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# Putting Sustainable IT in the Broader Institutional Context

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# Overview

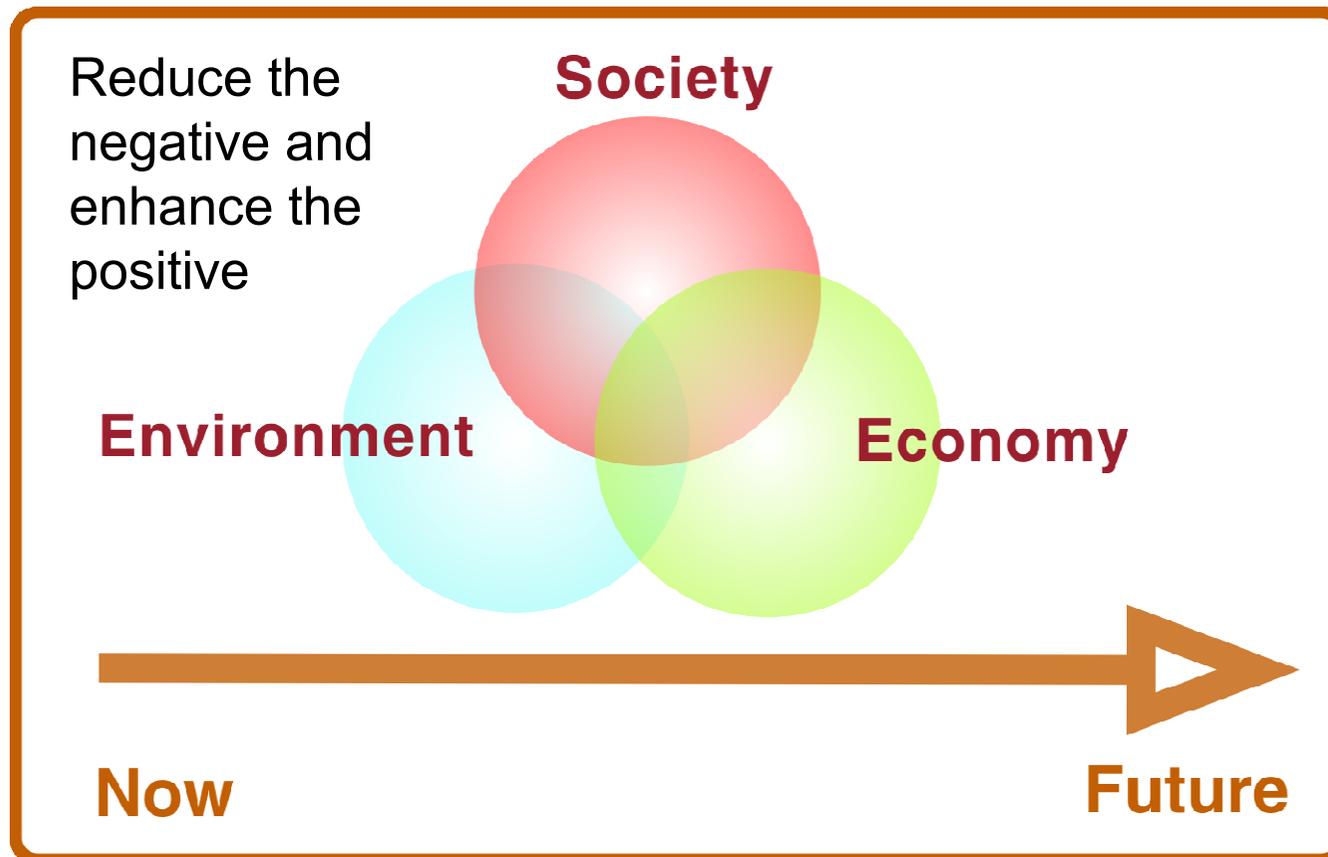
- Welcome
- What does a sustainable institution look like?
- Sustainable IT procurement
- The role of IT in delivering sustainability?
- What's next for sustainability within the sector?

# What is sustainable development?

“Development which meets the needs of the present without compromising the ability of future generations to meet their own needs”

*Defined by the Brundtland Commission in 1987  
'Our Common Future'*

# What do we mean by sustainability?



## What is CSR?

“We think that corporate social responsibility (CSR) refers to the way a company manages and improves its social and environmental impact to generate value for both its shareholders and stakeholders by innovating its strategy, organisation and operations.”

