

WE STAND FOR AMBITION.

Sustainability Report to University Council

May 2024



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Executive Summary

The global challenge of climate change and environmental sustainability is the defining issue of our time, and the HE sector is having to adapt quickly to the rapidly shifting changes in stakeholder expectations and landscapes of regulatory instruments and voluntary commitments.

In 2021, The University of Kent responded by establishing the Sustainability Steering Group and publishing our first institution-wide Sustainability Strategy. In 2022, our governance and reporting structure for sustainability was developed to ensure oversight of sustainability across the university and this structure is currently being revised and expanded to meet growing demand for sustainability. This report is the second annual report being presented to Council as part of our developing sustainability work.

This report provides an overview of progress against the strategic priorities outlined in the strategy; climate, campus, curriculum, operations, circular economy, and partnerships, setting out the key achievements and areas of risk. Despite the numerous challenges facing Kent, the report highlights a number of key highlights including work to calculate our complete carbon emissions footprint, winning Gold in the Wilder Kent Awards, and delivering an internal learning and teaching conference focused on sustainability in the curriculum.

Findings are included from our external audits required as part of the university's ongoing certification to the ISO14001 standard for Environmental Management. Kent has held this standard since 2012 over which time there has been increasing requirement for our core teaching and research activity to be incorporated into our wider environmental sustainability targets and reporting.

Finally, the report presents both the major risks and opportunities facing the University of Kent and the wider HE sector. As the impacts of the climate and ecological emergency are more widely understood, the university will face increasing pressure to both act to mitigate these effects but also to adapt and to develop resilience to the impacts of climate change both locally and globally. With these challenges come opportunities to embed sustainability across our teaching and research and operations and to utilise our strengths to attract prospective students and enhance the University's reputation in the region.

Drivers and Commitments

Stakeholder expectations

Expectations of higher education Institutions to take a leading role in sustainability have been growing, recognising the unique position of HE to equip vast parts of society with the knowledge and behaviours needed to transition to a more sustainability future. Evidence increasingly shows that prospective students are considering the sustainability credentials of universities when making choices. A recent study conducted by the NUS showed that over 60% of university students want to know more about sustainability, with 87% agreeing that their universities should take sustainability more seriously.

Sustainable Development Goals Education Accord

The University of Kent signed the Sustainable Development Goals (SDG) Education Accord In 2018, committing the University to embedding the 17 UN Sustainable Development Goals across all areas of the organisation including operations, teaching, leadership and engagement. We also commit to reporting on progress towards delivering the SDGs as part of sector-wide report presented annually to the UN High Level Political Forum.

ISO14001/Legal compliance

The University manages and operates an Environmental Management System certified to the International ISO14001 standard. We have maintained this standard since 2012 on a 3-year cycle with our next recertification audit due November 2024. This requires us to identify and control the environmental impact of our activities, products and services; demonstrate compliance with relevant legislation; to continuously improve our environmental performance; and, to implement a systematic approach to set and achieve environmental objectives and targets.

Climate Change and Net Zero Targets

Issues of climate change both from mitigating through reducing carbon emissions and adapting to the Impacts of climate change are growing rapidly In Importance and the HE sector has a key role to play in responding to the global climate emergency. The EAUC (Environmental Association of Universities and Colleges) was commissioned by the Department for Education as part of the Queens' Platinum Jubilee challenge to develop a standardised Carbon Emissions Framework (SCEF) for FE and HE institutions.

While the reporting is not currently mandatory, it is expected to become so, and therefore institutions are encouraged to start reporting as soon as possible so that they are well placed when it does become mandatory. The DfE expect reporting to start in the academic year of 2024-2025, with exact timings to be confirmed.

Sustainability People & Governance

People

The Sustainability Team (Sustainability Manager and Sustainability Coordinator) based within the Health, Safety and Environmental Sustainability Department are responsible for development and Implementation of the sustainability strategy, managing the Environmental Management System, ensuring legal compliance, student and staff engagement, managing sustainability projects, and representing the University at local, national and International sustainability focused events. This work is supported and overseen by the Sustainability Steering Group.

Governance Structure

Our Sustainability Steering Group (SSG) is made up of representatives from across the University and is chaired by Deputy Vice Chancellor, Richard Reece. The steering group has responsibility for overseeing development and implementation of a university-wide Sustainability Strategy and formally reports to the Health, Safety, Security and Environment Committee through to EG or to the relevant board(s) through the DVC Education and Student Experience. The group also has a reporting line to Council and provides an annual report on Sustainability and sustainability-related issues.

