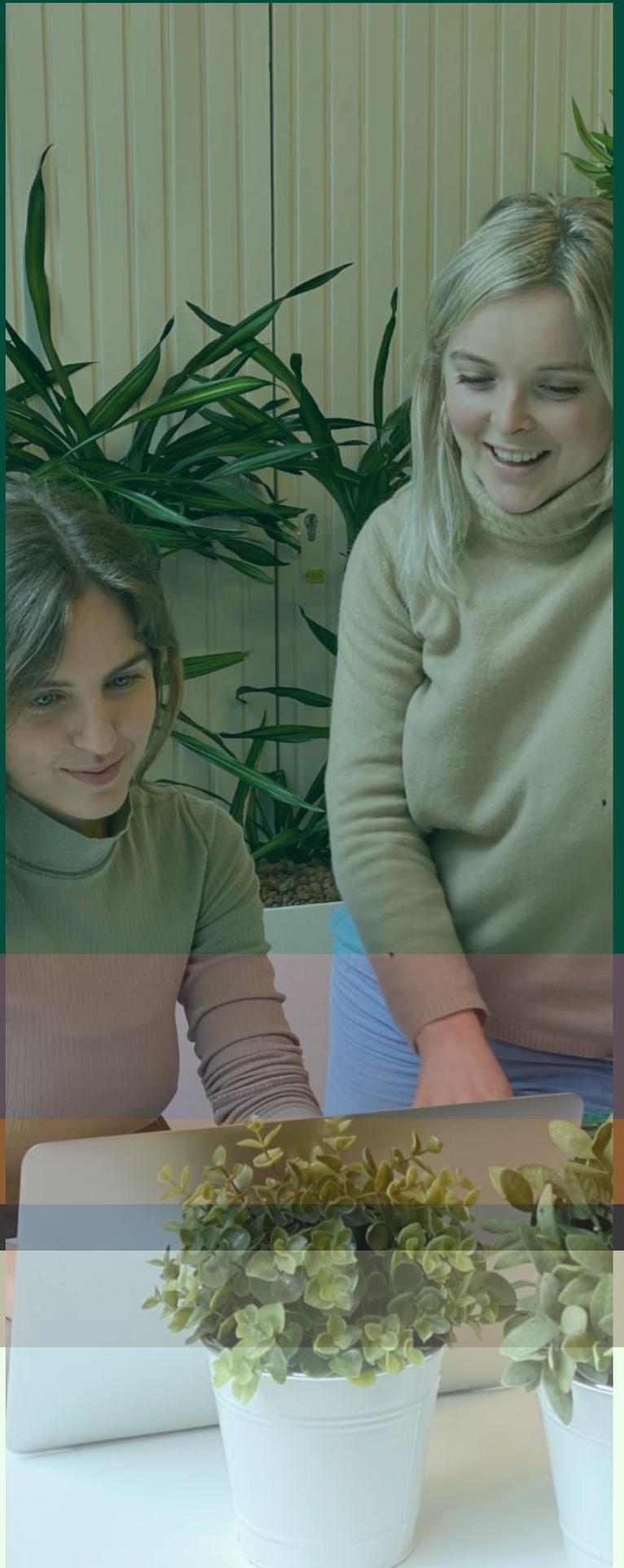


UVA GREEN OFFICE
**SEMI-
ANNUAL
REPORT
2021**



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01 INTRODUCTION



The UvA Green Office was established in 2016. Since then, the Green Office has continuously increased its output of policy recommendations and projects to accelerate the sustainable transition at the UvA, especially concerning environmental sustainability. The Green Office is a student-run platform integrated into the UvA's institutional structure. Together, four team leaders, two general managers, and a number of voluntary student members work under the supervision of one central staff member (bestuurstaf), Ewout Doorman, and in extension, under the board of directors (College van Bestuur) (CvB) of the UvA.

Due to the consistent corona restrictions in 2021, Green Office operations like pursuing sustainability on campus and physical events became impossible to realise. While we worked on many projects that might not have been as visible as in the previous years, they were essential to building foundations for the activities of future GO generations. We managed to strengthen our position as the UvA Green Office, get more funding, re-consider and improve our internal communication, and realise how important it is to find different ways of spreading awareness about sustainability matters. All of this would not be possible without all of those who co-shaped our way forward and helped us over the corona-year bumps: our active members and the core team.

