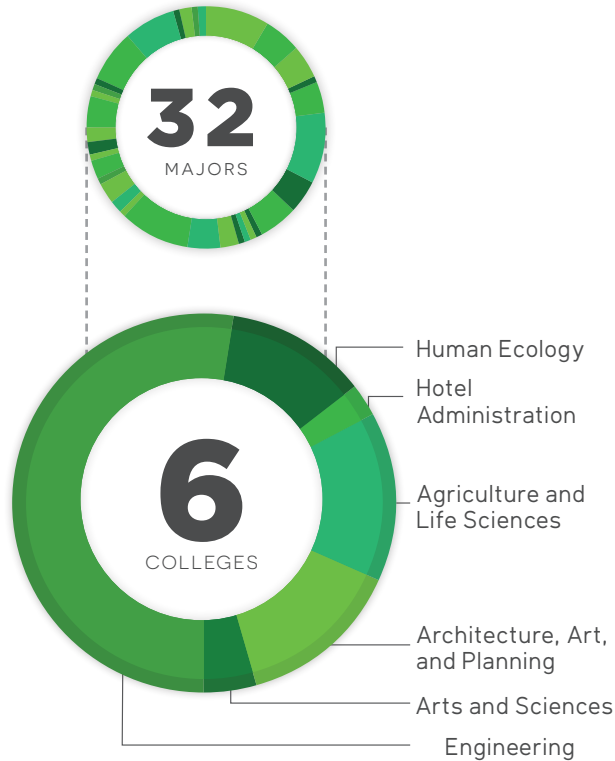
## WE CAN SET PRECEDENTS.

CUSD demonstrates that a student organization is capable of working in professional partnerships and accomplishing ambitious projects.

# PURPOSE

# DIVERSE COMMUNITY

We believe in the power of diversity. By bringing together different disciplines, we create a learning environment that breeds knowledge exchange and creation, driving our members to be constantly learning.



## SOME INCLUDE

- Urban and Regional Studies
- Interior Design
- Electrical Engineering
- Architecture
- Business
- Systems Engineering
- Civil Engineering
- Operations Research
- Policy Analysis
- Information Science

## CULTURE

### *"FAILING FORWARD"*

CUSD's culture is entrepreneurial. We are seeking out niches which have yet to be sought. This means plentiful and frequent mistakes. But these mistakes are exactly what our organization needs to learn and push forward.

## COLLABORATION

### *AN ECOSYSTEM OF TALENT AND EXCHANGE*

At CUSD we find that most successful work happens when students are supported and engaged at multiple levels. Helping to foster collaboration between members, stakeholders, and advisors is a top priority for our organization.

# PEOPLE

# CURRENT PROJECTS

## SUSTAINABLE EDUCATION GHANA

This team partners with Voices of African Mothers to develop a sustainable school for girls in an ecological hub outside of Sogakope, Ghana.

## CORNELL TECH

Our members work as consultants to the Cornell Tech Facilities staff engineering new and innovative sustainable energy systems.

## OVERLOOK RIDGE DEVELOPMENT

This team is collaborating with a local developer to create a net-zero housing development and world class leadership development center in Upstate NY.

