



**GREEN OFFICE**  
VRIJE UNIVERSITEIT AMSTERDAM

# Policy Document



August 2016

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General			
Objective	Background: what is going on?	Vision: How will we reach the objective?	KPI: How do we measure the impact?
Create learning environment	Coordinators need to be presented with the opportunity to develop themselves as well as their portfolio	Communicate with Team members to ask what they need; Offer workshops and possibilities to expand skills and knowledge	Progress conversations with individuals and Team + documentation
Develop smooth transition period	Previous transition periods showed it was difficult for new coordinators to get to the core of the organisation and their job	Creation of a solid plan which will support new coordinators in getting acquainted with their new job	Ask new Team how they felt about the transition period (old+new coordinators) + documentation
Foster Team spirit	Team spirit is important for the progress of the GO, and a feeling of belonging for all the employees of the Green Office	Organise a Team-event at least once per semester	Progress conversations with individuals and Team + documentation
Maintain healthy financial situation	So far, no problems have been encountered with the GO.VU budget. To keep it this way, the budget needs to be managed.	Drawing up an annual budget plan Consulting the manager before spending large amounts of money(>€100) Exploring grant possibilities in 2017	Evaluate at the end of the semester whether each portfolio felt like they had sufficient financial support
Result reporting	So far the GO.VU has not yet reported upon her activities and her impact extensively	Publish first annual report at the end of 2016	Will support new coordinators during transfer period
Align ideas about sustainability from Education & Research with the Services	To create more ownership of sustainability issues at the VU, E&R need to be on the same page as VU services.	Outsource the assignment to GO alumni Ilyes & Ivar.	Focus groups of staff, professors/researchers and students getting together to discuss sustainability at the VU
Climate Neutral Green Office rooms by the End of 2016.	The Green Office needs to set the right example and make its office spaces climate neutral	CO <sub>2</sub> compensation of the office's emissions.	The total CO <sub>2</sub> emissions of the GO will be measured and compensated as best as possible. This will be evaluated in a report by the end of 2016.

Education			
Objective	Background: what is going on?	Vision: How will we reach the objective?	KPI: How do we measure the impact?
Educate GO Community	Not all volunteers have basic knowledge of sustainable issues. We need to create a programme to facilitate this	Develop educational programs for Green Office members, students, VU employees and high school students	Create programme and questionnaire after finishing the programme to determine effectiveness
Realization of a sustainability Honours programme	We are currently creating the first sustainable Honours programme	Plan has been drawn up. Periodical meetings with involved parties. Course will begin in March 2017	Course evaluation will be conducted after completion.
Realization of a sustainability Minor	We are currently in the process of developing a sustainability minor	Set up minor outline in fall 2017. Rest of the plan will follow after an evaluation of the outline created.	Course evaluation once minor is up and running
Team Education	<p>Team Education is responsible for the organisation of:</p> <ul style="list-style-type: none"> <li>- Two large scale lectures annually</li> <li>- 5 lunch lectures annually</li> </ul> <p>Other volunteer project:</p> <ul style="list-style-type: none"> <li>- School Sustainability Enrichment Program</li> </ul>	Establish year plan and outline of duties in fall 2016	Questionnaires after finishing the lectures

Research			
Objective	Background: what is going on?	Vision: How will we reach the objective?	KPI: How do we measure the impact?
Living Lab (LL): creation and maintaining	The external LL is based on a network with green partners that supply the LL with research questions. The internal LL is set up to incorporate more research in courses and offers the GO.VU as a resource for the information.	External LL will be set up and maintained with the help of the network with the green partners. The internal LL will be based on the inventory of research on sustainability by individual researchers.	By the end of 2018 3 research questions from the external living lab have been carried out and 5 courses have incorporated research topics on sustainability.
Inventory: periodic updates	Inventory on research is an ongoing project that needs to be evaluated annually	Review the latest version of the inventory and update where needed	Update inventory annually
Team Research	Team Research will be established in fall 2016. Projects: - Digital Bible - Eat positive - Sustainable event assessment	Establish year plan and outline of duties in fall 2016	Realisation and functioning of Team Research
Guiding thesis students	Guiding thesis students when they are doing their research on a sustainability topic.	Create a platform for students to interact on research topics.	4 students will be working on their thesis together with the Green Office by 2018
Create sustainable research journal	Bundle the research to sustainable topics in a journal	Create inventory of all the research topics 2016-2017. Contact professors to create network and stay up-to-date	At the end of 2017 the first sustainable journal will be published. The amount of downloads will give us an indication of its success
E-waste	Currently, the topic of e-waste isn't sufficiently researched yet. We would like to find out how e-waste is deposited at the VU	2017: set up plan to investigate issues considering e-waste at VU	Report created after research conduction

