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Europe's international network for higher education professionals

Sustainability Study Visit

Workshop outputs
from day 1

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Possible Themes

- S. ⟶ Heart ?
- S ⟶ Strategy?
- Meaningful impact?

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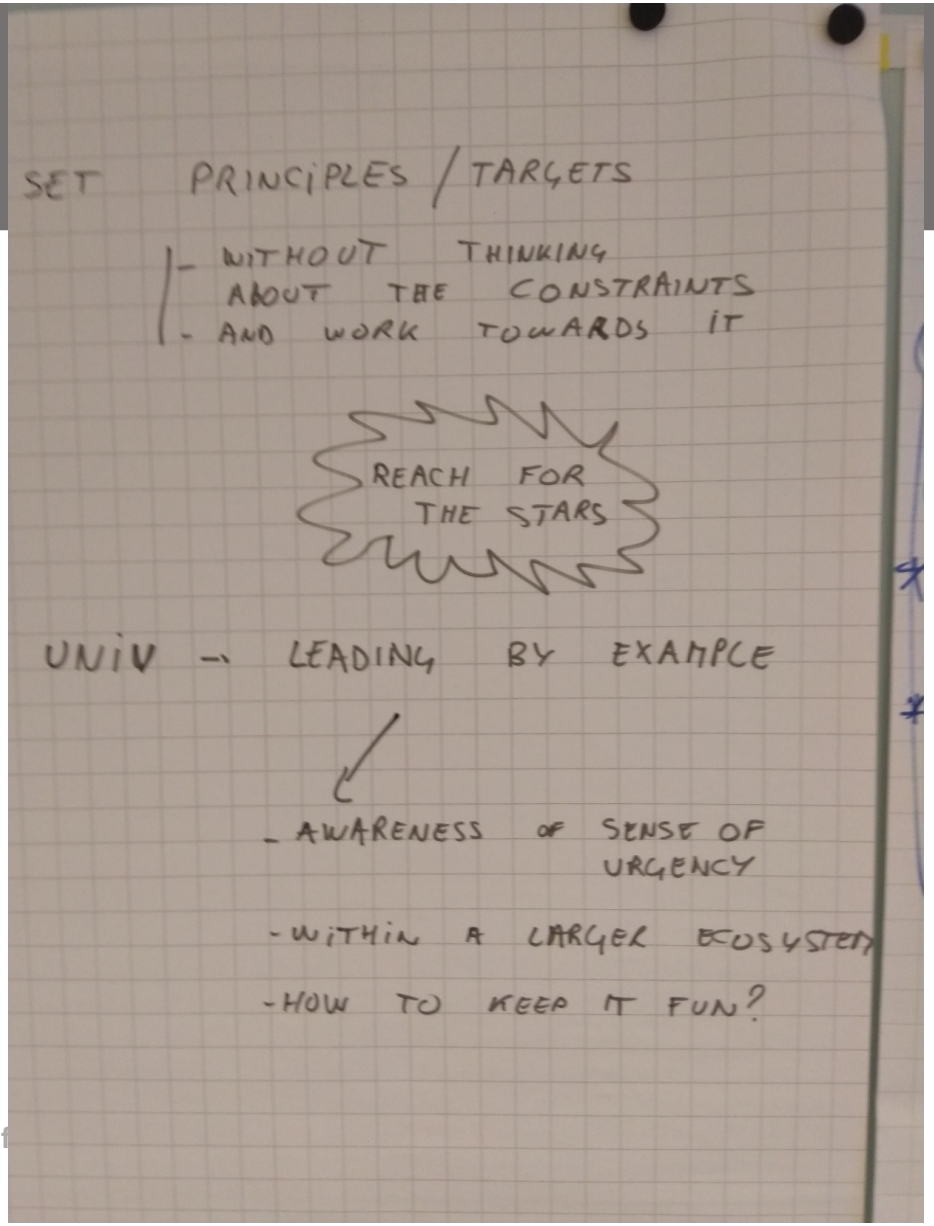
SET PRINCIPLES / TARGETS
- WITHOUT THINKING ABOUT THE CONSTRAINTS
- AND WORK TOWARDS IT
REACH FOR THE STARS
UNIV → LEADING BY EXAMPLE
- AWARENESS OF SENSE OF URGENCY
- WITHIN A LARGER ECOSYSTEM
- HOW TO KEEP IT FUN?

