

Sustainability Survey 2023

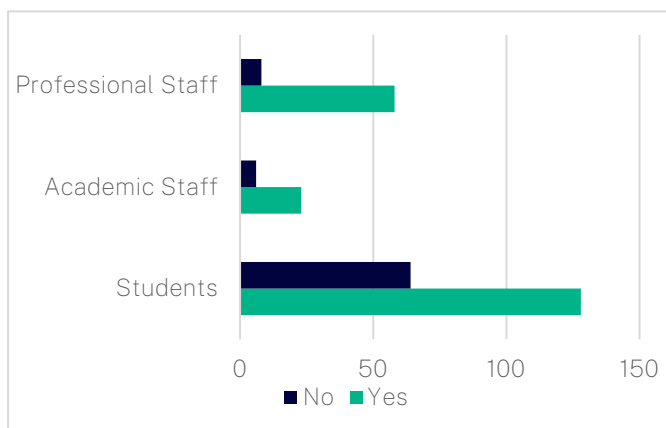
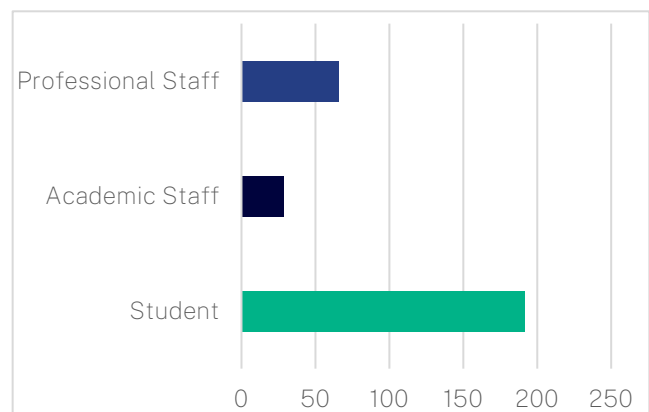
Results Analysis

The University launched its own bespoke Sustainability Survey during Green Week 2020. This is the fourth year of survey results; open to staff and students over the course of a month, **a total of 287** responded. This survey received the **82 more responses** than the inaugural survey, and **32 more responses** than 2021, though received less than surveys in 2022. For this survey, we received a majority of student responses (192), with academic staff totalling 29 and professional staff 66. Each question is categorised by student, professional staff and academic staff. This aids in differentiating what we are doing well as a team and how far it has been able to reach our University Community. We will use all feedback provided in this survey to better support, engage and develop our work to deliver on our sustainability goals and objectives.

Question 1: What is your relationship to the University?

192 respondents were students, but this only reflects 0.8% of the total student count of 25,000.

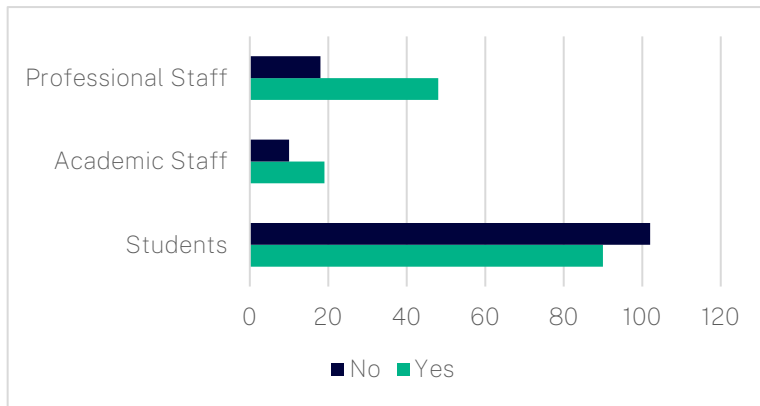
95 of staff respondents reflects a 5% total population. There was double the amount of professional staff completing the survey compared to academics.



Question 2: Were you aware of the University of Greenwich Sustainability Team?

73% of respondents knew about the Sustainability Team and is an **increase of 10%** from last year's survey and 13% from 2021. This represents a positive trend and justification of the employment of the Sustainability Engagement Officer during 2023.