Changes for 2024

Following feedback from previous external audits of the University's Environmental Management System (EMS) and to address the widening scope of sustainability across Kent and the HE sector, a number of changes are being made to the structure of the Sustainability Steering Group and the arrangements for the operation and Implementation of the EMS. This includes the establishment of a number of sub-groups and working groups tasked with delivering against key strategic objectives and taking responsibilities for development of relevant targets and action plans.

A new University-wide Net Zero and Sustainability Strategy will be published in 2024/25 bringing together the work of these sub-groups.

- Net Zero Working group
- Biodiversity Working Group
- Sustainable Campus Operations (SCO)
- Sustainability Partnerships, Engagement and Student Experience (SPESE)
- Sustainable Curriculum and Research (SCR)

Sustainability Successes

Each year In April, to celebrate Earth day, the Sustainability team collates an annual round-up of sustainability successes and stories from across the University. Published In the form of a web page, our sustainability successes showcase over 50 projects, initiatives and achievements from teams, students groups, Individuals and university leadership.

<https://www.kent.ac.uk/sustainability/sustainability2024>

More information about many of these initiatives are included In more detail In this report but here Is a selection of other highlights from the last 12 months:

- We maintained a strong position In the People & Planet University league to achieve 32nd place overall
- The Kent Community Oasis Garden was shortlisted as a finalist for the 2023 Green Gown Awards
- 63 Kent staff members volunteered as staff sustainability champions
- 13.5 tonnes of food waste was collected and diverted from landfill to anaerobic digestion
- We published our new sustainable food plan setting out our plant forward approach to more sustainable food on campus
- We saved 89 tonnes CO₂e just by turning down our heating by 1 degree and a further 14 tonnes through installing LED lighting and automatic sensors in the Registry building.
- Saving from our Warp-It furniture reuse scheme are now at £1.25 million and we have saved over 636 tonnes putting us in 2nd place overall on the Warp-It leader board.
- We standardised our 10% discounts for using your own mug in our catering outlets reducing our use of single-use cups
- We signed the fossil free declaration stating that The University of Kent has no investments in extractor fossil fuel companies, and commits to ensuring that they will be excluded from any future investments we make.
- We embedded a sustainability impact assessment into our strategic change business case to ensure that sustainability risks and opportunities are identified for all University change projects.
- We are one of 12 Universities participating in the National Civic Impact Accelerator Programme part of which includes exploring the role of Universities in collaborating to address the climate agenda
- The Eastern Arc Conference 2023: Food in a Time of Crisis was held at Kent. Bringing together academics, researchers, businesses, policy-makers, charities and other organisations, to explore the issues, make connections and start to work together to identify solutions to the current crisis.
- The Student Working Group from the School of Anthropology and Conservation won a Canterbury Climate Action Partnership (CCAP) award in December, for their sustainability initiatives such as climate cafes, plant-based loyalty cards and their involvement in the BioBlitz.
- Sustainability Champion Alex Moores in Biosciences led a student internship project undertaken by Demi Kuye investigating the potential to embed Sustainability into the Biosciences curriculum.
- Our academics have produced 10,008 research publications related to the SDGs over the last 5 years.

Case Study: Bioblitz

Led by students from the Durrell Institute of Conservation and Ecology, the BioBlitz is an annual event that captures a snapshot of the species diversity on our Canterbury campus in a 24 hour period. The BioBlitz carries out bird, amphibian, moth, small mammal surveys and much more! In 2023 over 400 people took part from the University and local community. In the time period 321 species were recorded.



Case Study: bOing! Festival

In 2023 the Sustainability team managed the development of the new Futureproof zone at the popular bOing! Festival held at the canterbury campus annually in August. The Futureproof zone is dedicated to our planet and what we can do to look after it. Visitors were able to participate in nature friendly craft , take a guided walk around our woodlands and green spaces, learn more about sustainability related research at Kent and find out more about local community action.



Sustainability Strategy

About the Strategy

Our current strategy for Climate Action and the SDGs was published in October 2021 setting out our vision for 2025 across six strategic priority areas. Delivery of the strategy is underpinned by an action plan which focuses action through four delivery streams: Leadership & Governance; Campus Operations; Society, Partnerships & Engagement; and Learning, Teaching, Research & Innovation.

Strategic Priorities

Although we are working to achieve all the Sustainable Development Goals, we place priority on six of the Goals that relate specifically to the Climate and Ecological Emergency and the role of our university.



