

EAUC Proposed Name Change

When we launched our new strategy last year a significant proposal was to change our name. We have been working with a Task and Finish Group made up of members, Board and our Fellows to develop this important change. Our current name – Environmental Association for Universities and Colleges has served us well for many years, however following intensive discussions, particularly at the last AGM, our members agreed it no longer encapsulated the depth of our members roles and our new strategy.

This is where we need your help. As our key contacts we asked you to endorse the new strategy in 2017, which included a proposal to change our name. Thank you for your support. Now we are asking for your support to advocate this proposed name change ahead of the member vote at the AGM on 20 June 2018. Our proposed new name is:

United Futures *Leading Sustainability with Universities and Colleges*



What do we need from you?

The new name is our opportunity to move from good to great. We believe that we need to be more impactful at a higher level on behalf of you, our members. We want to act as a vehicle for change. Together, we will position sustainable practices at the heart of each institution's core objectives and policy. But the proposed name needs to be approved by you, our key contacts, at the next AGM on June 20th at Keele University, a 75% margin of those present is required to pass the motion. You will be sent details on how to vote on 23rd May. This document sets it out in further detail.

Our history

For over 20 years, we have been working with member institutions across the UK and Ireland tackle sustainability and wider environmental issues, and help embed these values at the heart of Universities and Colleges.

The Environmental Association for Universities and College (EAUC) was formed in the early 90s (prior to Google!) by a handful of volunteers – mostly environmental specialists in universities and colleges. Before the word “sustainability” was mainstream, these individuals recognised that environmental issues were rising up the agenda and wanted to take action. They were struggling to do much in isolation, so started to reach out to one another, began to gather momentum and created the network now known as the EAUC. With limited resources they created newsletters, a Jiscmail and even held annual conferences.

These pioneers were our founders and many remain active members today.

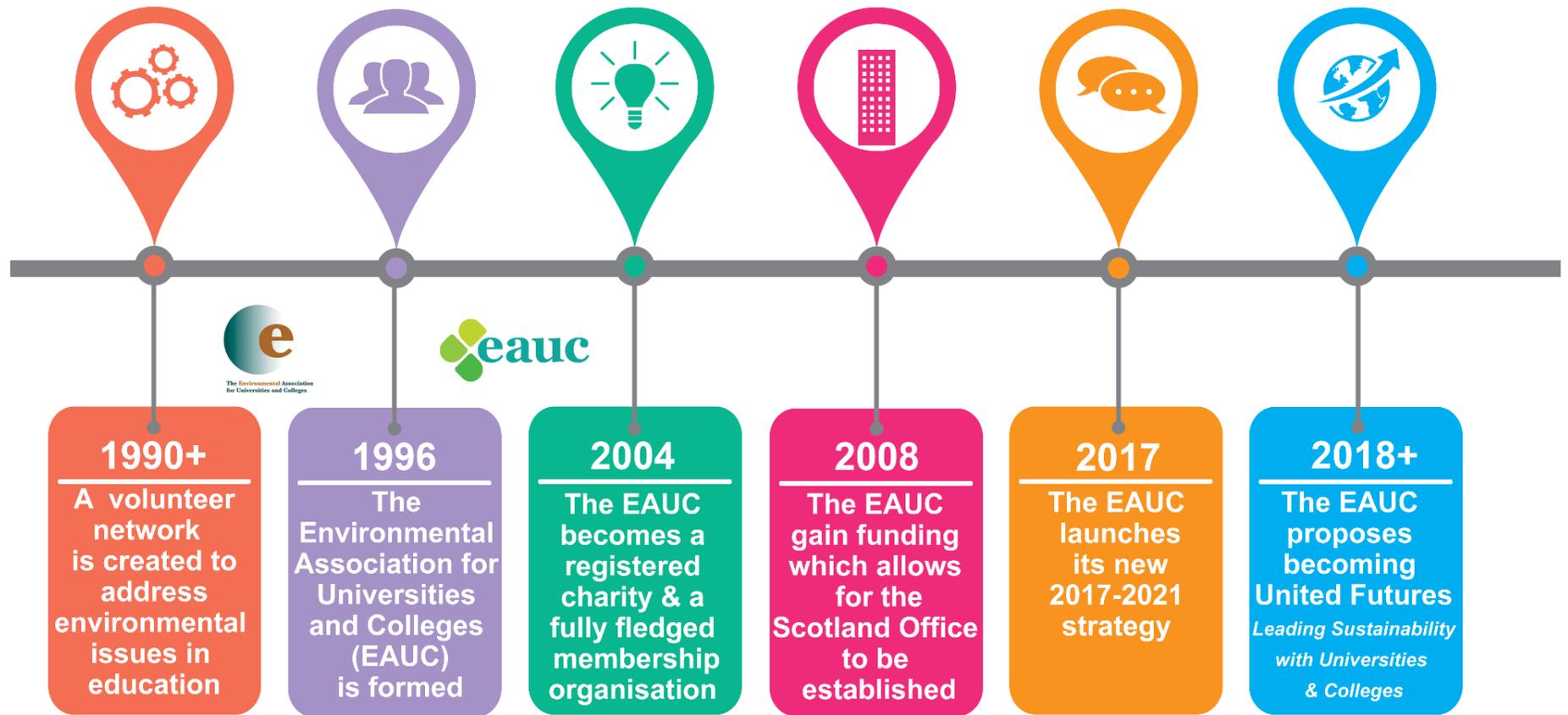
The next chapter of our story begins in 2004, they had reached a cross roads, sustainability was now becoming intrinsic to every organisation, there was so much potential to help and assist, but as volunteers working in their spare time, there was no more they could do. So our founders took a leap of faith and registered the EAUC as a membership-led charity and company. It was at this point the EAUC took on our first member of staff, one of those early pioneering volunteers, Iain Patton.