01 INTRODUCTION

As it usually goes with the end of the academic year, we say goodbye to the old core team and welcome the new one. So, we would like to say a big thank you to the four fantastic portfolio holders of 2020-21: Lucy (communications), who all other teams of the Green Office depended on to spread the word and who made sure that all students and staff were aware of the Green Office and all sustainability efforts at the UvA;

Zita (campus), who set up a whole new studio for the Green Office and tackled behind the scenes issues such as catering and waste management throughout the year;

Milly (Research and education), who set up the Knowledge Hub that serves as the new central platform of sustainability for students and staff to exchange information, spread the word and seek collaboration at the UvA;

And Luna (Community), who worked on the Green Career Days that encouraged students to look for jobs that positively influence the planet as well as being one of the only events this year that was held on location at the UvA and allowed students to attend in-person. While Luna and Milly seek new opportunities,

Lucy and Zita have decided to continue at the UvA Green Office as the new co-managers replacing the current co-managers: Hana, who spent the last two years working at the Green Office and Sat, who spent the last three years as the manager of the Green Office. The 2020/21 team was full of energy, commitment and out of the box ideas and we couldn't imagine a better team. We thank the core team and all our members who worked to make this university and the world a better place!

The Green Office welcomes the new team made up of Lucy, Zita, Khushi, Giovanna, Gabrielle and Ivan. The new team will be shortly featured on our social media channels, so stay tuned to learn more about them and which new projects they will be introducing at the UvA Green Office!

**SATYAM KATHPALIA AND
HANA HEGYIOVA**

UVA GREEN OFFICE GENERAL CO-MANAGERS



02 STRUCTURE

ROLES

The UvA Green Office has four dimensions, each with its own role in working on the united vision of making the university a more sustainable place.



i. SUPERVISION

Our supervisor, Ewout Doorman, is the link between the UvA Green Office and the University of Amsterdam. The supervisor supports the Green Office wherever needed and makes sure it performs optimally and sufficiently within the university. Ewout communicates mainly with our managers, and periodically attends the core team meetings to stay updated on the latest happenings.

ii. MANAGEMENT

Our managers, Sat Kathpalia and Hana Hegyiova, are responsible for all the actions of the members of the UvA Green Office and make sure everything goes according to plan. To achieve this, the managers determine the general strategy of the Green Office. In addition to this, the managers monitor the progress of the current projects and the work of the portfolio holders. The managers also decide on the expenses so that the allotted budget is used optimally.



02 STRUCTURE

iii. TEAM LEADERS



Team leaders are an essential part of the Green Office. Together, the four team leaders as part of the core team spend a considerable amount of time devising the long-term strategy, and driving policy change at the UvA. In addition, they manage the Green Office members and their respective projects - sometimes overseeing and facilitating up to 10 unique projects at a time. They motivate members by organizing social events and provide opportunities to develop skills and knowledge through things like workshops, meet-ups, or their weekly or bi-weekly team meetings. You can find more info on each individual team at the start of each team's project list in section 03.

iv. MEMBERS

The Green Office consists mainly of student members in addition to our managers and team leaders. The members work on creating and implementing projects individually or in small teams. As the Green Office aims at increasing its impact and reach throughout the UvA and online, it encourages its members to take on projects themselves. At the start of the academic year we had over 70 applications to become students members and conducted over 50 interviews collectively. We now operate with 47 active student members working on projects in addition to our core team.



03 OUR PROJECTS

TEAMS

Our projects are divided across four teams: Campus, Community, Research and Education, and Communications. Read on to see the awesome projects that each team is working on.

I. CAMPUS TEAM

As COVID-19 regulations remained in place for the second semester, some planned activities of the Campus team, like the Waste Event, were unable to happen in-person. We have had to adapt our plans for this year, as well as our usual in-person meetings to online. This meant that our team was more focussed on projects and tasks that are generally less observable, but just as important. In the second semester, the Campus team of 7 enthusiastic students kept working on their amazing green projects! Lastly, I wanted to say a big thank you for all the members of the Campus team, you've done some amazing work! Looking forward to next year!



ZITA KOSARAS

CAMPUS TEAM LEADER

I. COFFEE CUPS

The team members of the Coffee cups project have made some good progress this past semester! On the 1st of March, the Keep Your Cup Day took place, which is a day where we encourage students to use a reusable cup or to reuse single use cups whenever possible. We also gave away 10 reusable cups to encourage students to reduce waste when enjoying a cup of coffee at uni. Barbora and Alison have also been in close contact over the semester with a company called "BillieCup" that specializes in managing reusable, deposit-based cup systems in universities, hospitals and even independent cafés. So far there have been many emails exchanged and some informative Zoom calls. There have been steps made to introduce such a system at our university, but we still have a long long way to go. The biggest problem seems to be the lack of washing machines or similar facilities at the university, but we will rather consider this a challenge for next year!

