



1st INTERNATIONAL CONFERENCE OF FEE ECOCAMPUS
Getting Higher Level Education Climate Ready
26-27th April 2024



The Idea of Eco-Campus in the 21st Century



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FEE



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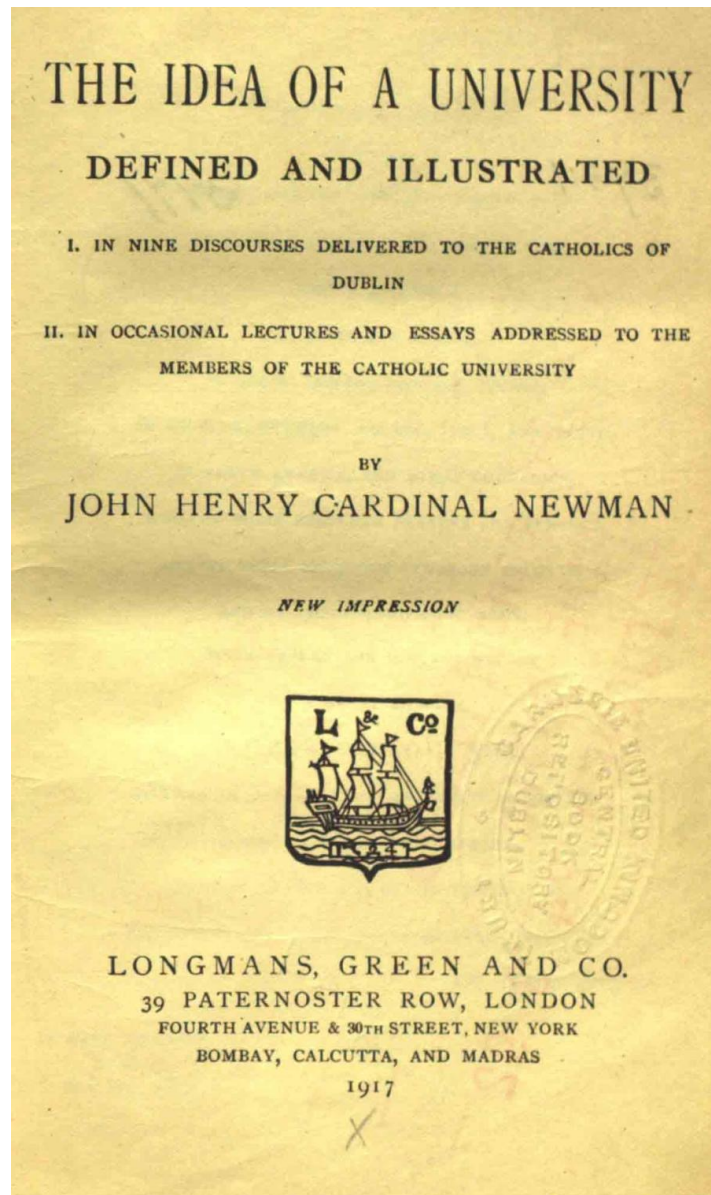
Plenary Format

Part I - Presentation-Overview

Part II – Workshop & Groups

Part III – Discussion & Outcome





- 19th century - Cardinal John Henry Newman.
- Consider and develop the education of students in a broader sense with critical thinking as a core skill rather than just providing a technical or professional training.

“What is the idea of Eco-Campus, (and of a University), in the 21st Century”



