



Green Gown Awards 2016



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Finalist's case study

University of London Sustainability Reporting Sustainability Report

About the project

Summary

The University of London Sustainability Report has been designed to be engaging, easy to read, navigate and very quickly and effectively get the key elements of the University's sustainability performance across to the reader.

Project partners

No third parties involved

The results

The problem

Long, boring sustainability reports don't get anyone's attention.

The approach

For the past two years we have produced our sustainability reports on Prezi.

Our goals

To increase engagement and communicate sustainability quickly and effectively.

Obstacles and solutions

Keeping it short

As we wanted the report to be easy to follow, we keep things to the point

Performance and results

Our 2014 report was read over 500 times and the 2015 report has been read over 1,000 times and the number continues to grow. People have blogged, tweeted and shared the report leading to a much higher engagement with sustainability from our stakeholders than would be expected and enhanced reputation as result.

The future

Lessons learned

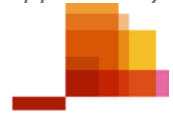
We are very excited with how the Sustainability reporting in Prezi is working for us and we would like to keep this up, as well as exploring other options to gain further engagement.



Profile

- Higher Education
- 170,000 students worldwide
- 17 Colleges and 9 Institutes
- Urban

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Sharing your project

The report has been blogged, tweeted and shared, leading to a much higher engagement than would be expected. Our number of views keeps going up.

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

We are very proud to be a finalist and hope that we can influence others as well.

Further information

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Prezi Report: http://prezi.com/v51zgfdxilu/?utm_campaign=share&utm_medium=copy&rc=ex0share