The Green Office Model: Empowering students and changing institutions

13:00 – 13:15 Introduction and getting to know each other
13:15 – 13:45 Presentation and Q&A
13:45 – 14:45 Exercise
14:45 – 15:00 Closure

Workshop – 26.09.2017

DBU
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LEUPHANA
UNIVERSITÄT LÜNEBURG

rootAbility

The Green Office (GO) Model
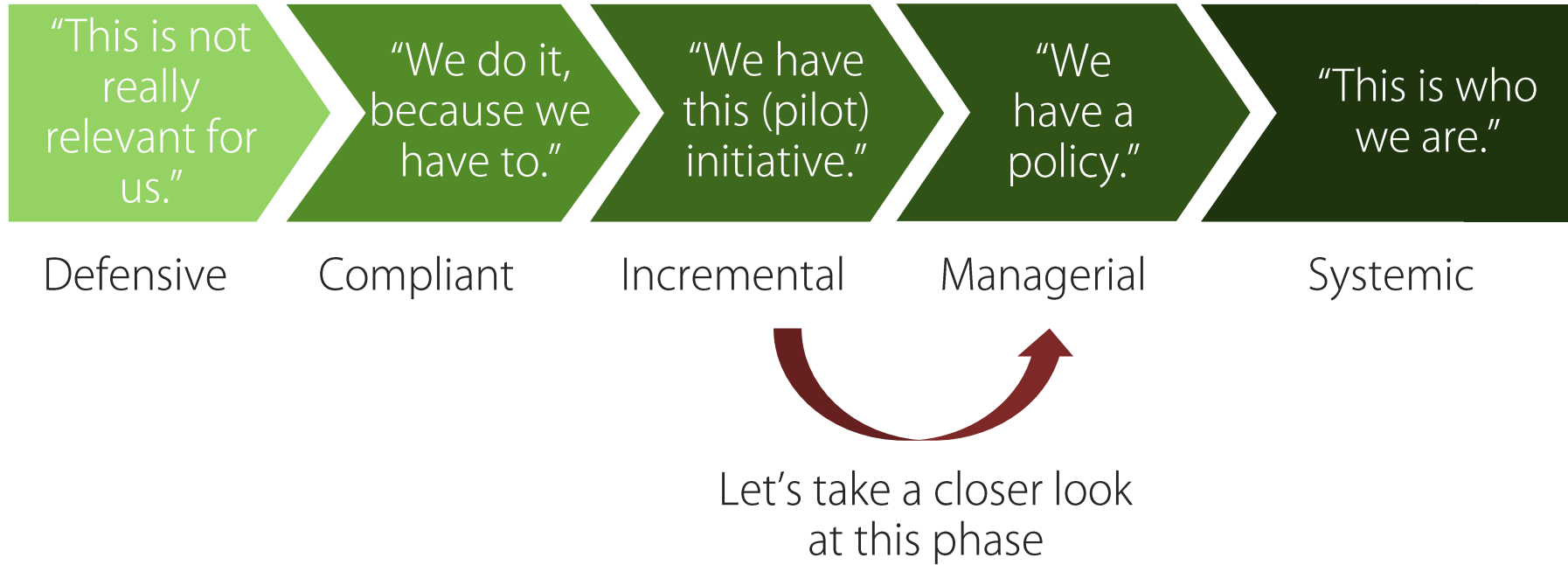
This presentation is based on three assumptions

