

Higher Education Institutions and Sustainability

Center for Social Responsibility and Sustainability MENDELU





Content

- University leaders in SDGs (UNILEAD)
- NPO Green Deal
- CSR MENDELU
- Sustainability in education

Higher education institutions vs. sustainability

Universities are major producers of future professionals in many fields.

Higher education is key to sustainable development and the implementation of the SDGs (Henderson, Kuříková, Kroufek, 2021).

In addition to educating future generations, their activities themselves have an impact on society and the environment.



A sustainable university is an institution that **educates** the society about sustainability, **communicates** relevant information about current societal challenges, **reduces its environmental and social footprint** through campus activities, **empowers students and staff** to engage in sustainability, and incorporates sustainability issues into its **strategic goals** during planning.

THE UNEP SUSTAINABLE UNIVERSITY FRAMEWORK, 2022





Situation by 2022

Until 2022, each university approached sustainability in its **own way**.

Only **exceptionally** some HEIs had a **sustainability strategy** (e.g. ČZU).

Individual activities were pursued on an **ad hoc** basis, with some areas being more or less developed.

There was a **lack of a coherent concept** of sustainability implementation at HEIs.



UNILEAD



Project UNILEAD

University Leaders in SDGs (2022-2023)

25 out of 26 public universities in the Czech Republic were involved

Centralized Development Project



Aim of the project

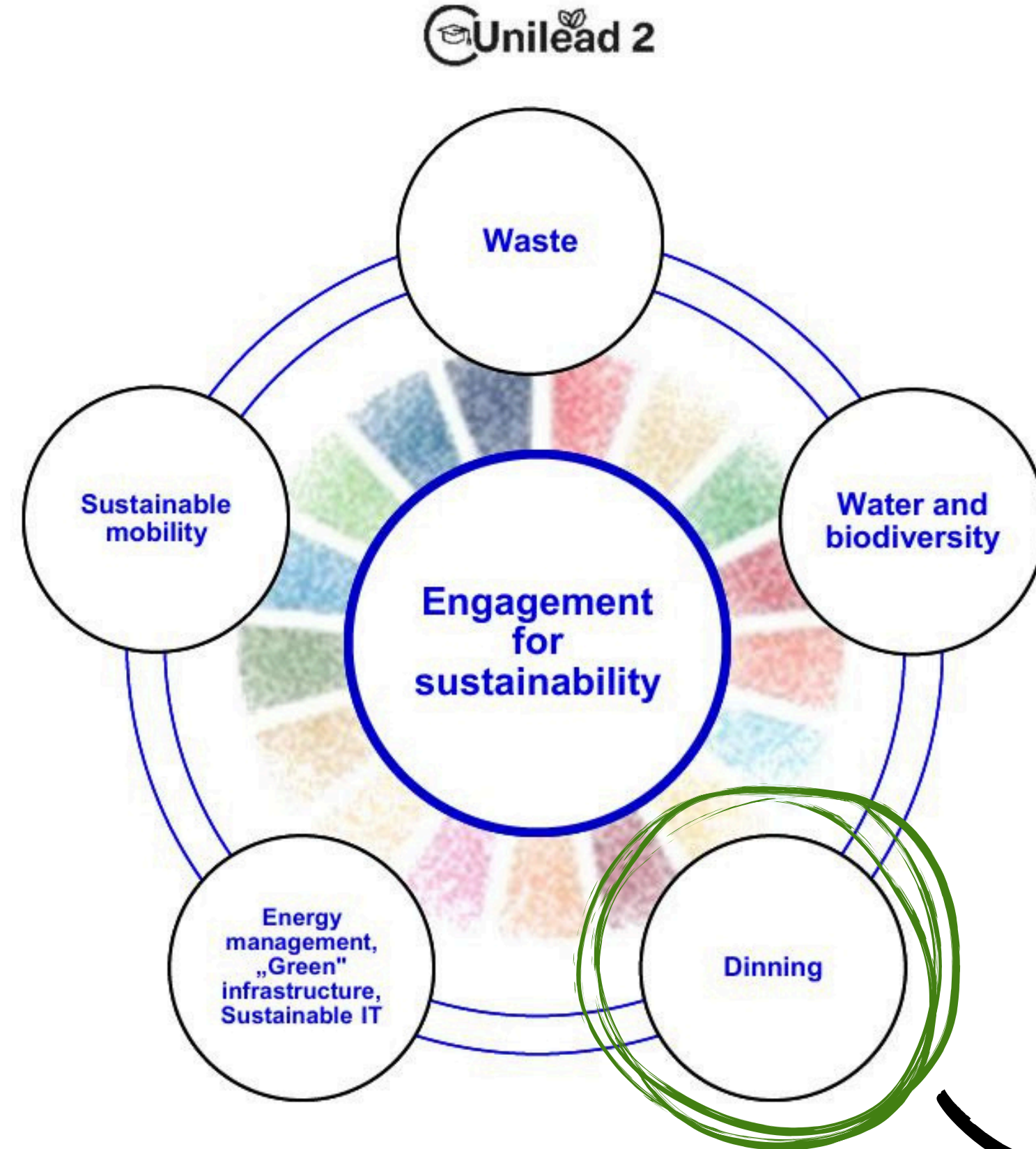
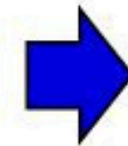
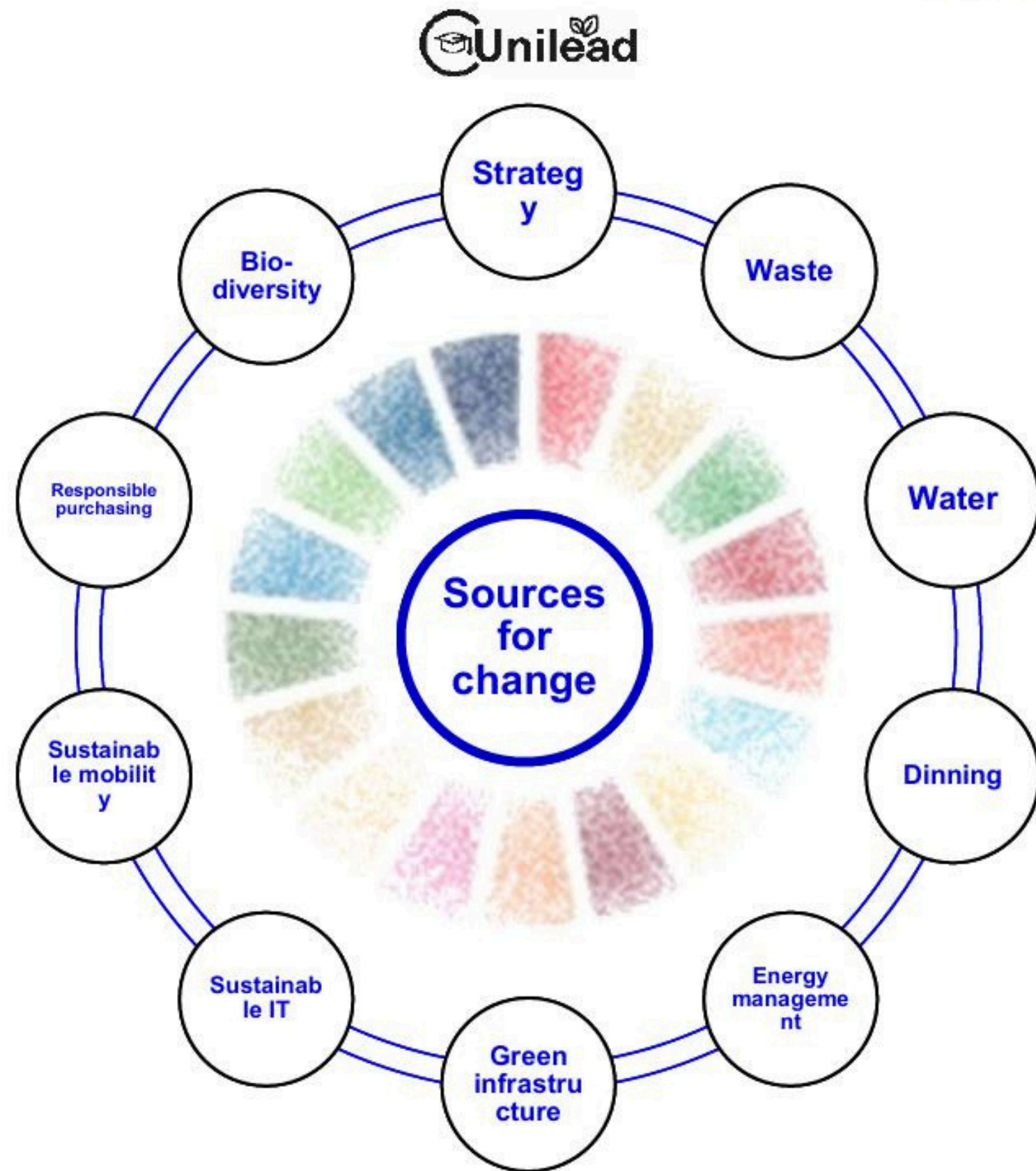


The aim of the project was to strengthen the role of universities as "effective, accountable and inclusive" public organisations by ensuring more effective **collaboration in the transfer of good practice in the implementation of the SDGs** within the operational aspects of universities (called Resources for Change), both in terms of reflection and structure.

