

Finalist's case study

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Section 1 About the project

Summary

The real question was 'how does one embed sustainability in the ethos of an institution? We achieved this through a whole range of initiatives, of which the major ones were: building the £3.5M Sustainability Hub, getting an Environmental Manager (which led to a whole range of energy, recycling and procurement developments), appointing Jonathon Porritt as Chancellor, and embedding sustainability in the curriculum.

Project partners

Too many to mention, both internally and externally but none formally in the 'project' as such.

Section 2 The results

The problem

How does one make a step change in an institution's commitment and achievements in sustainability?

The approach

Three key things: having a clear overarching vision (of 4 sustainability themes that reinforce and support each other); identifying easier projects at first to build up confidence; spotting the opportunities!

Our goals

To make Keele University one of the 'go to' universities as an exemplar for sustainability.

Obstacles and solutions

No physical 'centre'	Putting in a successful £3.5M HEFCE bid, and spotting a building to convert
Making sustainability a Uni priority	Choosing the right time to develop the agenda at executive level
Embedding it in the curriculum	Applying/getting a place on the Green Academy and using it to launch a plan
Student engagement	Making the time to engage with the students, and backing (most of!) their ideas



Profile

- HEI
- 10,000 students (includes full and part time students)
- 1636 staff (846 F/T, 790 P/T)
- Rural

Category supported by



Performance and results

Too many to summarize ... but crucially across all aspects of sustainability – energy, waste, procurement, community engagement, curriculum, travel, student engagement, biodiversity, links with business

Section 3 The future

Lessons learned

- You can make a big impact with lots of small projects
- But be ambitious ... worth also going for the big projects
- Look at for opportunities and be ready to grab them!

Sharing our project

We have shared many of the projects, locally, nationally and internationally ... from educational materials through student projects and leadership talks

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

It is so important for universities to get external recognition, and that is what being a finalist at the Green Gown Awards has done; the visibility, the external recognition, and the confirmation that we're doing (lots of) things right is a huge boost for everyone.

Further information

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