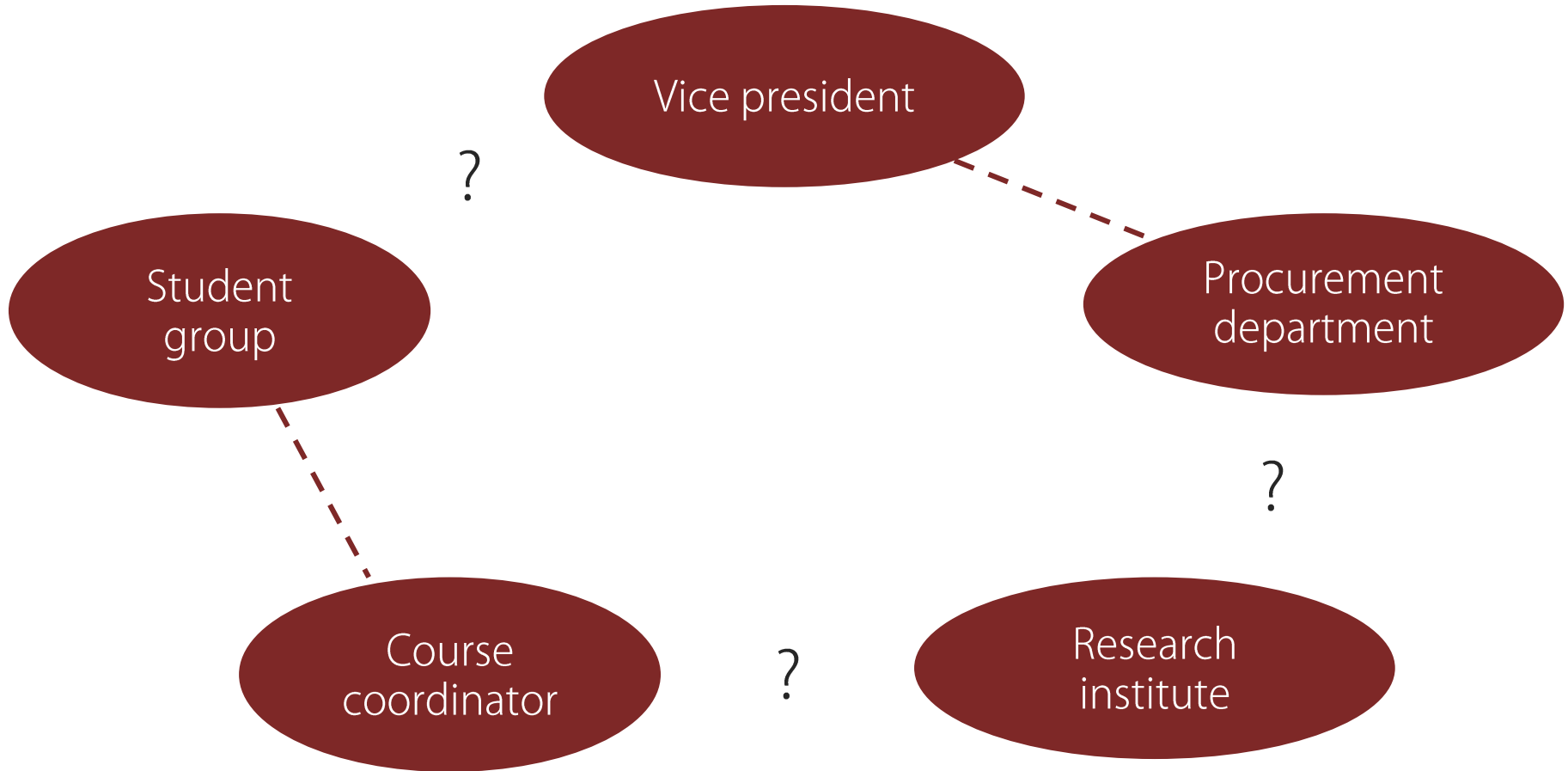✓ Sustainability matters

✓ Universities matter

✓ Students matters

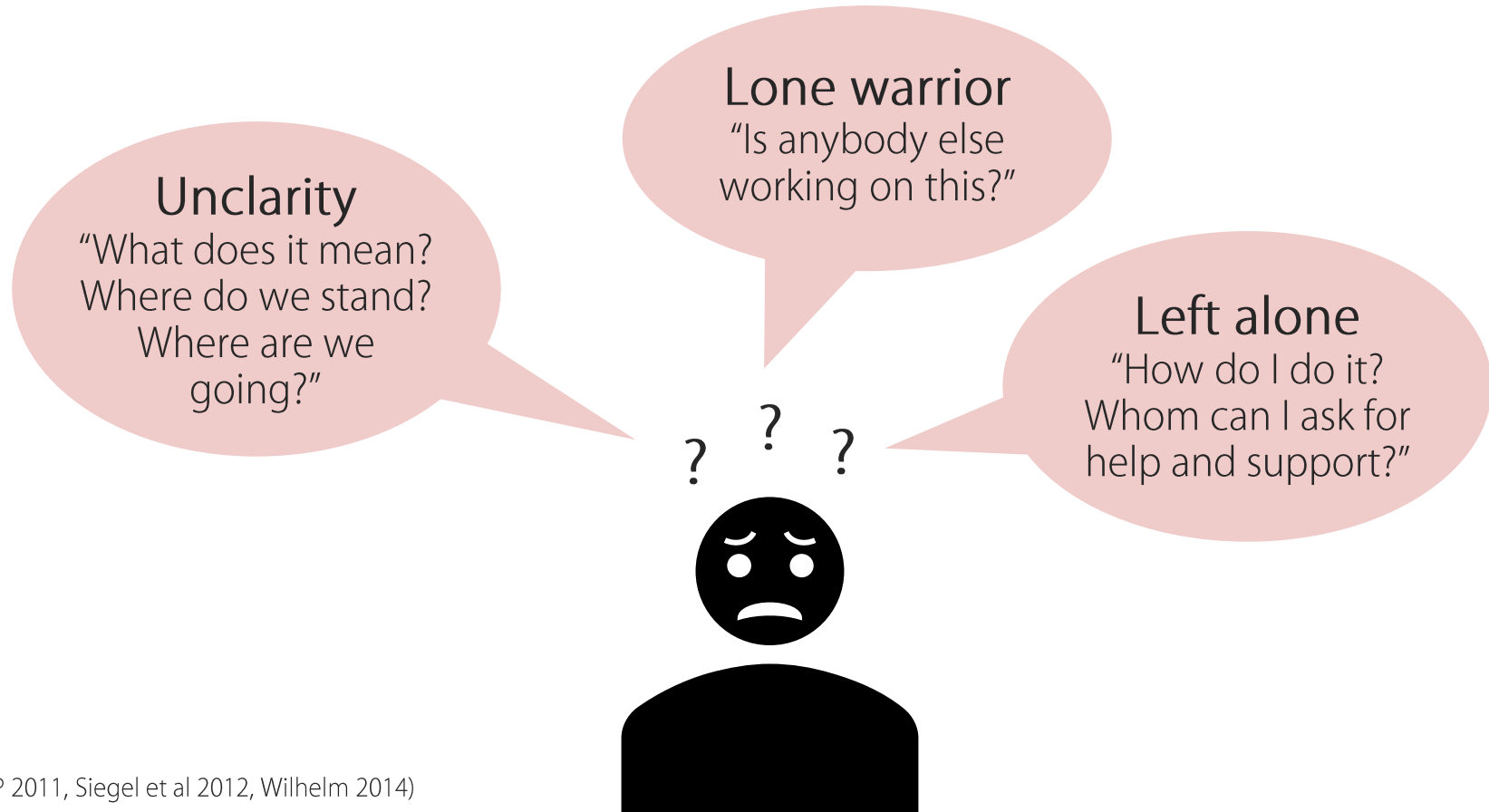# Your institution might be at different phases of the change process

