



# *Sustainable Impact at University Campuses*

## *Majra Guidelines*



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## *1* Introduction

The promotion of sustainability in universities is critical in ensuring a better future for our planet. By implementing sustainable practices, universities can significantly reduce their environmental impact, foster a culture of sustainability, and prepare students to be responsible global citizens. In response to this pressing need, it is essential to develop guidelines for sustainable impact in universities.

According to His Highness Sheikh Zayed Bin Sultan Al Nahyan, may his soul rest in peace, "On land and in the sea, our forefathers lived and survived in this environment. They were able to do so because they recognized the need to conserve it, to take from it only what they needed to live, and to preserve it for succeeding generations."

Following his HH footsteps, these guidelines can serve as a roadmap to help universities integrate sustainability principles into their operations and culture. The implementation of these guidelines can include measures such as reducing energy consumption, waste management, sustainable transportation, and responsible sourcing of food and supplies.

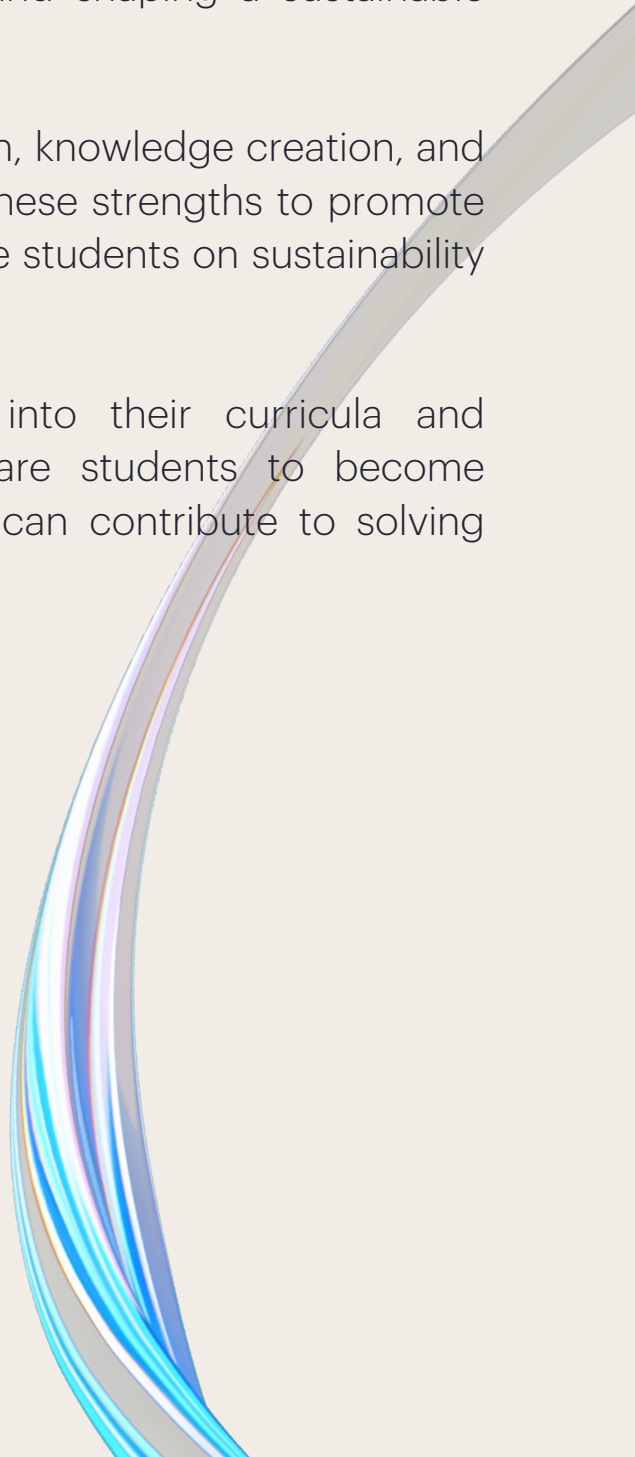
It is crucial that universities embrace sustainable practices not only for the benefit of the environment but also to fulfill their social responsibility in promoting sustainable development.

## Purpose of this Guideline

The National CSR Fund believes that by adopting these guidelines, universities can play a vital role in addressing the challenges of the 21st century and shaping a sustainable future for generations to come.

Universities are hubs of innovation, knowledge creation, and learning, and they can leverage these strengths to promote sustainable practices and educate students on sustainability issues.

By incorporating sustainability into their curricula and research, universities can prepare students to become responsible global citizens who can contribute to solving complex sustainability challenges.