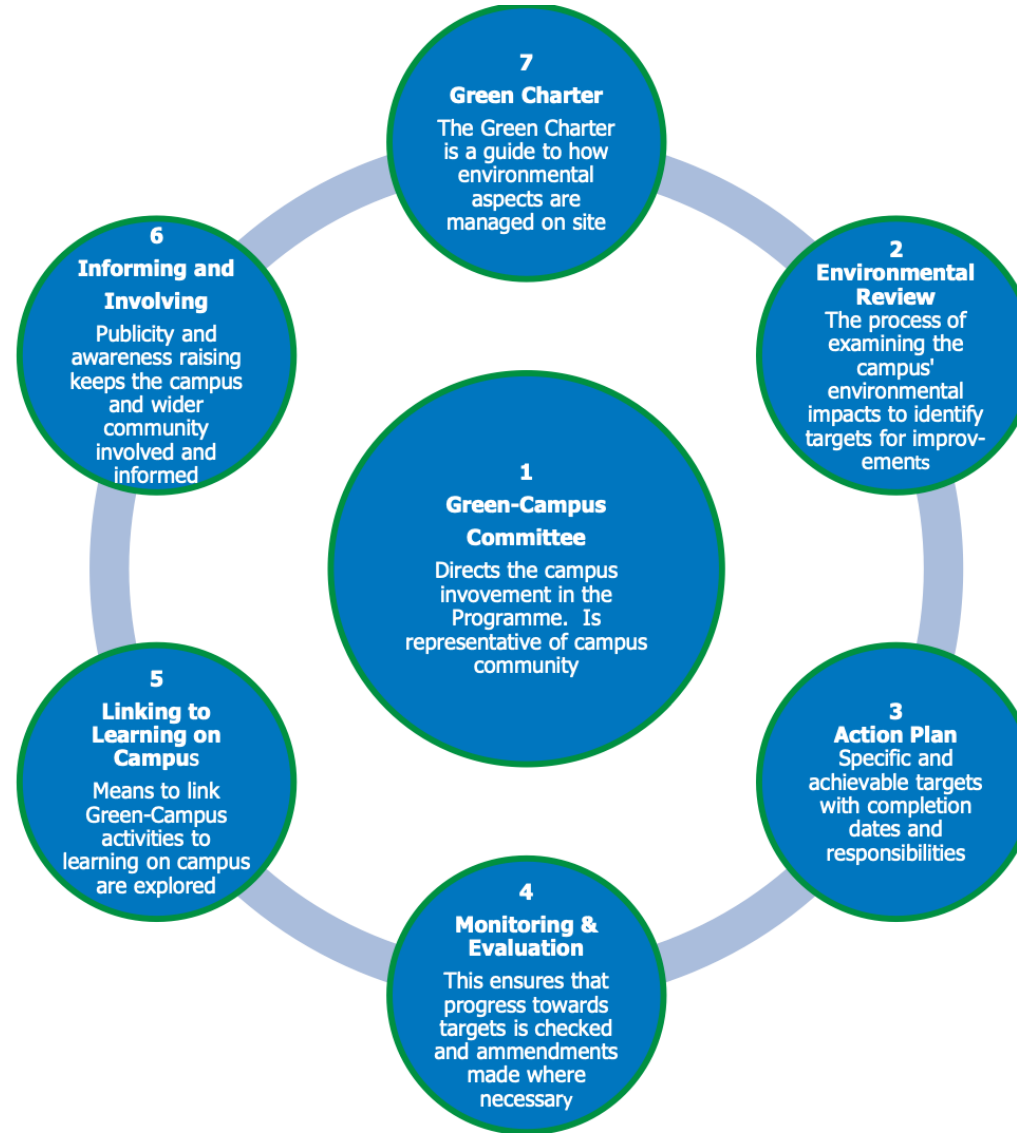


Whole Institution Approach

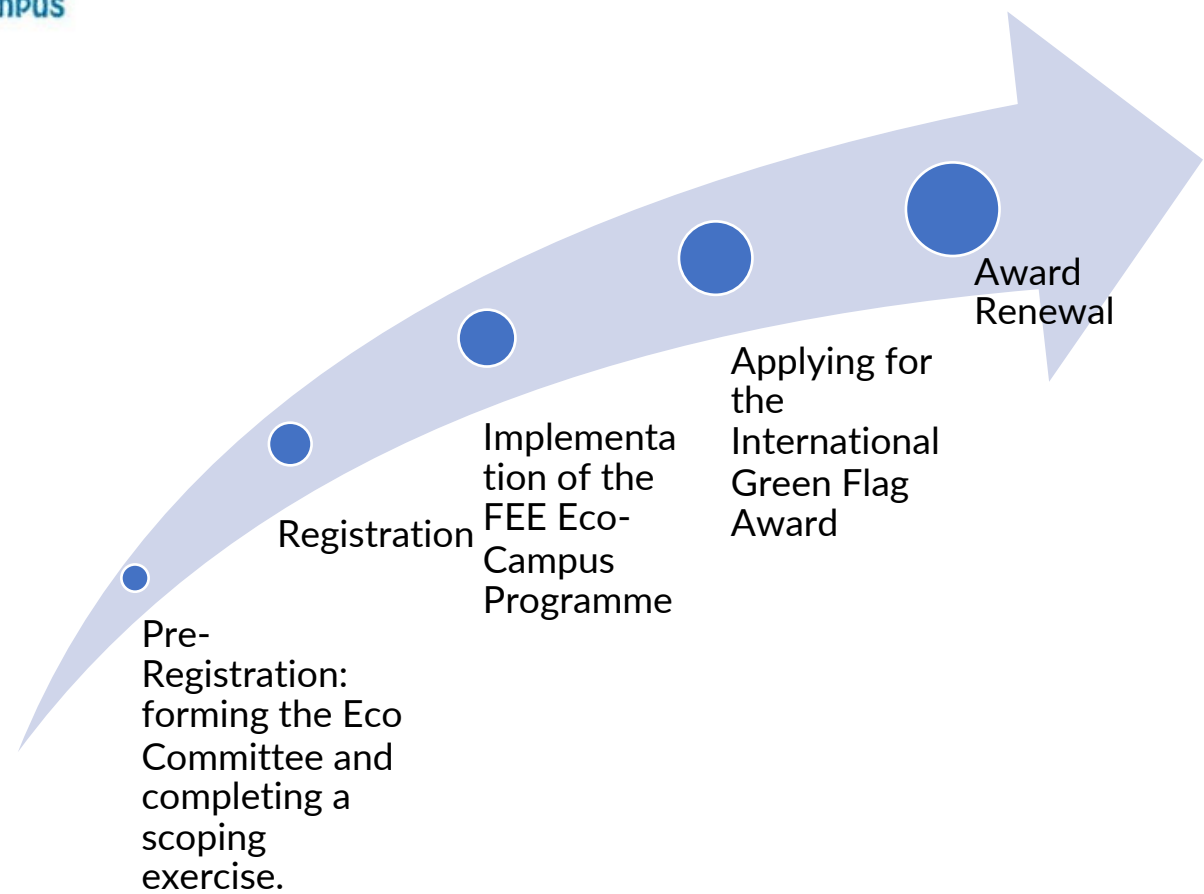
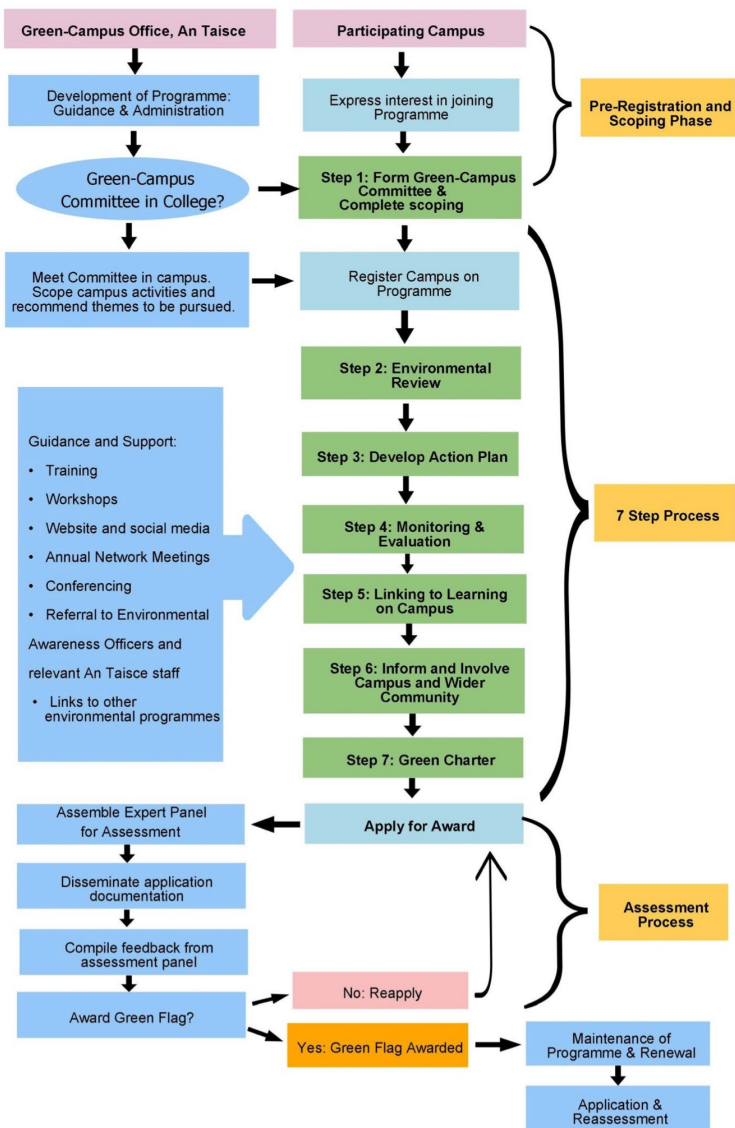
- all aspects of an institution rather than focusing on isolated components or programs.
- consider not only the curriculum and teaching methods but also factors like school culture, policies, staff training, community involvement, and infrastructure.
- recognise institutions are complex systems that require collaboration

