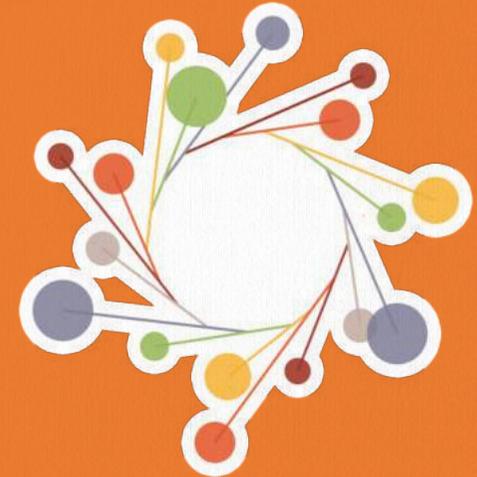


Toolkit to establish your Green Office

Apply the main insights from the
Green Office Model Online Course
and plan your Green Office with ease!

www.GreenOfficeMovement.org



ABOUT

This toolkit was developed by rootAbility gUG and the UNESCO Chair Higher Education for Sustainable Development at Leuphana University Lüneburg. The German Federal Environmental Foundation (Deutsche Bundesstiftung Umwelt) financed its development under grant number 33671/01.

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rootAbility


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Please contact us for any questions: info@GreenOfficeMovement.org

FOUR CANVASES TO ESTABLISH YOUR GREEN OFFICE

1. MAP

Identify sustainability initiatives and analyse their strengths and challenges (p. 2-3).

[Go to 1st module](#)

2. DESIGN

Adapt the model to your situation and design your Green Office (p. 4-5).

[Go to 2nd module](#)

3. PITCH

Argue why your university should establish a Green Office (p. 6-7).

[Go to 3rd module](#)

4. LOBBY

Engage supporters, middle management and decision-makers (p. 8-9).

[Go to 4th module](#)

 **i** Click on the buttons to learn more about each step.

Tip! Organise working sessions to fill out these canvases, together with students and staff who want to establish a Green Office with you. This is more fun and effective than working alone.

1. MAP



Get an overview of existing sustainability initiatives and analyse their situation

Tip!
Brainstorm within your team, ask people you already know, and search the university website or social media to find initiatives

What sustainability-related institutes, projects or academics exist?
e.g. renewable energy institute or climate change professorship

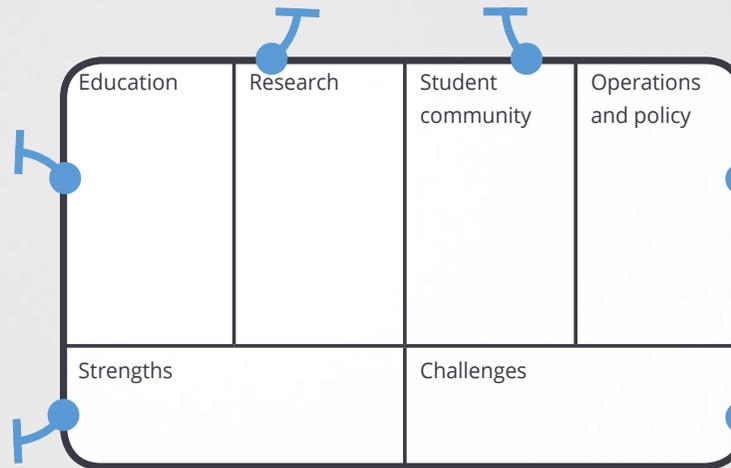
What sustainability initiatives and projects are students running?
e.g. student sustainability group or student representative

What sustainability degrees, courses, minors or lectures can students take for credit?
e.g. introduction to sustainability course or circular economy lecture

What initiatives exist to make buildings, processes and policies more sustainable?
e.g. sustainability coordinator or waste recycling campaign

What are the strengths of existing sustainability initiatives?
e.g. more people are getting interested in sustainability

What challenges limit existing sustainability initiatives?
e.g. low student involvement or limited collaboration