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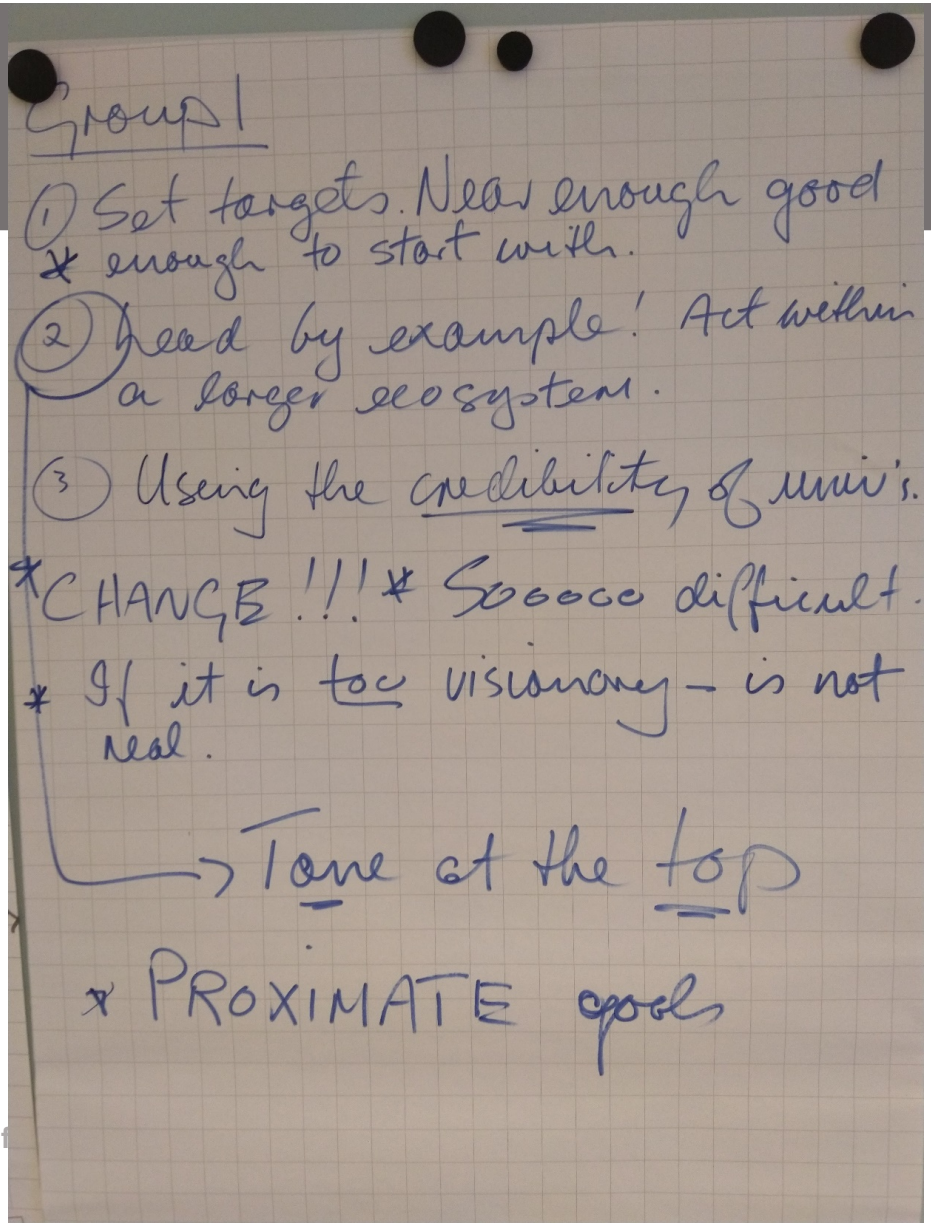
Group 1
① Set targets. Near enough good
* enough to start with.