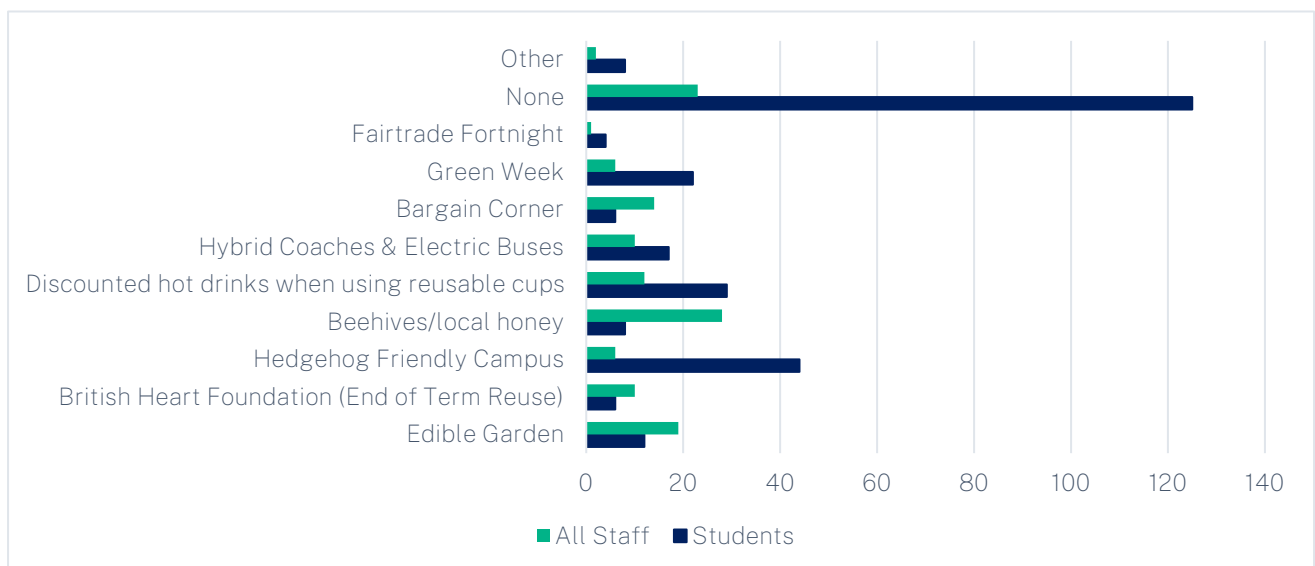
However, with 27% (mainly students) stating they did not know about the Sustainability Team it highlights the need for additional communication resourcing and evaluation of methods.



Question 3: Do you know how to contact the University of Greenwich Sustainability Team? A smaller **54% of respondents** knew how to get in touch with the Sustainability Team, with more students not knowing, than knowing how to do so. It's positive that the majority of staff respondents knew how to make contact, but the student showcase is concerning.

It illustrates that whilst the majority know of the team's existence more input is required to ensure that contacting the team is simple and effective.

Question 4: Have you ever been involved in any of the following projects?



46% of respondents have been involved with at least one sustainability initiative/project. Staff outweigh student involvement, with **65% of students not being involved** compared to 24% of staff. Those students which have engaged, did so with Green Week and Intercampus buses. With multiple personal and professional interests, campus location and living arrangements it is important to have a wide initiative portfolio for engagement and inclusivity.

Question 5: What does the word 'Sustainability' mean to you?

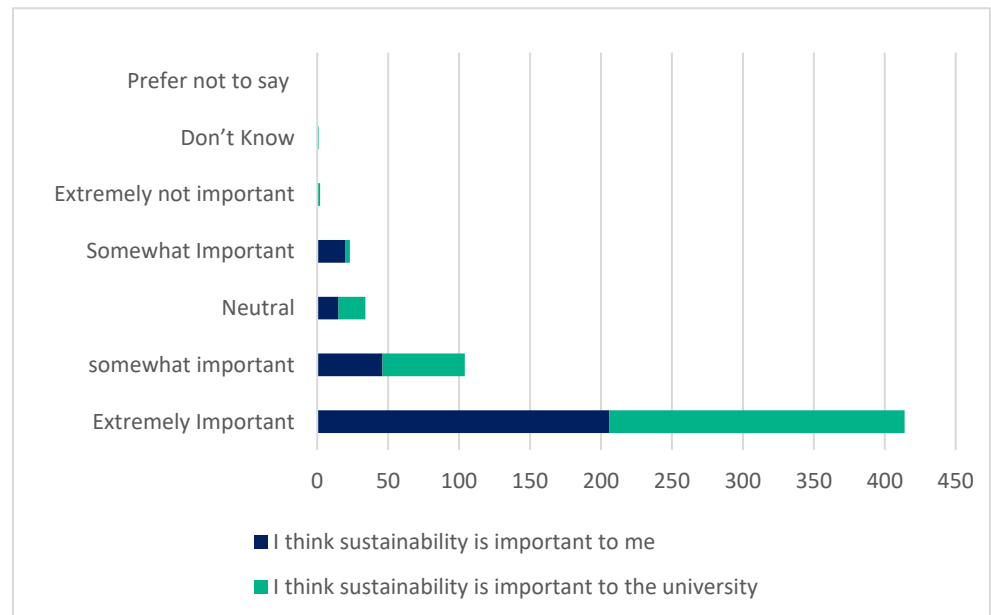
27% answered 'environment' and overall the words used align with the definition of sustainable development and a degree of understanding.