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## 2 Framework

### **a. Impact Lab Collaborative Efforts**

The National CSR Fund aims to establish collaborations with universities in the UAE to create impact labs focused on sustainable development. These partnerships will encourage students to work on sustainability projects and graduation projects related to sustainability. The National CSR Fund can offer support by participating in the committee panel, organizing workshops, or facilitating the publication of research on our website.

Additionally, we seek to host roundtable discussions that bring together representatives from businesses, government, academia, and the community to explore challenges and recommendations in the context of CSR and sustainability. We will provide a platform for testing hypotheses on initiatives and policy interventions by soliciting expert opinions.

Our goal is to offer the private sector a platform for engaging with government representatives on the challenges and opportunities in CSR. This will enable the government to share its vision of the private sector's role in transforming the CSR landscape in the country.

We propose the following step-by-step plan for fostering sustainable impact within UAE universities through partnerships, impact labs, and collaborative efforts with the National CSR Fund:



**Identify potential partner universities:** Research and compile a list of universities within the UAE that have a strong focus on sustainability, CSR, or related fields.



**Establish initial contact:** Reach out to the identified universities to gauge their interest in collaborating with the National CSR Fund and participating in impact labs.



**Develop a collaboration framework:** Create a detailed framework outlining the goals, objectives, and key milestones for the partnership, including the establishment of impact labs and the various support initiatives from the National CSR Fund.



**Formalize partnerships:** Sign Memorandums of Understanding (MoUs) or other formal agreements with the universities to solidify the collaboration and set clear expectations for all parties involved.



**Set up impact labs:** Work closely with partner universities to establish impact labs within their campuses, focusing on sustainability and CSR-related projects and initiatives.



**Encourage student engagement:** Launch awareness campaigns and workshops to motivate students to work on projects and graduation projects centered on sustainability topics, with guidance and resources provided by the National CSR Fund.



**Organize roundtable discussions:** Host periodic roundtable talks that bring together representatives from businesses, government, academia, and the community to exchange ideas and address challenges related to CSR and sustainability.



**Engage experts for hypothesis testing:** Provide a platform for testing hypotheses on initiatives and policy interventions by soliciting expert opinions and facilitating discussions with relevant stakeholders.



**Facilitate private sector-government interaction:** Offer opportunities for the private sector to engage with government representatives on the challenges and opportunities in CSR, helping to shape the CSR landscape in the country.



**Monitor progress and evaluate outcomes:** Regularly assess the effectiveness of the collaborations and impact labs, adjusting the approach as needed to ensure optimal results and ongoing alignment with the National CSR Fund's vision for sustainable impact in the UAE.



## **b. Campus Operation**

As universities strive to promote sustainability and reduce their environmental impact, it is essential to consider ways to implement sustainable practices within campus operations. One key area of focus is reducing building energy and water consumption, which can significantly reduce carbon emissions and promote energy efficiency.

By adopting sustainable practices such as improving building insulation, installing energy-efficient lighting and HVAC systems, using renewable energy sources, adopting water conservation measures, and implementing smart building management systems, universities can make significant strides towards creating a low-carbon campus. In this context, it is crucial to develop guidelines for implementing sustainable practices within campus operations, which can serve as a roadmap for achieving a more environmentally friendly campus.





In this brief guide, we will outline some key strategies for reducing building energy and water consumption, and highlight their benefits in promoting sustainability and reducing the carbon footprint of university campuses.

### **Improve building insulation to reduce heating and cooling energy requirements:**

- a. Conduct an energy audit to identify areas with poor insulation or air leaks.
- b. Add insulation materials to walls, ceilings, and floors, focusing on areas with the greatest heat loss or gain.
- c. Seal air leaks around windows, doors, and other openings using weatherstripping or caulking.
- d. Install double or triple-pane windows with low-emissivity coatings to improve insulation and reduce heat transfer.
- e. Add insulated doors and window shades to further reduce heat exchange.





## **Install energy-efficient lighting and HVAC systems to reduce electricity consumption:**

- a. Replace traditional incandescent bulbs with LED or compact fluorescent lights (CFLs).
- b. Install occupancy sensors or timers to automatically turn off lights when not in use.
- c. Upgrade to energy-efficient HVAC systems, such as high-efficiency furnaces, heat pumps, and air conditioning units.
- d. Implement a programmable thermostat to better regulate indoor temperatures and reduce energy consumption.
- e. Regularly maintain HVAC systems to ensure optimal performance and efficiency.