② Lead by example! Act within
a larger ecosystem.
③ Using the credibility of univ's.
*CHANGE!!! * Sooooo difficult.
* If it is too visionary - is not
real.
→ Tone at the top
* PROXIMATE goals

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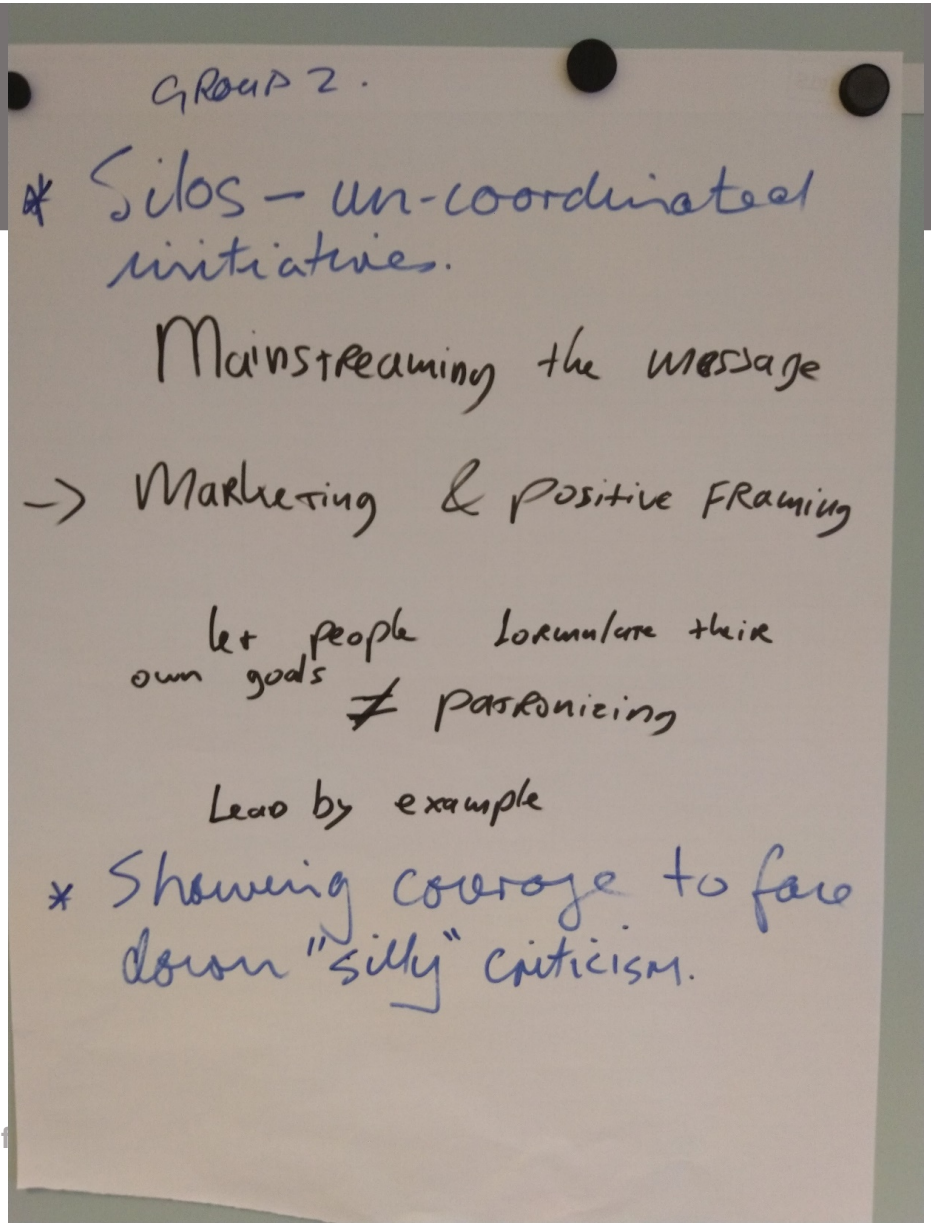
GROUP 2.