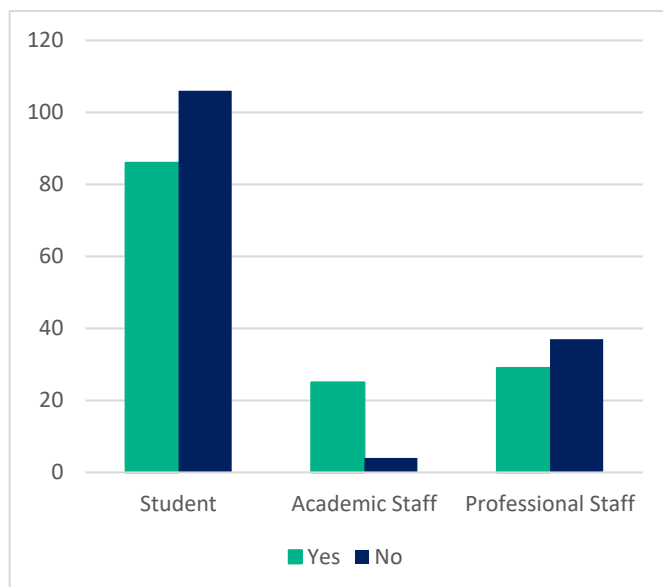
Question 6: Taking a definition of sustainability, or sustainable development as: “Development that meet the needs of the present without compromising the ability of future generations to meet their own needs” How much do you agree with the following?

72% of respondents think sustainability is extremely important to them and the university.

This reflects a global view of stakeholders wanting institutional action, prioritising strategic approaches and the importance for students to leave formal education with the knowledge and skills required to tackle environmental challenges.



Questions 7-9: Are you aware of the UN Sustainable Development Goals (SDGs)& Are they within your work/research/lecture?

