

# COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today

19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



Reframing sustainability as the key to  
institutional success

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# Background



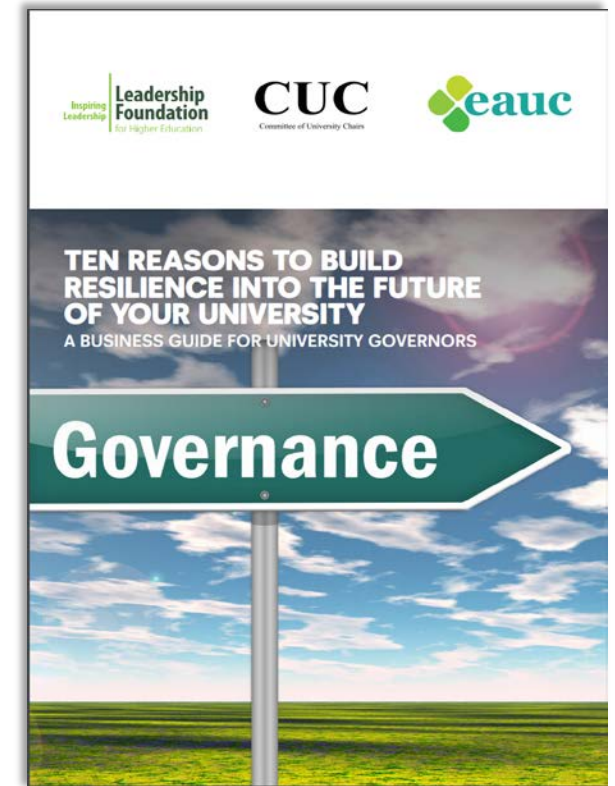
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- EAUC Strategy 2017-21
- Two projects to help influence and align
  - Sustainability Guide for University Governors
  - Business Case Toolkit