* Silos – un-coordinated initiatives.
Mainstreaming the message
-> Marketing & positive Framing
let people formulate their own goals
≠ patronizing
Lead by example
* Showing courage to face down "silly" criticism.

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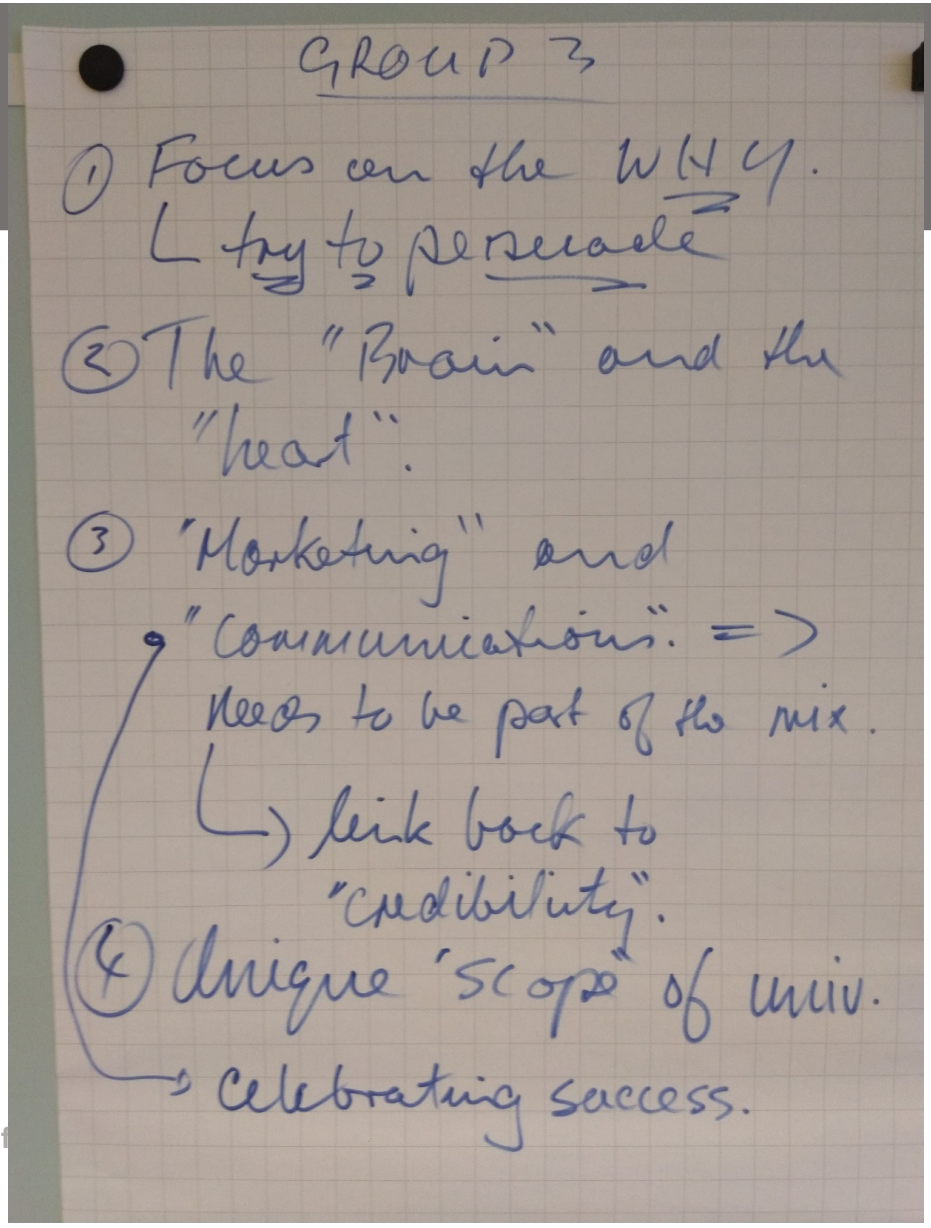
GROUP 3
① Focus on the WHY.