## **Use renewable energy sources such as solar panels and wind turbines:**

- a. Conduct a site assessment to determine the feasibility of installing solar panels or wind turbines.
- b. Calculate the required system size based on energy consumption and available space.
- c. Obtain necessary permits and approvals from local authorities and utility companies.
- d. Install the chosen renewable energy system, including solar panels, inverters, batteries, or wind turbines.
- e. Monitor the system's performance and perform regular maintenance to ensure optimal efficiency.



**Adopt water conservation measures such as fixing leaks, using low-flow faucets and showerheads, and installing water-efficient toilets:**

- a. Inspect plumbing systems for leaks and repair them promptly.
- b. Replace traditional faucets and showerheads with low-flow alternatives that use less water per minute.
- c. Install water-efficient toilets, such as dual-flush or low-flow models.
- d. Encourage building occupants to adopt water-saving habits, like turning off the faucet while brushing teeth or using a broom instead of a hose to clean outdoor areas.
- e. Implement a rainwater harvesting system to collect and reuse water for irrigation or other non-potable purposes.



## **Implement a smart building management system to monitor and optimize energy and water consumption:**

- a. Assess the building's current energy and water management systems and identify areas for improvement.
- b. Select a suitable smart building management system that meets the building's needs and budget.
- c. Install sensors, meters, and other required hardware to collect data on energy and water usage.
- d. Integrate the smart building management system with existing systems and equipment.
- e. Regularly analyze the collected data to identify trends, inefficiencies, and opportunities for improvement, and make necessary adjustments to optimize consumption.

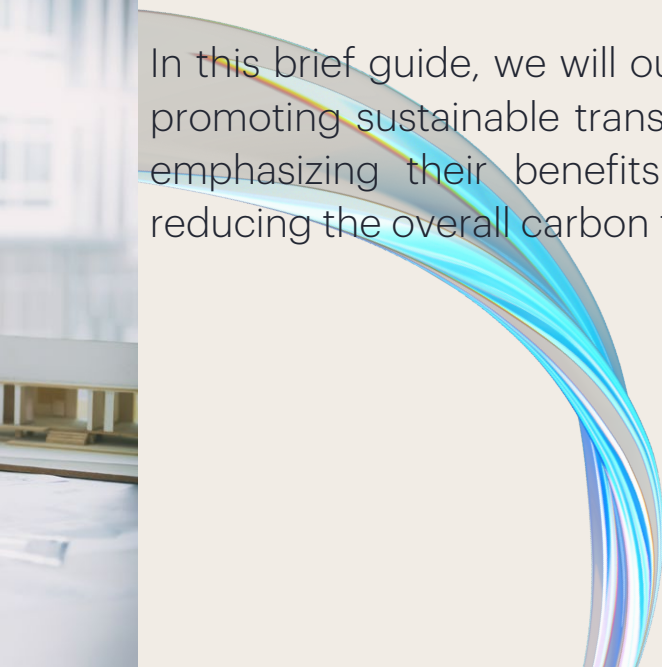




### **c. Transportation**

As universities continue their journey towards sustainability and minimizing their environmental impact, it is imperative to explore methods for promoting sustainable transportation to, from, and within campus grounds. Sustainable transportation plays a crucial role in creating a low-carbon campus, as it helps reduce greenhouse gas emissions, alleviate traffic congestion, and promote overall well-being. By encouraging sustainable modes of transportation such as walking, cycling, and public transit, providing incentives for carpooling, offering bike-sharing programs, installing electric vehicle charging stations, and partnering with local transportation providers, universities can significantly contribute to fostering a greener campus culture. In this context, it is vital to establish comprehensive guidelines that outline actionable steps for integrating sustainable transportation practices into campus operations. These guidelines can serve as a blueprint for universities as they strive to create a more environmentally friendly and sustainable campus community.

In this brief guide, we will outline some essential strategies for promoting sustainable transportation on university campuses, emphasizing their benefits in enhancing sustainability and reducing the overall carbon footprint.

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## **Sustainable modes of transportation such as walking, cycling, and public transit:**

- a. Assess the existing transportation infrastructure around the campus and identify areas for improvement.
- b. Develop pedestrian-friendly pathways, crosswalks, and signage to encourage walking.
- c. Create dedicated bike lanes and install bike racks to promote cycling.
- d. Work with local transit authorities to improve public transportation options, such as bus routes and schedules, to better serve the campus community.
- e. Launch awareness campaigns to educate students and staff on the benefits of sustainable transportation modes.



## **Provide incentives for carpooling, such as reserved parking spots:**

- a. Establish a carpooling program or platform for students and staff to find and connect with potential carpool partners.
- b. Set aside reserved parking spots in prime locations for carpool participants.
- c. Offer discounted or priority parking permits for carpool vehicles.
- d. Promote carpooling through campus-wide communication channels, such as newsletters, social media, and events.
- e. Monitor the effectiveness of the carpooling program and adjust incentives as needed to increase participation.





