

Keele University Sustainability Strategy 2015 – 2020

**Sustainability concerns:
our needs and aspirations
individually and collectively
locally and globally
now and in the future**

By 2020, we will be able to demonstrate that sustainability underpins everything that we do at Keele University – education, research, the way we live and work, estate development, financial management, community engagement and external relations.

All members of the University will be actively involved in the sustainability agenda – our students leaving with an awareness of its importance in their professional and everyday lives, and all staff actively seeking ways to improve sustainability in their area of work.

We will have plans and policies in place to meet our 2030 and 2050 carbon emission targets, and we will be recognized by multiple measures as one of the top 10 UK universities for sustainability.

Overarching sustainability aims in key development areas

Learning, Teaching and Research

Sustainability in the Curriculum:

To ensure all Keele graduates have the skills and experience to consider sustainability in their careers, everyday lives and decision-making

Research: To conduct world leading in several areas of sustainability-related research, with local and international impact

Estates and Operations

Development of the Estate: To enhance the quality of the campus for its community, to reduce the environmental impact of its buildings, and to create a “living laboratory” for sustainability that provides integrated opportunities for learning and research

Biodiversity: To act as responsible guardians of the natural space we inhabit, preserving and enhancing biodiversity, and taking biodiversity considerations into estate management decisions

Carbon Management & Energy: To deliver on ambitious carbon management targets and promote the use of renewable energies

Waste and Recycling: To pro-actively reduce and reuse waste, and dispose of waste through the most environmentally and socially sustainable means

Procurement and Catering: To introduce robust sustainability evaluations into procurement processes covering all University goods and services, to

Leadership & Governance

Community, Wellbeing, Equality and Diversity: To facilitate a strong sense of community, support the physical and mental health of students and staff, and create a university culture that is inclusive at all levels and through all activities

Governance: To enhance transparency and democracy by engaging the campus community in decisions that affect them, and ensuring that sustainability is considered for all University decisions

Training: To ensure that all staff have the skills and awareness to improve the sustainability of their area of work and everyday lives, through training, mentoring and support

Partnership and Engagement

Outreach: To use the Sustainability Hub to act as an exemplar of low-carbon building, and expand the provision of award-winning outreach to schools and the wider public to inspire our community

Communications: To publicise Keele’s achievements externally, and to facilitate coherent internal communications about sustainability

Student Engagement: In partnership with KeeleSU, to provide all students with an opportunity to take part in sustainability activities, and support all student societies and activities in practising sustainability

Enterprise and Knowledge Exchange: To support the

make sustainability a key criterion in all University purchasing, and to work with our suppliers to improve their sustainability impact

development of sustainable business practices, and enhance the sustainability skills of business leaders and student entrepreneurs

Transport and travel: To minimise our air pollution and carbon emissions from staff and student travel – within campus, on-off campus, and to events elsewhere in the UK and abroad

Delivering the sustainability strategy

Embedding sustainability in the institutional ethos

Keele University has a strong sustainability vision, aiming to address sustainability across all aspects of how we study, work and live at Keele University, aiming to positively influence the sustainability attitudes of all who study, work and visit here. The University demonstrates its commitment by embedding sustainability as one of its 6 strategic aims:

To develop an environmentally aware and sustainable outward-facing campus community; it aims to demonstrate environmental sustainability through innovation, good practice and ethical choices in all our activities, optimize use of its estate, and share its expertise.

Flagship projects by 2020

- 1) **Smart Energy Network (SEN) installed across the campus, with local energy provided by renewable and lower carbon sources (e.g. wind, coal bed methane, geothermal, solar).**
- 2) **Institute for Environment, Sustainability & Energy – an internationally recognized centre for education and research, with the campus as a demonstrator and research facility.**
- 3) **To be recognized as the top UK university for student engagement with sustainability, through curriculum design, support for student-led projects, partnership with KeeleSU, and through ‘green’ living experiences for students on campus.**

Sustainability Targets

Learning, Teaching and Research

Sustainability in the Curriculum

- 2017: Sustainability is embedded in all taught programmes (but not necessarily all modules); 75% of academic-related staff have engaged in some form of ESD professional development activity; additional learning opportunities about sustainability are available for all students; opportunities for sustainability learning using the Keele campus are formalised
- 2020: All students able to articulate engagement with sustainability during their time at university when they graduate, and show an improvement in sustainability awareness against a 2014 baseline

Research

- 2017: Found a Sustainability Research Centre (as part of the flagship Institute for Environment & Sustainability) to support growth on research grants and income for sustainability research, with at least £1m of new sustainability-related research by 2017
- 2020: To be world-leading in at least 2 areas of sustainability research (based on REF criteria)

Estates and Operations

Estates Developments (including buildings, infrastructure, and land use)