Q. 1) Experience and insights of a 'whole institution approach in HEIs'





“More than sums of it’s parts”



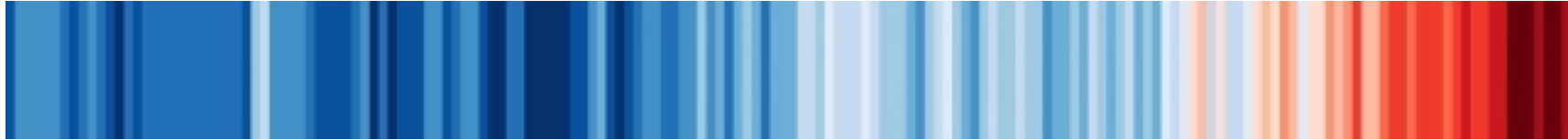


2023 - 20th anniversary of FEE Eco-Campus Programme

- **18** Countries
- **183** FEE Eco-Campus Registered
- **83** Awarded with Green Flag
- Top 4 countries with registered campuses: **Ireland, Portugal, Malaysia and Spain**
- The programme is currently implemented more as an **accreditation programme along with Eco-Schools**, but there is an opportunity to evolve it into a strategy to engage with tertiary education in many aspects.



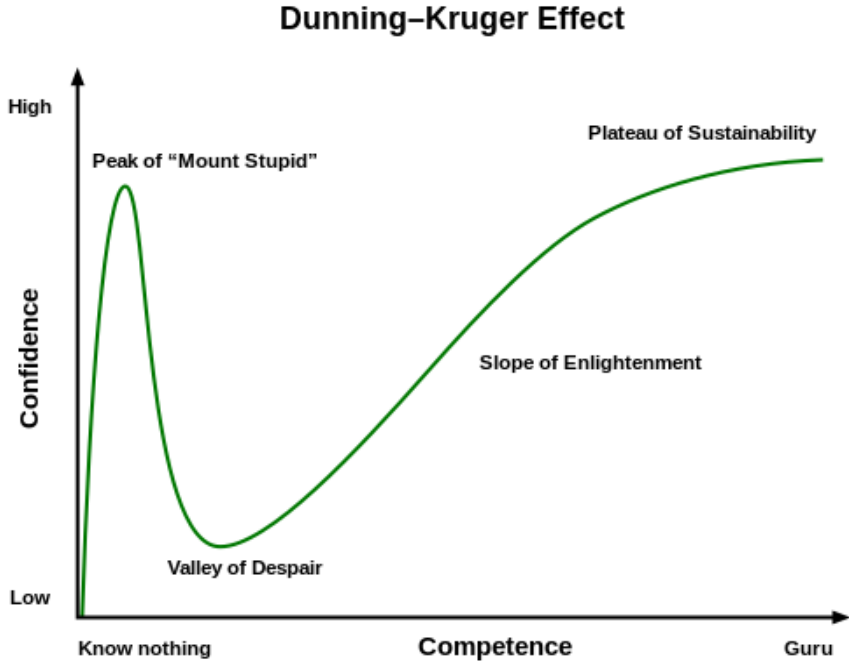
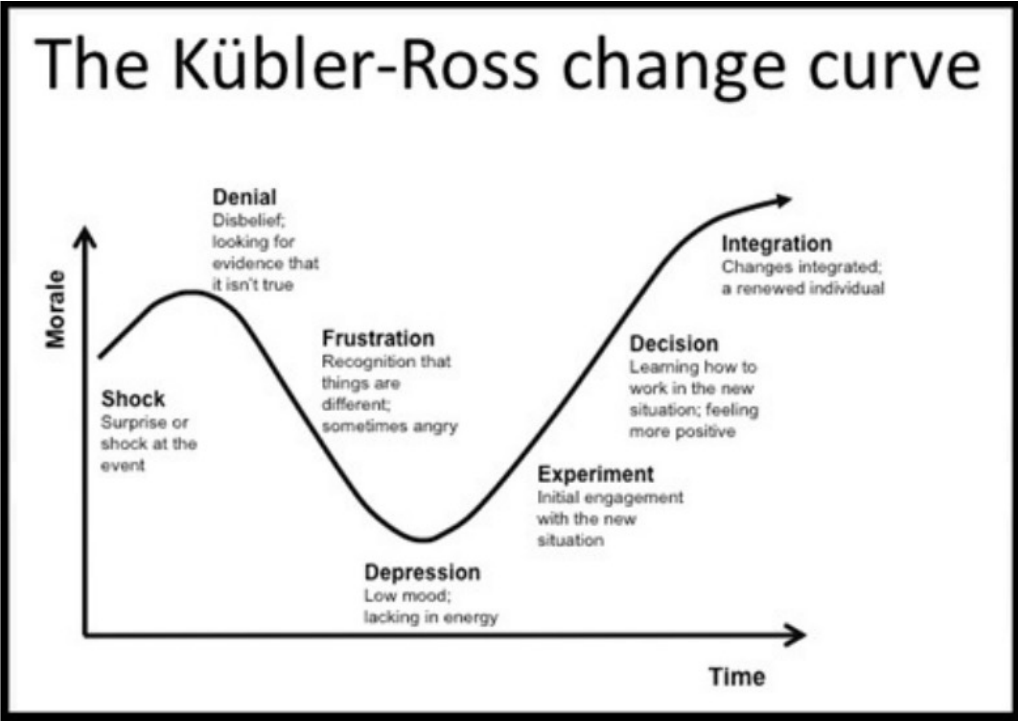
Q. 2) How can a programme like Eco-Campus or similar help structure a WIA in HE settings