└ try to persuade
② The "Brain" and the "heart".
③ "Marketing" and "communications". =>
need to be part of the mix.
└ link back to "credibility".
④ Unique 'scope' of univ.
→ celebrating success.

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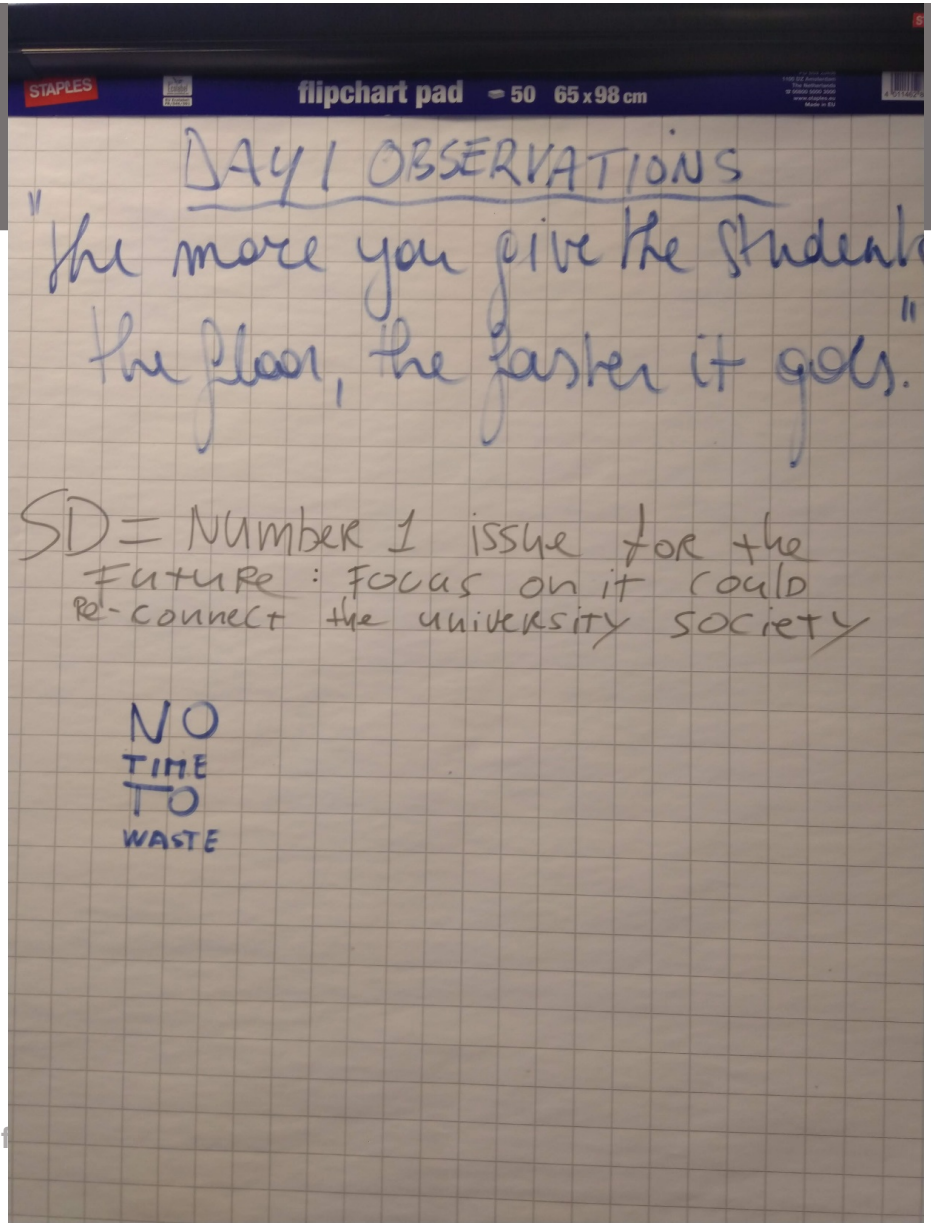
STAPLES
flipchart pad 50 65 x 98 cm
DAY 1 OBSERVATIONS
"the more you give the student
the floor, the faster it gets."