## **Offer bike-sharing programs for students and staff to use on campus:**

- a. Research and select a suitable bike-sharing platform or partner to provide the service.
- b. Determine the number of bikes and strategic locations for bike-sharing stations on campus.
- c. Promote the bike-sharing program through various channels, including orientation events, campus signage, and social media.
- d. Monitor bike usage and adjust the number of bikes or locations as necessary to meet demand.
- e. Encourage user feedback to continuously improve the bike-sharing program.



## **Install electric vehicle charging stations to encourage the use of electric cars:**

- a. Conduct a feasibility study to determine the optimal number and locations of electric vehicle charging stations on campus.
- b. Obtain necessary permits and approvals from local authorities and utility companies.
- c. Install charging stations with appropriate signage and accessibility features.
- d. Offer discounted or priority parking permits for electric vehicle users.
- e. Promote the availability of charging stations and the benefits of electric vehicles through campus communication channels.







## **Partner with local transportation providers to offer discounted rates for students and staff:**

- a. Identify and reach out to local transportation providers, such as bus, metro, and ride-sharing companies, to explore partnership opportunities.
- b. Negotiate discounted rates or special packages for students and staff, such as monthly passes or group discounts.
- c. Establish a clear and accessible process for students and staff to obtain the discounted rates.
- d. Promote the discounted transportation options through various channels, including orientation events, campus signage, and social media.
- e. Monitor usage and gather feedback to ensure the partnerships continue to meet the transportation needs of the campus community.



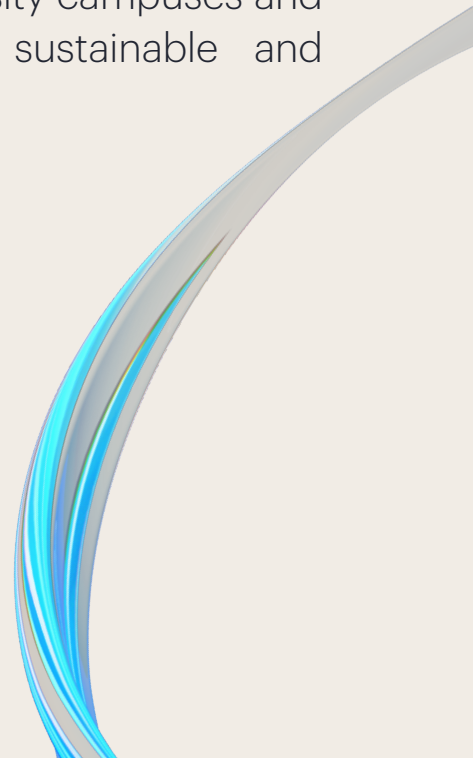




#### **d. Food Systems**

As universities strive to cultivate a more sustainable and environmentally conscious campus, promoting organic food and fresh produce within campus dining options becomes an essential aspect of this endeavor. Embracing sustainable food practices contributes to numerous benefits, including supporting local farmers, reducing waste, improving the health of the campus community, and fostering a culture of sustainability. By partnering with local organic farmers, encouraging the use of reusable materials, offering healthy food alternatives, providing nutrition education, incorporating sustainability into the curriculum, and hosting events that promote sustainable food systems, universities can create a vibrant, eco-friendly campus that values the well-being of both the environment and its members.

In this brief guide, we will outline key strategies for promoting organic food and fresh produce on university campuses and discuss their benefits in fostering a sustainable and health-conscious environment.



**Partner with local organic farmers and suppliers to provide fresh produce and promote sustainable agriculture:**

- a. Identify and establish relationships with local organic farmers and suppliers who share the university's commitment to sustainability.
- b. Source a portion of campus food from these local partners to provide fresh, organic produce for campus dining services.
- c. Promote the use of locally sourced, organic ingredients in campus food outlets and highlight their benefits.
- d. Collaborate with local partners to ensure a consistent supply of fresh produce, adjusting menus seasonally to accommodate availability.
- e. Educate the campus community on the environmental and health benefits of consuming organic and locally sourced food.