"This is not really relevant for us."	"We do it, because we have to."	"We have this (pilot) initiative."	"We have a policy."	"This is who we are."
Defensive	Compliant	Incremental	Managerial	Systemic

Let's take a closer look at this phase

(Adapted from Zadek 2006 and Forum for the Future 2010)

Sustainability is often practiced in disconnected islands of activity

Disconnection prevents synergy effects for people to work together

Unclarity
"What does it mean? Where do we stand? Where are we going?"

Lone warrior
"Is anybody else working on this?"

Left alone
"How do I do it? Whom can I ask for help and support?"

(UNEP 2011, Siegel et al 2012, Wilhelm 2014)

A sustainability platform informs, connects and supports

Vice president

Student group

Procurement department

Sustainability platform

Course coordinator

Research institute
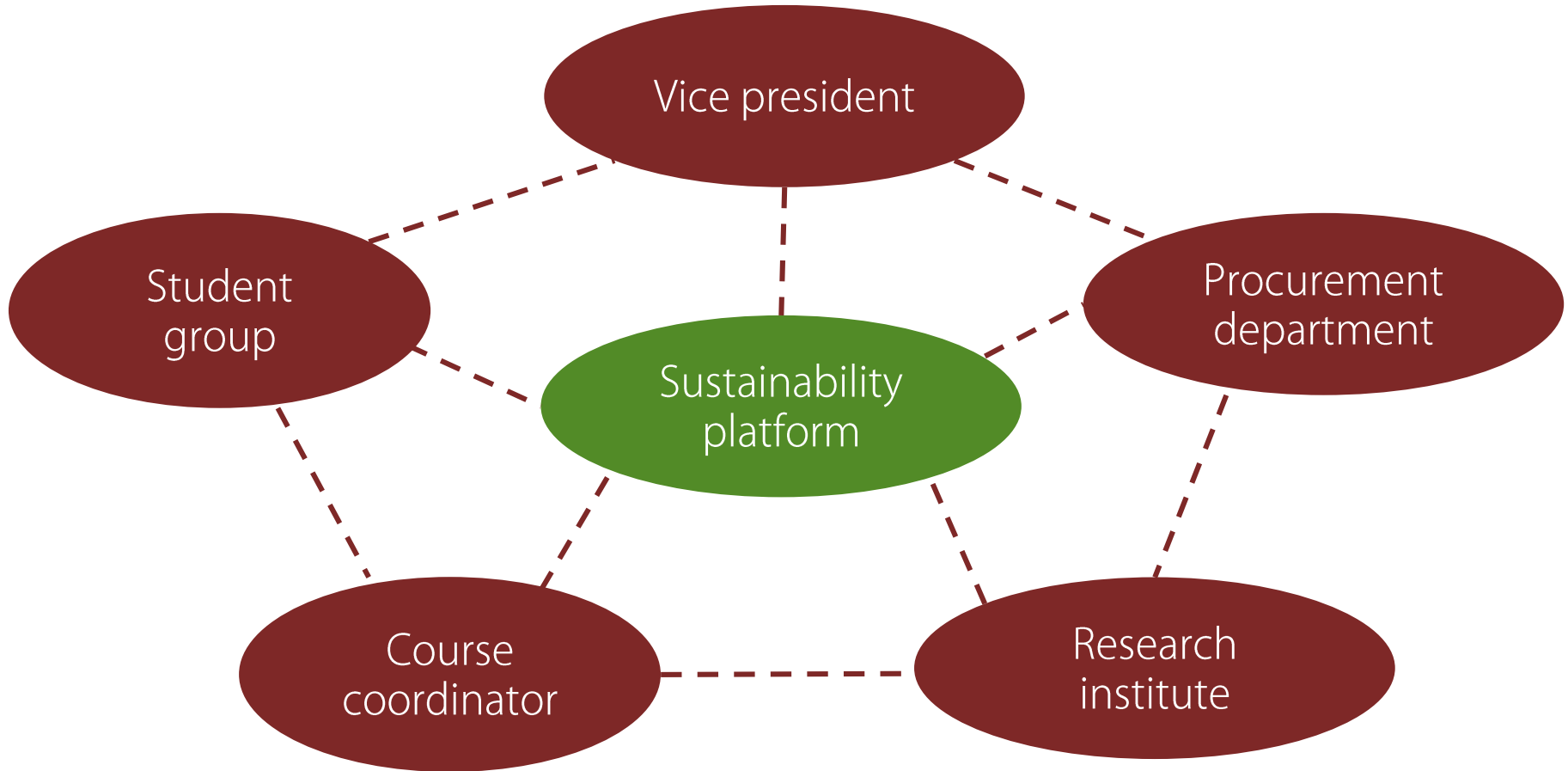
Our approach: Green Office Model

