

Strategic Framework 2013-2017



EAUC Strategic Framework 2013-2017

This is the Strategic Framework which guides the EAUC as an organisation through the 5 year period from 2013 to 2017. It outlines the aims and objectives to support the Board and Staff.

What the EAUC means by sustainability

Sustainable development, sustainability and Education for Sustainable Development have been defined in many ways. We acknowledge the various definitions. The most frequently quoted definition is from 'Our Common Future' also known as the Brundtland Report (1987):

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

We recognise that sustainability is about finding a balance between environmental, economic and social development and in our view tertiary education is ideally placed to lead this critical agenda and should be recognised as a major contributor to society's efforts to achieve sustainability.

It is that basic optimism that unifies and motivates the EAUC Board and staff and this is how we can help and support our Members.

Our Vision

Our vision is a tertiary education sector where the principles and values of environmental, economic and social sustainability are embedded

Our Mission

The EAUC will lead, inspire and support Members and stakeholders with a shared vision, knowledge and the tools they need to embed sustainability and facilitate whole institution change through the involvement of everyone in the institution

Our values

Leadership and Service for Sustainability - leading, as a role model, we inspire change and challenge unsustainable practice

Partnership and Independence - benefiting from our independent position we value collaborative networks and partnerships

Commitment and Creativity - as one team, we bring a potent mix of optimism, determination, innovation and dynamism to solving problems

Listening, Understanding and Learning - we continually learn, account for and improve our organisation through the knowledge and initiative of our members, staff, trustees and other stakeholders

Overarching strategic aims

- To make sustainability a key principle in tertiary education sector decision making
- To promote and advocate the embedding of Education for Sustainable Development as a core graduate attribute across tertiary education
- To build capacity in the tertiary education sector to facilitate whole institutional change through practitioners, educators, leaders and learners
- To build national and international alliances as a leading representative and strategic advocate which will share good practice and facilitate dialogue and policy development
- To run EAUC sustainably supporting the sector for long term benefit



Implementation themes and objectives

Leadership theme

- Facilitate key sector agencies to reach an agreement of a vision of whole institutional change
- Build influential national and international strategic alliances with key sector agencies to drive policy development
- Represent our Membership and ensure its voice is heard and has impact
- Facilitate links with tertiary education and other public and private sector organisations to influence good sustainability practice

Learning theme

- Establish influential relationships and promote strategic alliances with the key research, curriculum quality and accreditation bodies
- Facilitate key sector agencies and tertiary education to develop a vision and support the application of education for sustainability
- Encourage and channel Member feedback to improve and grow the organisation



“ The Strategic Framework has been developed through an extensive consultation process with the EAUC Member Advisory Council (MAC), wider Membership, Board, staff plus Strategic Partners. Key performance indicators, risks and achievement timelines have been developed alongside a detailed annual operational plan for each year.

We thank all our Members and Strategic Partners for their valuable input into our strategic planning.”

Robert Bellfield, Chair of the Board

Implementation themes and objectives

Resource theme

- Develop capacity building and professional development resources
- Develop whole institutional change leadership models and support the capacity to implement change particularly through, regional, national and international networking; student engagement; institutional sustainability benchmarking and making the business case for sustainability
- Identify, share and advance institutional models of good practice

Business theme

- Measure, monitor, evaluate and feed back to stakeholders on our interactions and impacts
- Evaluate and ensure we have the governance to deliver a dynamic, responsive and financially resilient organisation
- Demonstrate excellent environmental and social business practice



We will keep Members informed regularly on this through quarterly updates on our website. If you have any queries regarding the Strategic Framework or the work of the EAUC Board, please contact Fiona Goodwin on fgoodwin@eauc.org.uk

The EAUC is a not for profit Member based charity run by Members for Members. We are financed by subscriptions and service generated revenue which funds our work of representing and promoting the interests of Members and the provision of support services to drive sustainability to the heart of tertiary education across the UK.

With our help we can bring your values to life and generate real change
- **join us today**

Delivered by EAUC



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