**Encourage reusable bags, containers, and utensils at all food suppliers, restaurants, and cafes within campus to reduce waste:**

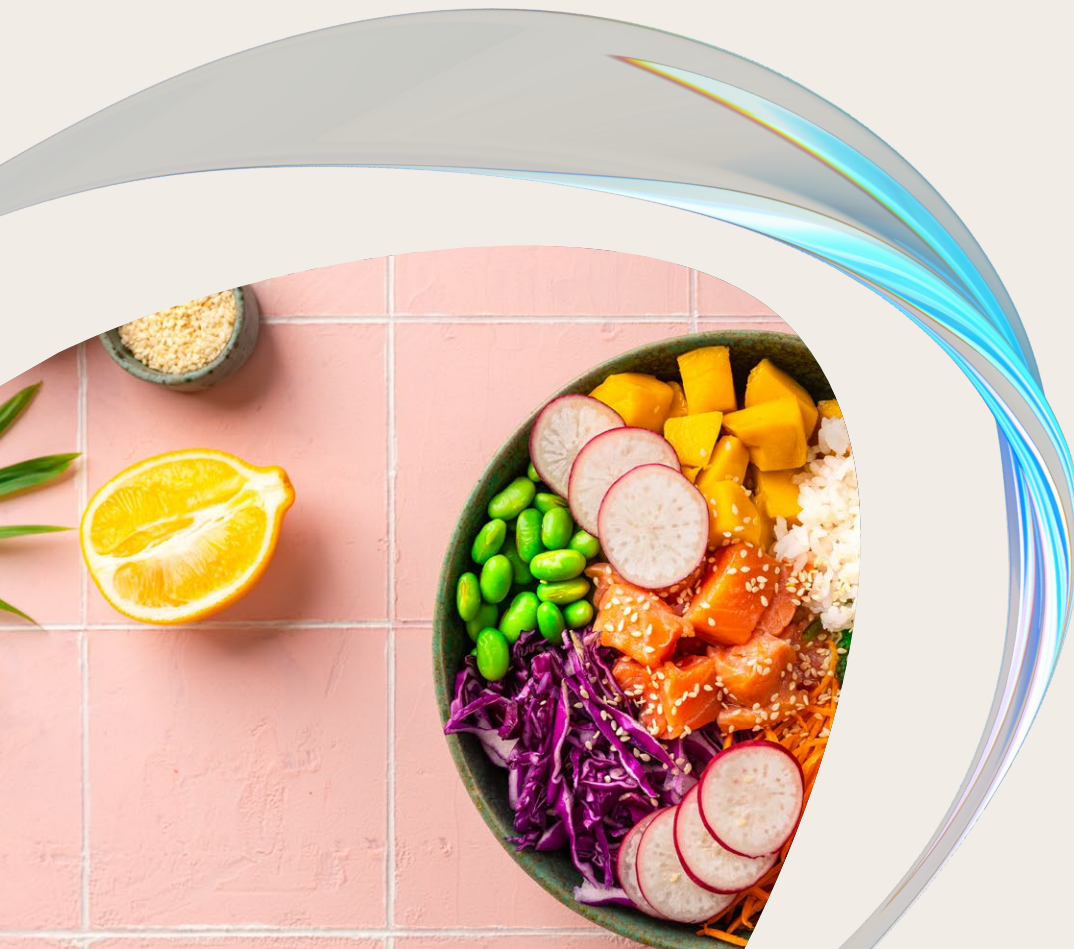
- a. Implement policies that incentivize the use of reusable materials, such as discounts for bringing reusable bags or containers.
- b. Offer reusable bags, containers, and utensils for sale at campus food outlets to encourage their adoption.
- c. Gradually phase out single-use plastics and disposable materials in favor of more sustainable alternatives.
- d. Launch awareness campaigns that educate the campus community on the importance of reducing waste and using reusable materials.
- e. Monitor the effectiveness of these initiatives and adjust strategies as needed to further reduce waste.





**Offer healthy alternatives such as salads, soups, and smoothies made with fresh ingredients:**

- a. Develop menus that incorporate a variety of healthy options, including salads, soups, and smoothies, using fresh and organic ingredients.
- b. Ensure that these healthy alternatives are prominently displayed and easily accessible at campus food outlets.
- c. Regularly update and rotate menu offerings to maintain interest and encourage the consumption of diverse, nutrient-rich foods.
- d. Provide clear nutritional information for all menu items to help students and staff make informed choices.
- e. Encourage feedback from the campus community to continuously improve and expand healthy food options.





## **Provide nutrition education and cooking classes to promote healthy eating habits:**

- a. Organize workshops, seminars, and cooking classes on campus that focus on nutrition, meal planning, and cooking with fresh, organic ingredients.
- b. Collaborate with local chefs, nutritionists, and other experts to lead these educational events.
- c. Offer a variety of programs catering to different dietary preferences, skill levels, and cultural backgrounds.
- d. Promote these educational opportunities through campus communication channels and social media.
- e. Evaluate the impact of these programs on participants' eating habits and overall health, adjusting content as needed to maximize effectiveness.