Campus			
Objective	Background: what is going on?	Vision: How will we reach the objective?	KPI: How do we measure the impact?
Green Canteen	The canteen as well as the supermarket at the VU can become more sustainable. We want to improve this by: <ul style="list-style-type: none"> <li>- 100% Meatless Monday and more vegetarian (and vegan) options on other days of the week in the Campus canteens by 2018;</li> <li>- Improve sustainable packaging of products;</li> <li>- Reduce food waste at banqueting.</li> </ul>	<ul style="list-style-type: none"> <li>- Create Green Canteen project programme</li> <li>- Lobby</li> <li>- Participating in meetings about tendering of catering contracts</li> <li>- Questionnaire</li> <li>- Awareness campaign on foodwaste</li> </ul>	<ul style="list-style-type: none"> <li>- Survey of canteen products and customer satisfaction</li> <li>- Questionnaires for banqueting and food waste</li> <li>- Keep track of vegan/vegetarian options</li> </ul>
Improve waste management	The separation of waste is not done properly by the people at the VU; the current waste streams are polluted. We want to improve this by: <ul style="list-style-type: none"> <li>- No more regular (blue) waste bins on the VU Campus by 2018.</li> <li>- Awareness campaign concerning waste separation</li> <li>- Solid recycle platform for special kinds of waste such as pens, batteries, organic and toxic waste</li> </ul>	<ul style="list-style-type: none"> <li>- Create comprehensive waste management project to improve disposal of waste</li> <li>- Lobby</li> <li>- Provide platform for special types of waste;</li> <li>- Provide information on where and how to recycle.</li> </ul>	<ul style="list-style-type: none"> <li>- Analysing the amount (kg) of waste in the separate waste streams: paper, plastic and waste</li> <li>- Conducting a periodical survey for everyone at the VU on their knowledge on separation.</li> <li>- Measure use of platform;</li> </ul>
No more plastic water bottles available for purchase on campus	There are a lot of places on campus where people can buy low quality plastic water bottles, but not many places where you can buy sustainable alternatives such as Dopper or Join the Pipe bottles.	<ul style="list-style-type: none"> <li>- Create VU PET-water free project outline</li> <li>- Lobby with different parties</li> </ul>	No more low quality water bottles available at the VU by 2018
Team Campus	The first Campus Team will be up and running in fall 2016. Projects: <ul style="list-style-type: none"> <li>- Promote use of mugs</li> <li>- Collection of goods</li> </ul> Other volunteer project: <ul style="list-style-type: none"> <li>- Foodhub (project member)</li> </ul>	Establish year plan and outline of duties in fall 2016	Evaluate whether teams work efficiently in December 2016

Optional goals:

Increased use of recycled/unbleached paper by 2018	Posters and internal documents/notes are all printed on bleached paper at the VU. We want these documents printed on unbleached paper	Lobby with rePro and communication department about the use of different paper	All posters and notes for VU meetings are printed on unbleached paper in 2018.
Sustainable Restrooms at the VU by the end of 2017	The restrooms at the VU need to be more sustainable. Towels are being used carelessly.	New sustainable hand towels and Dyson handdryers where possible.	The amount of wasted hand towels and the use of electricity by the Dyson airblades.
Green Points in the main building of the VU by 2017	The VU lacks green study areas and students are therefore not stimulated to behave more sustainable	In collaboration with the Energy Centre the GO will realize new Green Points powered by solar energy in the main building by 2018 to provide a more green study environment.	The realization of this project is dependent on money for solar panels. By the end of 2017 they will hopefully be installed
Sustainable bags for purchase at the VU Boekhandel	Since January 1 <sup>st</sup> 2016 is it no longer allowed to give away plastic bags. The VU Boekhandel is looking for a more sustainable alternative. The idea is that this sustainable alternative is also reusable.	By looking into several sustainable alternatives and discussing this with the VU Boekhandel.	Measuring how many bags are sold.
Replacing plastic bread bags at the Spar with a sustainable alternative	When you buy bread at the Spar, the only option to carry it with you is in a plastic bag. These bags are used only once and are thrown away rather quickly after their purchase. Since a lot of students buy their bread at the Spar, a lot of these bags are used every day. We want to find a more sustainable alternative.	Looking up several sustainable alternatives for the bread bags and discussing the options with Spar. These types of bags will probably cost more than the current plastic bags ,so maybe the new ones will have to be sold, but will also be reusable.	How many of the sustainable bread bags are sold, also compared to the amount of people that buy bread.
Recycling containers at the campus housing locations in Amsterdam.	At the moment there are no proper recycling containers for plastic waste at several campus locations in Amsterdam.	By talking with the owners of the campus locations, as well as the municipality and plastic heroes (the company that provides the containers)	Placement of containers and then feedback from plastic heroes/municipality about the use of the containers