Main coordinator Masaryk University (MENDELU co-developer in the area of Catering and Strategy, member in other areas).



UNILEAD I and II



Horizontal topics

Responsible purchasing

Strategy

Marketing and communication

Examples of outputs

Examples of outputs: Sustainable dinning

- **Training of chefs** in the preparation of **plant-based meals** in cooperation with ProVeg Czech Republic.
- **Earth Day/Planet Day** with a modified menu in favour of meat-free, plant-based meals.
- Gradual introduction of 40%/60%/80% **vegan menu**.
- **Event** "Sustainability I eat!" as part of ETUR 2023 (20.9.) at Charles University
- Campaign against **food waste**.



Examples of outputs: Sustainable dinning

- Introduction of backed-up **reusable packaging** for food and hot drinks.
- **Seminar** focused on the principles of healthy eating according to the principles of traditional Chinese medicine (MENDELU).
- Introducing a **buffet system** for food distribution
- **Initiative** = Sustainable management of halls of residence and canteens (MUNI).
- Sustainable catering objectives, web-based information.
- **Rules** of responsible dinning at some universities.



Zdravé stravování dle zásad tradiční čínské medicíny

Seminář s odborníci na TČM MUDr. Kateřinou Pospíšilovou, Ph.D.

Pro všechny zájemce o zdravé stravování a pro ty, kteří hledají alternativní způsoby léčby a prevence nemocí

Získáte základní znalosti o TČM dietetice:

1. Základní principy TČM dietetiky a jakým způsobem jsou využívány k udržení zdraví
2. Klasifikace potravin podle jejich původu, chuti, barvy a tepelné povahy
3. Zásady prevence onemocnění správně zvolenou stravou v jednotlivých ročních obdobích

15. 6. 2023 12 - 16 hod.

zasedací místnost Ústavu managementu

Mendelova
univerzita
v Brně



Continuing in cooperation

Willingness to continue cooperation in the field of sustainability after the end of the UNILEAD project (no CDP projects have been announced by the Ministry for 2024).

New opportunity to engage with NRP - primarily each university separately, but possibility of linking in certain key areas.

Activities should build on the focus of activities of individual CDP projects implemented in the past 3 years.

The background image shows a blurred office or meeting environment. In the foreground, a hand holds a tablet displaying the text "GO GREEN" in white on a green background. Other people are visible in the background, some looking at devices.

National Recovery Plan

Promoting green skills and sustainability at universities

NRP “Green Deal”

PROMOTING GREEN SKILLS AND SUSTAINABILITY AT UNIVERSITIES

1. Creation of **new courses** in existing study programmes
2. Creation of **innovative study programmes**
3. Creation of new **life-long studies** courses
4. Creation of **sustainability and green transformation strategies** at universities, implementation of **measures to promote** sustainability, investment in tangible and intangible assets of the university
5. Establishment of **strategic partnerships**, inter alia in the framework of scientific and research cooperation

CSR MENDELU



**Pedagogical
activities**



**Science and
research**



**Implementation
in praxis**



EFFORTS TO CONNECT ALL THOSE INTERESTED IN CSR AND SUSTAINABILITY ISSUES ACROSS DISCIPLINES, WHETHER STUDENTS, TEACHERS OR THE GENERAL PUBLIC



PUBLIC LECTURES AND DISCUSSION MEETINGS

WITH PRACTITIONERS ON CSR, SUSTAINABILITY AND THE CIRCULAR ECONOMY



externí přednáška

Natural mineral waters in environmental context

host: Klára Hálová, Mattoni 1873

14. 11. od 11:00 v Q03



uma.pef.mendelu.cz

● MENDELU
● Provozně
● ekonomická
● fakulta



CONFERENCES



Social entrepreneurship in practice - partnerships for sustainable regional development