Context



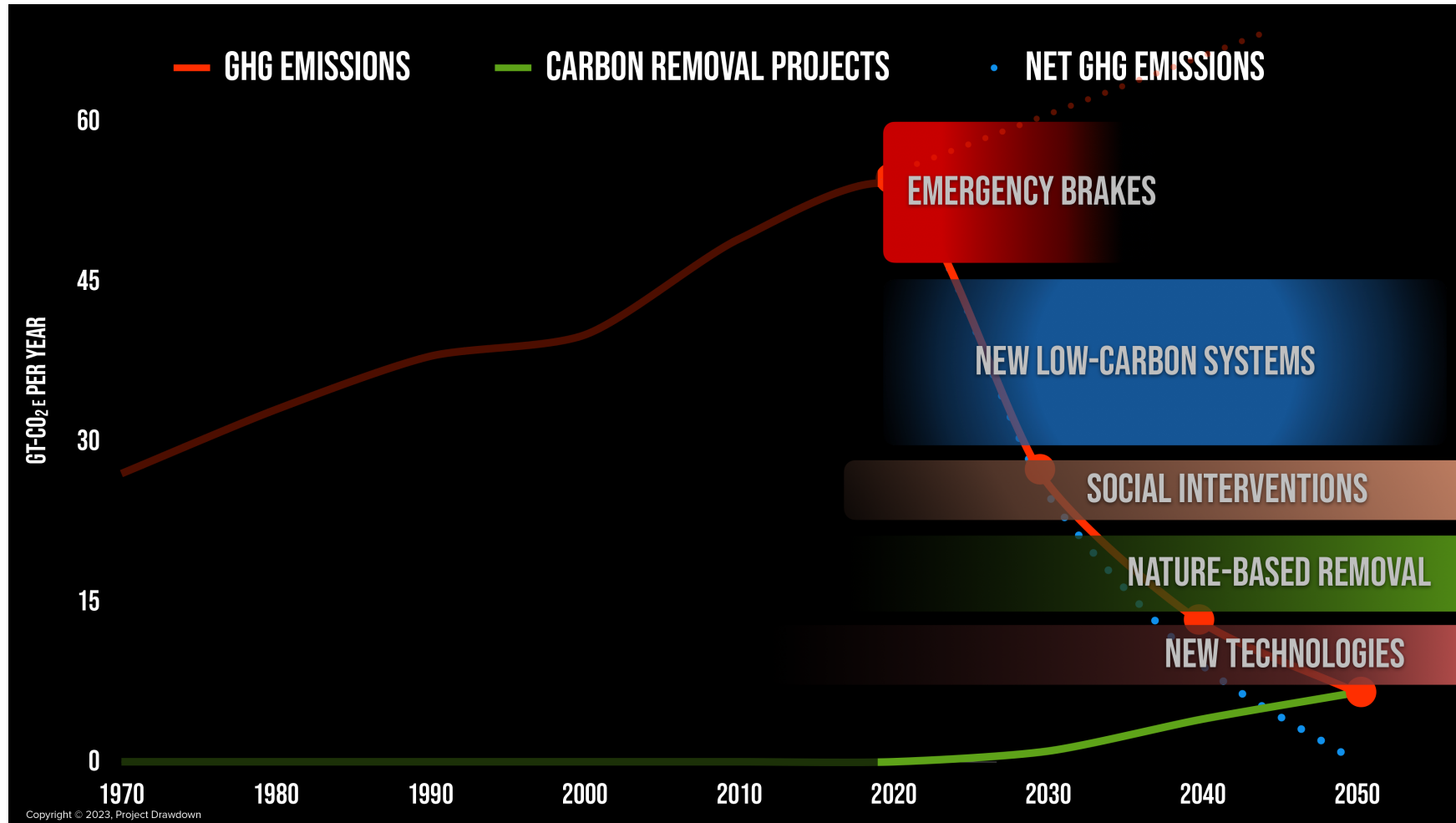
Insights



“Culture Eats Strategy for Breakfast all Day”