03 OUR PROJECTS

ii. ECOSIA ON CAMPUS

Ecosia is a search engine like Google or Bing, except it uses its profits to plant trees. The goal of this project is to establish a community of tree-planters at the UvA who use Ecosia on their own computers and eventually, to have Ecosia as the default search engine across the computers.

This semester Luisa and Fee have kept the community of tree-planters running, and as of now, we have planted more than 200 trees! Imagine how many more we could plant if all the UvA computers were using Ecosia! We have also been in contact with other UvA student bodies to unite our forces and establish Ecosia as the default search engine on the UvA computers.

If you want to join us, follow @AmsterdamonEcosia on Instagram or use this link: <http://ecosia.co/UvA> to plant trees with your searches!



iii. MEDIA CONTENT CREATION STUDIO

Lilly and Leonie have been working hard in the past couple of months to declutter, rearrange and spice up our office in the J/K building. Now we have sufficient equipment to record and edit podcasts, host guests for our Green Talks and have team meetings! This means that once campus is open, we can have team meetings, work sessions and podcast recordings at Roeterseilandcampus in addition to our fantastic flagship office at the Singel library!

iv. UVA CAFETERIA

Over the entire academic year we have been involved in trying to improve the cafeteria. Together with Facility Services (and others) we discussed things like protein transition, decreasing meat options, and food waste. Unfortunately, discussions have been suspended as of January 2021 because the current contract was extended 5 more years. However, this semester we were also involved in talks with the CSR (Central Student Council) who are invested in trying to get more cheaper and sustainable lunch options at the cafeteria. This effort will continue on in 2021-22.

03 OUR PROJECTS

V. GREEN COMMITMENT

The Green Commitment is a non-binding agreement between the Green Office and any student organisation, association, club or community within the UvA. By signing this agreement, student bodies commit to doing their best when it comes to pursuing sustainability within their organisation. The Green Commitment was established in February 2020. This semester we were able to continue on the active nature of the commitment by gathering a handful of new organisations as signees, thus achieving our goal of growing the commitment year by year. You can find the full list of 26 signees on our website under "our projects" then "Green Commitment".



VI. E-WASTE GUIDE

Have you ever wondered how you can correctly dispose of your electronic waste? Our lovely member, Axel, has just the perfect solution for you: the Green Office E-waste guide! This guide contains easily accessible spots for you to dispose of small electronic devices safely, and also includes some interesting facts about e-waste and a sorting aid. You can find the guide on our website under "our projects" then "E-Waste Guide". Happy sorting!

THAT'S ALL FROM THE CAMPUS TEAM!



03 OUR PROJECTS

II. COMMUNITY TEAM

The Community team of the Green Office aims to build a network of like-minded UvA students with an interest in sustainability, in order to work together effectively and achieve our sustainable goals! The second part of this academic year was, again, affected by COVID-19. Therefore team-building activities were still largely limited to the online environment. However, luckily we got to host our first hybrid event! This was possible by making use of the UvA's hybrid learning theatre. The community team of 2020/21 consisted of 9 hard working members: Flavia, Marie, Evanna, Gabriel, Emily, Lucie, Julia, Mira and Sophie!



LUNA HAMANN

COMMUNITY
TEAM LEADER

I. YOGA SESSIONS

As the COVID-19 situation is still ongoing and the Green Office members' university life is limited to online education, we wanted to bring some movement into our lives. Thus, via a live stream on zoom our wonderful yoga teacher Ina, a PPLE student, helped us become more Zen. Besides being able to connect with people outside of one's own Green Office team, Yoga also leads to improved flexibility, increased muscle tone and a decrease of stress. The yoga sessions, which were open to all Green Office members continued to take place on the last Sunday of every month.



03 OUR PROJECTS

ii. GREEN FASHION GUIDE

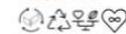
Fast fashion is currently all the rage, with an average of 24 collections being dropped each year by big retail stores such as Zara. The immensely negative environmental impact fast fashion has is no secret. That's why the Community team created a 'Green Fashion Guide' (a fashion version of our existing food-and-drink "Green Guide") to help educate people about fast fashion and ways to avoid it. The booklet gives an overview of sustainable brands, thrift stores, clothing swap apps and flea markets in and around Amsterdam. We hope to influence individuals to rethink their shopping habits with this guide, and thus incrementally put an end to the fast fashion industry - or at least raise awareness. The guide was published in June 2021 to a great audience reception! Download the guide on our website under "our projects" then "Green Guide", or via the link in bio on our instagram.