MAP OF EXISTING SUSTAINABILITY INITIATIVES

By _____

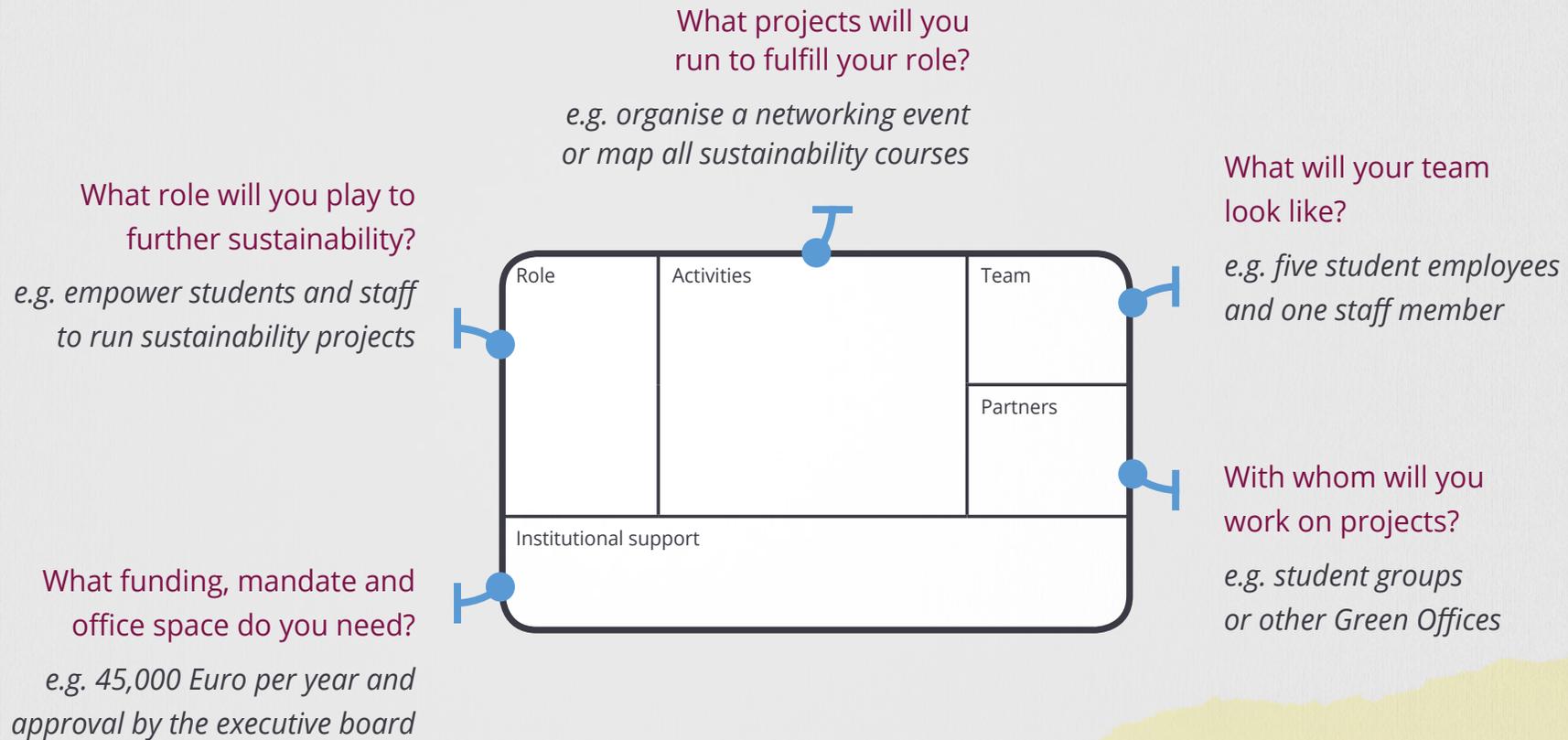
Created on _____

Education	Research	Student community	Operations and policy
Strengths		Challenges	

2. DESIGN



Adapt the model to your context and design your Green Office



Tip!

Your first design will be a rough draft. Make it more specific over time, as you gather more information and feedback.

GREEN OFFICE DESIGN FOR _____

By _____ Created on _____

Role	Activities	Team
Institutional support		Partners

3. PITCH



Develop convincing arguments, why your university should establish a Green Office

What key challenges limit existing sustainability efforts?
e.g. disconnection between initiatives or low student engagement

Why should decision-makers care about sustainability?
e.g. fulfill societal responsibility or attract third-party funding

What counter-arguments might critics raise and how do you address them?
*e.g. the university doesn't have any money for a Green Office:
A solution could be to start small or find external funding*

Why sustainability?	Why do more?	Why a Green Office?
Why not?		

What would be the added value of a Green Office?
e.g. increase collaboration and engage more students



Tip! Revisit the strengths and challenges you identified on the mapping canvas. Then show how your Green Office could build on strengths and address challenges.

PITCH FOR _____

By _____ Created on _____

Why sustainability?

Why do more on sustainability?