Since then, and led by our members, we have achieved so much; a few examples being the Sustainability Exchange and The Green Gown Awards, to Regional and Community of Practice network, the recent launch of the SDG Accord and EAUC fellows, the activities have all been created thanks to dialogue with you.

We have now entered our next phase, we listened to you, our members; we created our new 2017-2021 strategy to support the challenges you are facing today. This strategy is taking us through the steps to ensure we will transition to and remain, a future-focused organisation.

Together, united, our members and we will carry on this journey together.

Our history



Mission statement:
“Our passion is to create a world with sustainability at its heart.”

Our strategy 2017 – 2021

Our powerful 5 year strategy (2017-2021) was borne out of a collaboration with members. It demonstrates how we can better support our members to inspire, challenge and enable students, staff and sector leaders. We created 6 goals to underpin the structure and following member's feedback we are undertaking numerous activities to support each one:

Key goals & their activities:

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| <p>Goal 1: Strategic alignment</p> <ul style="list-style-type: none"> - Resilience guide - Living Labs programme - Governance Programme - “Making the business case” - Sustainability Leadership Programme | <p>Goal 2: Advocacy</p> <ul style="list-style-type: none"> - Future Business Council - Member Community Networks - Consultations - Communications and Advocacy Programme | <p>Goal 3: Research & knowledge exchange</p> <ul style="list-style-type: none"> - Risk project - Communities of Practice - LiFE - Green Gown Awards - Training and Events programme - Sustainability Exchange |
| <p>Goal 4: Maximised resources</p> <ul style="list-style-type: none"> - Sustainability Leadership Scorecard - Future Business Council - EAUC In-house Organisational Development Programme | <p>Goal 5: Stronger community</p> <ul style="list-style-type: none"> - Love to Ride Partnership - Piloting a new University and College Fairtrade Standard - Green Gown Awards | <p>Goal 6: Expanded horizons</p> <ul style="list-style-type: none"> - International Green Gown Awards - Research and Resources Programme - Global Alliance for Quality Education - The SDG Accord |

Moving forward together – our new name

United Futures *Leading Sustainability with Universities and Colleges*

So on to the next chapter

For a long time now, sustainable practices have meant so much more than ‘the environment’. You, our members, are representative of this. You all have varying roles, but there is one commonality, you all work towards the betterment of this planet and those on it for your university or college. Whether that is by improving the prosperity of your institution, the futures of your students and communities in which you are based.

We want to support you with this – and we listened when you spoke. As we developed the new strategy with you last year, you said one of the key outputs you would like to see was a new name for the EAUC to signify this broadening of scope. We agreed. We believe that we need to be more impactful at a higher level on behalf of you, our members. We want to act as a vehicle for change.

We needed a new name that encompasses everything we do and everything we could be. Today, we present to you our proposed new name: United Futures *Leading Sustainability with Universities and Colleges*.

Why United Futures?

United Futures, and its supporting strapline *Leading Sustainability with Universities and Colleges*, is the next evolution of the EAUC – with principles anchored in supporting and encouraging collaboration, and a future-focus. We will continue to be a not-for-profit membership organisation that speaks loud and clear to university and college executives and Government alike, providing evidence on the value of sustainability and nurturing members with the vision and determination to deliver it.

Our new name represents the key pillars of the organisation; collaboration and forward-thinking. It is the product of the journey that members have been on with us. The strategy is a commitment to go forward together. The strategy will continue to be the road map throughout our rebrand. It sets out how we can better support our active members, as well as inspire, challenge and enable students, staff and sector leaders.

Universities and colleges hold a unique position within society. They are influencers of the next generation, they wield huge amounts of financial power and they are often at the foundations of strong communities. They are the key to ensuring students and society are prepared for the future. The name United Futures recognises this more than ever.

FAQs

Q. How did this come about?

A. Throughout the work on the EAUC's new strategy it was clear we needed to rebrand to reflect the vision and goals of the organisation. This was a clear recommendation put forward by the Strategy Task and Finish Group that was made up of members, Board and staff. Following the launch of the strategy and through consultation with members, the Strategy Task and Finish Group worked on the rebrand guided by an external non-profit strategy and marketing organisation. That group came up with the name and concept, then it went to the Board for permission to put it to a member vote at the AGM. The Board agreed this and now we have reached the final and most important stage; putting it to you, our members. We need over 75% of members present to vote for it at the AGM on Wednesday 20th June 2018 at the EAUC conference in Keele University for it to pass.

