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The role of higher-education institutions is to continuously adapt to the challenges that the world presents. Universidad San Francisco de Quito-USFQ was founded 25 years ago out of need for Liberal Arts education that would break away from traditional technically based programs, which in turn would strengthen and create value for the community in Ecuador. Subsequently, USFQ confronted the challenge of giving students the knowledge to fuel freedom.

Today USFQ faces a different reality. How does an economy grow sustainably in order to protect both economic interests and short-term needs of individuals, with a long-term strategy to protect the world we live in?

In order to face this challenge, the university must look back to what it stands for, starting from its foundation 25 years ago. USFQ stands for freedom, knowledge and community enhancement. Because university models people's behaviors, USFQ wants to embrace the opportunity to be a living sustainable laboratory and help foster sustainable behavior on young-adults, who in the short-term future will be leaders in our communities.

This is USFQ's first sustainability report, the baseline year that will set the stage for future progress. This is a written acknowledgement of USFQ's willingness to act.

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