



EAUC Annual Conference University of Leeds 23 – 25 March 2015

CHALLENGING CONNECTIONS

Incorporating the Student Sustainability Summit, Further Education Sustainability Summit and Transformational Leadership Summit

Workshop 20: Building Resilience into the Future of University Governance – A Business Guide for University Governance

Professor Wendy Purcell, President, Plymouth University and Iain Patton, CEO, EAUC



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CHALLENGING CONNECTIONS

The Business Case for Sustainability: how to future proof your organisation

Iain Patton, CEO, EAUC

Professor Wendy Purcell, President, Plymouth University

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Leadership and
Governance



Ten **BIG** reasons



Leadership and
Governance



1. Create surplus and increase investment potential
2. Manage costs
3. Plan ahead, mitigate risk and strengthen competitive advantage
4. Drive innovation and create growth
5. Create learning resources for students, research facilities for staff
6. Attract and retain the most talented staff
7. Enhance the student experience
8. Improve the employment prospects of your students
9. Catalyse local partnerships and create growth
10. Be a leader

Benefit One



Leadership and
Governance



Create Surplus and Increase Investment Potential



- Turn sustainability measures into **significant profit**
- Remain **competitive**
- **Increase** your advantage

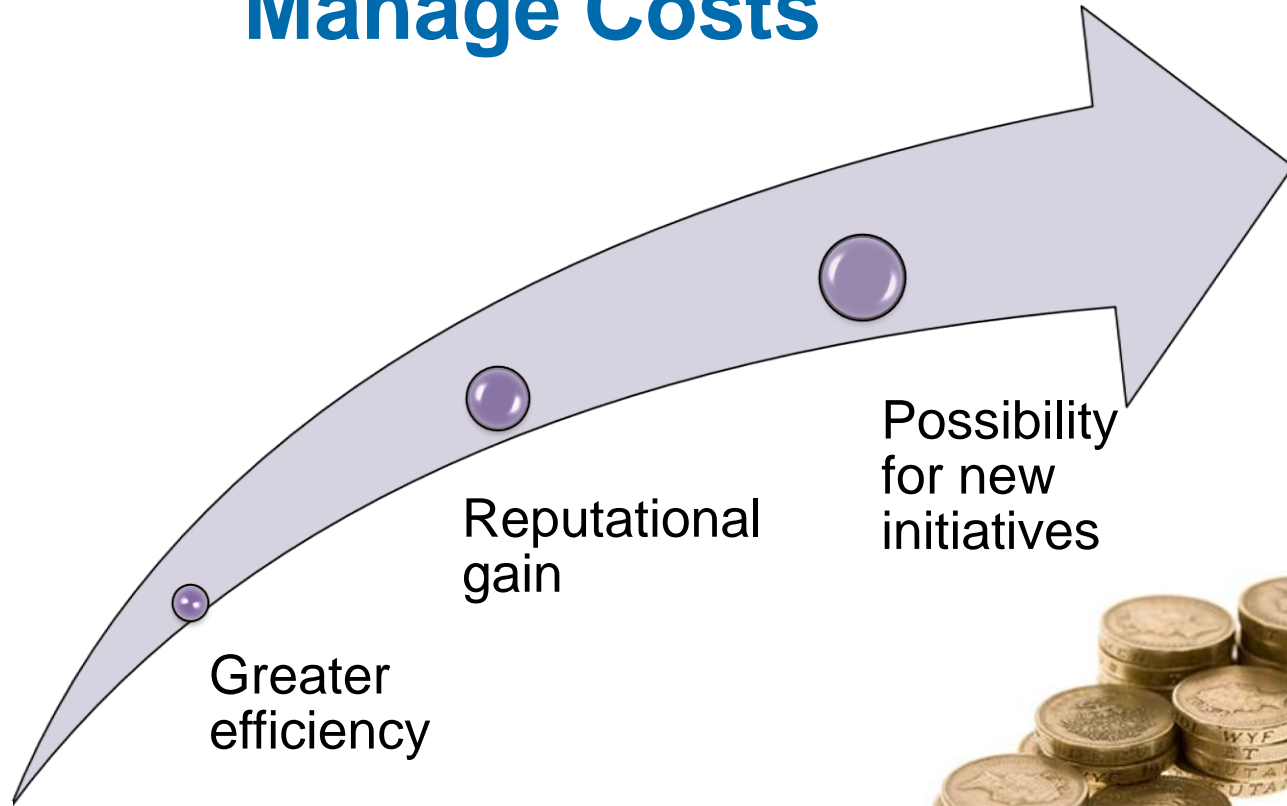
Benefit Two



Leadership and
Governance



Manage Costs



Benefit Three



Leadership and
Governance



Plan Ahead, Mitigate Risk and Strengthen Competitive Advantage

- **Increased** regulation for the sector



QAA

- **Increasing** energy costs

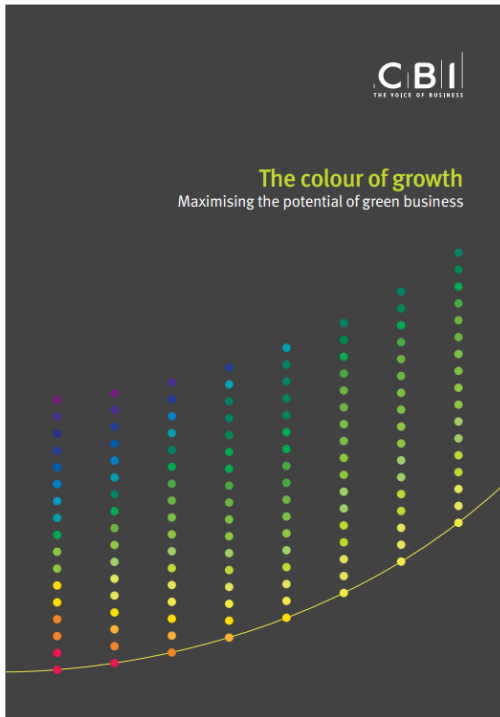
Benefit Four



Leadership and
Governance



Drive Innovation and Create Growth



- ‘**Green Business**’ in the UK continues to **grow**
- Not just complementary to growth but a **key driver** of it



