

## **A Sustainable University: What Can Be the Matter?**

Luis Eduardo Velázquez Contreras  
Engineering College  
University of Sonora (México)  
[Luis\\_Velazquez@industrial.uson.mx](mailto:Luis_Velazquez@industrial.uson.mx)

### **ABSTRACT**

This presentation will present a comprehensive managerial model of a sustainable university created with empirical data collected from eighty higher education institutions around the world. The sustainable university model offers a clear perspective about how people responsible for sustainability initiatives get from their initial momentum to advanced steps in the process to become a sustainable university. It should assist universities to improve the effectiveness of their potential or current sustainability initiatives through the identification of strategies, opportunities, and institutional barriers in universities.

This worldwide model depicts a highly structured framework that is composite by four phases in a strategic management process. In these phases, four diverging strategies, and more than seventy common practices undertaken by key players of sustainability initiatives are analyzed in order to generate initial meaningful insights for exploring by people responsible for sustainability initiatives in higher education institutions

A comparison between the different approaches to sustainability between the American and European universities is also analyzed. Finally, findings in this research challenge some of the theoretical concepts that have taken place.