SD = Number 1 issue for the
FUTURE : Focus on it could
Re-connect the university society
NO
TIME
TO
WASTE

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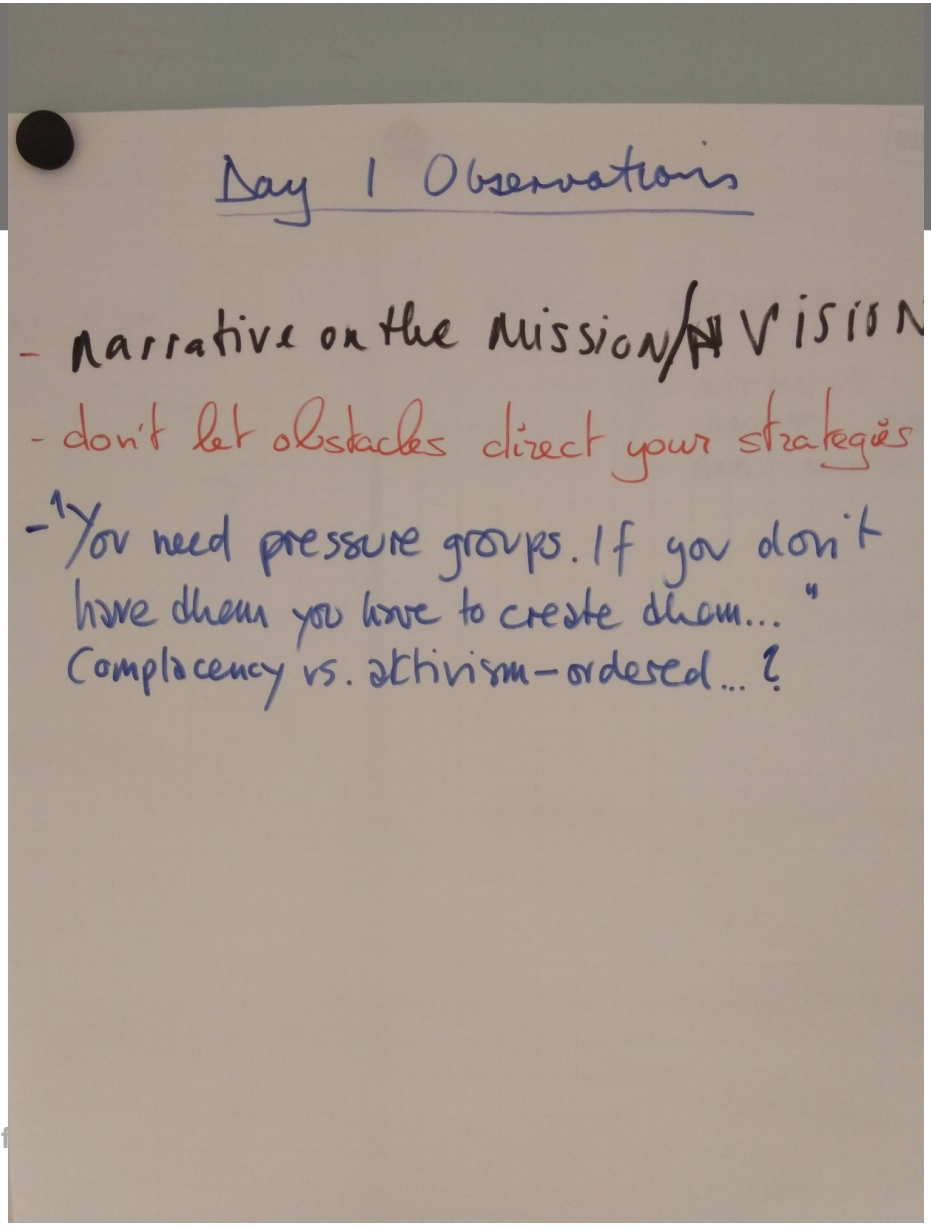
Day 1 Observations
- narrative on the mission/vision
- don't let obstacles direct your strategies
- "You need pressure groups. If you don't have them you have to create them..."