Climate

Achieve net zero scope 1 and 2 carbon emissions by 2040 and scope 3 by 2050



Campus

Regenerate the ecology of the campuses to mitigate biodiversity loss and decline in ecosystem services



Curriculum

To ensure all students to have access to learning, teaching and research that enhances understanding of sustainability



Operations

Develop, manage and operate the campuses sustainably



Circular
Economy

Promote and ensure responsible procurement and reduce the impact of consumption



Partnerships

Work collaboratively with others to achieve local, regional and international impact on sustainability

Progress

Climate



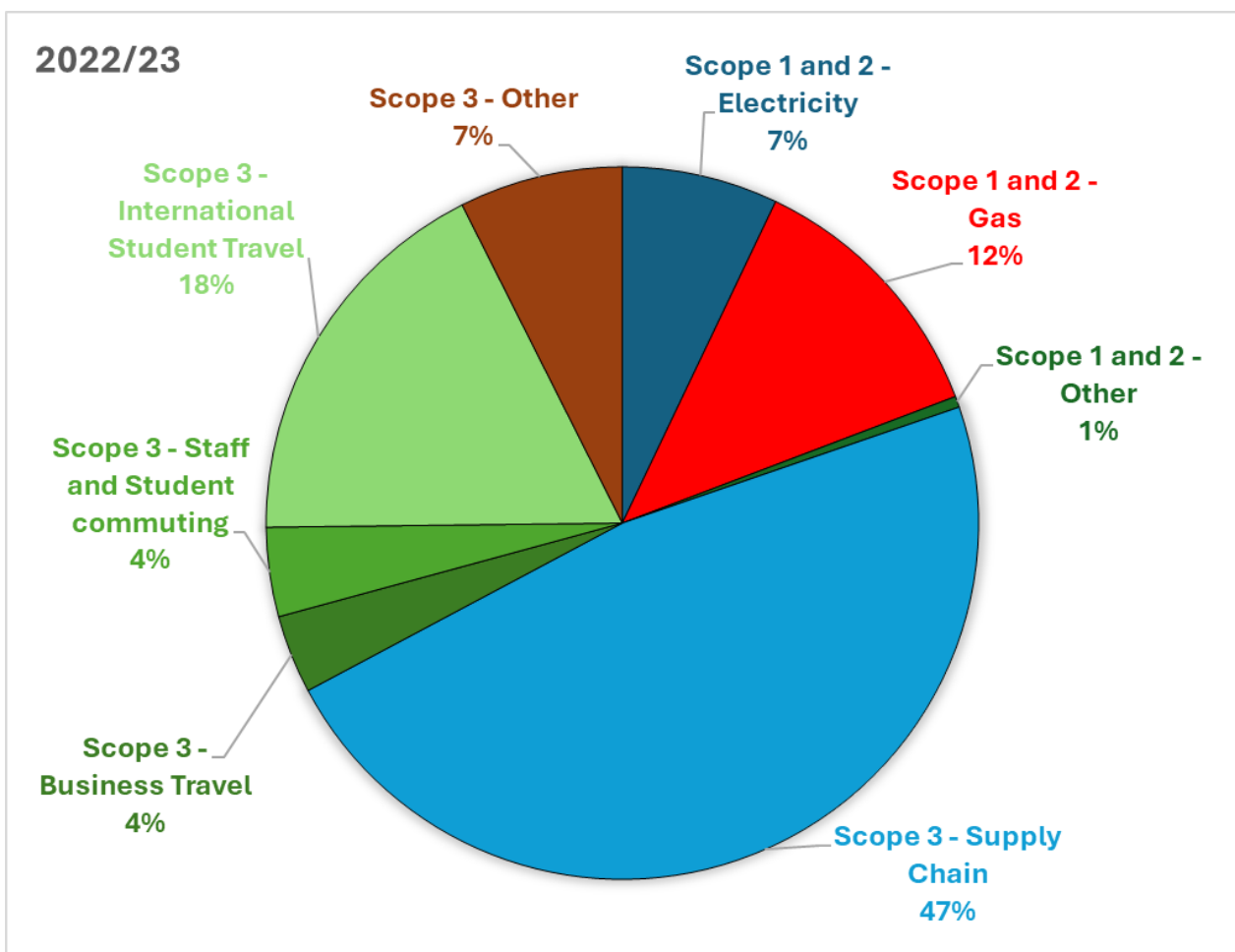
Achieve net zero scope 1 and 2 carbon emissions by 2040 and scope 3 by 2050.

(Interim 2025 targets to reduce scope 1 and 2 emission by 25% and to establish baseline data for scope 3 emission)

Over the last year, a Net Zero Working Group has been established as a sub-group of the Sustainability Steering Group (SSG) tasked with developing a carbon accounting methodology and coordinating delivery of the University’s target to achieve Net Zero Carbon Emissions across Scopes 1, 2 and 3. Membership is made up of representatives from Sustainability, CSE and Procurement.