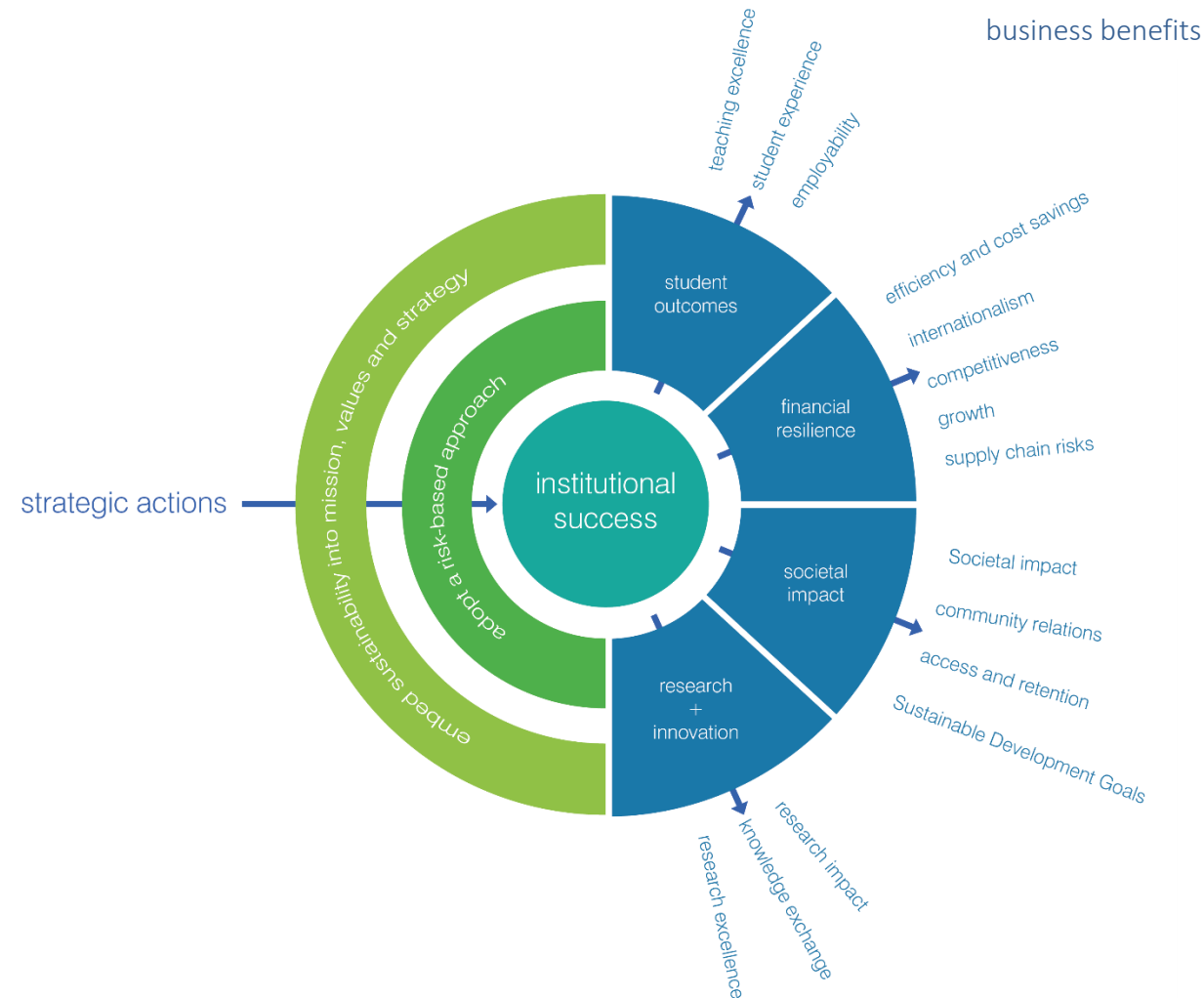


# Reframing sustainability



- Outlook of risk and uncertainty
- Further/higher education has to respond
- Sustainability is a key strategic solution
- Opportunity to provide leadership

# Reframing sustainability





# Building the strategic business case

What are the strategic priorities for your organisation?

Can sustainability help deliver these?

Can you evidence these claims?



How do specific initiatives benefit institutional priorities?

E.g. University of Edinburgh £1m investment in social enterprise



# Building the strategic business case

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- Focus on full value creation
- Use relevant evidence
- Core elements expected by senior managers
- Tailor messages to audience
- Communicate clearly and concisely

# Managing change



- Business case is one step in the process
- Necessary to manage in institutional culture and practice
- Various models can help (e.g. Kotter, Leith Sharp)
- Peer-to-peer learning is valuable, e.g.:

Understand  
the context

Engage with  
stakeholders

Be solution-  
orientated

Be pragmatic



# Panel discussion: Experiences and insights

- Jo Shields, Sustainability Manager, Loughborough University
- Louise Ellis, Director of Sustainability, University of Leeds
- Dave Gorman, Director of Sustainability, University of Edinburgh

Q: How have you gone about reframing sustainability in your institution and demonstrating its value in relation to strategic priorities?

Q: What are the top three lessons you would share with others?





# Group discussion: Barriers and enablers

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- What are the main **barriers** to making the strategic case for sustainability in your institution?
- What are the main **enablers**?
- What **language** do you use to frame sustainability?

# Call for case studies



- For use in the Governance Guide and/or Business Case Toolkit:
  - Examples that highlight institutional benefits of sustainability
  - Best practice business cases
  - Examples of successfully managing change on sustainability
- Please send suggestions to [charlotte.lee-woolf@ei.ed.ac.uk](mailto:charlotte.lee-woolf@ei.ed.ac.uk)



Contact: [charlotte.lee-woolf@ei.ed.ac.uk](mailto:charlotte.lee-woolf@ei.ed.ac.uk)

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# The SDG Accord

*The University and College Sector's Collective Response to the Global Goals*



*End extreme poverty, inequality and climate change*

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