A sustainability hub that informs, connects and supports students, staff and academics to act on sustainability.

BOTTOM-UP
Led by students and staff to scale-up engagement

TOP-DOWN
Mandate, funding, legitimacy

OPEN-SOURCE
Adapt as suits your context

Green Office Movement

23 Universities
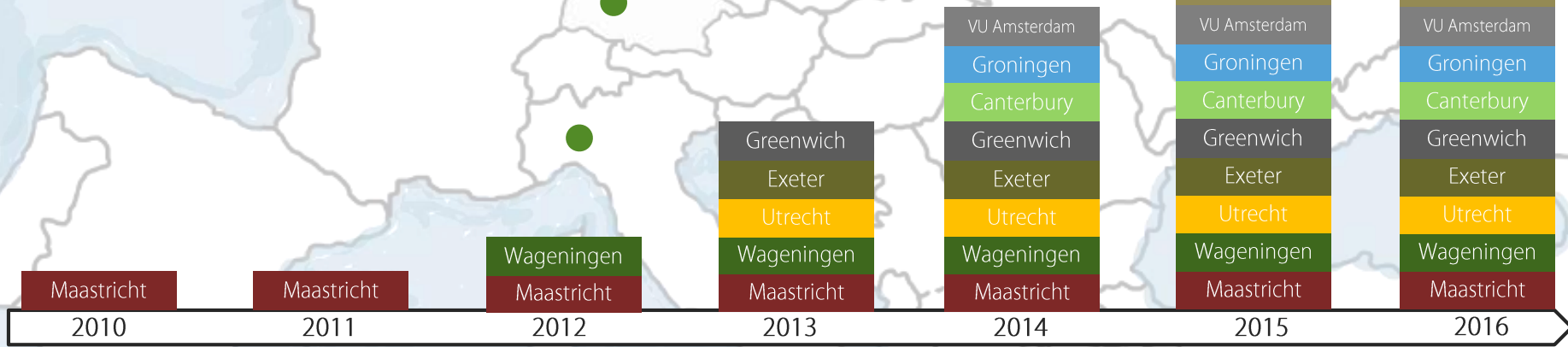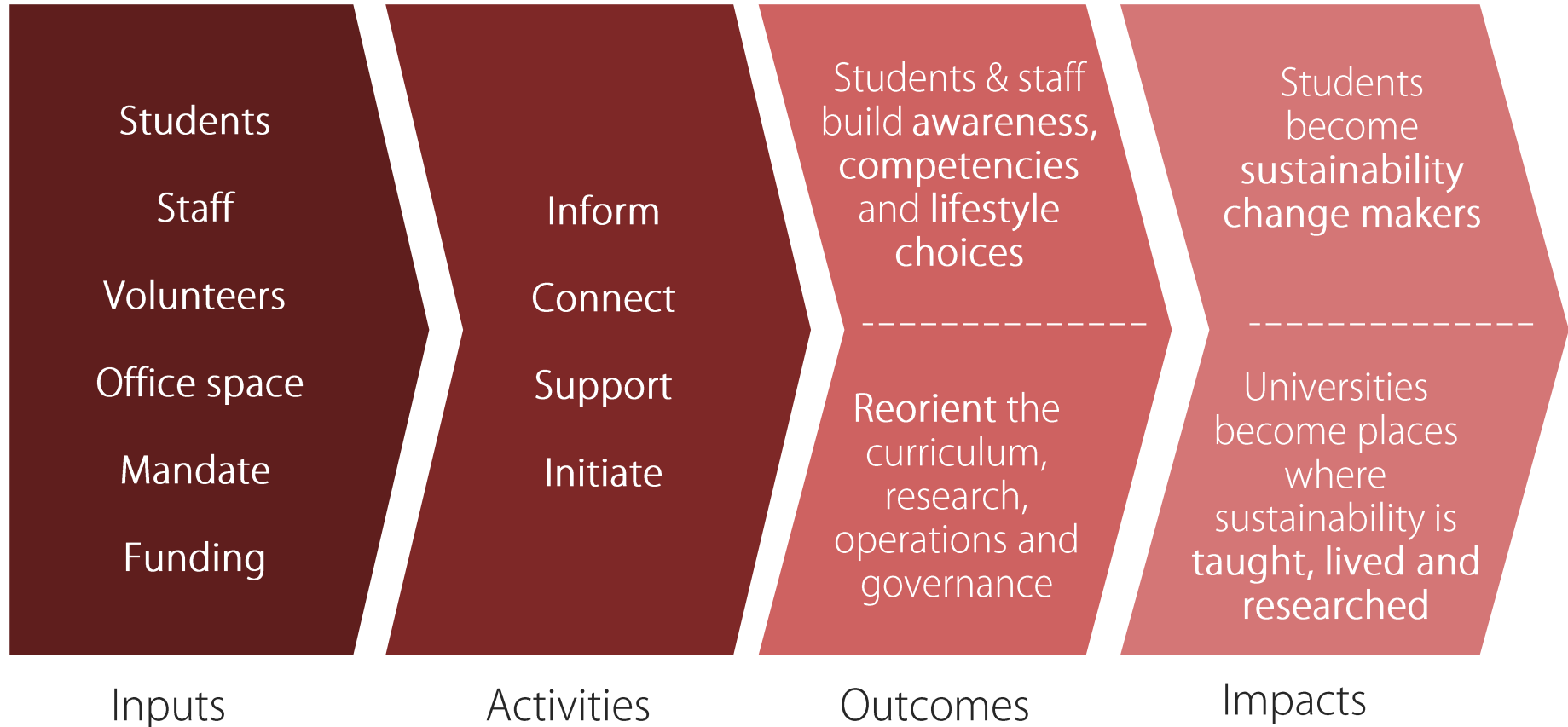**3 Unis of applied sciences**
1 Government organisation
1 College
1 Municipality