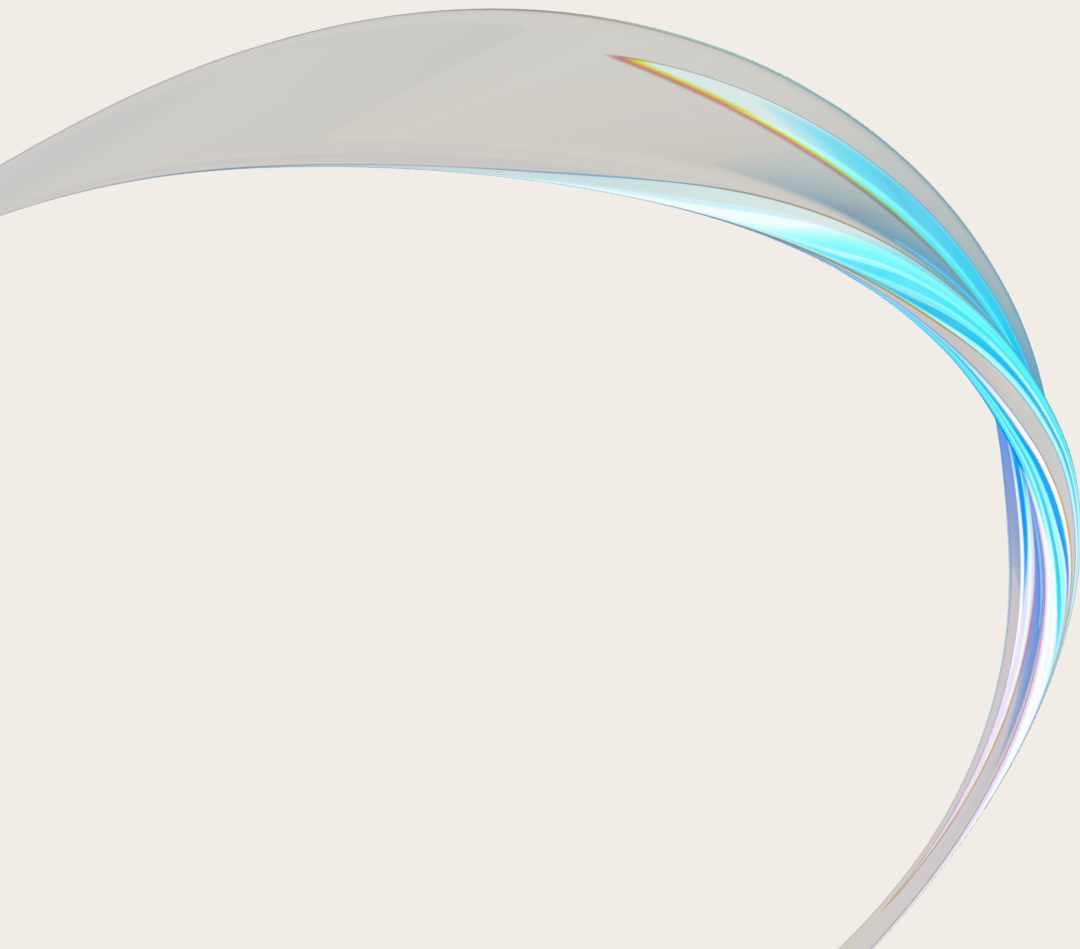






**Incorporate sustainability into the curriculum by offering courses on sustainable agriculture, food systems, and nutrition:**

- a. Develop and integrate courses on sustainable agriculture, food systems, and nutrition into existing academic programs.
- b. Collaborate with faculty members, local experts, and industry professionals to design and teach these courses.
- c. Encourage interdisciplinary approaches that combine elements from various fields, such as environmental science





## **e. Student Experience**

As universities work towards creating a more sustainable and environmentally responsible campus, it is crucial to consider the impact of the student experience on sustainability efforts. One area of focus is investing in eco-friendly merchandise, which can help promote sustainable practices, reduce waste, and support the university's overall sustainability goals. By sourcing eco-friendly merchandise made from sustainable materials, partnering with sustainable brands, encouraging the use of sustainable products, utilizing digital platforms, incorporating sustainability messaging, and using revenue generated from eco-friendly merchandise to fund campus initiatives, universities can actively engage students in their sustainability journey and foster a sense of shared responsibility.

In this brief guide, we will outline key strategies for investing in eco-friendly merchandise as part of the student experience, and discuss their benefits in promoting a sustainable campus culture.