Complacency vs. activism - ordered...?

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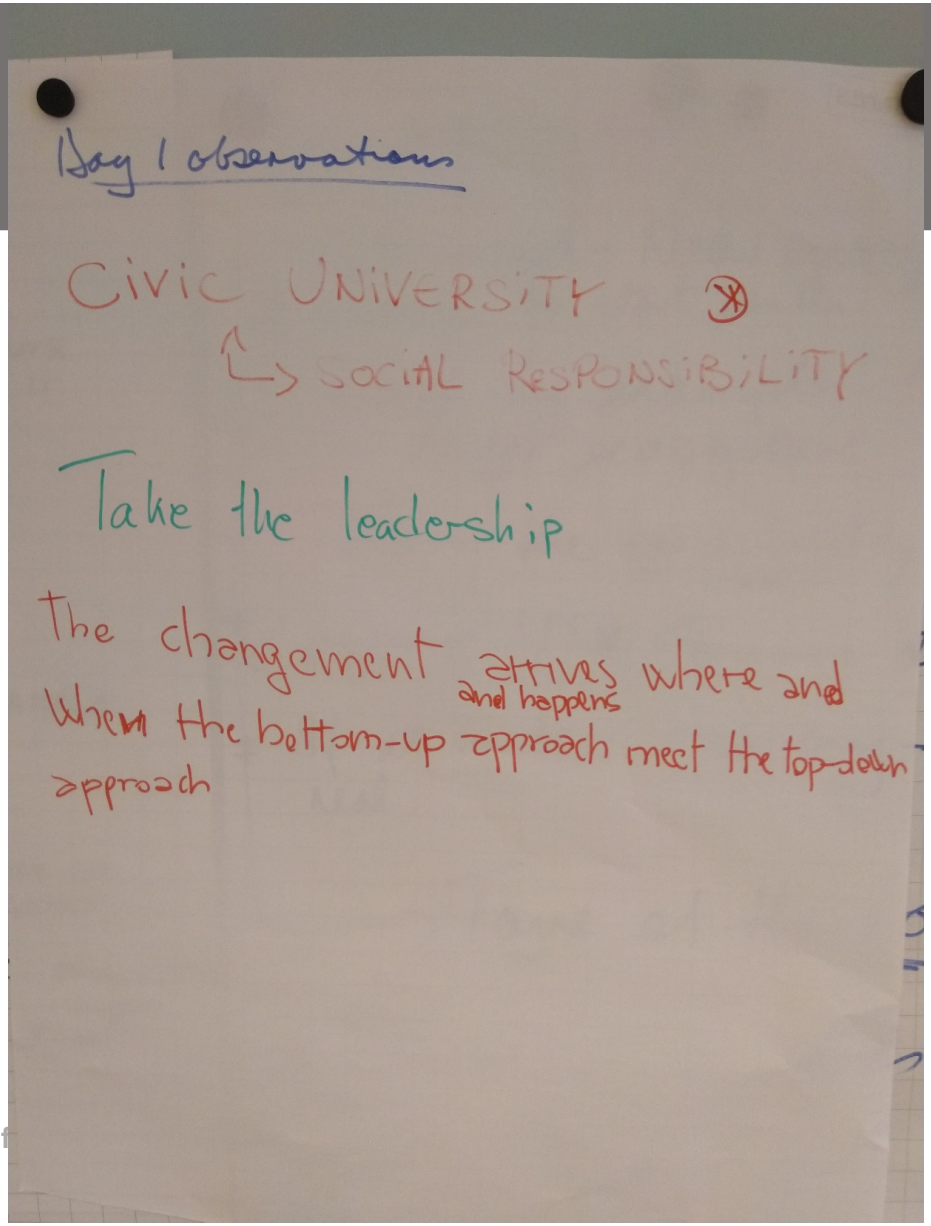
Day 1 observations
Civic University
↳ Social Responsibility
Take the leadership
The changement arrives where and and happens
When the bottom-up approach meet the top-down approach