## GBMP

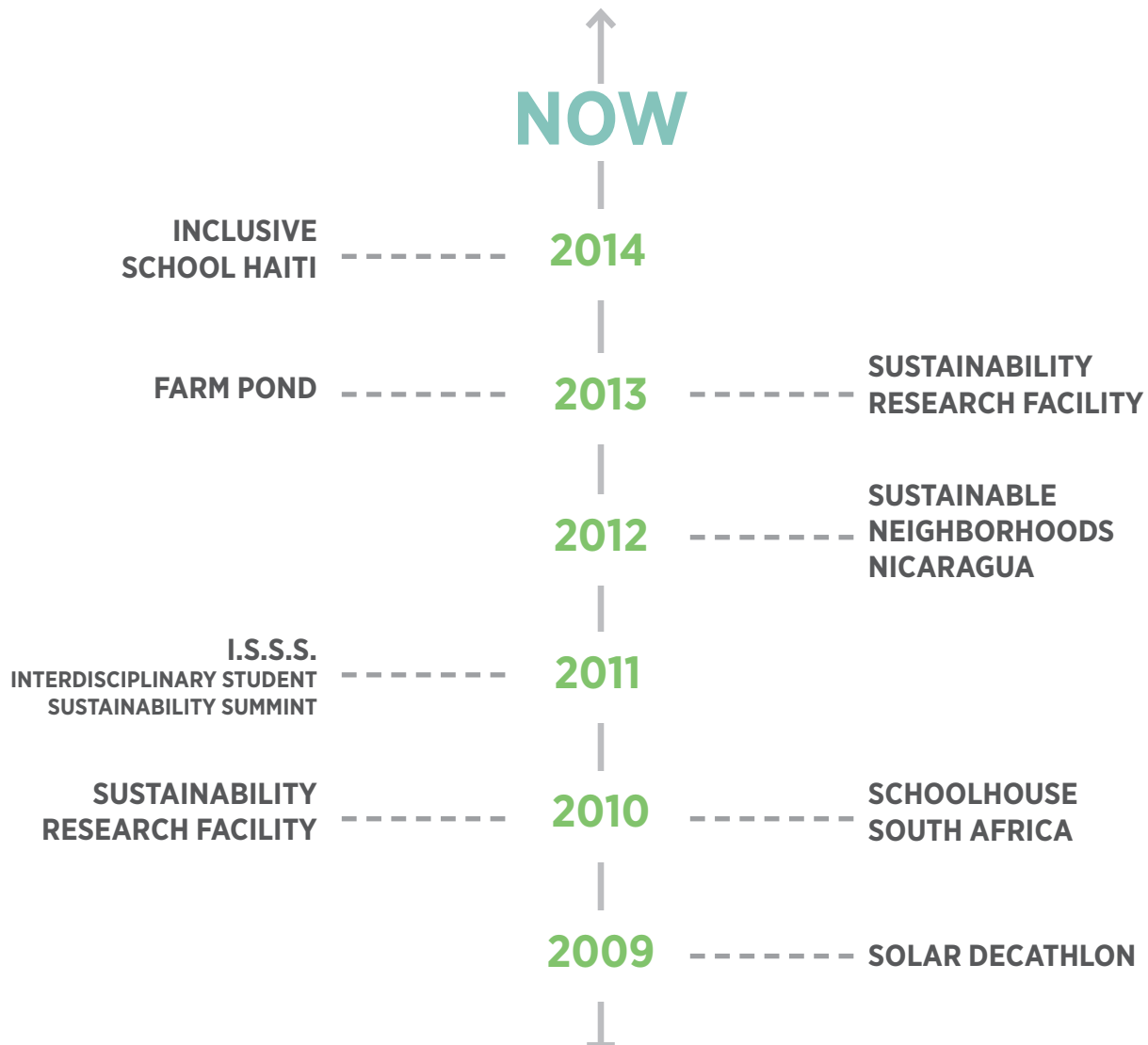
The Green Building Metrics Project is designing a metric that will allow consumers to determine how sustainable a product is so that they can make informed purchases.

## CLIMATE ACTION PLAN

CUSD teams cooperate with University staff to advance Cornell's goal of Net-Zero energy by 2035 through wind and hydroelectricity projects.

## FUTURES

This team works to identify and develop the future of sustainability on campus and beyond.



# PROJECTS

## SOCIAL



The SNN Project empowered the Nicaraguan community via

**SKILLS TRANSFER & CAPACITY BUILDING**

The SNN Project created a model for  
**SUSTAINABLE, HEALTHY & REPLICABLE**

low-income housing developments



- Affect only positive change in communities
- Grow projects and solutions from the participation and engagement of the local community
- Create projects and processes that initiate change
- Build projects for communities, not individuals

## ECONOMIC

- Design projects that are rooted in real life and treat budget as a real constraint
- Find elegant, simple solutions that address multiple needs and maximize budgets
- Work for free at professional quality

The Beebe Lake Project cuts geotechnical costs by **36%** through its unique soil retention structure



The Cornell Tech team works to develop **SOLAR, WIND & GEOTHERMAL** energy systems for Cornell's NYC Tech Campus

## ENVIRONMENTAL



We annually divert **900 GALLONS** of water through greenroofs in the Farm Pond Project

The Farm Pond Project improves heat retention by **150%** while using straw bale insulation