## **Source eco-friendly merchandise made from sustainable materials:**

- a. Research and select sustainable materials for use in university merchandise, such as organic cotton, recycled materials, or biodegradable plastics.
- b. Collaborate with manufacturers and suppliers to develop eco-friendly products that align with the university's sustainability goals.
- c. Ensure that the production and distribution processes of these products follow environmentally responsible practices.



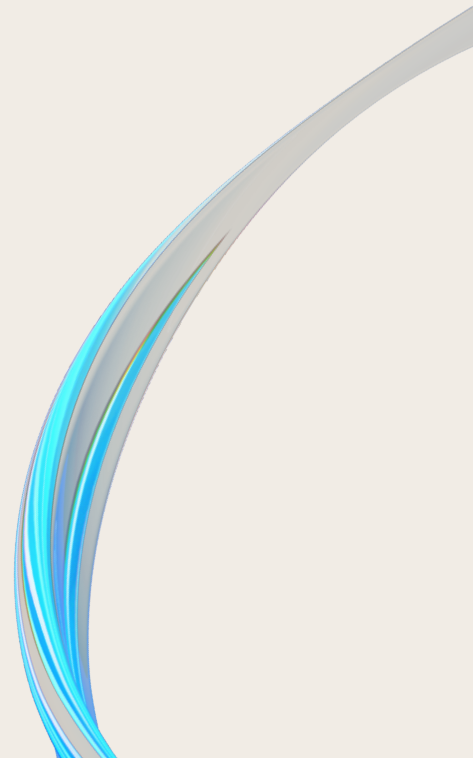
**Partner with sustainable brands and suppliers and offer student discounts to provide merchandise that aligns with the university's sustainability goals:**

- a. Identify and establish partnerships with sustainable brands and suppliers that share the university's commitment to sustainability.
- b. Negotiate special discounts or offers for students purchasing eco-friendly merchandise from these partners.
- c. Promote these partnerships and discounts through various campus communication channels, such as newsletters, social media, and events.



## **Encourage the use of eco-friendly merchandise by offering incentives for using sustainable products:**

- a. Implement incentive programs that reward students for using eco-friendly products, such as discounts, points systems, or giveaways.
- b. Develop and promote campus-wide sustainability campaigns that encourage the adoption of eco-friendly merchandise.
- c. Monitor the effectiveness of these incentive programs and adjust strategies as needed to increase participation.





**Use digital platforms to reduce paper waste by offering electronic versions of textbooks and course materials:**

- a. Collaborate with faculty members and publishers to provide electronic versions of textbooks and course materials whenever possible.
- b. Promote the use of digital resources through campus communication channels and encourage faculty to adopt digital materials in their courses.
- c. Offer training and support to students and faculty on how to effectively use digital resources.





## **Incorporate sustainability messaging and branding into the design of eco-friendly merchandise:**

- a. Develop a sustainability-focused branding strategy that is consistently applied to all eco-friendly merchandise.
- b. Utilize messaging that highlights the environmental benefits of using eco-friendly products and emphasizes the university's commitment to sustainability.
- c. Encourage student involvement in the design process to foster a sense of ownership and engagement in sustainability efforts.





## **Use revenue generated from the sale of eco-friendly merchandise to fund sustainability initiatives on campus:**

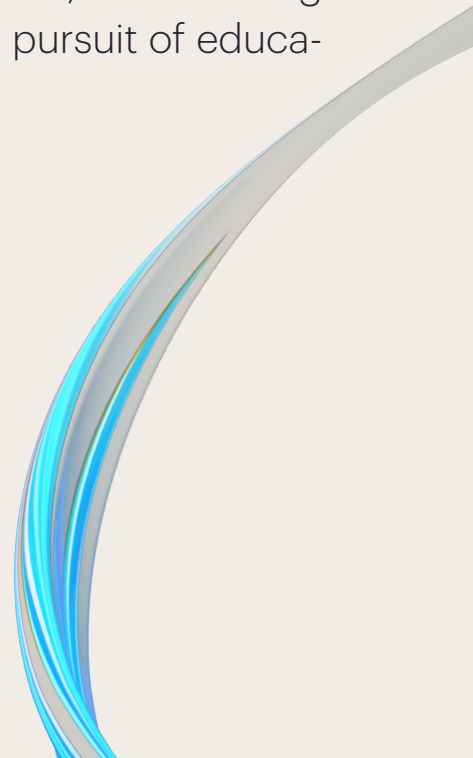
- a. Allocate a portion of the revenue generated from eco-friendly merchandise sales to support campus sustainability initiatives.
- b. Involve the campus community in the decision-making process to determine which initiatives receive funding.
- c. Communicate the impact of these investments to the campus community, emphasizing the importance of supporting eco-friendly merchandise and its role in funding sustainability efforts.