(CSR Europe)

# What is CSR?

"Corporate social responsibility (CSR) is about the **core behaviour** of companies and the responsibility for their total impact on the societies in which they operate. CSR is not an optional add on nor is it an act of philanthropy. A socially responsible corporation is one that runs a profitable business that takes account of all the positive and negative environmental, social and economic effects it has on society"

Chris Marsden, Chair Amnesty International Business Group

# What is sustainable development?

“Sustainability is about doing things differently before we have to do very different things”

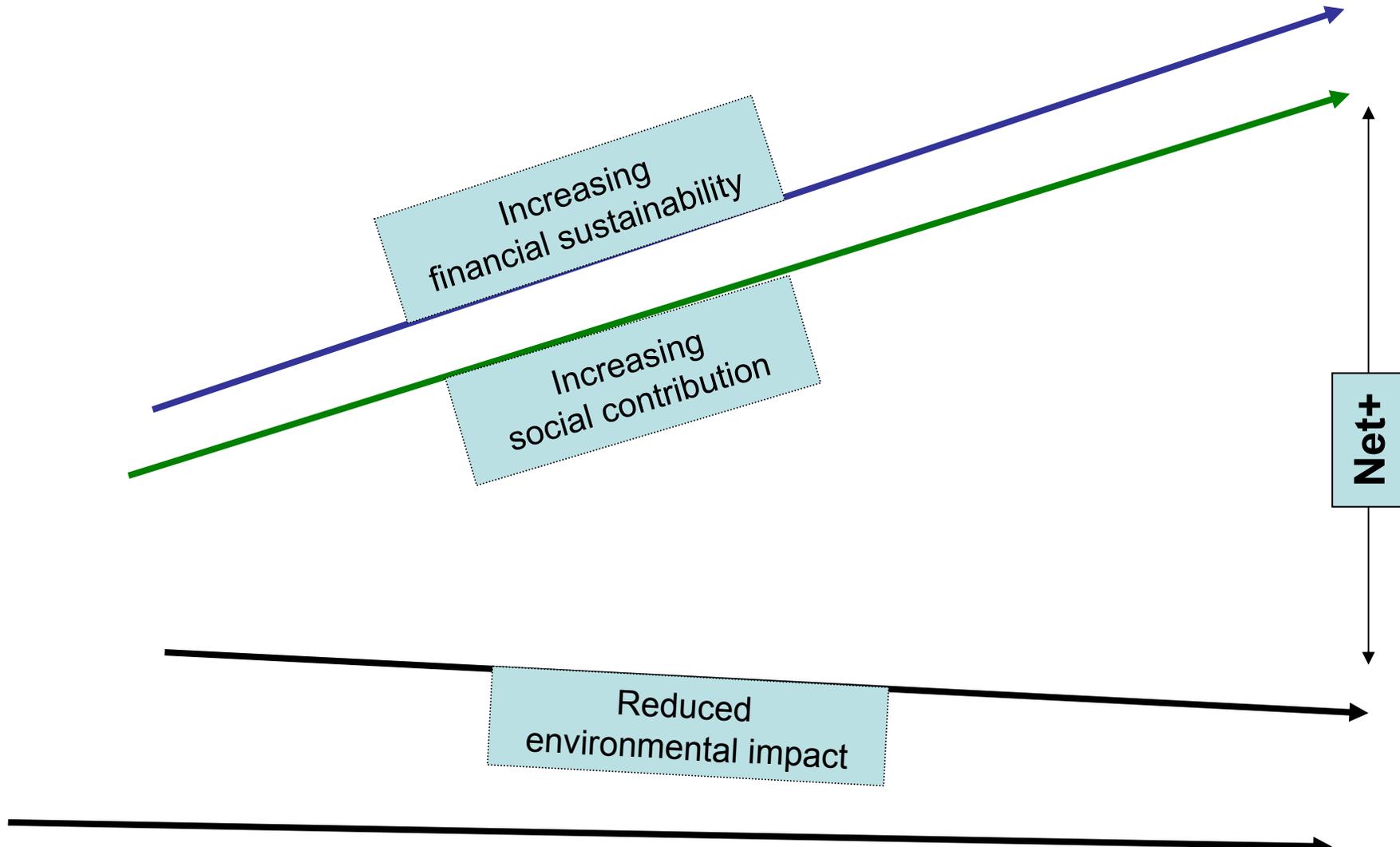
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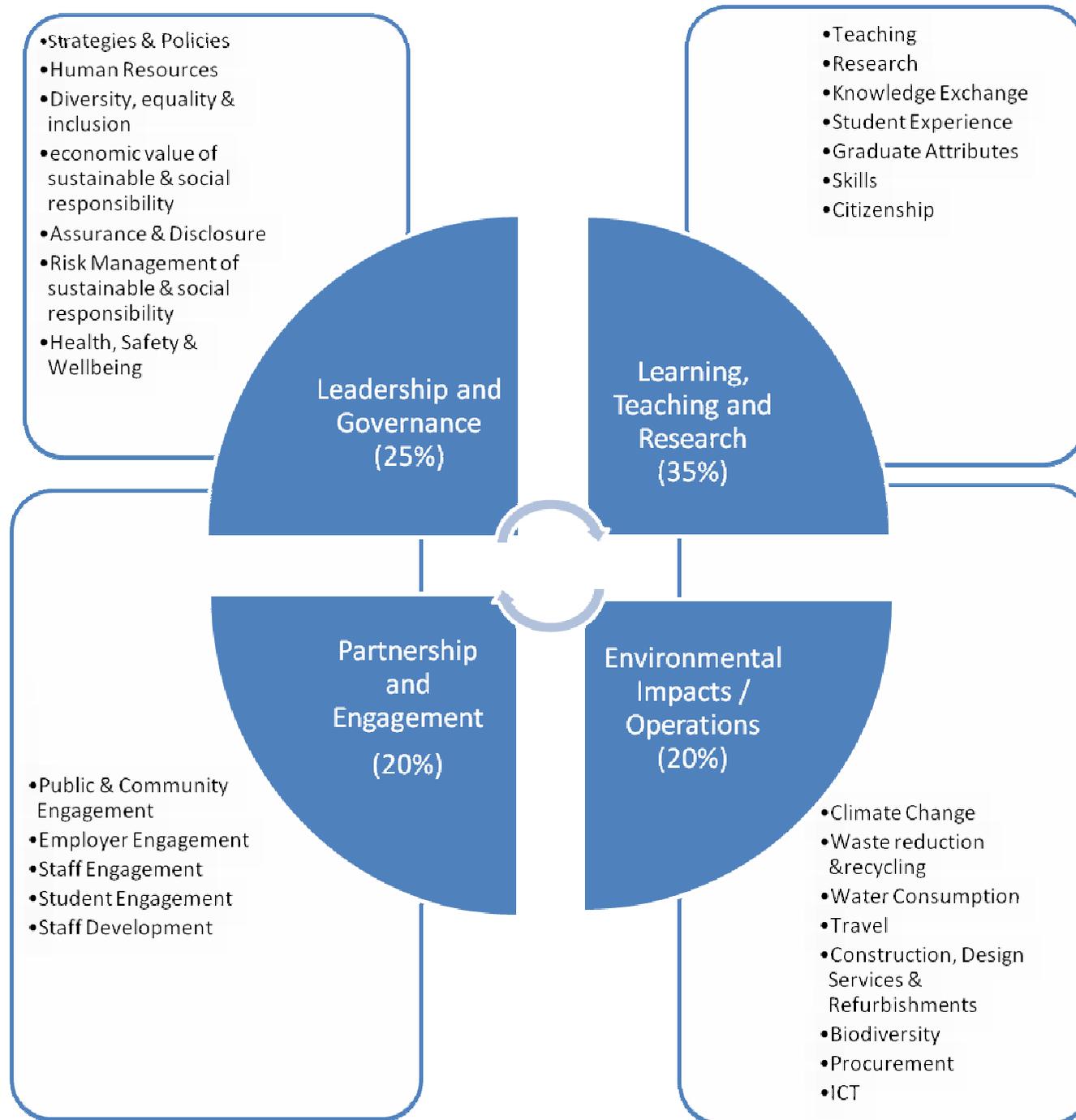
**What does a sustainable  
institution look like?**