## Community Offline

Objective	Background: what is going on?	Vision: How will we reach the objective?	KPI: How do we measure the impact?
Constant stream of 50 volunteers until 2018	To be able to carry out projects with our volunteers, we need a constant stream of volunteers.	Collaborations with other organisations, active recruitment and awareness realisation.	Count the amount of volunteers twice per year once hiring process is completed.
Creating a handbook and contracts for volunteers of the Green Office VU	These documents do not exist yet, but are planned to be completed before the end of the 2016/2017 college year.	Write documents, evaluate them with GO Team and the Team which they concern. Use feedback to improve documents.	The involvement of volunteers (subjective measurement) and a questionnaire among volunteers if they value these documents (objective measurement)
Team Events & Community	<p>Project Team Events:</p> <ul style="list-style-type: none"> <li>- Organising 1 event per month</li> </ul> <p>Projects Team Community:</p> <ul style="list-style-type: none"> <li>- Community Service Platform</li> <li>- Green Man Contest</li> </ul>	Establish year plan and outline of duties in fall 2016	Evaluate whether teams work efficiently in December 2016
At least 5 project members will be recruited each semester	We have about 9 project members at the moment.	Via volunteer recruitment. If the VU community does not offer enough projects the GO will promote projects through various promotional channels.	Count the amount of project members at the beginning of each semester.
Involve the 'regular' students and employees of the VU	Sustainability is still a relatively unknown subject to the gross of the student and employee population.	Write a plan in the first half of 2016 and implement this plan in the next coming years.	The following of the GO will increase and more students will make sustainable choices in various sections of their lives (more/better recycling, food options etc.). This can be measured to a certain degree at the university.
Involve students doing a study related to sustainability	Some students come to the GO out of their own interest, but the knowledge of the GO among the students of these studies is limited.	Reach out to the concerning faculties and establishing set promotion moments for the GO.	More involvement of students who are already interested in sustainability, increasing the knowledge within our organisation.

## Community Online

Objective	Background: what is going on?	Vision: How will we reach the objective?	KPI: How do we measure the impact?
Increase awareness of GO.VU	Not the entire VU community is aware of the existence of the GO.VU; we can still expand our outreach amongst VU students and staff, as well as the Zuidas area	Increase visibility on social media and website by posting/blogging actively	The number of clicks and visitors a the website; number of followers on Social media; number of visitors at an event or at the office; press related content (manager responsible)
Team Media	Projects Team Media will work on: <ul style="list-style-type: none"> <li>- Designing promotional material</li> <li>- Website maintenance</li> <li>- Blogging</li> <li>- Sustainable news reporting</li> </ul>	Establish year plan and outline of duties in fall 2016	Evaluate whether teams works efficiently in December 2016
Create promo film in 2016	Currently, the GO.VU has no promotional film. It will contribute to our brand recognition	Outline story for the film, create film	Finished by the end of 2016
Inform the GO.VU community about sustainability	Many students and staff feel like sustainability is not for them – we want to make it an inclusive subject in which anyone can take part	Present accurate and relevant information to community, presented in a fashionable manner	(subjective) feedback from students as well as increase of followers via social media accounts
Develop a clear communication strategy	The GO.VU has practical manuals for communication, but needs a long-term vision and strategy	Communication manual will be created before hand-over of the portfolio in 2017	Evaluate plan with GO.VU team; evaluate influence on transition period of coordinators (possibly easier)