



Green Gown Awards 2016



Dissemination supported by:



# Finalist's case study

## De Montfort University Sustainability Reporting City, Campus, Community – sustainability reporting at DMU

### About the project

#### Summary

The project provided a reporting framework to make details of the university's sustainability performance accessible to all stakeholders

#### Project partners

The approach to reporting sustainability activities was developed in-house. A range of different stakeholders within the university provided the data for the reports and the layout and design of the reports was completed the university's in-house Marketing team.

### The results

#### The problem

The University has always taken 'a real world' approach to developing sustainability through its teaching, research and estate management and this extends to its sustainability reporting. There is often a wealth of information available about sustainability and the university's sustainability reporting has always aimed to be transparent, engaging and stimulating to all stakeholders including senior management, academics, professional services, students and visitors.

#### The approach

Annual environmental reports had been produced for a number of years at De Montfort University (DMU) and reported to its senior management and Sustainable Development Task Force. With the reporting process in place it was decided that the information and data needed to be more accessible to stakeholders at the university so a public facing report was developed to communicate the university's sustainability performance. This approach mirrored the university's approach to being open and accountable to its stakeholders.

#### Our goals

The university's goal was to produce a reporting framework and process that enabled all stakeholders to access information and data on the institutions progress on embedding sustainability within the management of its estates and within the taught curriculum.

#### Obstacles and solutions

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|---|--|
| <ul style="list-style-type: none"> <li>Time scales required to produce public facing reports</li> </ul> | <ul style="list-style-type: none"> <li>Ensure that relevant timescales are discussed with all parties involved in the production of reports and build</li> </ul> |
|---|--|



**DE MONTFORT UNIVERSITY**  
LEICESTER

#### Profile

- Higher Education
- 20,000 students (includes full and part time students)
- 2500 staff
- Urban

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	these into your reporting framework
<ul style="list-style-type: none"> <li>A wealth of information is available on sustainability performance. How do you communicate these effectively?</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that the reporting format is engaging to all your stakeholders. Ensure the information is presented in a clear and understandable way. Provide the raw data to back up your graphics in the reports</li> </ul>
<ul style="list-style-type: none"> <li>How can the reporting be made accessible to all stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Provide public facing reports which are accessible to all stakeholders and promote their existence through social media channels etc.</li> </ul>

## Performance and results

The reporting has provided all stakeholders with the opportunity to access information and raw data on the university's sustainability and environmental performance.

## The future

### Lessons learned

- 1 - Your reporting needs to be tailored to your audience**
- 2 - Make your reporting visually appealing where you can**
- 3 - Engage others in helping to produce your public facing reports as they will have a wealth of experience which you can draw upon.**

## Sharing your project

The organisation's sustainability reports have been tailored to the audiences in questions with detailed annual reports being presented to senior management and more engaging, visual reports being available to staff, students and visitors through the University's website. The sustainability reports clearly define the University's objectives and targets and their associated timescales. As well as progress reporting against these objectives and targets the University also provides details of the raw data as evidence of its sustainability performance and provides a clear process for contacting university staff for feedback.

Details of our approach and our reports are available through the DMU website.

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

The Green Gown Awards recognize those institutions which are at the forefront of sustainability within the HE sector. To be recognized within this group of institutions reflects the university's commitment to sustainability and engaging with its staff and students in this important area.

## Further information

Facebook: [www.facebook.com/sustainableDMU](http://www.facebook.com/sustainableDMU)

Twitter: [www.twitter.com/sustainableDMU](http://www.twitter.com/sustainableDMU)

Web: [www.dmu.ac.uk/sustainability](http://www.dmu.ac.uk/sustainability)

Instagram: [www.instagram.com/sustainableDMU](http://www.instagram.com/sustainableDMU)