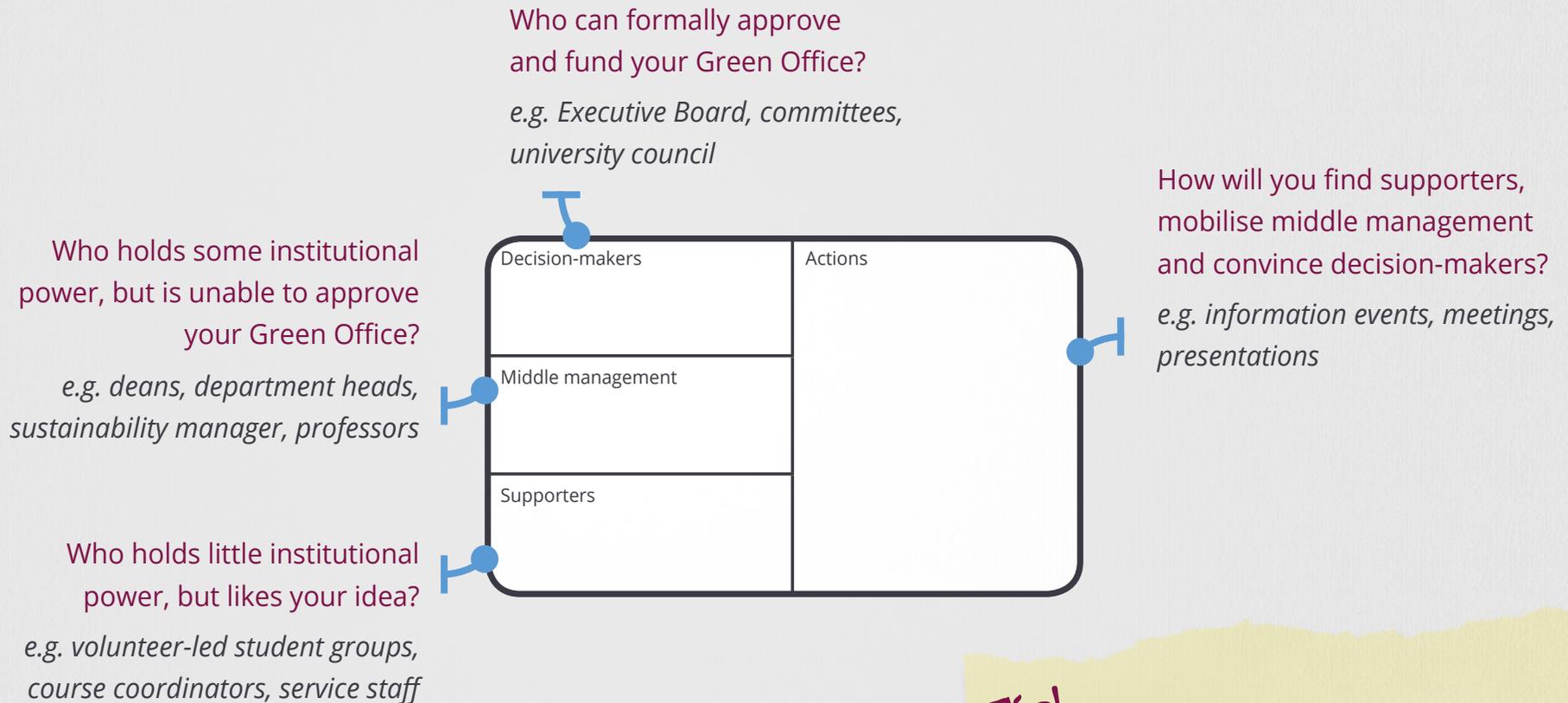
Why establish a Green Office?

Why not?

4. LOBBY



Plan how to approach supporters, middle management and decision-makers



Tip!
Approach decision-makers directly when you already know them well, or once you have talked to middle management and found enough supporters.

LOBBY PLAN FOR ESTABLISHING _____

By _____ Created on _____

Decision-makers	Actions
Middle management	
Supporters	

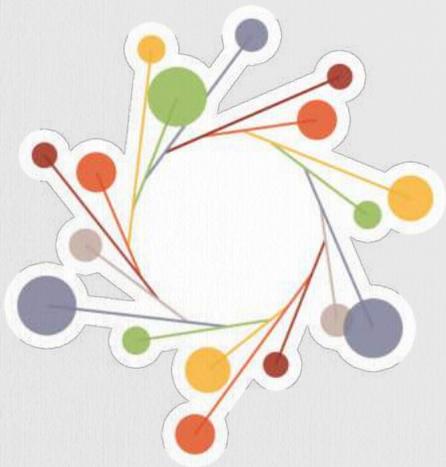
WHAT'S NEXT?

Your Green Office is just a few steps away

Find funding and write your funding proposal

Carry out your lobby plan

Send us your completed toolkit for feedback and get a certificate for passing the online course



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