The Net Zero Working Group have now completed the first phases of this work and have established methodologies for the collection, processing and reporting of data across scopes 1, 2 and 3; and collected baseline data for our complete carbon emissions footprint.

The full emissions footprint from the University of Kent for 2022/23 was **53,678.87 tonnes CO₂eq.** A breakdown of this total footprint by emissions source is given in the chart below.

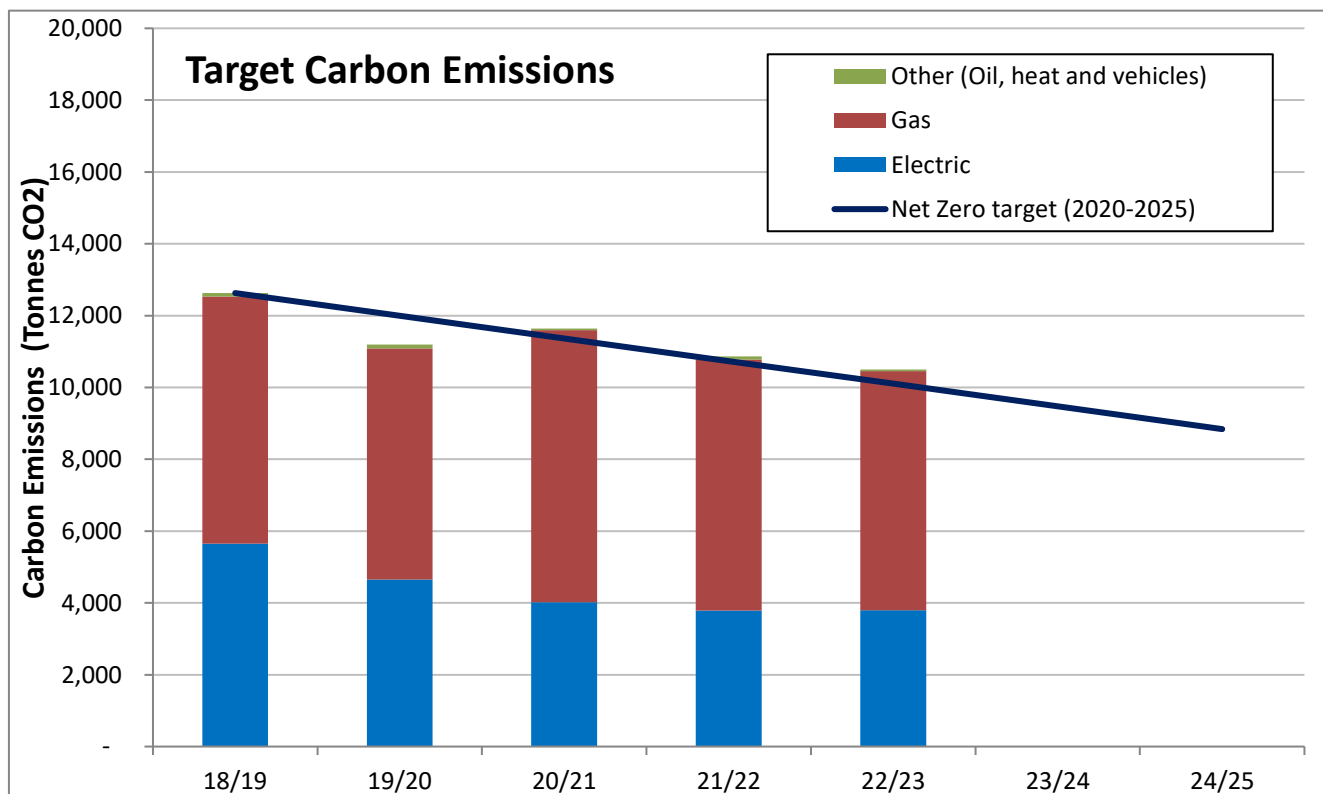


This general profile is roughly in line with the reported sector data included in the ‘Accelerating to Net Zero’¹ report produced by the Royal Anniversary trust in early 2023.

Scope 1 and 2

Emissions in scope 1 and 2 relate to our direct emissions from burning fuels such as gas in boilers or fuel in university fleet vehicles, and from purchasing electricity from the grid. These emissions make up only 20% of our total emissions, with the on-site combustion of gas in boilers accounting for 12%, purchased electricity 7% and the remainder from fleet vehicles and fugitive emissions from refrigeration and air conditioning.

Although reductions in Scope 1 and 2 emissions have been achieved overall, these reductions are beginning to fall behind our target and Interim data for 2023/24 shows that we are extremely unlikely to meet targets for this year.