Solutions

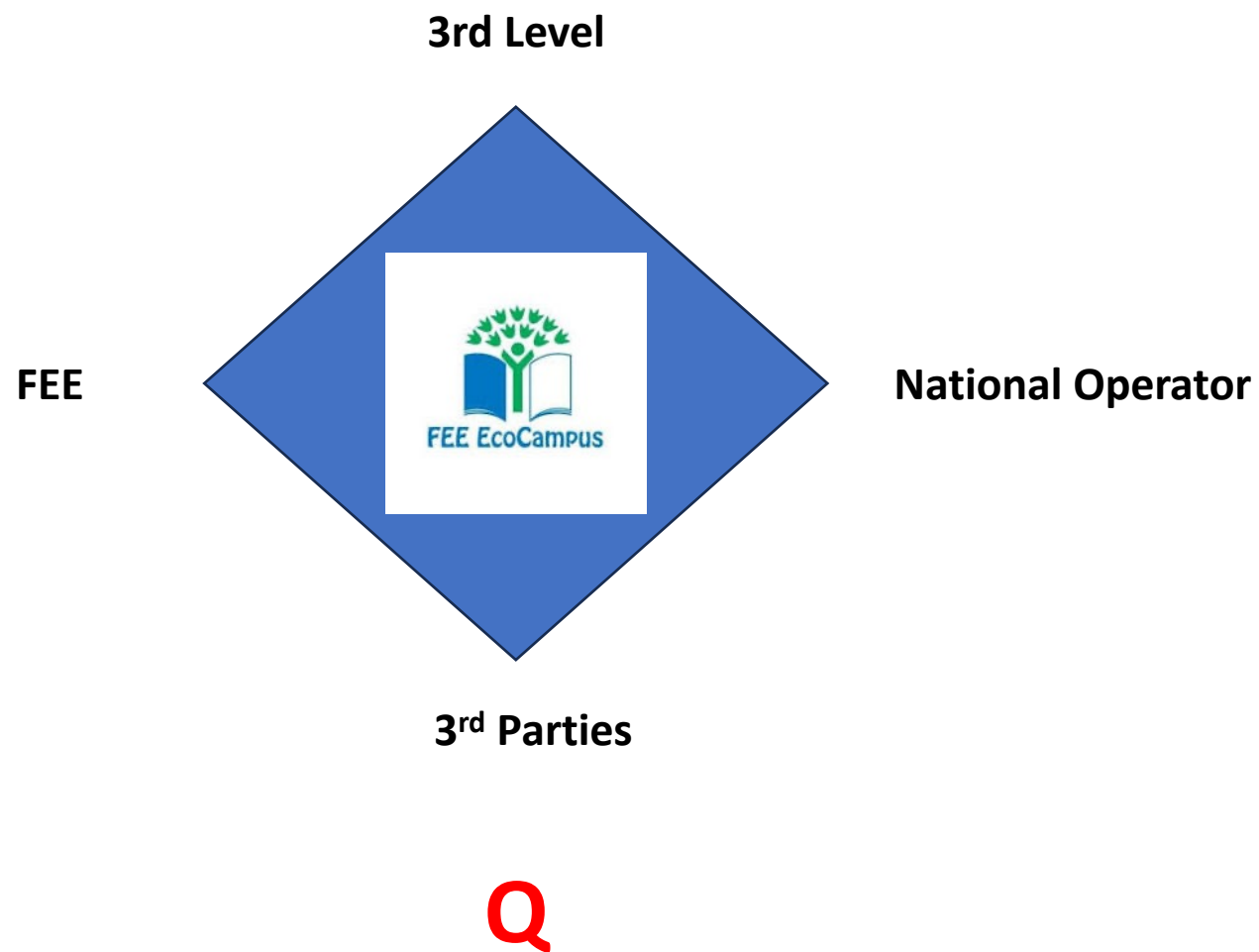


Frameworks

SUSTAINABLE DEVELOPMENT GOALS



The Team



BRAND IDENTITY

Creation of a separate website

Rework the logo

Develop PR and Com Package

Use a separate brand identity to engage new sponsorship

STANDARDS

To assess the Green Flag quality standard alongside leading sustainable accreditation programmes and frameworks for HEIs (e.g. *UNEP's Sustainable University Framework, UNESCO Green Quality Standards*)

STRUCTURE

Develop a new programme structure

Expansion of the programme in existing countries not yet running FEE EcoCampus

CONTENT & SYNERGIES

Tailored YRE to fit 18-25 age group

FEE Academy

Research

Internships



1. Accreditations
2. Advocacy and policy engagement
3. Professional development
4. E-learning
5. Leadership development
6. Research & Fellowship
7. Events & Conferences
8. Engage with Workspaces



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Established Robust Programme
Established Successes
Best Practice Examples "Wisdom"
Eco-Schools Legacy & Pathway
Independent, Trusted, "Vector" Relationships
Existing Champions & Leaders
"Good Story & Experience" to date

Demand, Need & Requirement
Unique Approach- "Listen to Understand"
Limitless Potential
Scaleable & Transferable Transformation
Societal Scale Driver

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Co-Ordination Support - National & International
Funding/Financial Model
Admin. & Resources Model
Vision/Mission Clarity
Networking/Consultation/Development to Date
