



Sustainability Strategic Plan 2025–2030

1. Executive Summary

The Institute of Business Management (IoBM) is committed to integrating sustainability into its academic mission, campus operations, governance systems, and community engagement activities. This Sustainability Strategic Plan 2025–2030 establishes a roadmap to strengthen IoBM's contribution to environmental stewardship, social responsibility, and economic resilience while supporting the United Nations Sustainable Development Goals (SDGs).

The Plan outlines institutional priorities, measurable targets, implementation mechanisms, and performance indicators to guide sustainability efforts over the next five years.

2. Vision

To become Pakistan's leading sustainable university and a recognized regional model for sustainability in higher education.

3. Mission

To embed sustainability principles into teaching, research, operations, governance, and community engagement in order to create positive environmental, social, and economic impact.

4. Strategic Pillars

Pillar 1: Sustainable Campus Operations

Objective

Reduce the environmental footprint of campus operations.

Strategic Initiatives

- Expand renewable energy generation.
- Improve energy efficiency.
- Enhance water conservation.
- Reduce waste generation.
- Improve recycling and resource recovery.
- Increase campus biodiversity.

2030 Targets

- Generate at least 40% of campus electricity through renewable sources.
- Reduce electricity consumption per capita by 20%.
- 50% of campus waste to be recycled or used in composting
- Reduce single-use plastic consumption by 80%.
- Increase campus green coverage by 20%.
- Reduce potable water consumption by 25%.

Pillar 2: Climate Action and Carbon Management

Objective

Reduce greenhouse gas emissions and improve climate resilience.

Strategic Initiatives

- Establish annual carbon footprint assessment.
- Promote low-carbon transportation.
- Increase carbon sequestration through green infrastructure.
- Encourage sustainable travel practices.

2030 Targets

- Reduce campus carbon emissions by 30% from baseline.
- Install electric vehicle charging infrastructure.
- Increase non-motorized transportation participation by 25%.

Pillar 3: Sustainable Education

Objective

Embed sustainability across academic programs.

Strategic Initiatives

- Integrate SDGs into curricula.
- Develop sustainability-focused courses.
- Promote interdisciplinary sustainability learning.
- Encourage project-based sustainability education.

2030 Targets

- Ensure every degree program incorporates sustainability-related learning outcomes.
- Increase sustainability-related courses by 50%.

- Introduce at least one university-wide sustainability elective.

Pillar 4: Research and Innovation

Objective

Advance knowledge and innovation for sustainable development.

Strategic Initiatives

- Establish sustainability research grants.
- Support faculty research on sustainability challenges.
- Promote interdisciplinary research collaborations.
- Encourage student-led innovation.

2030 Targets

- Create a Sustainability Research Fund.
- Increase sustainability-related publications by 15%.
- Support at least 10 sustainability-focused research projects annually.
- Establish an annual Sustainability Innovation Challenge.

Pillar 5: Community Engagement

Objective

Create positive impact beyond the campus.

Strategic Initiatives

- Conduct sustainability awareness campaigns.
- Partner with the government, NGOs, and industry.
- Support community sustainability projects.
- Encourage student volunteerism.

2030 Targets

- Organize at least 20 sustainability-related community activities annually.
- Establish five strategic sustainability partnerships.
- Involve at least 1,000 students annually in sustainability initiatives.

Pillar 6: Sustainable Transportation

Objective

Promote safer and more sustainable mobility.

Strategic Initiatives

- Improve pedestrian infrastructure.
- Promote carpooling.
- Introduce electric mobility solutions.
- Enhance public transportation access.

2030 Targets

- Construct a campus-wide shaded pedestrian network.
- Install bicycle parking facilities across campus.
- Introduce electric campus transport vehicles.
- Reduce single-occupancy vehicle use by 15%.

Pillar 7: Governance and Culture

Objective

Embed sustainability into institutional decision-making.

Strategic Initiatives

- Establish a Sustainability Council.
- Create a Sustainability Office.
- Publish annual sustainability reports.
- Integrate sustainability into institutional planning.

2030 Targets

- Sustainability Office operational by 2027.
- Annual sustainability report published every year.
- Sustainability performance indicators included in institutional planning.
- Dedicated sustainability budget established.

5. Alignment with United Nations SDGs

IoBM's sustainability initiatives shall contribute primarily to:

- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 6: Clean Water and Sanitation
- SDG 7: Affordable and Clean Energy
- SDG 9: Industry, Innovation and Infrastructure
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 15: Life on Land
- SDG 17: Partnerships for the Goals

6. Key Performance Indicators

The Sustainability Office shall monitor and report annually on:

- Electricity consumption
- Renewable energy generation
- Carbon emissions
- Water consumption
- Waste generation
- Recycling rates
- Green space coverage
- Sustainability-related courses
- Sustainability research output
- Community engagement activities
- GreenMetric performance indicators

7. Monitoring and Evaluation

Progress shall be reviewed annually by the Sustainability Council.

A comprehensive review of the Strategic Plan shall be conducted in 2030 to inform the next planning cycle.

8. Implementation Framework

President's Office

Strategic oversight and institutional commitment.

Sustainability Council

Governance and monitoring.

Sustainability Office

Coordination and implementation.

Academic Departments

Teaching, research, and student engagement.

Facilities Management

Campus operations and infrastructure.

Students and Student Organizations

Participation, advocacy, and innovation.

9. Approval

Approved By:  _____

President, Institute of Business Management

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Effective Period: 2025–2030

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