UNESCO-Japan Prize on Education
for Sustainable Development
Laureate 2015

2010	2011	2012	2013	2014	2015	2016
						Gothenburg
						Kaiserslautern
						Amsterdam UvA
						ULB
						HU Utrecht
					HU Utrecht	Turin
					Leiden	Leiden
					Magdeburg	Magdeburg
					Delft	Delft
					Hildesheim	Hildesheim
					VHL	VHL
					Eindhoven	Eindhoven
					Ghent	Ghent
					Konstanz	Konstanz
					HU Berlin	HU Berlin
					Rotterdam	Rotterdam
				VU Amsterdam	VU Amsterdam	VU Amsterdam
				Groningen	Groningen	Groningen
				Canterbury	Canterbury	Canterbury
			Greenwich	Greenwich	Greenwich	Greenwich
			Exeter	Exeter	Exeter	Exeter
			Utrecht	Utrecht	Utrecht	Utrecht
		Wageningen	Wageningen	Wageningen	Wageningen	Wageningen
Maastricht	Maastricht	Maastricht	Maastricht	Maastricht	Maastricht	Maastricht

A dedicated impact chain is the essence of the model

Inputs

Students

Staff

Volunteers

Office space

Mandate

Funding

Activities

Inform

Connect

Support

Initiate

Outcomes

Students & staff build **awareness**, **competencies** and **lifestyle choices**

Reorient the curriculum, research, operations and governance

Impacts

Students become **sustainability change makers**

Universities become places where sustainability is **taught, lived and researched**

Examples of organisational changes achieved

Education & research

- New sustainability **minor and honours** course for 50 students (VU Amsterdam)
- Accreditation of **online course** as new sustainability qualification (Konstanz)

Oper-ations & campus

- Increased recycling of **e-waste** +180% (Maastricht)
- Daily **vegan** meal options in cafeteria (Utrecht)
- **Fair Trade** University Accreditation (TU Eindhoven)

Policy & Assess-ment

- Sustainability integrated into university's **strategic plan** (Kaiserslautern)
- Sustainability vision, roadmap and policy (Maastricht)
- First official **sustainability report** (Magdeburg)

A GO informs, connects and supports students and staff to act

Inform

- Organised 20 **sustainability events** for 400 participants (Groningen)
- Co-created **sustainability week** with 8 student initiatives (Konstanz)

Connect

- 30 students developed **sustainable business cases** for 5 local organisations (Leiden)
- **Car-sharing platform** for students and staff (Hildesheim)

Support

- **Volunteering** programme for 60 students (VU Amsterdam)
- Funding and training for 40 students to run **40 events and long-term projects** (Exeter)

Inputs of the 'typical' Green Office

5 STUDENTS

(9 hrs paid & 5 hrs voluntary; 425 € / month)

ONE STAFF

(70% in core team, 30% staff contact)
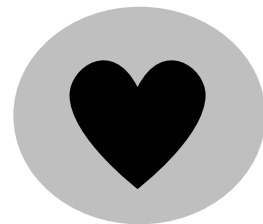
20 VOLUNTEERS

(50% of GOs work with volunteers)

OFFICE

(Permanent or shared / flexible)

