



Green Gown  
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# Finalist's case study

## Manchester Metropolitan University Sustainability Reporting

### About the project

#### Summary

Telling our stakeholders about the journey we take to achieve our sustainability goals is incredibly important to us. It helps us articulate our performance, vision and strategy, and is a great way of engaging our stakeholders.

We have transformed our approach toward sustainability reporting over a number of years, and have worked hard to communicate complex data effectively - to share our performance and achievements with our staff, students, and the rest of the Higher Education (HE) sector. 86% of Manchester Met students now think that we are an environmentally sustainable University.

We take a performance-based approach, and tell our audience about the good as well as the bad. We see Sustainability reporting as vital in achieving a sustainable HE sector- nationally and internationally. It enhances accountability for our impacts, and helps to drive progress in the sector.

#### Project partners

We have worked with partners across Manchester Met, and with a communications agency, Creative Concern to develop the report.

### The results

#### The problem

Providing relevant information in the right quantity and that tells the right story can be challenging.

#### The approach

Take a participatory approach when developing a sustainability report- gather interesting information from a wide range of stakeholders and engage colleagues who have the skillsets needed to contribute towards a quality report.

#### Our goals

To produce top quality report that communicates our progress to our communities and stakeholders.



**Manchester  
Metropolitan  
University**

#### Profile

- Higher Education
- 37,000 students (includes full and part time students)
- 3,600 staff
- Urban

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## Obstacles and solutions

Low participation	Try not to work in isolation- it is vital to engage a range of colleagues who can bring the right skillset to the project from start to finish! – <ul style="list-style-type: none"> <li>- Get the figures right! (Engage a data analyst)</li> <li>- Tell the story in the right way! (Engage a writer or copy writer)</li> <li>- Use interesting and effective graphics (Engage graphic designers)</li> </ul>
Don't overload audiences	It can be tempting to report a mass of information and data in a sustainability report. Be selective and chose information that supports and explains the story.

## Performance and results

We tell our sustainability story not just through an annual statement, but through a whole host of other means across the year. This has contributed to our reputation as an environmentally sustainable University. Communicating what we are doing on an on-going basis, and engaging our audiences has led to a growth in staff and student perception of Manchester Met as an environmentally sustainable University - 86% of students now think that we are.

## The future

### Lessons learned

Be transparent when reporting on progress towards achieving our targets- providing the full picture gives credibility to the report.

Involve as many skillsets as are required to produce a quality report.

### What has it meant to your institution to be a Green Gown Award finalist?

"We are incredibly proud to have been shortlisted for this award, especially since this is the first year that the sustainability-reporting category has been introduced.

We have transformed our approach toward sustainability and it underpins our new Strategic Framework. We are committed to engaging all members of the University, staff and students alike, in our approach, which aims to combine the best available technological solutions with driving the behavioural and cultural changes that are required to make a difference. We believe that education has a vital influencing role to play here."

*Professor Malcolm Press, Vice-Chancellor, Manchester Metropolitan University*

### Further information

Manchester Metropolitan University

[www.mmu.ac.uk/environment](http://www.mmu.ac.uk/environment)

Twitter: [@mmuenvironment](https://twitter.com/mmuenvironment)

Email: [environment@mmu.ac.uk](mailto:environment@mmu.ac.uk)

Sign-up to the Manchester Met Let's make a sustainable planet newsfeed- <http://www.mmu.ac.uk/lmsp-sign-up>