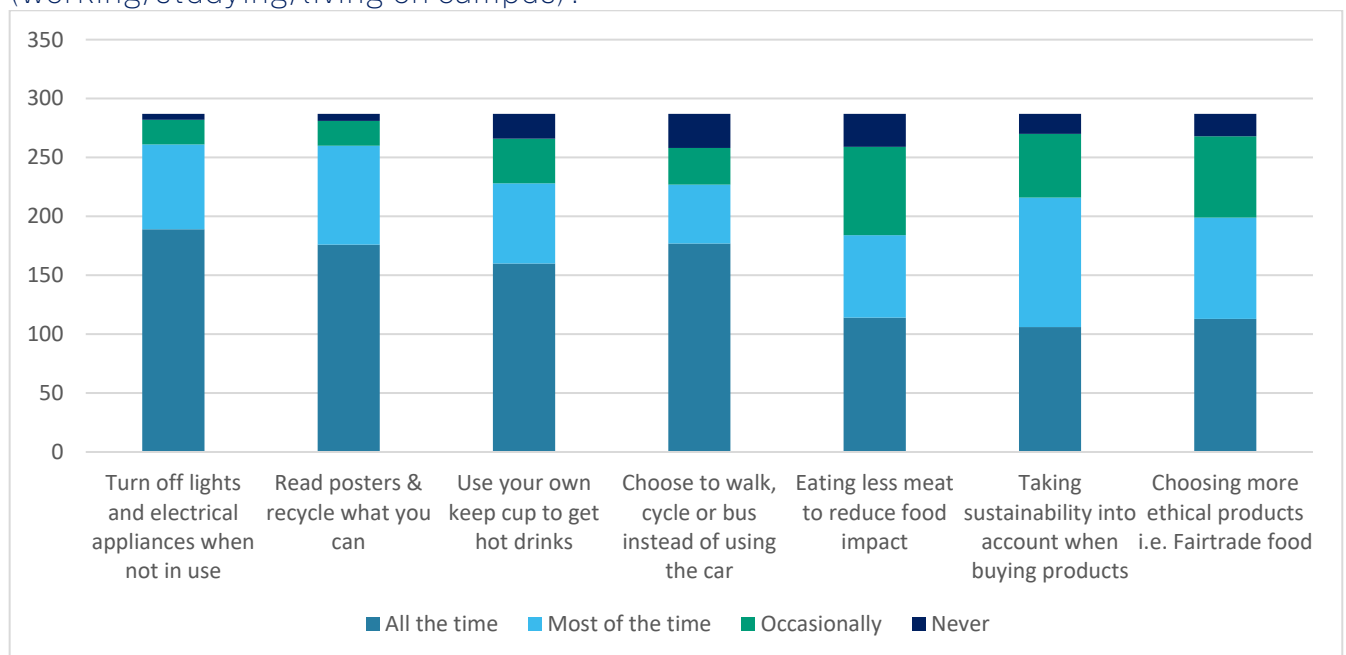


Whilst academic staff are aware of the SDGs are apply them within aspects of their research/lectures more than 50% of both students and professional staff are not aware of the SDG's meaning nor feel that they are being included within their degrees or professional work.

This highlights that more engagement, and support is required for the embedding of SDGs but also yields an opportunity to do so.

More than 50% of all respondents would like that support, both for SDGs but sustainability more widely and out of general interest but for inclusion within their work and studies.

Question 10: How frequently do you do the following at the University (working/studying/living on campus)?

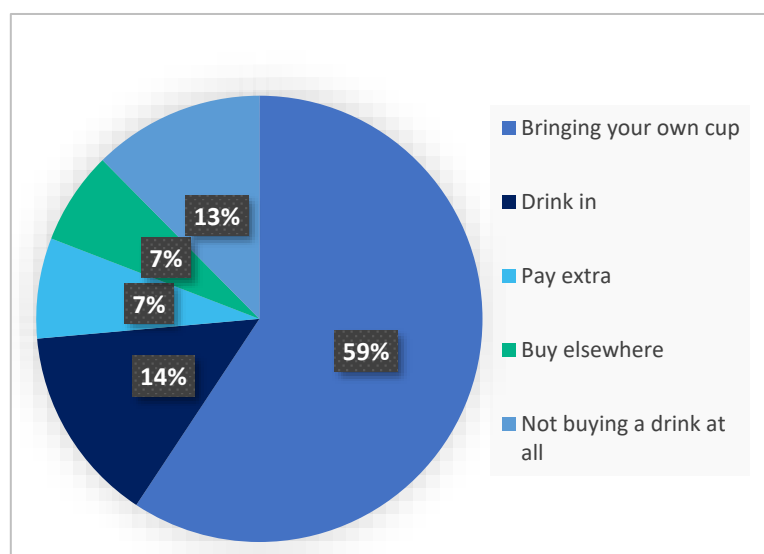


Over 78% of all respondents claimed to practice positive sustainable behaviour, either all the time or most of the time in all actions which is an overall 10% increase from last year's survey. The highest actions for practicing sustainable behaviour were in energy efficiency, alternative transport, and recycling which remains the same this year. We are continuing to monitor the alignment with sustainable behaviour, thinking and action on our University campus. However, with the 10p increase in our disposable cup fee and our Caulibox trial for reusable containers and coffee cups, there has been more opportunities to increase our reusable cup use.

This year, 90.6% of respondents claim to positively read and recycle, but for 2022-23, we are currently below our 70% target, but more work is being done to increase engagement through student accommodation, offices and our campus buildings. 79.4% of respondents claim to purchase hot drinks most of the time or all the time with their own reusable cup, an increase of 8.4% and double the percentage of all hot drink sales sold with reusable cups which has now reached 39%. We have seen a very positive improvement in many key areas, and we look to further feedback with students and staff about exploring new opportunities to increase these figures.

Question Analysis following the implementation of the 20p disposable cup fee; are you more likely in favour of the following:
In our last survey, 55% of respondents supported a disposable cup fee rather than a reusable cup discount which has seen us now implement a 20p cup fee on disposables.

