

Delivered by



# sustainability exchange

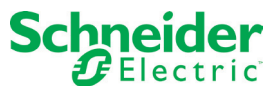


The number one resource  
for sustainability in UK tertiary  
education

Delivered by the EAUC

[www.sustainabilityexchange.ac.uk](http://www.sustainabilityexchange.ac.uk)

Sponsored by



Interface®



Tusker.



# Welcome

Leading organisations from across the further and higher education sector have joined forces to create the **Sustainability Exchange**. Combining resources and experience from top sustainable development and education bodies, the Sustainability Exchange is the number one resource for sustainability in UK tertiary education sharing a wealth of information that is available to everyone.

Delivered by the Environmental Association for Universities and Colleges (EAUC), the Sustainability Exchange provides sector professionals with up to date resources, insight, webinars, news, events and jobs connecting together sector professionals across the UK and beyond, stimulating debate and the sharing of knowledge.

Users have **free access** to the combined knowledge, guidance and support of all education - all focused on the powerful and challenging topic of **sustainability**.

## Bringing it all together

The Sustainability Exchange would not be possible without our Partners and Sponsors. They represent the leading organisations from across the UK further and higher education sector and from sustainable business. Combining resources and experience from these bodies, the Sustainability Exchange pioneers the UK's number one centralised sustainability information portal for tertiary education.

Our list of Partners will continue to grow meaning that the Sustainability Exchange will evolve tremendously over the coming months and years. Read more about our Partners at: [www.sustainabilityexchange.ac.uk/about](http://www.sustainabilityexchange.ac.uk/about)

Interested in becoming a partner, sponsor or supporter? Visit page 3 to find out more.

### What is it?

The Sustainability Exchange is the centre of sustainability knowledge for the tertiary education sector or for those with a professional interest in sustainability. It brings together through a unique and powerful partnership of organisations, a dynamic, user-friendly and free online resource of web-based tools.

### How will it change the sector?

By bringing together best practice and the latest management information, the Sustainability Exchange can help organisations and individuals to develop and enhance their own sustainability programmes and knowledge.

### What makes it unique?

The Sustainability Exchange was created as the first portal bringing together information and resources that were previously unavailable to many and, most importantly, all in one place.

### What's new?

Redeveloped in 2014, there is now no login requirement and an even better search facility!



# At the click of a mouse...

## Comprehensive resource bank of over 1000 sustainability resources

- Fully searchable content with multiple filters to locate specific resources by partner, theme, resource type, your region and more!
- For EAUC Members using Learning in Future Environments (LiFE), you will find resources defined by Framework. This common language means you can clearly link where you need support to progress in LiFE - helping you to focus your activity.
- Like what you've found? You can share resources via Facebook, Twitter, Pinterest, Google+ and LinkedIn to let others know you found them useful saving time for others.
- Online learning opportunities including live webinars, podcasts and elearning.
- The home for all Green Gown Award good practice incorporating the UK, Australasian and French Awards.
- Bringing knowledge and people together from inside and outside of the sector.
- An events diary to bring together sector and sustainability events in one place.
- A live news feed bringing you the latest on sustainability.
- All the latest sustainability jobs to help you to take that next step on the career ladder.

### 'exchanges'

Short, free, lunchtime webinars on a variety of interesting sustainability topics.





# Levels of participation

Getting involved in the Sustainability Exchange is easy and highly valuable. To help organisations find their place, we have established three levels of engagement:

**Sponsors** - as a not-for-profit initiative, we seek sponsorship funds to secure the long term future of the portal. We invite commercial organisations to provide financial support to develop the Sustainability Exchange in return for sharing their sustainability knowledge and brand exposure. [Visit page 5 for more information](#)

**Partners** - our founding Partners and organisations who freely share resources and knowledge, who may also support the Sustainability Exchange financially. [See page 4 for more information](#)

**Supporters** - media partners, organisations and projects that support the promotion and development of the Sustainability Exchange through reciprocal partnerships. [See right for more information](#)

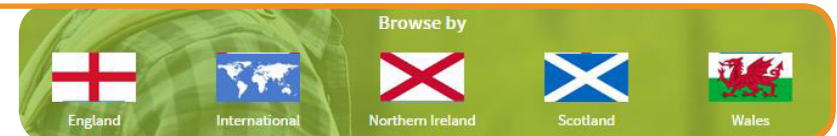
## Become a Supporter

### What's involved?

- Permission to address yourself as a *Sustainability Exchange Supporter*
- Have your own supporter page where you can feature information about your organisation. This can include links to your own website
- Benefit from positive PR for being involved in a sector wide knowledge exchange project
- Opportunities to advertise your events and news to new audiences

Further benefits are agreed on an one to one basis. Please get in touch to discuss this in more detail.