MANDATE

(90% from Executive Board; 10% from commissions or Facility Service)
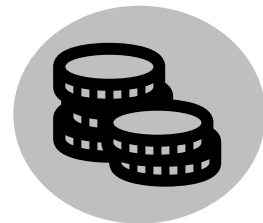
FUNDING

(60,000 € on average / year)

Case study: Green Office Utrecht University

- Organises large SusTasty food festival every year
- Hands out 2,000 EUR in annual project funding to student projects
- Lobbied to have vegan meals available every day
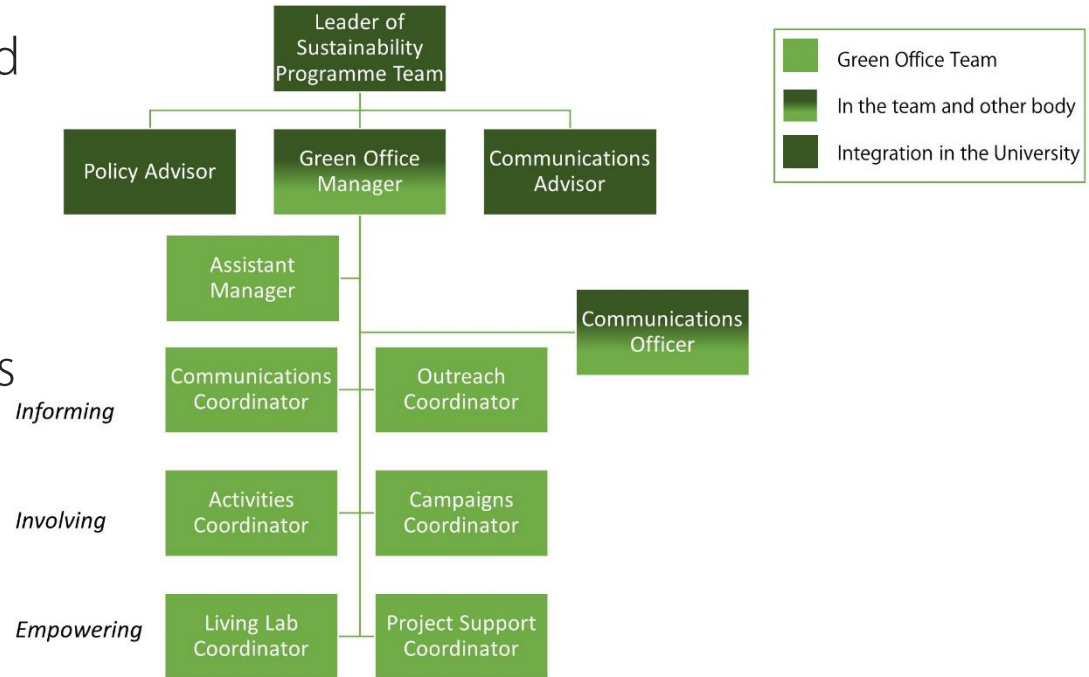
Case study: Green Office Universität Hildesheim

- Published an overview of existing sustainability initiatives
- Established a car sharing platform
- Developed Green Guide for students

Green Office Advisory Board

Faculty #4

Project Coordinator

Scientific Coordinator

Coordinator for Team Management, Volunteering and Networking

Education and Research Coordinator

Operations Coordinator

Community Coordinator

Communications Coordinator

Coordinator for Projects, Events and Knowledge Management

Green Office Team

Integration in the University

You should be aware of the following risks

Not being taken too seriously by the institution

GO used as reason not to take any other actions

Using GO as an easy target to blame things on

Continuity and quality loss due to bad transitioning

Role clarity within the organisation

A GO can easily be integrated with other governance structures

Dedicated roles
- Individual working on sustainability, environment, health and safety, well-being, etc.

Depart-ment
- Staff working on energy, waste, engagement, communication, director

Committee
- Only staff or with student representatives
- Decision making or only advisory status

Committee

GO

(Lindenthal et al 2015; netzwerk n 2016, EAUC 2017)
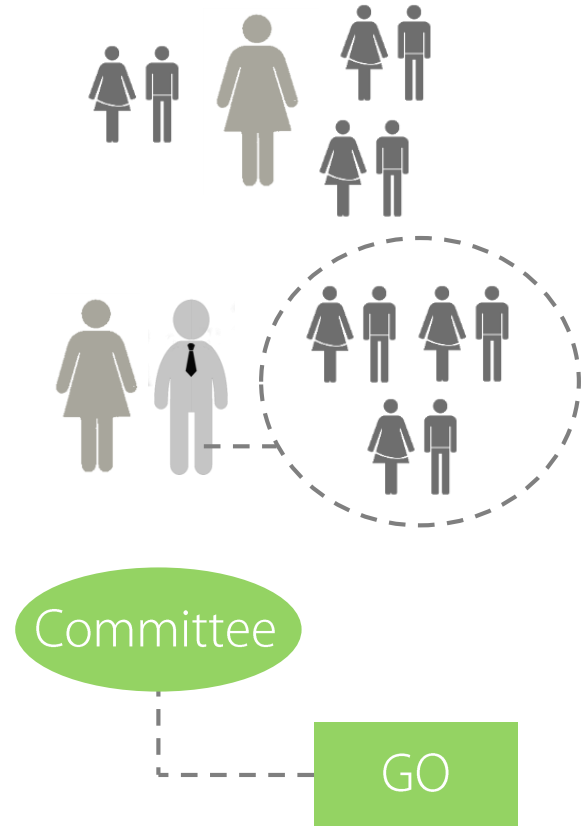
Every GO is invited to join the GO Movement & work with rootAbility

