



**Royal Holloway, University of London
Sustainability Strategy 2011–2014**

Introduction

This Sustainability Strategy has been updated to reflect the changes since the Sustainability Strategy 2009-2014 was endorsed. Many of the targets within this document have been revised to align with the College's, Carbon Management Plan 2010 - 2020.

Since the implementation of the 2009-2014 Sustainability Strategy the College has successfully implemented a number of projects such as, the introduction of waterless urinals across the campus, the introduction of recycling in halls of residence and the end of term reuse project. Each of these has reduced the environmental impacts of the College and has ensured that sustainable activities are continually implemented and performance is improved.

This document outlines further targets and projects that shall be delivered over the next few years.

What is Sustainability?

The College's Sustainability policy commits the College to the principles of sustainable development. A widely-used definition of sustainable development, also used by the UK government, is: *'development which meets the needs of the present without compromising the ability of future generations to meet their own needs'*.¹

The College's Sustainability Policy interprets this as:

Being committed to meeting the challenges of sustainable development and working towards improving the environment, preserving natural resources and making a positive, sustainable economic and social impact.

Recognising that sustainability is not something that is achieved, rather constantly worked towards, the policy commits the College to *'continuous improvement'* in the field of sustainability.

Why is sustainability important?

- HEFCE's Sustainable Development Policy states that 'Within the next ten years, the higher education sector in this country will be recognised as a major contributor to society's efforts to achieve sustainability – through the skills and knowledge that its graduates learn and put into practice, its research and exchange of knowledge through business, community and public policy engagement, and through its own strategies and operations.'² Incorporating HEFCE's aims into the College's own strategies will maximise opportunities to receive funding.

HEFCE aims to:

- Continue to raise the profile of sustainable development so that it becomes a mainstream part of university and college activities.
- Integrate sustainable development into its strategic plan and policy-making.

¹ *What is Sustainable Development*, DEFRA website, last updated 1 February 2008, <http://www.defra.gov.uk/sustainable/government/what/index.htm>

² *Sustainable Development in Higher Education*, HEFCE Statement of Policy, February 2009, p.3.

- Demonstrate to stakeholders that higher education institutions are making genuine efforts to promote sustainable development and to extend good practice.
 - Facilitate a carbon reduction culture to significantly reduce carbon emissions across the sector.
- Growing public awareness of environmental issues is increasing the importance of sustainable development for employers and students. Initiatives such as the Future Leaders Survey³ and People and Planet’s Green League⁴ demonstrate that students increasingly want their universities to leave a smaller carbon footprint.
 - Studies on marketing sustainability have shown that a sense of shared responsibility is key to behaviour change in this field. Organisations seeking to influence behaviour need to lead by example.⁵ This suggests that individuals on campus are more likely to contribute towards improving the College’s environmental performance if they can see visible improvement on campus.

Targets

This strategy sets out a number of targets which will help reduce the College’s environmental impact. These targets will be reviewed annually and if necessary, revised:

Indicator	Baseline	Baseline Year	Target	Deadline
CO ₂ emissions	15514 tonnes of CO ₂	2005/6	48% reduction	2013
Waste reduction	976 tonnes	2007/8	10% reduction per student (2% per year)	2014
Reuse	3 tonnes of items reused	2007/8	5 tonnes (10% increase per year)	2014
Recycling	25% of waste recycled	2007/8	50 %	2020
Car journeys to campus	5,984 two way journeys to campus	2004	5% reduction	2014
No. of people car sharing to campus	20%	2007	30%	2014
No. of people cycling to campus	4%	2004	6%	2014

³ For more information see www.forumforthefuture.org

⁴ For more information see www.peopleandplanet.org

⁵ *Selling Sustainability: Seven Lessons from Advertising and Marketing to Sell Low-Carbon Living*, NESTA, June 2008, http://www.nesta.org.uk/assets/Uploads/pdf/Research-Report/selling_sustainability_full_report_NESTA.pdf p. 22.

No. of people arriving to campus by bus	5%	2004	6%	2014
Increase response to travel surveys	316	2006	> 1000	2014
Water use	298,322m ³	2005/6	50% reduction	2020
Fairtrade	N/A	2009	Increase sale of FT products by 5%	2014

How we get there

1. Legal compliance

Comply with all environmental legislation on waste, carbon emissions and pollution.

2. CO₂ emissions

The College has a target of reducing its carbon emissions by 48% by 2012/13 against the 2005/6 baseline.