CHARITY EVENTS



- Charity Advent Market
- Supporting non-profit organizations
- Auction items

Maximum in 2024

654 324 CZK
= cca 26 000 Euro

2025: 513 119 CZK

2023: 200 665 CZK

2021: 267 244 CZK

2020: 237 305 CZK

2019: 110 362 CZK

2018: 113 711 CZK

... 2015: 55 936 CZK



#GIVINGTUESDAY

#GIVING
TUESDAY



CHOVÁNEK
dětské centrum rodinného typu
příspěvková organizace



NADEJE
PRO JEŽKY

Oblastní charita
Blansko

AŠB Autistická
škola Brno

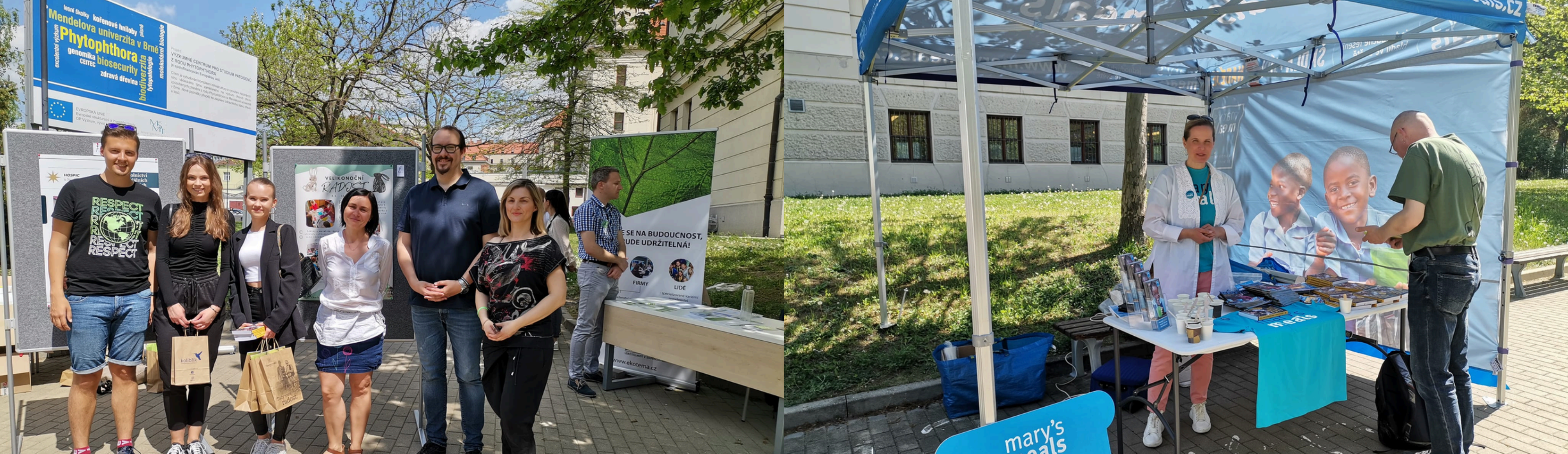


Amelka

Slezská diakonie
Úsek Brno



Mendelova
univerzita
v Brně



DAY OF SOCIAL ENTREPRISES AND NON-PROFIT ORGANIZATIONS



30.4. 10 - 15h

MENDELOVA UNIVERZITA V BRNĚ
PŘED BUDOVOU Q
ZEMĚDĚLSKÁ 1





STUDENTS' RESPONSIBLE AND SUSTAINABLE PROJECTS

PRESENTED ON "DAY OF SOCIAL ENTREPRISES AND NGOS"



EXCURSIONS

PART OF COURSES



STUDENTS VOLUNTEERS ENGAGED IN...



*Don't throw away things that don't deserve to end up in the trash yet.
Instead, bring them to us at Gratis Point where we can try to find
them a new home..*



CLEAN THE WORLD - CLEAN CZECHIA





CZECH NATIONAL SOCIAL BUSINESS AWARD INSTITUTION OF THE YEAR 2024 - CSR MENDELU



In 2025 second place



Examples of sustainable education programs and courses



- **Master's degree programmes** "Circular Horti-production" (ZF); "Waste Management" (AF); Circular Economy (multidisciplinary, in preparation)
- **Subjects:** Social Responsibility and Sustainability in Business (PEF); Economics of Sustainable Management (LDF); Sustainable Production and Consumption (AF); Sustainable Regional Development (FRRMS), and others
- **Courses for the public** - Corporate Social Responsibility and Sustainability

COOPERATION WELCOME!



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