Learning, Exchange and Action Programme

European GO Summit

Green Impact

Workshops
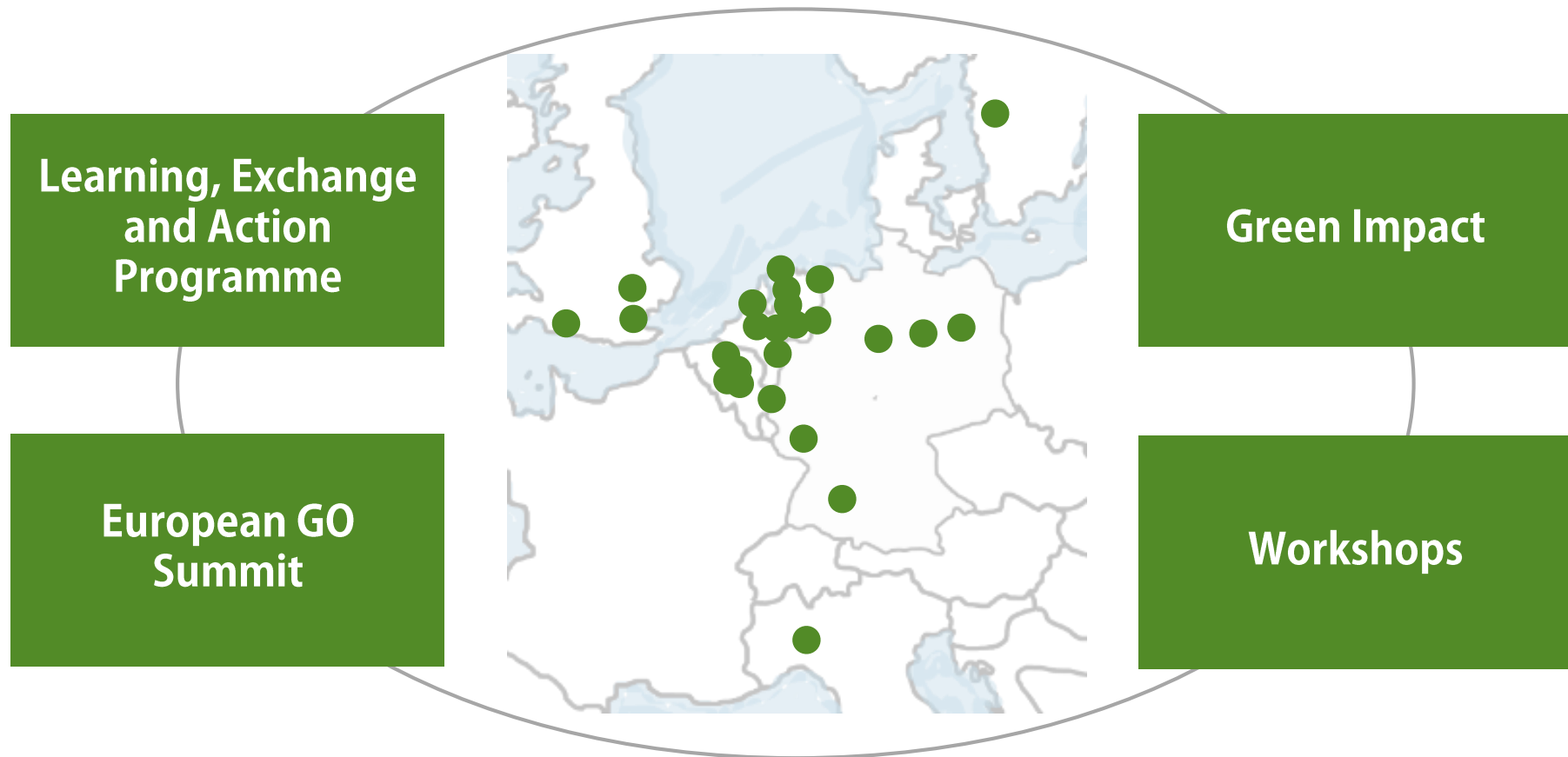
Sustainability: What is already happening at your institution?