The Sustainability Exchange is fully national and international so we welcome participation from organisations across the globe. The portal supports local contexts, principles and practices by providing bespoke 'regional' pages.





# Become a Partner

Being a Partner brings many fantastic opportunities to your organisation and invites you into a community of forward-thinking organisations already at the heart of this pioneering portal (see right).

We are determined to make this innovative information portal available to an even wider knowledge base so it supports more users. With this in mind, we are particularly seeking new Partners from Wales, Scotland, Northern Ireland and also from Further Education.

## What's involved?

- Permission to address yourself as a Sustainability Exchange Partner
- Add details about your organisation to your own 'partner page' which can contain your key messages, logos, links and images
- Opportunity to contribute good practice to the sector which currently remains out of 'collective consciousness'
- Opportunities to showcase your sustainability activities and experience to Sustainability Exchange users allowing you to raise your profile inside and outside of the sector
- Opportunity to deliver 'exchange' webinars to raise your profile and your work
- Opportunity to share your freely available resources to new users
- Opportunities to advertise your events, news, continuing professional development and membership benefits to new audiences
- Benefit from positive PR for being involved in a sector-wide knowledge exchange project. Gain recognition as a leader by your members and other partners

Once you're a Partner, we'll work with you to promote your involvement including a personalised marketing pack which includes your logo.

## Our Partners





# Become a Sponsor

The **Platinum** Sponsorship package offers you exclusive headline status, giving you huge sector standout and solidifies your commitment to generating real social and environmental change. It also gives you the opportunity to be part of this ground-breaking sector-wide initiative.

The package allows you to sponsor a 'framework' giving your logo high exposure to a targeted segment of users. Each framework will put you directly in front of those users who have a specific and specialist interest in that area of sustainability, offering a uniquely targeted approach.

There are 14 frameworks, all defined by the sector within Learning in Future Environments (LiFE) as their most important areas for focus:

Leadership\* | Staff Engagement and Human Resources | Biodiversity | Sustainable ICT | Utilities\* | Travel and Transport\* | Sustainable Construction and Renovation | Resource Efficiency and Waste\* | Business and Industry Interface | Community and Public Engagement | Procurement and Supplier Engagement\* | Learning and Teaching | Research | Student Engagement\*

*The allocation of framework sponsorships will be on a first-come, first-served basis.*

## What's included?

- Your own 'Sponsor page' where you can add information about your organisation which can contain your key messages, logos, links and images
- Your logo (and link to Sponsor page) will appear on the Sustainability Exchange homepage offering you high exposure to all users
- Your logo, name and link will appear on the opening page of the sponsored framework
- All of the resources within the sponsored framework will carry these details
- Add your own resources which will appear on your Sponsor page
- Run an 'exchange' webinar - a lunchtime webinar on a chosen topic which is promoted to all users
- Exclusive promotion of your case studies will carry these details and be located in other areas of the website outside of the framework being sponsored to give additional promotion and recognition of your sustainability work
- Any reference to the sponsored framework (i.e. webinars, research or legislation commentary) will carry these details
- Free annual Gold EAUC Company Membership

## Why sponsor a framework?

### 1 Business benefits

- Gain exposure in one place to many of the education sector decision makers
- Join an exclusive group of recognised quality bodies from the sector
- Low cost quality brand promotion for a year across an enormous reach
- Exclusive brand positioning
- Gain a competitive advantage over your rivals (only one sponsor per framework)
- Gain exposure to new customers

### 2 Sustainability thought leadership

- Extend your companies thinking from just within the company to across the whole range of influencers in the education sector
- Learn from other thought leaders
- Gain recognition for being a thought leader
- Bring in out of sector thinking to lead new thinking in the sector

### 3 Future legacies

- Influence more decision makers in the sector than before
- Reach students and the future decision makers
- Leave a footprint outside your company so no knowledge is lost
- Embed sustainability more fully within the sector

To sponsor the Sustainability Exchange, you must first become an EAUC Company Member and you will need to go through the EAUC Approval system. Unfortunately, no Membership contact details can be given to company members or third parties from EAUC.