- 2017: University estate regarded as an integral part of the sustainability vision, with new buildings built to BREEM excellent standard, and support for 'land for food' initiatives
 - 2017: Keele to deliver one campus community-focused project to improve the living environment
 - 2020: All buildings to have significant energy-saving features, and for the campus to be a demonstrator for sustainability in energy generation, usage, and community engagement in reducing our carbon footprint
- Carbon Management and Energy**
- 2017: To have developed a plan for introducing further renewables on campus and identify funding streams
 - 2020: To have achieved 34% reduction in absolute Carbon emissions against the 1990 baseline; 70% of Keele's energy needs generated on campus
- Waste and Recycling**
- 2017: 80% of waste recycled by August 2017, and practices implemented to reduce waste at source and improve re-use
 - 2020: Less than 10% waste to landfill or incinerated
- Procurement and Catering**
- 2017: Develop the sustainable Procurement Framework – to level 4 and provide training to staff highlighting how to follow sustainable practices; To map out how we can reduce our environment and social impact through sustainable catering
 - 2020: Bottled water sales on campus reduced to <10% of 2014 levels, and access to tap water throughout the institution; 5% of food consumed on campus produced on campus
- Transport and travel**
- 2017: To have implemented at least 3 major initiatives to reduce carbon emissions through travel, and to have identified 2020 targets and major schemes that are required to deliver those targets.
 - 2020: To have reduced the number of cars coming onto campus by a 1/3rd
- Biodiversity**
- 2017: Biodiversity Working Group is established and consulted on all relevant developments and estate management decisions; a Biodiversity Action Plan developed and being undertaken for both the lakes and woodlands, and for central campus management
 - 2020: Active staff and student conservation volunteer group with 100+ volunteers working with the grounds team; active links with the curriculum from different discipline areas

Leadership & Governance

Community, Wellbeing, Equality and Diversity

- 2017: Inclusion of a clear statement on sustainability in the Dignity and Respect Framework; to include sustainability events as part of the advertised Health and Wellbeing programme.
- 2017: To establish an explicit communication channel, for example an annual Sustainability Forum, with the entire campus community, including campus residents.
- 2020: Keele University is an accredited 'Living-Wage' employer

Governance

- 2017: A mapping exercise is undertaken to identify existing sustainability expertise in the institution to create a sustainability expertise database, which could be used as an internal and external resource
- 2017: All University-level steering groups have a sustainability representative (drawn from the sustainability expertise database) as a member
- 2020: All University decisions taken at its main governance committees (UEC/Senate/Council) explicitly address sustainability as part of the assessment process, and that this be actively monitored

Training

- 2017: To develop an online training module for sustainability that is available to all staff, and for the training module to be a required element of new staff induction
- 2017: For 50% of existing staff to have completed training related to sustainability provided either internally or externally
- 2020: For 90% of existing staff to have undertaken training related to sustainability provided either internally or externally

Partnership and Engagement

Outreach

- 2017: To secure sufficient funding to provide free workshops for schools and the public, and long-term financial security for the Hub with a continued throughput of >10,000 users p.a.
- 2020: To have an established international portfolio of partnerships with organisations in the private, public, and educational sectors, resulting in £20k p.a. financial and in-kind support of sustainability outreach activities

Communication

- 2017: To have an appropriately resourced communications strategy in place, so that all sustainability policies, initiatives and activities are easily accessible online; that all web information on environment and sustainability at Keele are accurate and regularly updated; that media opportunities are taken whenever possible; and that the quarterly newsletter is also part of the communications strategy
- 2020: To improve accessibility to new sustainability policies and strategies by introducing a wider range of formats of communication such as videos and social media

Student Engagement

- 2017: To have developed a 'Student Engagement Strategy for Sustainability' in partnership with relevant stakeholders and have implemented it; to have students actively engaged with sustainability activities in every hall of residence, to work towards a campus-wide effort for 'greener' halls of residence
- 2020: For all students to have the opportunity to undertake a pro-sustainable 'project' during the course of their degree; all halls of residence to promote and facilitate pro-sustainable behaviour

Enterprise and Knowledge exchange

- 2017: To develop a BA in Enterprise with a strong sustainability component; to establish 5 new industry sponsored PhD partnerships in sustainable improvement and energy development; to support the development of local regeneration through continued representation on the board of the Local Enterprise Partnership; to secure new funding to support relevant subsidised consultancy activity with SMEs; to establish a Green Business Network of >20 businesses engaged with the Hub; to support more businesses in the development of intellectual property (evidenced by 5 new CDAs signed with academics and businesses p.a.)
- 2020: To have developed a comprehensive programme of CPD for business, generating an income of >£20k p.a.; for Keele graduates to be seen as the first port of call for organisations needing a skilled and environmentally literate workforce, with 20 interns p.a. placed into companies working in a sustainability related area