Take five steps to establish your GO
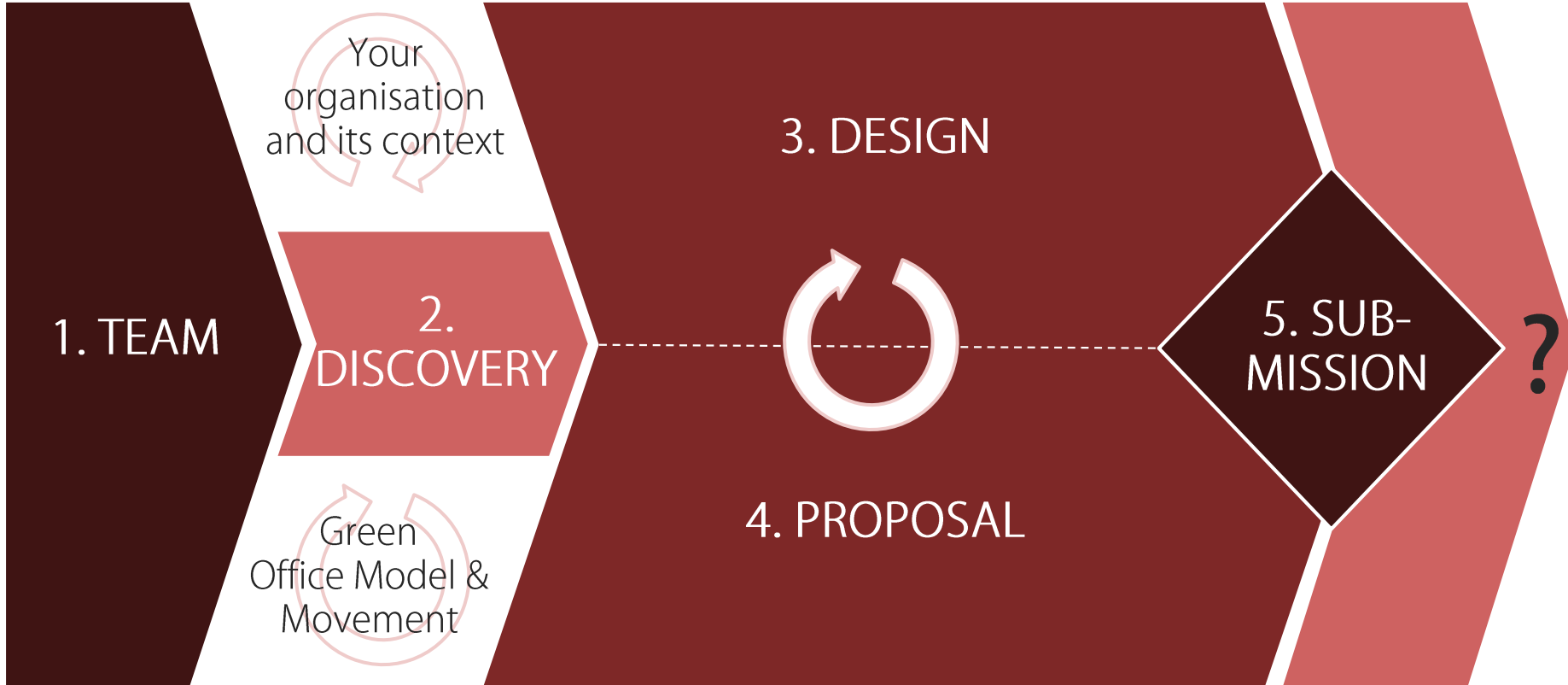
Task I: Identify existing sustainability efforts (individually)

Domain	Your answers (examples)
Education & research	- Bachelor and Master courses - Research institutes - Professorships
Operations & campus	- Energy manager - Solar cells on engineering faculty building - Energy Efficiency Plan
Policy & strategy	- Sustainability report or policy - Sustainability committee or group
Student groups	- oikos, enactus, sneep, etc. - Environmental officer in Students' Union

5'

Task I: Share what you found (on table)

Domain	Your answers (examples)
Education & research	▪ Bachelor and Master courses ▪ Research institutes ▪ Professorships
Operations & campus	▪ Energy manager ▪ Solar cells on engineering faculty building ▪ Energy Efficiency Plan
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20'

Task II: Analysis of existing sustainability efforts (individually)

Strengths & opportunities	Challenges & risks
▪ High student engagement ▪ Support by Executive Board ▪ Etc.	▪ No overview what is happening ▪ Funding cuts in recent years ▪ Etc.

5'

Task II: Share what you found (on table)

Strengths & opportunities	Challenges & risks
• High student engagement • Support by Executive Board • Etc.	• No overview what is happening • Funding cuts in recent years • Etc.

20'

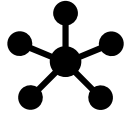Learn everything you need to know about the GO Model

www.greenofficemodel.org

e-Book

Case studies

Temp-lates

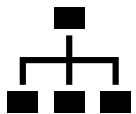# We can support you in the set-up process

Assistance with mapping and analysing existing sustainability efforts

3 hours workshop with 15-20 students and staff to present, discuss and design your GO

Proposal writing advice and feedback

Lobby process advice

4-8 months

Join the Movement !

🌐 → Learn more on www.greenofficemodel.org

📘 → Follow regular updates on Facebook

✉️ → Send us your questions via Email

📍 → Find and visit a GO (initiative) near you

📞 → Set up a 30min initiation call