Benefit Five



Leadership and
Governance



Create Learning Resources for Students, Research Facilities for Staff

- Generate income
- Enhance the student experience
- Demonstrate research impact

WITH
PLYMOUTH
UNIVERSITY



Benefit Six



Leadership and
Governance



Attract and Retain the Most Talented Staff

- Increased **commitment** = increased **discretionary effort**
- High employee engagement can

↑
productivity by **16%**

↓
absenteeism by **37%**

WITH
PLYMOUTH
UNIVERSITY



*Unlock the **potential** of your
talented staff team
Grow your people and **align** with
delivery of strategy*



Enhance the Student Experience



- **Over 8 in 10** believe sustainable development should be actively incorporated and promoted by universities
- **Over 60%** of students want to learn more
- Even more significant for **international** students

Benefit Eight



Leadership and
Governance

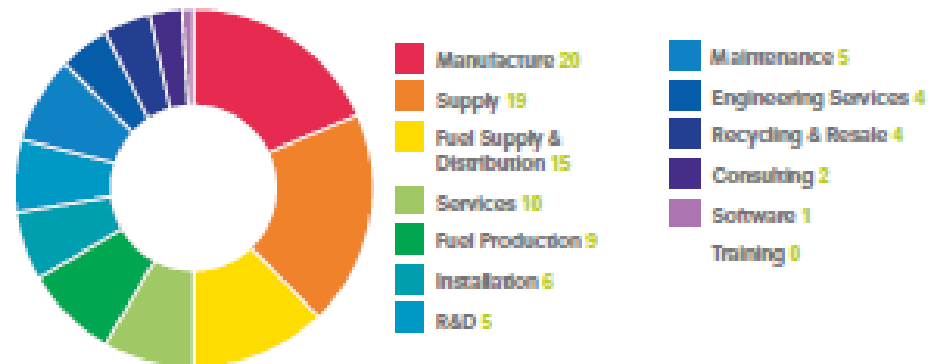


Improve the Employment Prospects of Your Students

Sustainability skills **increasingly** in demand including in areas such as:

- Communications
- Marketing
- Project Management

MARKET SHARE OF GREEN ECONOMIC ACTIVITY
ACROSS THE VALUE CHAIN IN 2010/11 (%)



Source: BIS LCEGS data



Catalyse Local Partnerships and Create Growth



“Universities have extraordinary potential to enhance economic growth.”

Witty Review, Final Report & Recommendations, October 2013

“Government is rising to Sir Andrew’s challenge through making a long term commitment to supporting universities in a third mission to deliver economic growth.”

Rt. Hon David Willetts MP, Government’s Response to Sir Andrew Witty’s Review, March 2014



Be a Leader

Making sustainability a top team, top table issue

- A sustainable business model for universities
- Strategic agility
- Universities are **vital** in driving economic and social prosperity, regionally and beyond

Ten **BIG** reasons



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