Toolkit to establish your Green Office

Apply the main insights from the Apply the main insights from the Green Office Model Online Course Green Office With ease! and plan your Green Office With ease!

ABOUT

This toolkit was developed by rootAbility gUG and the UNESCO Chair Higher Education for Sustainable Development at Leuphana University Lüneburg. The German Federal Environmental Foundation (Deutsche Bundesstiftung Umwelt) financed its development under grant number 33671/01.

This project emerged as collaboration through the UNESCO Key Partner-network to implement the UNESCO Global Action Programme on Education for the Sustainable Development.

Cite as: rootAbility & Leuphana University (2019) 'Green Office Model Toolkit', Derived from www.greenofficemovement.org







www.dbu.de





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Please contact us for any questions: info@GreenOfficeMovement.org

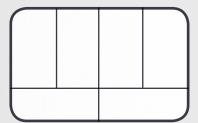
FOUR CANVASES TO ESTABLISH YOUR GREEN OFFICE



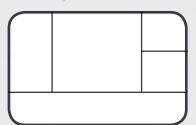
3. PITCH |- - - →

4. LOBBY

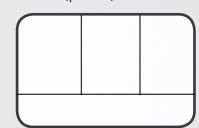
Identify sustainability initiatives and analyse their strengths and challenges (p. 2-3).



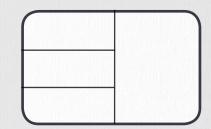
Adapt the model to your situation and design your Green Office (p. 4-5).



Argue why your university should establish a Green Office (p. 6-7).



Engage supporters, middle management and decision-makers (p. 8-9).



Go to 1st module



Go to 2nd module

Go to 3rd module

Go to 4th module



Organise working sessions to fill out these canvases, together with students and staff who want to establish a Green Office with you.

This is more fun and effective than working alone.

1. MAP



Get an overview of existing sustainability initiatives and analyse their situation

What sustainability-related institutes, projects or academics exist?

e.g. renewable energy institute or climate change professorship

What sustainability initiatives and projects are students running?

e.g. student sustainability group or student representative

Brainstorm within your team, ask people you already know, and search the university website or social media to find initiatives

What sustainability degrees, courses, minors or lectures can students take for credit?

e.g. introduction to sustainability course or circular economy lecture

What are the strengths of existing sustainability initiatives?

e.g. more people are getting interested in sustainability

- 1	Education	Research	Student	Operations
			community	and policy
		Till till till till till till till till		
	1000	. 0,555.0		
	C: I		GL II	
	Strengths		Challenges	

What initiatives exist to make buildings, processes and policies more sustainable?

e.g. sustainability coordinator or waste recycling campaign

What challenges limit existing sustainability initiatives?

e.g. low student involvement or limited collaboration



MAP OF EXISTING SUSTAINABILITY INITIATIVES

RV

Бу		Created or	
Education	Research	Student community	Operations and policy
Strengths		Challenges	

Created on

2. DESIGN



Adapt the model to your context and design your Green Office

What projects will you run to fulfill your role?

e.g. organise a networking event or map all sustainability courses

What role will you play to further sustainability?

e.g. empower students and staff to run sustainability projects

Role Activities Team

Partners

Institutional support

What will your team look like?

e.g. five student employees and one staff member

With whom will you work on projects?

e.g. student groups or other Green Offices

What funding, mandate and office space do you need?

e.g. 45,000 Euro per year and

approval by the executive board



Tip!
Your first design will be a rough draft. Make it more specific over time, as you gather more information and feedback.

Ву	C	reated on
ole	Activities	Team
		Partners
stitutional support		

3. PITCH



Develop convincing arguments, why your university should establish a Green Office

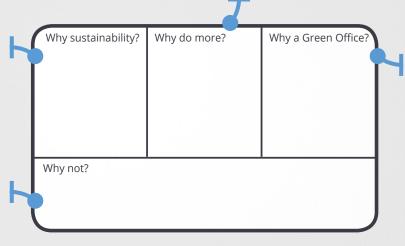
Why should decision-makers care about sustainability?

e.g. fulfill societal responsibility or attract third-party funding

What counter-arguments might critics raise and how do you address them?

e.g. the university doesn't have any money for a Green Office: A solution could be to start small or find external funding What key challenges limit existing sustainability efforts?

e.g. disconnection between initiatives or low student engagement



What would be the added value of a Green Office?

e.g. increase collaboration and engage more students

Tip:

Revisit the strengths and challenges you identified on the mapping canvas. Then show how your Green Office could build on strengths and address challenges.

Ву	Created on		
Why sustainability?	Why do more on sustainability?	Why establish a Green Office?	
Why not?			

PITCH FOR

4. LOBBY



Plan how to approach supporters, middle management and decision-makers

Who holds some institutional power, but is unable to approve your Green Office?

e.g. deans, department heads, sustainability manager, professors

Who holds little institutional power, but likes your idea? e.g. volunteer-led student groups, course coordinators, service staff Who can formally approve and fund your Green Office? e.g. Executive Board, committees, university council



How will you find supporters, mobilise middle management and convince decision-makers? e.g. information events, meetings, presentations

Approach decision-makers directly when you already know them well, or once you have talked to middle management and found enough supporters.

Created on	
Actions	
	Actions

WHAT'S NEXT?

Your Green Office is just a few steps away

Find funding and write your funding proposal

Carry out your lobby plan



ACKNOWLEDGEMENTS

Project team

Felix Spira, Anselm Grahl, Maik Adomßent

Design

R J Bavington

Special thanks for their advice and feedback

Anne Spira, Tim Strasser, Arian Meyer

