



Dr. Francisco J. Lozano G, de l'Université de Monterrey, fait partie des pionniers au Mexique à s'être lancé dans des programmes d'intégration de développement durable dans l'enseignement Supérieur.

CAMPUS RESPONSABLES: Who are you Dr. Francisco J. Lozano G?

Sustainable Campus Programme Co-ordinator for Monterrey Campus.
Adviser to Academic Vice-President in Sustainable Development incorporation within the new 2007 curricula for the whole 33 campuses in ITESM system.

CAMPUS RESPONSABLES: Can you present your initiative "Campus sostenible"? (history, actions, goals ?...)

Some sustainability activities were carried out from 1992 onwards.
Sustainable Development (SD) was mentioned in our 2005 Mission (that was announced in 1995).
We are a private higher education institution, counting nowadays with 33 campuses throughout Mexico.
The Monterrey Campus (the founding one) started an integral and holistic approach towards SD in 2001. The Campus President started the initiative (that was called Programa de Campus Sostenible [PCS] in Spanish or Sustainable Campus Programme [SCP] in English) having 6 main issues to address

- 1) Weave SD concepts, as the "Golden Thread," throughout courses and curricula
- 2) Build and Operate the physical facilities, based upon SD criteria



- 3) Ensure that SD is incorporated, as the contextual framework, for disciplinary and multidisciplinary research
- 4) Co-ordinate and integrate SD into Tec's Societal Outreach
- 5) Prepare and disseminate, internally and externally, regular reports of Tec's SD, plans, programs and progress
- 6) Support, plan and hold "High Level Conferences" on SD and Conservation

Our Mission is as follows:

Sustainable Campus Program fosters to increase the capacity and commitment of Monterrey Tec's academic community to effectively develop and empower "Sustainable Development Change Agents" who will be aware of Mexico's and the World's social, economic and environmental needs and who will become actively engaged in helping society make the transition to ecologically, environmentally and ethically sustainable patterns for the short and long terms.

Operational data for Physical Plant can be found in:

<http://campus-sostenible.mty.itesm.mx/ingles/operacion/index.html>

there we report energy use, water use, recycling and garden and landscaping.

We have made our resource use more efficient throughout these years, now we have reached a point where a new strategy has to be generated to go further.

We have provided courses on SD for our Faculty in our effort to do capacity building.

With the new 2015 Vision and Mission more momentum is gathering for SD in the 33 campuses. A planned and structured effort is being carried out to mandatorily infuse SD in at least 6 courses for the new curricula. These has to be assessed and monitored.

Among other activities we hosted EMSU 2004:

<http://campus-sostenible.mty.itesm.mx/EMSUIII/index.html>

And we participate in EESD 2004 and 2006 conferences (Engineering Education for Sustainable Development).



CAMPUS RESPONSABLES: What is the general situation in Mexican Universities today about sustainability?

Some of them are starting to pay notice to SD. As an example Universidad de San Luis Potosi is committed. Also Universidad de Sonora. But I am afraid I do not have up to date information on this issue.

CAMPUS RESPONSABLES : According to you, why is it important to implement sustainable development policy within universities specifically? What can be their role?

We educate the future decision makers in businesses, government (municipal, state or federal), also our graduates might be entrepreneurs, as well as working for NGO's. Hence it is really important and relevant that they do have SD as context, because whenever we make a decision it has consequences in the future, and that might impact, positive or negative, the future generations, as well as planet Earth.

CAMPUS RESPONSABLES: From what you observe, can you tell us what works the best in universities concerning sustainable development practices and what is more difficult to implement? Can you tell us the key factors for success to implement an efficient sustainable development policy within a Campus?

I consider that implementing eco-efficiency measures in the use of resources is a rather easy way to do.

Of course you need commitment from top management in the institutions, but rewards are easy to assess when electricity bills go down. It has to be done with capacity building for all those involved: workers, janitorial personnel, management, etc.

The most difficult issue is infusing SD in courses and curricula. For this you need top management commitment, as well as faculty members who are convinced and can act as "champions" in promoting sustainability. Also a well structured capacity building programme for faculty (you can not teach what you don't know), they need to have literacy in SD, as well as a change in personal values. But you need also to evaluate if progress has occurred, for faculty members and their courses, but also for students, their knowledge and sensibility towards SD when they start their careers and at the end, when they graduate. Have they changed? In what ways have they done so? etc.



CAMPUS RESPONSABLES: Some of French Business School and universities are reluctant to involve themselves into a sustainable development policy. What can you tell them to convince them?

It would be suicidal for higher education institutions not to address sustainability issues. We can not continue denying our responsibility in the inappropriate use of natural resources and their environmental and social influence. The United Nations are addressing the issue, also UNESCO.

But most convincing is that businesses are addressing SD. The World Business Council for Sustainable Development (WBCSD) has 195 international businesses that support sustainability. We have to listen when L'Oreal, Gaz de France, Michelin, Lafarge, Renault, EDF are members of WBCSD, just to pump up French pride. But it is not only those French businesses, we have BASF, Deutsche Bank, adidas, Allianz, ABN AMRO bank, Unilever, Toyota, etc.

Let us remember that our graduates will be working in some of the international businesses, and some of them are already talking of SD.