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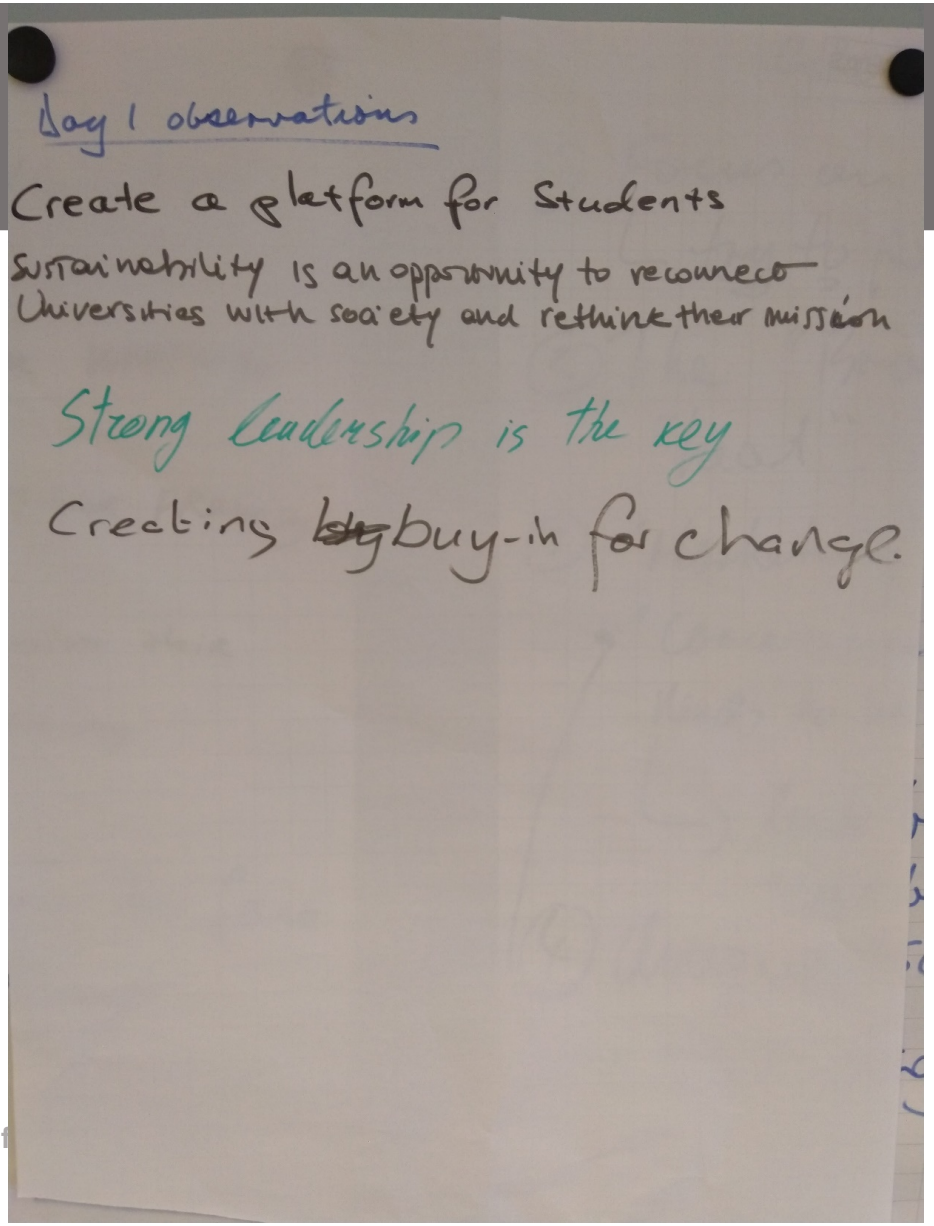
Day 1 observations
Create a platform for Students
sustainability is an opportunity to reconnect
Universities with society and rethink their mission
Strong leadership is the key
Creating buy-in for change.