

# Green Office Wageningen - Year Plan 2021

## Seriously Sustainable Week – Yearly

Every year, the Green Office is organizing a week full of sustainable activities in October, around the national day of sustainability on the 10<sup>th</sup> of October. We do this with the entire team and in collaboration with multiple organizations in the [Green Active Network](#). For [SeSu2020](#), we teamed up with [Thuis Wageningen](#) to organise a week with both online and offline activities. Depending on the corona situation in the fall of 2021, we will organise the week in an online and/or offline way.

## Food & Health

### **Student Cooking Corner – Ongoing**

Students can sign up to cook and sell vegan and vegetarian dishes in the Forum building on Wednesday throughout the entire year. Green Office confirms the dishes and communicates about this with the Forum caterer. Since last year, we also have a [section with inspirational recipes](#) on the GO website. In 2021, we will continue with this online initiative and open up the SCC itself as soon as the corona measures allow it again.

### **Don't waste your (food)waste – Develop**

Food waste has always been a topic of our interest. This year we want to give more attention to the topic and team up with other people and organisations to fight it. Concerning the campus itself, we want to become part of the living lab about food waste. Besides, we also want to collaborate with other organisations of the Green Active Network (Thuis, Foodsharing, Slow Food Youth Network, etc.) and contribute to the Food Plan of the municipality in 2030.

### **Circular Farming – Develop**

The [Circular Farming Platform of Wageningen](#) is a collaboration between Boerengroep, WEP, AgriForum and Smart Fertilization Systems. The platform is stimulating the paradigm shift from improvement of productivity towards improvement of circularity and has created a some successful momentum over the last two years. Even though the topic is still very relevant, the platform has fallen apart and the activities are stagnating. Therefore, we want to rebuild a team of different organisations and start some new initiatives related to circular farming together this year. In the first place the organisation of the Annual Forum in October 2021, but potentially much more!

### **Other tasks**

- Stay in contact with the WUR caterers about sustainable initiatives.
- Stay in contact with all the sustainable food-related (student) initiatives in Wageningen.

## Campus & Operations

### **Sustainable campus tour – Ongoing**

WUR is being ranked as the most sustainable university for the 4th time in a row, according to the [UI Green Matric ranking](#). This is attracting external visitors to visit our campus and learn more about the sustainable aspects of it. Besides, this information is also interesting to students and employees of WUR itself, or as part of the introduction week for new students. Therefore, we have developed a sustainable campus tour in collaboration with Wageningen Campus Tours. The guides and the bookings are fully coordinated by Wageningen Campus Tours, but we keep them informed about things to add or change in the content of the tour.

### **Biodiversity and Climate Adaptation – Develop**

Biodiversity and climate change has been a hot topic among students and activists locally and worldwide. WUR is discussing the new vision of biodiversity and climate adaptation as part of two living labs that are being set up. As Green Office, we aim to contribute to this vision by participation in these living labs and by facilitating an open discussion with both students and staff members about these topics.

### **Circularity – Develop**

Circular Economy is an economy that promotes the regenerative cycle of materials and eliminates the idea of waste. A new circular vision was created in 2020, which states that WUR will reduce the resource use by 50% by 2030. This circular vision is already adopted and as Green Office we would like to contribute to the implementation of it. We are thinking about waste education, provision of circular products and the promotion of maximum usage of things using nudges. We also want to communicate about circular practices in the university that are already in place.

### **Sustainable Guide – Develop**

In pandemic times, both students and staff members are not at campus anymore. Instead, people are at home more than ever. Therefore, we want to broaden the scope of the campus & operations portfolio and bring our sustainability vibes to peoples workplaces at home too. We will inspire them with actionable things they can do in their daily life, all collected in a sustainable guide for students and staff members.

### **Other tasks**

- Stay in contact with the energy coordinator and IT department of WUR.
- Keeping our eyes open for small sustainable improvements in the facilities of WUR
- Promoting sustainable practices that happened within WUR to social media channels (collaborating with Communication & Outreach Coordinator)
- Collaborating with other coordinators and green organizations within and outside WUR

## **Education & Research**

### **Green Match – Ongoing**

We aim to match students from different courses to projects about making WUR more sustainable. The students are tackling these challenges as part of their study program. This provides valuable insights for the university, as well as relevant experience for the students. Therefore, Green Match it is making both the facilities and the education of WUR more sustainable. In 2020, we will not actively seek for questions, but make sure to make the match as soon as they arise.

### **Green Career – Ongoing**

For green career we promote courses about sustainability and share vacancies for sustainable internships, jobs and other opportunities. The main platform we use is LinkedIn. Other organisations always send us emails, asking us to share their vacancies. Actively looking for these vacancies is thus not necessary. We can just share what we get. The project also includes promoting courses at WUR that are about sustainability. This project this year will also focus on enhancing the GO visibility on LinkedIn and on the development of a workshop on “finding a job that matters”.

### **Teacher training and MOOC on sustainable competences – Ongoing**

Workshop for teachers about how to teach sustainability competences to students. We are developing and implementing this training module in collaboration with the chair group Education and Learning Sciences (ELS) and the Education Support Center (ESS). The MOOC is aiming at reaching external people as well, and is being developed by the WUR open and online team. This MOOC is going to be finalized in February 2021 and its further implementation and use will be discussed with the previous coordinator first. The network can be used for future projects on sustainable education.