Getting back on track will require an escalation of the programme of works Identified by Siemens Including lighting upgrades and renewable energy generation through rooftop and ground based solar arrays. It is unlikely, however, that the Siemens Partnership alone will be sufficient to keep our progress on track to achieve short, medium and long-term reduction targets. As part of the University’s Net Zero strategy, action will need to include other areas of the University such as IT, space management, procurement and behavior change.

¹ <https://www.queensanniversaryprizes.org.uk/wp-content/uploads/2023/01/Accelerating-towards-Net-Zero.pdf>

Scope 3

While work on Net Zero to date has focused on our Scope 1 and 2 emissions, over 80% of the University's total emissions footprint results from our indirect Scope 3 activities. Achieving Net Zero for Scope 3 by 2050 will require a significant shift in how we operate, and a culture change around key areas such as travel and procurement.

Supply Chain

Our supply chain is the source of almost half of our total emissions. The largest single category is information technology, which is predominantly made up of computer software suppliers with hardware supply accounting for a smaller portion. The second largest category of Business Services, which includes all professional and bought-in services, including consultancy.

Sustainable procurement is an area of interest for the sector and many Universities are now including dedicated sustainable procurement roles within teams to undertake this work. There are also a number of companies specialising in analysis of sector procurement data who can provide emissions breakdowns on a supplier basis. Both options are likely to be required in the future to achieve Net Zero across our supply chain. More work will be required to fully understand our supply chain emissions and to identify which suppliers we need to work with. The supplier selection process can be updated, and additional criteria added to ensure that The University is procuring considerately and using lower output suppliers where practical.

Business Travel

Business Travel currently accounts for 4% of total emissions. Around 75% of our business travel emissions are from aviation, 12% from operation of the campus shuttle and the remainder from rail travel, grey fleet, taxis, coaches and hotel accommodation for business. We will need to develop robust travel policies that reduce the amount of travel on university business and significantly increase the proportion of our business travel that is undertaken using the most sustainable practical option.

Student and Staff Commuting

Currently this is reported as 4% of our total emissions. This data is estimated from responses in staff and student travel surveys. Due to very low response rates of these surveys, there is fairly low confidence in this data. There is also no data included on student end/start of term commuting, so this figure is likely to increase as our data collection improves. Short-term actions to reduce emissions from commuting are laid out in the University's Travel plans and car parking strategy that include extension of exclusion zones and increase parking charges to disincentives driving, alongside continued improvements of accessibility and introduction of EV charging.

International Student Travel

Aviation emissions from international student travel accounts for 18% of our total emissions. Due to conflicting University targets to increase recruitment of international students we will not be targeting any specific action to reduce International Travel emissions in the short-medium term. We will continue to monitor sector wide guidance and activity in this area.

Campus



Regenerate the ecology of the campuses to mitigate biodiversity loss and decline in ecosystem services.

Our outdoor spaces are one of our most significant assets and are vital for student experience and the health & wellbeing of our staff and student body. Over the last 12 months our focus in this area has been on the development of projects and initiatives to connect our community with our campus and better utilise these assets for learning and teaching and wellbeing activities.

Despite some areas of progress and success, there has been a historical lack of investment into our external spaces, particularly ponds and hedgerows which has led to a decline in central campus areas. The ongoing uncertainty regarding the use of peripheral campus land has also restricted progress to regenerate ecology and reconnect habitats. We have also been slow to make changes to better consider the impacts on wider campus biodiversity and ecology when making strategic and operational decisions about the campus. While some progress is being made in addressing these risks, further work is needed to ensure we are not undoing the progress we have made.

Kent Community Oasis Garden

The Kent Community Oasis Garden (Kent COG) Is a multi-use space for students, staff and the local community run in partnership with East Kent Mind. This space has been hugely successful in developing a community centered around sustainability and wellbeing and is now also producing food used in our central catering facilities, massively reducing the food miles and carbon footprint of these products. This year Kent COG has expanded the number and range of opportunities for students, staff and community members to get Involved such as the monthly 'Gear up to grow' sessions, launch of the student tool library, houseplant hospital and seasonal workshops such as Christmas wreath making.

River of Vegetation

The University is fundraising, as part of the upcoming anniversary celebrations, to create a 'river of vegetation' across the Canterbury campus, which will act as natural signposting to flagship project areas: the Kent Community Oasis Garden and Diamond Anniversary Orchard.

The river will create a high amenity and pollen value trail that acts as a wildlife corridor as well as an education tool, and foraging trail. The 1st plants have been put in the ground, with 50 fruiting and medicinal trees being planted along the route.