It is currently implementing a number of reduction initiatives are identified in the Royal Holloway, University of London Carbon Management Plan 2010 – 2020.

Waste management

Reducing:

- Encouraging duplex printing.
- Investigating the benefits of paperless paperwork.
- Reducing disposables in catering.
- Promoting reusable water bottles and tap points on campus.

Reusing:

- End of term reuse projects
- Swap shops

Recycling:

- Recycling for WEEE, batteries, ink and toner cartridges, paper, cardboard, glass, cans, tins and plastic bottles in all academic, catering and residential areas as well as in outdoor areas.

Transport

Encourage the use of sustainable modes of transport:

- Promote College and local bus services.
- Promote cycle to work scheme.
- Improve facilities for cyclists.
- Increase the number of people car sharing to College.

- Conduct annual traffic counts, traffic flows survey and on-line travel survey.

Water use

Decrease water consumption by:

- Minimising water lost through leaks.
- Reducing the water intensity of bathrooms – waterless urinals, airflow taps, percussion taps and showerheads.
- Encouraging staff and students to use water efficiently.

Biodiversity

Maximise the wildlife benefits of the campus:

- Review the ecological plan.

Fairtrade

Support and promote local and Fairtrade products as appropriate:

- Promote the products as well as the benefits to the producers.

Education, learning and outreach

Continue to embed sustainability concepts within appropriate courses:

- Support Centre for Research into Sustainability (CRIS).
- Support relevant College courses.

Communicate sustainability initiatives to staff and students and involve them in the College's initiatives:

- Produce and implement a sustainability communications strategy.
- Create a network of Sustainability Champions.

Work with the local community to implement education and improvement initiatives:

- Identify and support community groups such as volunteering organisations, churches, school and youth centres who wish to promote sustainability and support them.

Purchasing

Choose products, services and companies with sound environmental credentials:

- Introduce a purchasing policy that gives a weighting to sustainability considerations such as local, free range, organic, recycled, energy efficient products.
- Encourage departments to buy energy efficient computers and duplex printers.
- Encourage departments to buy energy efficient equipment.

Facilities Management Sustainability Action Plan 2011-14

Objectives

- 1. To measure the College's environmental impact and agree time bound targets for reducing this impact.**

We can't manage what we don't measure. By August 2011 we aim to have baseline information and targets for improvement for all the College's environmental impacts. Specifically, waste, transport, water, procurement, construction and refurbishment, emissions and discharges, biodiversity and community involvement.

- 2. To increase the amount of waste recycled to 50% by July 2020.**

By providing a customer-focused system for recycling waste from offices. By maximising the amount of waste produced during construction and refurbishment projects.

- 3. To reduce carbon emissions by 48% from 2005/6 levels by July 2013.**

By implementing the projects outlined in the Carbon Management Plan 2010 -2020.

4. Through completion of the action plan, to raise the College's position in the annual Green League table.

Action plan 2010 - 2014

	Action	Departments involved	Deadline
Objective 1	Sign up to an accredited scheme for achieving an environmental standard, for example Ecocampus.	Sustainability Office	August 2011
	Set targets for the time-bound reduction of the College's environmental impact.	Sustainability Office	August 2011
Objective 2	Provide a customer-focussed system for recycling glass, cans, tins and plastic bottles in all academic, catering and residential and outdoor areas.	Accommodation Services	August 2011
	Run a recycling communications campaign for staff and students	Sustainability Office	August 2011
	Increase the amount waste diverted from landfill through the reuse project.	Sustainability Office and Accommodation Services	October 2011
	Encourage departments to use recycled paper	Sustainability and Purchasing Offices	Dec 2011
Objective 3	To implement projects outlined in the Carbon Management Plan.	Sustainability Office, Projects and Accommodation Services	July 2013
Other actions			

	Support the catering department in their move towards sustainable food	Catering team and Sustainability Office	July 2013
	Improve accessibility of College and local bus service information	Sustainability Office	Sept 2012
	Review progress against the Ecological Management Plan	Sustainability Office	January 2012
	Seek approval for the sustainable procurement policy	Purchasing Office	December 2011
Recurrent yearly actions			
	Annual traffic count	Sustainability Office	Nov 2011
	Annual on-line travel survey	Sustainability Office	Nov 2011
	3 meetings per year of the Fairtrade Steering Group	Sustainability Office	July 2011
	3 meetings per year of the Sustainability Champions	Sustainability Office	August 2011
	Promote Fairtrade during Fairtrade fortnight	Sustainability Office, SU, Catering Department and College Shop	March 2011