### **Sustainable Education in Practice – Develop & Implement**

This is a more practical project for applying sustainability in education in our everyday lives. A Kit of useful reusable/recyclable/alternative stationery products will be developed in collaboration with the Study Store in WUR and other national (local, if possible) companies. Examples are MOYU stone books, portable white boards, refillable pens. The kit will also include basics needed in a student’s everyday university life like lunch boxes, Billie Cup, menstrual cup are some of the examples. The kit could be sold all together at the beginning of the school year (August-September) and single items should be sold at the Study Store throughout the whole year.

### **Sustainability Oscars – Develop & Implement**

This is a new project in collaboration with the community coordinator (to involve the volunteers) and the whole GAN. The idea is to organize every 2/3 weeks a movie night in which classics of sustainability will be shown in order to educate people on sustainability and environmental challenges while also developing some team building and involving students in a fun way. Due to Corona more rooms are needed and different people should be involved. The movie will follow a small genuine discussion on the challenges or solutions proposed in the movie.

### **Other tasks**

- Promotion of sustainable vacancies via LinkedIn.
- Promotion of sustainable courses at WUR via LinkedIn and website.
- Stay in contact with (sustainable) teachers, for example via the Teachers’ Lounge.
- Stay in contact with Academics Unplugged about “Imagining New Educational Paradigms”

## **Communication & Outreach**

## **Social media - Instagram – Ongoing**

Actively and regularly sharing posts and stories on Instagram, with a small social media team of about 2-3 people (coordinator + 1-2 volunteers social media). The goals for this year are to maintain and organise the collaboration with the other coordinators and to continue or start different ‘series’ about various sustainability-related topics. We also want to give more responsibility and options to the volunteers, proposing short- and long-term projects.

### **- #greenWUR**

In collaboration with Spread the WURd, we are going to explore all the different elements which make WUR a sustainable university, from what is in front of you in your daily student life to what happens behind the scenes. From March onwards, the collaboration will become occasional based on the various sustainability-related activities which will happen in the University. We will stay in touch with Spread the WURd for any interesting information we want them to share.

### **- additional projects:**

Besides, we want to structure the instagram page in such a way that most of the posts are part of a series. We have a couple of series in mind already and new ideas will arise during the year.

#### **1. Sustainable@WUR**

Sustainability on Campus in collaboration with Education & Research and Campus & Operations coordinators

#### **2. GOgreen - sustainable lifestyle**

Stories of people, green tips & tricks, food (in collaboration with the SCC and the sustainability blog).

#### **3. Sustainable@Wageningen**

Sustainable organisations in Wageningen, eating local and sustainable events.

#### **4. Green (wo)man life**

Posts about the green (wo)man doing all kinds of sustainable things on and around the WUR campus.

## **Social media - Facebook and LinkedIn – Ongoing**

Occasionally posting content on LinkedIn and Facebook in cooperation with the Education & Research coordinator and the Sustainability Blog Editors. On Facebook we post events, blogposts, vacancies and other related content. On LinkedIn we share vacancies, articles and the profiles of our team members (#MeetTheTeam).

## **Sustainability blog – Ongoing**

The project started in September 2020 and it is mainly managed by the Sustainability Blog Editors (2 people). There are going to be occasional meetings together with the coordinator and social media team to brainstorm about possible topics. The blog will allow to develop topics in a more extensive and deep way. The goal is to keep the blog active, both with collaborations with coordinators and volunteers, and with content created by the Blog Team. The blogs will be posted on the website and Facebook and promoted on Instagram.

## **Billie Cups promotion (part of Reuse Revolution) – Ongoing**

The Billie Cup pilot started in October 2020 (in Orion and Impulse cafeterias) and it will run for about 1 year. If the pilot is successful, Billie Cups can be implemented all over the WUR campus. Besides, the initiative is growing in the city of Wageningen, which increases the visibility as well as the amount of spots to bring your cup back for the deposit. The goal is to actively promote this project on Instagram, through posts and stories, in order to encourage the use of the BillieCups.

## **CSR-vibe on campus – To be continued**

Together with FB we are working on a creative concept to make sustainability on the WUR campus more visible. The goal is to show what is already happening and to stimulate people to contribute to it with the choices they make themselves. We aim to create a CSR-vibe that you can

experience everywhere on the campus. This project can be promoted, also within the #greenWUR project, as soon as it is visible on Campus.

### **Other tasks**

- Stay in contact with communication channels of WUR (FB, Spread the WURd, Resource).

## **Community & Green Impact**

### **Volunteer program – Ongoing**

Green Office has always provided the opportunity for volunteers to join the Green Office, but it is much more successful since we are having a community coordinator in the team who is responsible for recruiting and involving the volunteers. The community coordinator is in contact with all the volunteers and explains the possibilities of being involved in the different Green Office projects. Besides, we are also organizing monthly team gatherings for the entire group to exchange ideas and come up with new sustainable actions or projects. To make it concrete, the volunteers have a few roles to choose from. These vacancies can always be found on our website.

### **Green Impact Program – Ongoing**

This project is focusing on the involvement of staff members in sustainability at WUR, by performing small actions in and around the workspace. It is a collaboration with FB and Green Office is responsible for the involvement of students in the teams. We do this by coordinating the student team in Forum and Orion and recruiting the so-called GIPA to join the staff teams in the other buildings. Additionally, workshops related to the different toolkit sections are held every 6 weeks. Due to the Corona situation these workshops are taking place online which has however increased the presence of participants. The workshops this year should aim at encouraging interaction and activity between and within the teams. Focus should therefore be on the concrete actions rather than staying too abstract. This is done by having a workshop related to one area of the toolkit and a following discussion with the participants of what concrete actions could arise from this theory.

### **Other tasks**

- Collaboration with the Green Active Network of Wageningen.
- Stay in contact with the national Studenten voor Morgen network
- Stay in contact with the European Green Office Movement.