Wilder Kent

In summer 2023 we were awarded the Gold award at the Wilder Kent Awards, a scheme set up by the Kent Wildlife Trust to recognise and reward the work schools, universities, business and community groups are doing in sustainability and biodiversity.

Biodiversity Strategy

Day-to-day towards this strategic objective is supported by our Landscape & Biodiversity Strategy which sets out how we will manage our campuses sustainably and embed habitat enhancement for biodiversity into landscape management practices. Our Landscape and Grounds department actively manages our ancient woodlands using traditional rotational coppicing to increase the diversity of species and health of the woodland. Grasslands are managed for biodiversity reducing the amount and severity of mowing to naturally diversify these areas and are creating new areas of wildflower meadows. Last year we piloted 'No Mow May', where selected areas of the central campus that would normally be cut were left to grow throughout the month of May. Students from the Conservation Society surveyed the areas and demonstrated an increase in diversity. Feedback from staff and students was extremely positive.



Curriculum



Ensure all students have access to learning, teaching and research that enhances understanding of sustainability.

Progress to embed sustainability within the formal curriculum has been slow, and Kent remains behind the rest of the sector in its Education for Sustainable Development (ESD) work. Our external ISO14001 auditor has also repeatedly raised observations regarding a lack of targets in this area. Much of the delay is due to a lack of staff resources both within the central sustainability team and within divisions. However, some progress has been made over the last 12 months, particularly in the co-curricular space:

Carbon Literacy Training

We accelerated our successful carbon literacy training programme and 94 learners have now been certified carbon literate by the carbon literacy project. Feedback from students on the course has been excellent with a high degree of further engagement with sustainability activities from those students who have participated.

Sustainability Pathway

In collaboration with careers and employability we developed and launched a free sustainability pathway short course to meet the growing demand from employers for graduates with sustainability skills.

Students participating are also able to earn employability points for completing the course.

Learning and Teaching Conference

The 2023 Internal learning and teaching conference was themed around 'Embedding Education for Sustainable Development (ESD) in the Curriculum and Co-curriculum and brought together academics and professional service staff to discuss themes relating to employability, curriculum mapping and Incorporating sustainability into the curriculum.

This builds on the inclusion of sustainability into the Associate Fellowship Scheme and Postgraduate Certificate in Higher Education and the use of our ESD toolkit to explore the SDGs and the UNESCO sustainability competencies and discuss how they could be integrated into teaching in their disciplines.

Operations



Develop, manage and operate the campuses sustainably.

Progress In this area has been significantly impacted by a lack of resources. Additionally, a number of operational areas currently do not have any targets or improvement actions or sustainability objectives to report on.

Operational Area	Target(s)	2022/23 Target met?
Carbon	25% reduction by 2025	No
Water	2% annual reduction in consumption	No
Waste & Recycling	Reduce general waste proportion to 41%	No
Landscape & Biodiversity	Various targets outlined in landscape strategy	Mostly achieved (7/8 targets)
Transport	No targets	N/A
Buildings and Infrastructure	To review BREEAM and SKA criteria to develop an in-house assessment methodology for sustainability in projects and set targets for projects >£1m	Yes
Sustainable Food	5 priority objectives in sustainable food action plan	Partly achieved

The climate change risk and adaptation group developed a risk register for climate risk including the built environment, natural environment, people and business services. Adaptation measures were identified, and these have been incorporated into Commercial Services and Estates planning.

In 2023, we developed and launched an in-house sustainability assessment for building construction, refurbishment and infrastructure projects to ensure that sustainability considerations are embedded into the projects process.

Circular Economy



Promote and ensure responsible procurement and reduce the impact of consumption.

Over the last 12 months progress has been made in including increased sustainability considerations into our procurement processes. Our contracts register was reviewed, and RAG-rated for sustainability risk. Amber rated contracts must include enhanced questions related to sustainability when tendering while tenders for Red rated contracts must consult with the sustainability team to determine risk and assess applications. Our general sustainability questions included in the tender process have also been rewritten to include enhanced information regarding carbon emissions, circular economy and transport.

Partnerships



Work collaboratively with others to achieve local, regional and international impact on sustainability.

Work in this area has been enhanced by the University's civic mission initiatives and the Sustainability have developed partnerships and collaborations with a number of local and national organisations to further work to deliver on sustainability objectives. These include:

- Partnering with the Food Foundation on the commitment to become a Right to Food University
- Representing the University of Kent on the board of the Climate Action Partnership whose aim is to support the council in implementation of their climate emergency and associated actions, and to work with and support other groups that are campaigning for a more sustainable future and SDG implementation for/in our district.
- Participating in the Canterbury Climate Action Festival and Awards (Winner of the Education Category Award)
- Working in partnership with East Kent Mind in the development and operation of the Kent Community Oasis Garden
- Furthering local and regional collaborations through development of activities such as Growing Kent and Medway.