Q. What does 'United Futures' MEAN?

A. Sustainability has been siloed for too long, and members often say that language is half the problem. To make this an accessible and relatable topic, we wanted to move away from acronyms and jargon and towards a name that reflects the bigger global sustainability picture to which our members contribute so substantially. The process to get to this name has been rigorous and inclusive. Having gone through hundreds of names over the last 9 months with a group of members and sustainability communications professionals, we kept coming back to the word 'futures' because ultimately this was felt to be the crux of the issue and 'united' because, as the Sustainable Development Goals mantra says, we must 'leave no one behind'. The strapline reflects members and their continued role in driving the agenda; *'Leading Sustainability with Universities and Colleges'*. The name and strapline will be used side-by-side for the foreseeable future.

Q. Do you really NEED to change and why lose the 'environmental' aspect to the name?

A. Yes. The EAUC has served us well as a name for 20 years – but it is no longer fit for purpose. Many of our members have proposed a change of name to better reflect what we currently do, and what we will do going forward. 'Environmental' no longer does justice to the breadth of our work and yours. Like you, we're aware of the huge positive change afoot in the world at the moment when it comes to balancing the needs of society, the economy and the environment. Education needs to be part of it to make sure the change is not compromising the ability of future generations to meet

their own needs. As an organisation, we want to support you to embed sustainability within education, across campuses and communities, but we also want to help embed education within the wider global sustainable development movement. The name will facilitate a move towards more impactful and strategic advocacy for members, and on their behalf, as the language resonates more with institutional boards and Government policymakers. It is also catchier and easier to say – both for us as an organisation and for you as members within your institutions.

Q. What if the vote does not pass at the AGM?

A. If we do not achieve the 75% majority of those attending the AGM and voting then we are not allowed to change our name at this time. We will seek member feedback as to the reasons why they did not vote in favour of the name change and the Board will reflect upon this as to what our next steps are. We can only change our name with our members consent. If the Board wish to put a name change to members again in the future this will take place at a future AGM or EGM and members will be notified of this as per our constitution.

Q. Do I need to do anything?

A. Yes – please ask your key contact to vote at the AGM. We need 75% of members that are present and voting to agree to this before we can change our name. Each educational member institution has one vote. Members can vote online by proxy prior to the AGM for those that are unable to attend and vote in person at the AGM. The total votes will include those online proxy votes and votes taken at the AGM. The voting representative of your institution will be sent details on how to vote online by proxy on 23rd May.

Q. Will this affect the price of my membership?

A. No educational price increases are planned over the next year but our invoice would be branded with the new name. Should the vote pass, we will inform all contacts with relevant information to their specific job titles. This includes all finance departments. We will also update all information on our systems. There will be no change with the day to day running of operations.

Q. Who do I talk to if I want more information about this?

A. Please send any queries to info@eauc.org.uk and we will happily provide you with more information. As a membership organisation, we really value transparency and want to make sure you are as informed as possible every step of the way.

Q. How will anyone know what you do from this name?

A. As our name becomes established (should it pass the member vote), the strapline will continue to remain front and centre to ensure there is no confusion regarding what we do. The strapline is 'Leading Sustainability with Universities and Colleges'.

Q. How much will this rebrand cost?

A. The cost is minimal. We are a charity and use our funds prudently. We have a budget of £7500, which has been agreed by the Board from our reserves. The costs will predominantly be legal requirements such as changing our constitution, with a small sum spent on changing our websites and marketing materials. The total rebrand budget equates to approximately 6 membership fees. We will continue to ensure members' fees go towards improving the sector.

Q. Will this affect what you offer to us?

A. Yes – we will be offering more. All current activities such as newsletters, community of practice meetings, regional meetings and topic support networks will continue, as well as webinars, the conference and Jiscmail. However, with our new name, we can fully realise the new strategy and in time deliver more tailored support, a more proactive service to members and more impact at a higher level.

Q. Are you still going to support sustainability professionals?

A. Yes - we remain here to support them, and through the new strategy, we are working at a senior level, which in turn will benefit sustainability professionals and the institution as a whole.

Q. When will the name change happen?

A. The vote for the name change will occur at the AGM on Wednesday, 20th June at our annual conference at Keele University. If the vote passes, the new name will take effect shortly after approval from Companies House. We would estimate August to allow us to put the changes in place.

Q. What about our login details?

A. There will be no change to your login information.

Q. Will the rebrand affect the Scotland office?

A. If approved by members at the AGM, our Scotland Office, based at Queen Margaret University, as part of the organisation will also be known under the new name. They will still have their own objectives, based on the needs of the sector in Scotland and their funding requirements, but we will all be singing from the same hymn sheet when it comes to purpose and language.

Q. Will you have a new logo?

A. If the name is approved at the AGM in June, we will have a new logo to accompany our name.

Q. Can I talk about this before the AGM or is it confidential?

A. Yes – you can discuss this with others, and we would be particularly keen for you to discuss this with your key contact/team internally. We plan to have it on the agenda for our upcoming Regional, Community of Practice and Topic Support Network meetings to make sure you can ask any questions and give feedback.