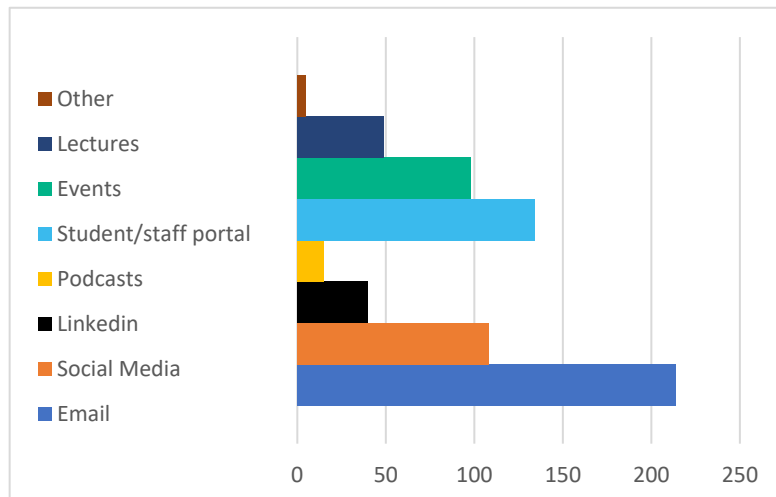
The disposable cup fee in some respects is a loss aversion. As compared to the previous discount provided, it appears that the incentive



for customers to 'not lose/pay more' is having a larger impact with the disposable rates up to 39% and a sharp rise from the static 20% witnessed over the past few years.

Following the initial roll-out, **60% of respondents** were aware of the fee, illustrating a successful marketing campaign with a variety of methods utilised, and seen by customers.

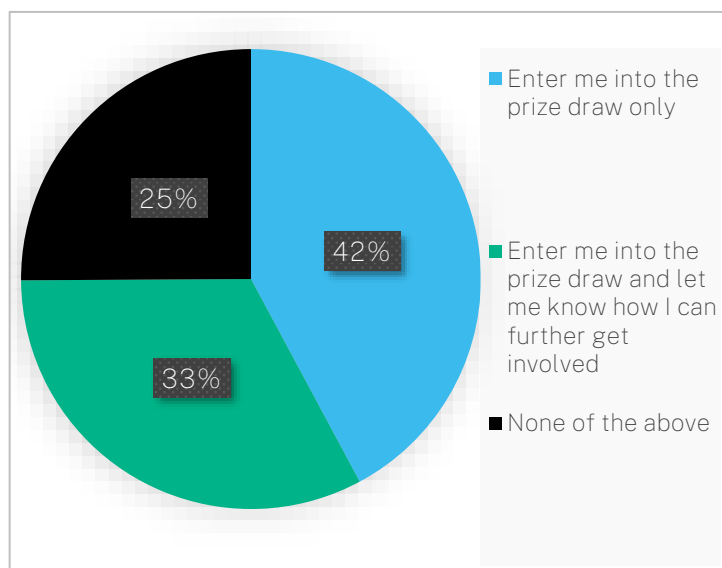
73% of respondents would choose to bring their own cup to our catering outlets or drink in, saving on our 20p fee. **14% of respondents** would either pay our 20p fee or buy elsewhere. Pinpointing the reasons why respondents would choose to buy elsewhere is something we will look to do in our next survey to understand how we can provide better options and services on campus. The revenue made by the fee, will be reinvested into sustainability initiatives and voted on by our community.



Question Analysis around effective communication

In last year's survey, most respondents would have preferred to receive communication via social media and podcasts. This year, many respondents have chosen email although we often see complaints made about the number of emails sent, it is still the largest preference. There is an increase in preference for events.

We have worked on putting on more events relating to sustainability as a university which not only come for the Sustainable Development Unit but also from different faculties and directorates where students and professional staff might engage with more. **20% of respondents** prefer hearing through the student and staff digital portal. This is a platform we have utilised over the past year to inform students and staff about sustainability announcements, events and opportunities.



Final Question: Would you like to be entered into the prize draw?

33% of respondents want more information on how they can become further involved. This rounds up all questions to a full circle in recognising that students and staff have invested interests, want to become involved and our passionate in helping to solve environmental issues.

Bespoke emails will be created for each type providing information on how everyone in Greenwich can come together and make a difference on both the local and global scales.