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**Green Office Utrecht**

# How to create a Green Office

pearls and pitfalls in community engagement

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## **Green Office Utrecht**

- Introduction
- What is a Green Office?
- Challenges
- Q&A and discussion







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# **The pitfall of selective attention:**

[https://www.youtube.com/watch?v=\\_bnnmWYI0IM](https://www.youtube.com/watch?v=_bnnmWYI0IM)





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# What is a Green Office?





Smells like  
green spirit

RENEWABLE  
ENERGY

I AM  
A BIG  
FAN

Green  
Office  
Utrecht

LET YOUR  
GREEN IDEAS  
GROW

Smells like  
green spirit

Green  
Office  
Utrecht





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## Factsheet

Founded in **2013**

Team 2019:

- **8 paid students** (12h/w) + **2 volunteers** (6h/w)
- **4 employees**
- **30 - 70 volunteers**



Part of **Sustainability Program UU**

Working budget of **€45.000,-** a year (excluding salaries and location)



**Main office** at Utrecht Science Park and **dependance** in the city center

Main goal: Support the sustainable development of the UU by building a **community** around sustainability





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# Organogram

Green Office Utrecht



Communication officer



Manager



Assistant manager



Host



- Communication
- Marketing & Outreach



4x Theme coordinators



- Volunteer support
- Living Lab coordinator



2x Green Impact coordinators



7 committees and several project groups





**Biodiversity**



**Food**

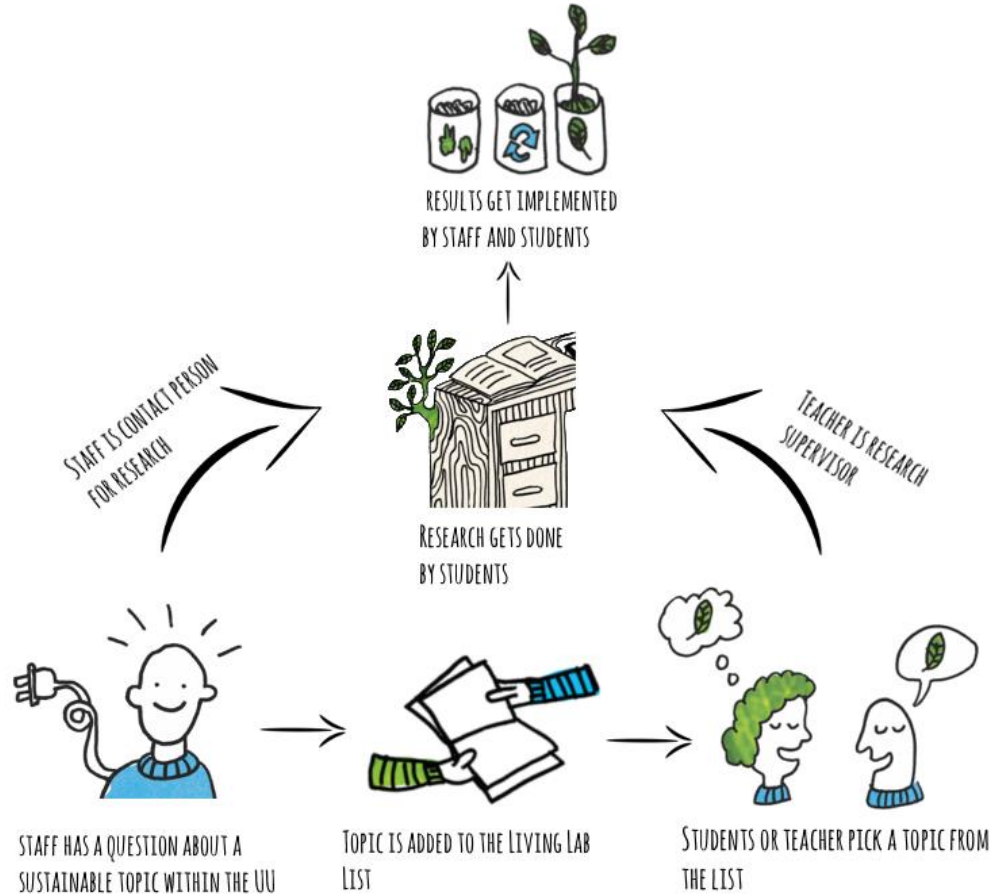


**Circularity**



**Mobility**









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## Preconditions of a Green Office

- Team of student employees *and* at least one staff member
- Funding from the university
- Office space and online presence
- Mandate from university management
- Room for trial and error





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**Too many to do's**

**Undercapacity**

**Lack of money**

**Time constraints**

**Switching teams**

**Being last priority**

**No-show**

**Sceptic people**

**Lack of experience**

**Transmission failure**

**Unrealistic expectations**

**Gap between students and staff**

**Uncooperative board**

**Lack of knowledge**

**Visibility**



## # 1: Visibility and communication















## # 2: Working with volunteers





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## **Invest!**

- Kick Off Day
- Workshops
- Thank you gifts
- Social activities
- Onboarding Program





Obstacle 3: Scepticism





Pick your battles!





## Obstacle 4: Intrinsic Motivation



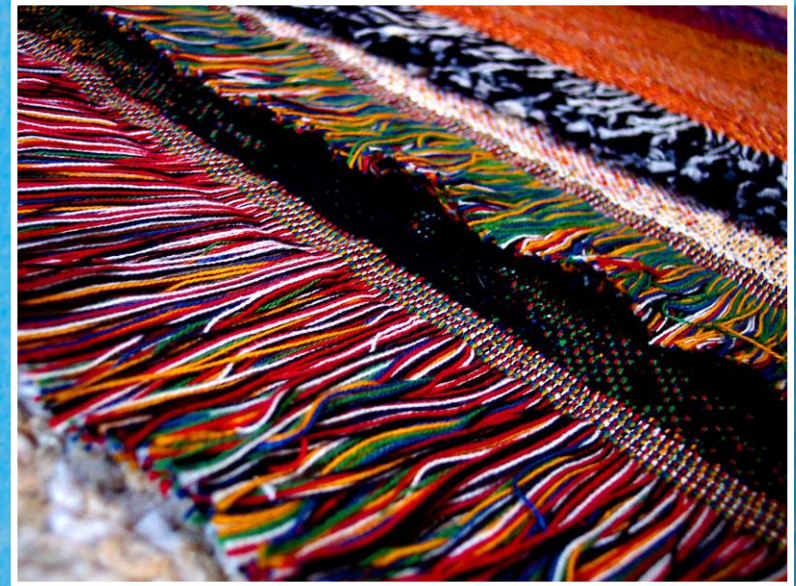




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## Green Office Utrecht

A single thread in a tapestry  
Though its color brightly shines  
Can never see its purpose  
In the pattern of the grand design



<https://www.youtube.com/watch?v=oG0a9WFkgzU>





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Just choose your tapestry...









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**Q&A**

**and discussion**

- Do you have a Green Office or similar initiative at your institution?
- Is it going well?
- Do you recognise the obstacles?
- How are you dealing with these obstacles?