

# Integrating the sustainability tracking, assessment and rating system (STARS) into the campus master planning process

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**ABSTRACT:** Campus Master Planning is an ideal time to holistically integrate sustainability strategies into institutional development priorities. However, many obstacles exist that prevent successful integration. This Innovation Incubator is developing an interactive activity to for use during meetings with Campus Master Planning Committees to raise awareness and generate ideas to improve campus sustainability. The activity will be engaging, accessible for people with varying levels of sustainability awareness, and provide value to campus planning outcomes. Research includes interviews with planners and higher education staff, analysis of AASHE's STARS, and testing game play to develop an engaging and productive activity.