Accreditation + Capture

Scale of Climate Action Requirement
Changing & Challenging Student Experience
Climate Action Fatigue
Challenging National Landscapes for NO's
Hijack & Agendas
"Crowded Field"
"Box-Ticking"
"Business as Usual"

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Goldilocks' Scenario (NO's)



"INTERNAL"

NO would have the business and admin systems in place to deliver and develop programme such as



People, Funding, Comms, Materials, Programme Structure, Governance, Guidance, Skill Set to



Co-ordinate, Mentor, Train, Support, Report, Assess, Track, Evaluate, Active Listening, Insight Research



Provide ongoing momentum - **"GO GO, DO DO"**

At Site Level - Relational >> Transactional

"EXTERNAL"

Develop institutional, operational & funding partners
(Where possible relational over transactional)

Network with FEE, NO's - Best Practice +

Provide Evidence & Momentum for Scaling

Active Listening, Soft Power

Demonstrate Success, Quiet Leadership



“Insight & Innovation”

“Evolution & Revolution”

“Listen, Learn & Lead”

“Leadership & Example”

“Protect & Promote”

Small Wins – Big ideas

“Do Things Better & Do Better Things”



Ideas/Insights/Review

Questions

Q. 1) Experience and insights of a 'whole institution approach in HEIs'

Q. 2) How can a programme like Eco-Campus or similar help structure a WIA in HE settings

Q. 3) Third Parties?

Q. 4) What are the challenges for establishment and scale-up of FEE EcoCampus (SWOT)?





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