Audit Findings

External Audit

Our Environmental Management System Is externally audited for certification to ISO14001. Our last recertification audit took place In December 2021 and Is valid for 3 years subject to the successful outcome of annual surveillance audits. The most recent surveillance audit In December 2023 resulted in one minor non-conformance and four observations. These are detailed overleaf along with their completion status.

MiNC 01: The non-conformance analysis does not determine the cause of the non-conformance or identify the actions required to prevent recurrence.

Status - **COMPLETE**

OBS 01: It's noted that the internal and external factors that relate to the effectiveness of the EMS (e.g. sufficient resource, culture, engagement and involvement from all department/functions etc) are well understood but are not documented in the context review.

Status - **UNDERWAY**

OBS 02: The EMS team intend to ask the executive group to hold the environmental programmes to account for the design and implementation of effective controls, objectives and programmes. In order to do so, individuals in key positions need to be identified and their roles and responsibilities need to be defined.

Status - **UNDERWAY**

OBS 03: The Waste Carrier Licence Master Log have a few entries that have expired – the licences should be checked and updated.

Status – **COMPLETE**

OBS 04: Housekeeping around COSHH can be improved in the grounds yard, including worktop benches, the chemical store, and around the bulk waste oil area closest to the door.

Status – **COMPLETE**

Risks and Opportunities

Sustainability Is a growth area in HE, recognising both the risks facing the sector and the opportunities that the transition to net zero and a more sustainable future can bring. Based on our current progress towards our sustainability strategy and key priorities Identified by the HE sector for the future this report highlights the key risks and opportunities faced by the University of Kent that should be considered as we develop our work in this area.

Risks

Environmental Management System

Changes are being made to the arrangements for planning and operation of the Environmental Management System following findings from previous external EMS surveillance audits. Specifically, these relate to a failure to link sustainability to the wider University and consider it adequately as part of strategic and financial decision making, failure to adequately identify stakeholder needs and expectations related to sustainability; and that the EMS focuses primarily on operational activities with limited oversight of teaching and student experience.

Progress to effect these changes however has been extremely slow and there is a significant risk that this will impact our upcoming ISO14001 recertification audit at the end of 2024.

Net Zero transition

We are falling behind against our published Net Zero Scope 1 and 2 targets. Identified actions are not sufficient to get back on track or to achieve medium- and longer-term targets, and it is unclear how the required transition will be financed. Failure to meet targets may result in reputational damage as well as a host of transition risks from failing to keep up with the sector, rapidly changing legislative requirements, increased utility costs and obsolete infrastructure.

Curriculum

Progress to embed sustainability within the formal curriculum has been slow, and Kent remains behind the rest of the sector in its Education for Sustainable Development (ESD) work. We must better understand and address the expectations of our students, the local community and employees in this space in order to ensure that our academic curriculum remains competitive in this area.

Reputational

As sustainability grows in importance and significance to our stakeholders the University is vulnerable to reputational risk around practices seen as going against our published commitments. The future of university landholdings is a significant area of sustainability reputational risk which must be managed but smaller practices on our central campus can also present a risk.

Resources

The Sustainability team at the University of Kent has 2 members of staff (1.8 FTE). This is significantly smaller than equivalent Universities in terms of size, peer group and league table position (example: University of Sussex, 6 staff; University of Reading, 12 staff; Canterbury Christchurch, 13 staff). Resource in this area has failed to keep pace with the HE sector as a whole and as a result is increasingly unable to keep up with the fast-moving developments in curriculum sustainability, co-curricular and employability opportunities and demonstrable commitment to sustainability as part of the staff, student and visitor experience.

Resource limitations within operational teams is also impacting the delivery of key strategic objectives. In particular for delivery of our carbon reduction projects. The energy team has only 1 member of staff limiting their capacity to effectively monitor consumption at a building scale or to deliver behaviour change initiatives.

Procurement

Large scale shifts in both how and what we buy are central to achieving our environmental, social and financial sustainability goals. In particular, we know that almost half of our Institutional carbon footprint results from our supply chain. Without resource to better understand these Impacts, engage with our suppliers, improve our contract management processes and analyse data we are unlikely to be able to make any progress in this area.

Opportunities

Sustainability Governance Changes for 2024

The changes currently underway to establish 5 sub-groups under the current Sustainability Steering group present an opportunity to increase the scope and range of sustainability activity at Kent. By spreading responsibility for sustainability out beyond the sustainability team we should be able to influence more areas of the university and ensure more students have access to sustainability learning, research and opportunities to engage with sustainability activity at Kent.

