

Working towards a more ethical
information community:

ASCE, the SDGs, and CCKC

Dana M Compton | Managing Director & Publisher | ASCE Publications
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The ASCE Sustainability Roadmap

Sustainability is a strategic issue confronting practicing civil engineers

Its integration into professional practice is required to address changing environmental, social, and economic conditions ethically and responsibly

ASCE has outlined a roadmap to transform the profession





01

Three small white dots

Sustainable project development

Do the right project

02

Three small white dots

Standards & protocols

Do the project right



03

Three small white dots

Building capacity

Expand technical capacity

04

Three small white dots

Communicate & advocate

Making the case





Priority 4

Communicate and advocate

Transforming the civil engineering profession and delivery of sustainable infrastructure requires communication with **all** stakeholders and **advocacy** to promote acceptance and adoption. This significant transformation of the civil engineering profession requires communicating the reasons for change with members, **the public**, and all stakeholders. The end goal is a **membership and public** that demand environmentally, economically, and socially sustainable infrastructure that meets the needs of human welfare equitably and enables healthy thriving communities.

ASCE Publications Strategy



Sustainability • • •

ASCE Publications is a leading publisher of sustainability content in civil engineering

• • • Accessibility

Make technical content accessible to non-traditional audiences

ASCE Publications Strategy



Challenges ● ● ●

- ❖ Enormous volume of content
- ❖ Curation
- ❖ “Translation” resources
- ❖ Audience reach

CLIMATE CHANGE KNOWLEDGE COOPERATIVE: Media campaign and public engagement showcase



“A major new collaborative initiative to help broaden the discovery and understanding of climate change research—and accelerate its application towards a sustainable future.”



Leveraging the showcase and audience building capabilities of Kudos Pro



Interpretive text, visual and video summaries of complex research

SPONSORS:



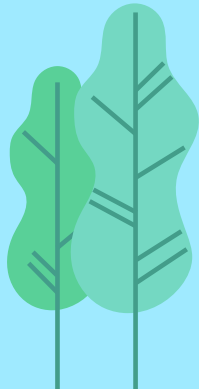






Content + campaign to maximize:

- ❖ Reach
- ❖ Readership
- ❖ Recognition





Welcome to our Climate Change Showcase

Explore a selection of ASCE research relating to climate change and global warming, explained in plain language by professional science writers.



Publication

Built for Change: Combating climate change with smart sustainable...

Journal of Architectural Engineering

Our planet is experiencing massive changes in weather and temperature, owing to climate change. The housing sector is especially vulnerable to this phenomenon due to the new weather and temperature changes that it...



Publication

Climate change creates new risks to dam safety

Journal of Water Resources Planning and Manage...

A 'risk assessment' is the process of looking at what could go wrong in a workplace or building. This study...



Publication

Training our engineers to reduce environmental impact

Journal of Civil Engineering Education

These scientists did a survey of civil engineering



Publication

Considering climate change in a new framework to evaluate structural aging

ASCE-ASME Journal of Risk and Uncertainty in Engi...

Civil infrastructure ages with time, deteriorating due to



Publication

Considering climate change to develop safer infrastructure

Journal of Hydrologic Engineering

While designing certain high-risk structures (like

Why participate?

- ❖ Expand reach to broader audiences in plain, accessible language
- ❖ Press/publicity beyond academia
- ❖ At an accessible price point due to economies of scale

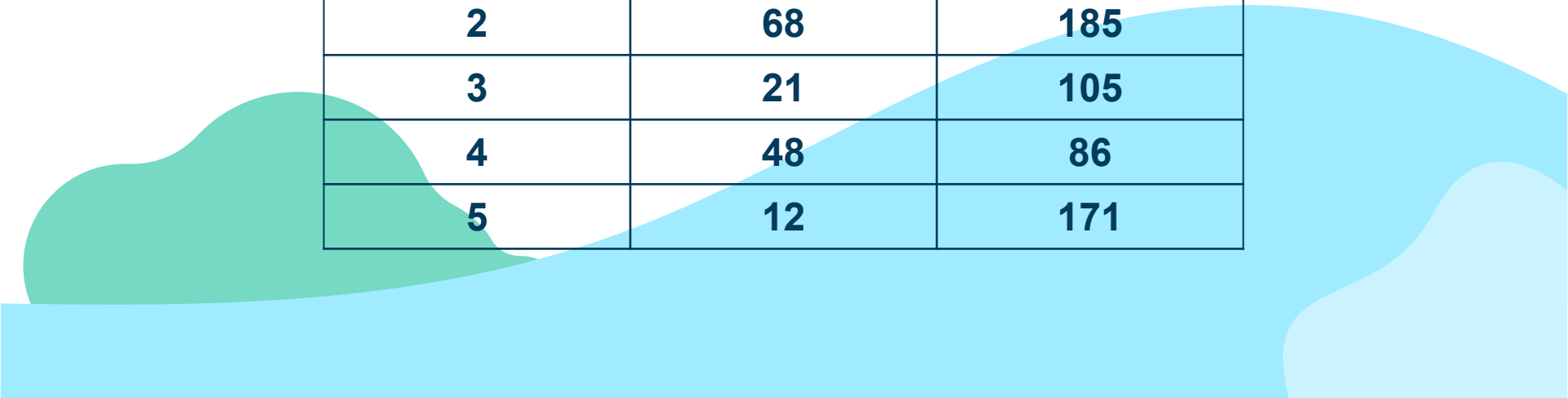




Usage



Article	1 st mo post-ePub	1 st mo post-CCKC
1	31	132
2	68	185
3	21	105
4	48	86
5	12	171





Looking Ahead

Expand CCKC

- ❖ Currently 5 articles with summaries
- ❖ Additional 15 to come with summaries, plus some with video or infographic

SDGs?

- ❖ In process of creating curated collections for 5 SDGs
- ❖ Aim to add similar layer of accessibility

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik** and illustrations by **Stories**

Thank you!



Questions?

Dana Compton
dcompton@asce.org

@danamcompton



www.linkedin.com/in/dana-compton