## 3 Conclusion

The National CSR Fund recognizes that the implementation of sustainable practices in universities requires collective effort and collaboration. The global climate crisis presents a pivotal juncture for educational institutions and individuals alike to manifest their dedication to environmental responsibility and sustainable transformation.

The disruption of conventional practices by the urgent need for eco-friendly alternatives underscores the common challenges that universities face in adopting and adapting innovative approaches to foster a greener and more sustainable campus environment.

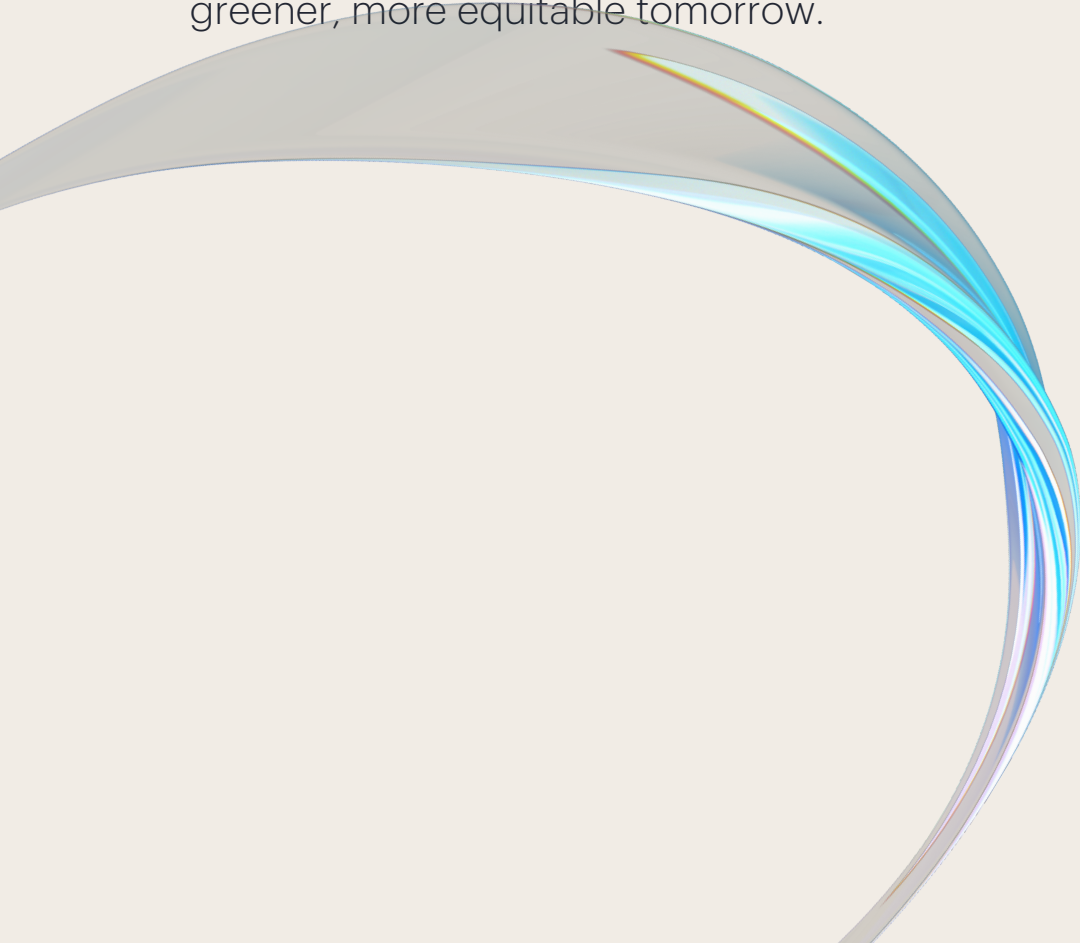
The guidelines presented in this document emphasize the significance of nurturing a culture of sustainability within academic institutions, bolstering collective efforts, and devising inventive solutions that harmonize with the pursuit of educational excellence.



## 3 Conclusion

It is crucial for forward-thinking universities to collaborate with fellow institutions, local governments, and communities to respond to the pressing demands of the climate crisis and embrace the 'adapt and unite' philosophy articulated herein.

By prioritizing the well-being of the planet and future generations, universities can contribute to the reduction of greenhouse gas emissions and the promotion of environmentally responsible practices. The manner in which educational institutions navigate these challenging times will play a vital role in shaping the collective path towards a sustainable future. Together, we can surmount these global obstacles and forge a greener, more equitable tomorrow.







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