Living Labs

We have opportunity to strengthen the links between our academic and operational functions through the use of our campuses, buildings and departments as living labs. This will enable students to use campus spaces, access University data and work with operational staff to test research ideas and develop interdisciplinary projects to solve real-world sustainability challenges.

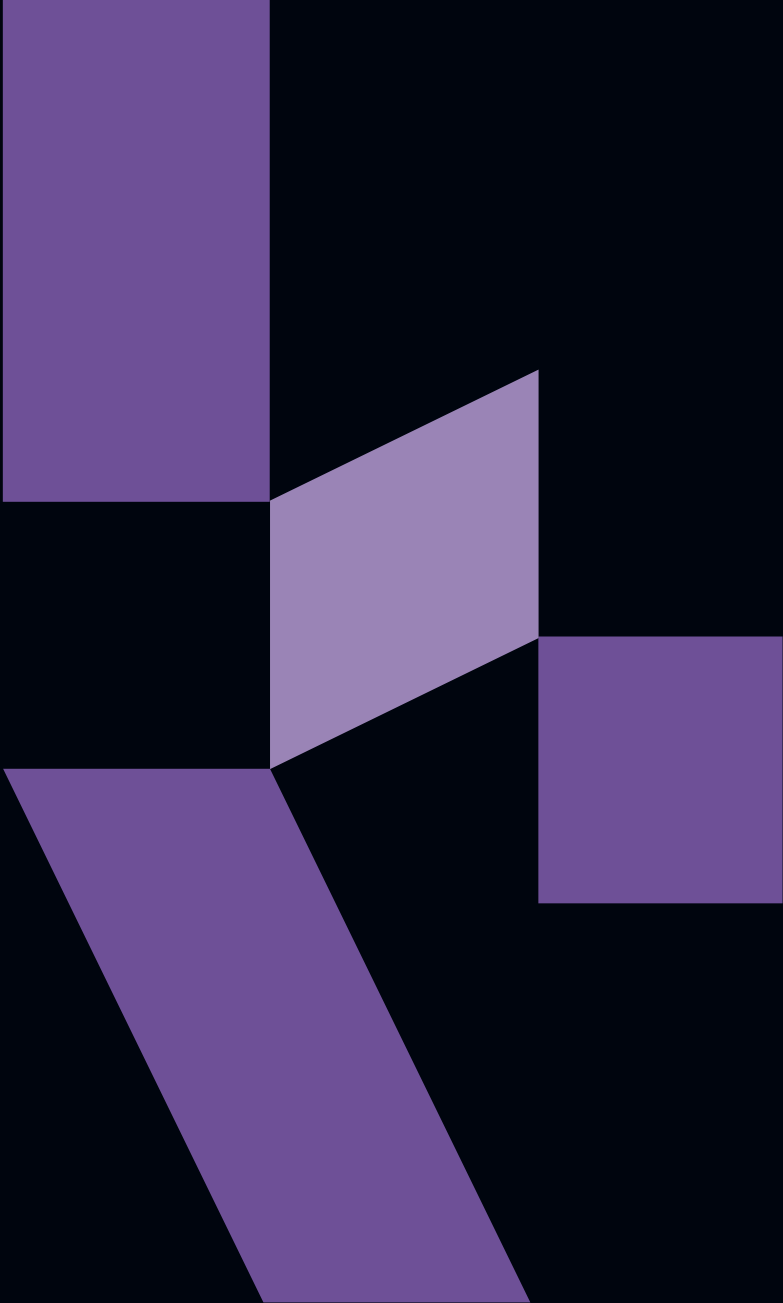
In particular linking up our students in DICE with work to map and survey our campus habitats in line with new government Biodiversity net gain methodologies will provide both a valuable resource bank of data for the university but provide students with formal experience in biodiversity mapping.

Sustainability as a recruitment tool

We have the potential to use our existing sustainability projects and initiatives as well as the development of new ones as a powerful marketing and recruitment tool. Strengthening the sustainability messaging in our digital and printed prospectuses, open day and visitor experiences to ensure we are reflecting the positive sustainability values of the 18-25yr old demographic.

Civic Engagement

Civic universities have enormous capability, in partnership with local authorities and other civic partners of contributing to local place-based solutions to sustainability challenges. Through the development of our civic mission, we have the opportunity to include sustainability and net zero into civic partnership agreements and to develop civic projects, such as the Right to Food initiative, delivering solutions for the region.



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kent.ac.uk/Sustainability