# What does a sustainable institution look like?

- What is the core business of a learning institution?
- What does the total impact look like, both positive and negative?
- Do you take account of all the positive and negative impacts they have on the environment, society and economy?
- Do they systematically seek to reduce the negative impacts and enhance the positive?

# Net Positive Sustainability





# Definition of Net Positive

- We can look at Net Positive from two perspectives
  - Net Positive impact of a particular institution when we examine how it manages its negative and positive impacts (negative – use of natural and manufactured, positive contribution to human and social capital)
  - The overall Net Positive impact of a sector – the total contribution of the learning sector to society

# What do we mean by Net Positive?

- **Most sustainability strategies**

- Mostly focus on negative impact
- Majority of focus on campus / operations
- Majority of focus on environment
- Negative messaging - cut, reduce, prevent, stop!
- Limited engagement with the whole institution
- The institution cannot see where sustainability adds value and supports a successful learning institution
- Examines positive and negative impacts only within operations

- **Net Positive sustainability strategy**

- Look at positive and negative impact
- Balance between campus/operations, teaching, learning, research, student experience and community engagement
- Positive messaging - enhance, build, partner, explore
- Whole institution engagement
- Sustainability strategy is clearly recognised as enhancing the institution environmentally, socially and economically
- Takes account of positive and negative impacts outside operational boundaries

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# Sustainable IT Procurement

Where does it fit in?

# Sustainable IT procurement

## ■ Why?

- ❑ Costs of managing IT department given rising energy costs
- ❑ Risks of regulatory or legislative non compliance
- ❑ Corporate social responsibility and company reputation
- ❑ Reduced travel
- ❑ Reduced environmental impact
- ❑ Protection of natural resources

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# The role of IT in delivering sustainability

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# The role of IT in delivering sustainability

- Benefits
  - Reduced costs
  - Improved reputation
  - Smarter working
  - Integrated institutional approach toward sustainability
  - Student engagement and the Student Experience
  - Information sharing / unified approach
  - Enhancing Teaching and Learning
  - Enhancing Community Engagement

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**What's next for sustainability  
within the sector?**

# What's Next

- Increasing requirement to report on sustainability performance (including carbon)
- More benchmarking and institutional comparison
- Continuing need to be efficient and engage students effectively
- Increasingly joined up approach required

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**Many thanks**

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# Summary

- Net Positive Sustainability
  - Allows institutions to demonstrate their real value
  - Supports the learning sector communicate its real contribution society
  - Provides a positive framework to facilitate a whole institution approach
  - Put the core business of institutions at the heart of their sustainability strategies