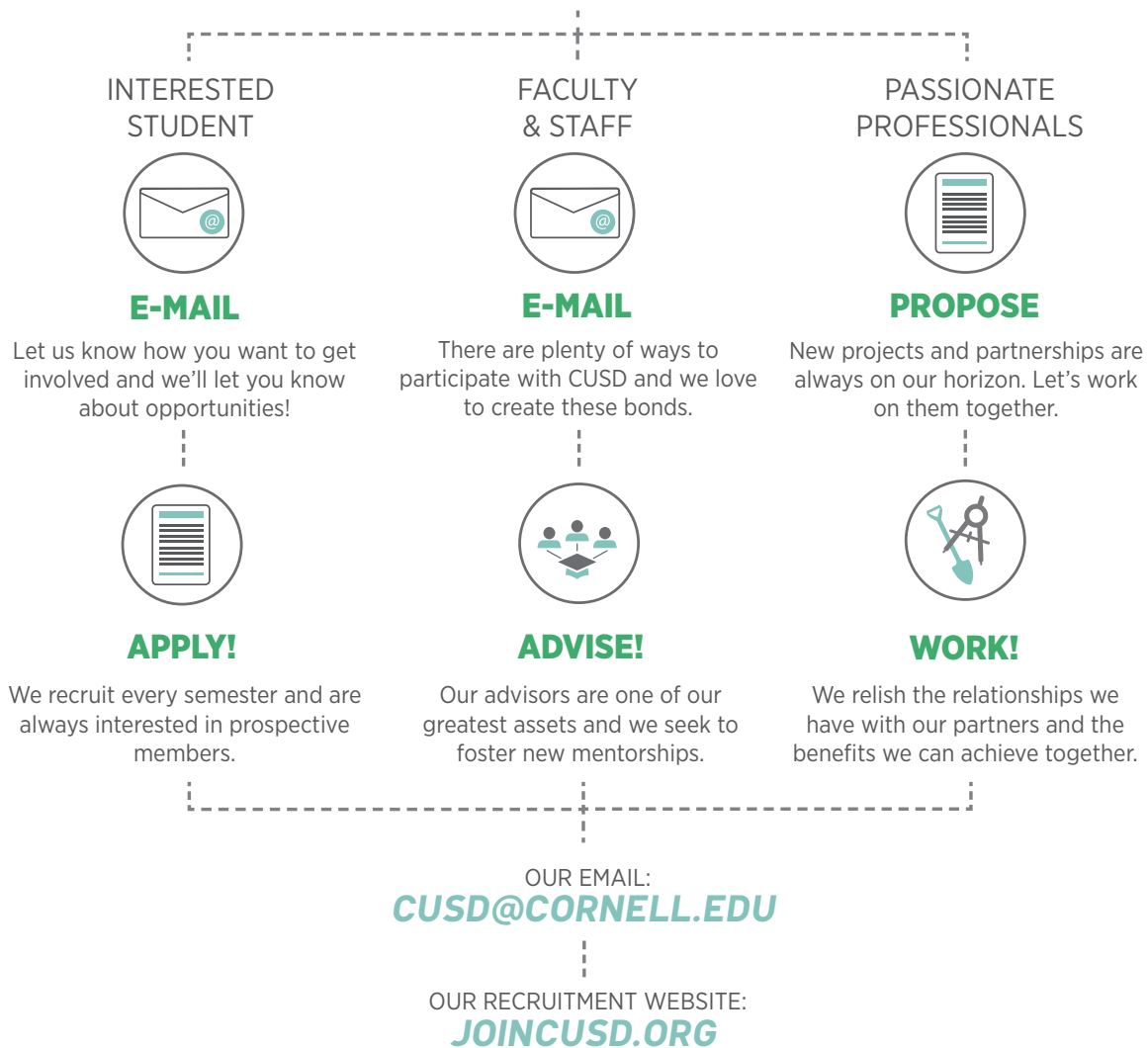
- Design for specific contexts and scales, high tech when necessary, but low tech when appropriate
- Consider the resiliency and long-term life-cycle of the technology, especially in terms of maintenance
- Find ways to push the existing boundaries of sustainable technology
- Locate intersections of three concepts to arrive at efficient solutions

# IMPACT

# EVERYONE IS A PARTNER.

Cornell University Sustainable Design is only successful with the help of our partners, collaborators, and extensive network of supporters. From within the university and without, stakeholders and partners are essential players in CUSD's development, design and implementation processes.

## HOW TO GET INVOLVED



[cusc.d.cornell.edu](http://cusc.d.cornell.edu)



[cusc.sustainable.design](https://cusc.sustainable.design)



[/CUSustainableDesign](https://www.facebook.com/CUSustainableDesign)



[@CUSD](https://twitter.com/CUSD)



[cu.sustainable.design](https://www.cu.sustainable.design)

# CONNECT