Frameworks with a \* already have a sponsor



# Audience

The Sustainability Exchange's audience provides a uniquely broad but focussed opportunity for communication. Having a full UK and international reach, the portal engages with its community to continually offer resources and learning opportunities that meet the ever-changing needs of its users.

Through constant dialogue and profiling, we will get to know our users to tap into what's new and the key issues they face.

## How is the Sustainability Exchange audience broken down?

With any community, the power of the portal and the knowledge contained grows as users engage with it. The strong relationships that sit at the heart of the Sustainability Exchange delivers an engaged community plus the strength of our partners' networks and voice in the sector and beyond.

Find out more over the next few pages.

## Potential UK audience:

- Over 350,000 members of staff in universities and colleges
- 7,000,000 university and college students
- Over 140,000 subject specific Members in partner organisations
- Over 575 educational institutions
- Over 200 support organisations

Based on approximate figures

### Job types accessing the Sustainability Exchange:

Vice chancellors, principals, procurers, academics, finance directors, administrators, estates directors/managers, sustainability professionals, engineers, ICT managers, waste managers, energy managers, health and safety managers, business development managers, students, green champions and more.

## The scale:

Of Higher Educations institutions:

- there are 16,325 buildings, 9,155 hectares (non residential)\*
- expenditure on estates (including residential) is £1,142,413,687\*
- energy consumption is 7,771,364,526kWh 2010/11\*
- waste produced is 616,909 tonnes 2010/11\*

\* source HESA 2010/11



# Audience continued...

## EAUC

Being delivered by the EAUC means that the Sustainability Exchange has a ready-made engaged and active audience. It allows us to offer significantly more benefits to our thriving Membership base:

- 224 UK universities and colleges
- 84 UK and international sector bodies
- 50 Company Members
- 3,691 active contacts
- 40% of Tertiary Education sector represented

## Partners

Our Partners are growing all the time and together we've achieved something unique – unlocking resources and expertise that has never before been freely available for all.

A number of these organisations are pioneers in their own particular areas of expertise, representing the stakeholders and members they represent. By bringing this collective knowledge all together, we're sharing a legacy that will change the way we all approach sustainability.

## Sponsors

Our Sponsors are companies/organisations on their own journey to sustainability excellence. They either provide sustainability products and services or are implementing their own internal practices. With plenty to offer in terms of experience and expertise, they can bring a lot to the portal, as well as take learnings from it.

## Educational institutions

With over 575 educational institutions in the UK, the potential reach for the Sustainability Exchange is vast.

Educational institutions include universities, colleges and work-place learning providers. Many of these institutions across the UK have formed their own sustainability programmes, but weren't actively sharing the information that they had built up over time or didn't know where to go to obtain certain information. The Sustainability Exchange brings together the extensive knowledge and vast number of resources into one place, to save time and unite professionals and organisations on the critical management of sustainability.

## Students

With over 7 million learners in the UK, the Sustainability Exchange hopes to reach this vibrant and vital population. Sustainability and social responsibility are holistic activities. For universities and colleges, students are a significant part of the community both in terms of numbers and also in the potential that they offer.

As future change agents, students who are actively engaged with sustainability agendas as part of their student experience are more likely to emerge as graduates who are equipped with the skills, knowledge and experience that make positive contributions to sustainable development throughout their lives.

The Sustainability Exchange offers students access to a bank of knowledge they've never before been able to get their hands on. Students are now able to view whole new range of resources that will expand their own understanding of how sustainability is approached from different viewpoints across the sector and within their own institutions.

The Sustainability Exchange brings all of these groups together into  
one active and engaged audience





Be part of it...

Never before have all these resources been brought together through a common portal - be part of the new future for sustainability

Contacts:

For new Sponsorships:

Iain Boyd, EAUC Corporate Relationship Manager

T: 01242 714321 M: 07795 061228

E: [iboyd@eauc.org.uk](mailto:iboyd@eauc.org.uk)

For new Partners or Supporters:

Lisa Walkley, Membership and

Communications Manager

T: 01242 714321 E: [lwalkley@eauc.org.uk](mailto:lwalkley@eauc.org.uk)

[www.sustainabilityexchange.ac.uk](http://www.sustainabilityexchange.ac.uk)

