Maastricht University Green Office

Learning – Networking - Innovation
Please follow the link to the video:
http://vimeo.com/33779508
Profile UM Green Office

Started as a student initiative in spring 2010. Officially integrated into Maastricht University (UM) in September 2010.

Coordinates & initiates sustainability projects at Maastricht University, by empowering students and staff.

Driven by student employees, the university’s environmental advisor and many student volunteers.

Major successes: Sustainability baseline assessment & subsequent development of UM’s first comprehensive sustainability policy, Green IT Project (e.g. PC Power Management) & two sustainability conferences.
Students faced obstacles of entry to advance change towards sustainable development within Maastricht University.

Maastricht University struggled to create a dynamic sustainability process, due to lack of money, knowledge, people and a structure to coordinate efforts across departmental boundaries.

Sustainability was not sustainable.
**Green Office Hybrid-Model**

**Top-down:** University provides budget, facilities & executive backing for student-driven Green Office.

**Bottom-up:** Students become integrated & drive the university’s sustainability efforts.

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*Maastricht University Green Office*
7 student employees & dozens of student volunteers

University’s environmental advisor

75,000 € Budget & centrally located office facilities

Official mandate as main entity to advance sustainability at Maastricht University

High profile supervisory board providing advice & support
Green Office team runs the office & implements projects

Budget to pay salaries & projects

Office facilities provide meeting & working space

Maastricht University Green Office
Supervisory board provides advice & support

Jacqueline Cramer
Former Dutch Minister of the Environment

André Postema
Vice President Maastricht University

Harm Hospers
Dean FHS & University College Maastricht

Edward de Vries
Former Mill Director at Sappi Limburg

Jos Kleinjans - Professor of Environmental Health Science at UM

Michiel Ritzen
Researcher at Ribuilt and advisor of Hogeschool Zuyd

Annemarie van Zeijl
Sustainability Researcher at ICIS

Maastricht University Green Office
Collaborations create leverage & synergies
Internal Organization into Portfolios

Making Maastricht University more sustainable

EDUCATION
Advance Education for Sustainable Development

RESEARCH
Promote Research on Sustainable Development

OPERATIONS
Decrease ecological, economic, and social footprint

COMMUNITY
Empower students & staff

ORGANIZATION
Administrative foundation of Green Office

Maastricht University Green Office
Integration into the University

Green Office

- Empowers students by providing access into the university
- Creates synergies by connecting stakeholders

External partners
Faculties
Facility Management
Student community

Maastricht University Green Office
Strenghts & Limitations

- Conducts feasibility studies, researches and implements best practices
- Coordinates & consolidates various disparate efforts throughout UM
- Participatory governance model creates dynamic process and legitimation for institutional change
- Provides informal learning opportunities for students

Challenges for large-scale projects:
- Leverage not fully transpired throughout the institution
- Students engaged for only one or two years
- Students need to gain knowledge & experience
- Limited budget & decision making power
Instigating Organizational Change

**Inputs**
- Student team & volunteers
- Support by professional staff (e.g. environmental advisor)
- Supervisory board
- Official mandate as principal actor to advance sustainability at UM
- Budget & facilities

**Outputs**
- Feasibility studies, business cases, implementation plans
- Monitoring & support for executing entities
- Reporting & transparency
- Furthering Education & Research for Sustainable Development
- Cohesion & ownership through participatory governance structures

**Outcomes**
- Organizational change and learning for sustainable development
- Minimization of environmental and social footprint
- Economic advantages through cost savings
- Active student participation & ownership

Maastricht University Green Office
Maastricht University Green Office

Success in 2010: Establishing Green Office

**Spring**
A student initiative forms to develop the Green Office concept & lobby for its implementation

**June**
Presentation to university council & decision by Executive Board to implement the Green Office

**September**
Green Office is officially launched at opening of the Academic Year ceremony

End 2010
Establishing the operational base of the office, brainstorming & conceptualization of first projects, contacting stakeholders, raising awareness about the Green Office at the university

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Successes in 2011:
From baseline analysis towards policy development

Climate Action Report
- First baseline analysis of sustainable development at Maastricht University, published in a 44 page long report in November 2011

Sustainability Policy
- Joint GO project to develop Sustainability Policy 2012-14 in a stakeholder inclusive approach, covering operations, organization, education and research, as well as community.

Ctrl-Alt-Delete Emissions
- Business case for more energy efficient ICT structure. Implementation of PC Power Management in September 2012, with expected annual electricity savings of 44,000 Euro.
Successes in 2011 cont.

Education
- Integrated research questions about university’s sustainability efforts into five Bachelor and Master courses
- Developed extra-curricular course offerings on sustainable development
- Guided and supported various thesis projects in the field of sustainability

Community
- Organized one student sustainability conference, sustainability think tank, networking events, joint board meetings of student sustainability groups, swap-shop, sustainability working days, film series, support of various student projects (e.g. green city map, student sustainability guide), etc.

Research
- Listed all courses, research centers, professorships and research institutes related to sustainable development at Maastricht University
- Organized one research conference on sustainable development
In February 2012, Maastricht University receives the Sustainabul Award as Dutch university with the most transparent sustainability efforts.

Jeanine Gregersen - Director of Marketing and Communications - upon receiving the award in the name of UM: “We owe this award to the driving force of our students at the Green Office and we as management embrace this honour wholeheartedly.”

Andre Postema – Vice President of Maastricht University: “Looking back to 2011, it strikes me that the Maastricht University Green Office has achieved so much. Naturally, it faced numerous challenges, but to put it in a nutshell: The experiment works.”
Creating an impact in 2012

- Implement a showcase for sustainable buildings at University College Maastricht
- Compile a Sustainability Progress Report
- Publicize a sustainability journal based on a research conference
- Develop the Sustainability Vision 2030 & a Roadmap to achieve this vision
- Implement PC-Power Management for all PCs and increase Server Virtualization
- Obtain a PhD position for Maastricht University Green Office
- Monitor the implementation of the Sustainability Policy 2012-2014
In November 2011, a group of founders of the Green Office established the informal working group, called ANZ.

Aim: Establish, support & connect student-driven Green Offices at other European universities

Current state of operations: Business plan development, market analysis, connection to stakeholders. Start of operations in August 2012
Maastricht University Green Office

Sustainability

Students

Green Office

Staff & faculty

Sustainability at Maastricht University

Maastricht University Green Office is hiring

Work Green!