GREEN GUIDE AMSTERDAM



MUD JEANS

Online | Casual Wear



You guessed it, MUD jeans makes blue jeans. This Dutch company completely recycles all their jeans and turning them into new ones. Their concept is built on the idea of a circular economy where all waste becomes a resource again.

HNST JEANS

Online | Casual Wear



We also couldn't leave this jeans brand out of our guide. Over 50% of their jeans are made with recycled denim, and the brand thinks ahead by making their jeans 100% recyclable by the end of their product life. The Belgian brand has been praised for its sustainability by names as big as Forbes and Elle.

NOOBOO

Online | Casual Wear



With products made from bamboo, a greener alternative to cotton, Nooboo makes timeless essentials. Bamboo is an underutilized material that offers tons of advantages compared to cotton. On Nooboo, you can find t-shirts, loungewear and face masks.

03 OUR PROJECTS

iii. GREEN CAREER DAY

On the 6th and 7th of May 2021 we hosted our second Green Career Day! With the corona regulations loosening up we were able to invite 16 students and several speakers to attend the event in-person. The event took place at the Hybrid learning theatre at the UvA Roeterseilandcampus, and was simultaneously live-streamed via zoom. The first day started with an inspiring talk by Rutger de Rijk and Margot Kemps from Impact Hub. Following that, we got the chance to listen to Judith Strikand Max Beijneveld from the Gemeente Amsterdam, Eva Lalakova from Metabolic, Rory Hugill from Fashion for Good and Jan Portheine from Kartent. The second day started with Willa Stoutenbeek from W.Green, Annemiek Nusmeijer from job recruitment website “greenjobs.nl”, Julian Lo and Sophie Roelse from Deloitte and Maxime Rozestraten from Yamba/Strange Grapes.

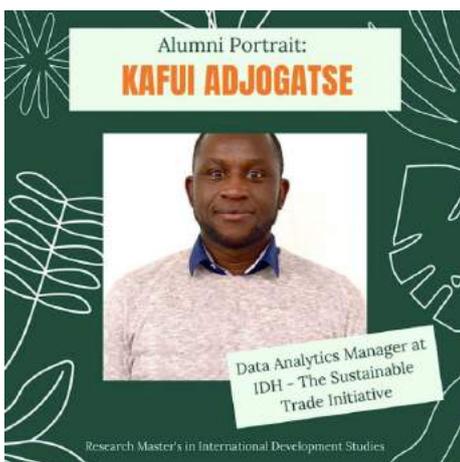
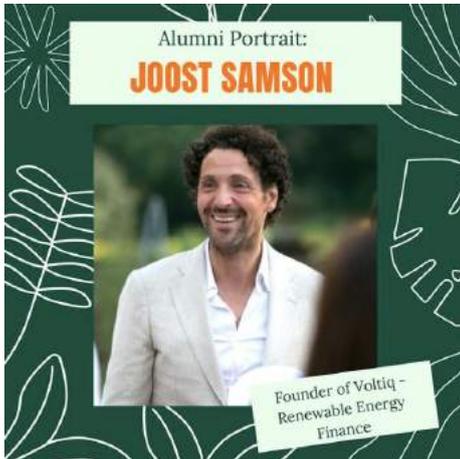


The talks had an interactive part in which in-person attendees, as well as participants joining via zoom, had the chance to ask questions to the speakers and engage in discussions. Especially in times of the pandemic networking has become increasingly hard, thus it was a precious opportunity to give students the chance to connect with like-minded employees working at sustainable businesses and startups or on sustainable policies. The event was a big success and we received lots of positive feedback for it from speakers and attendees alike. Most talks of the Green Career day have been uploaded to our Youtube channel.

03 OUR PROJECTS

iv. ALUMNI PORTRAITS

In the first semester of this year we initiated the 'Alumni portraits' project, where we approach and interview UvA alumni who are currently pursuing a sustainable career. The project continued, and grew in popularity, this semester! The goal of this project is to inform students at the UvA about sustainable career options they have after graduating. So far we have had several distinguished interviewees, inter alia Roos Bernson from Metabolic, Joost Samsom from Voltiq and Kafui Adjogatse from IDH. The interviews are conducted by Community team members and published on our blog on a monthly basis with around 150 unique readers each interview. We are looking forward to many more interesting interviews in the next academic year!



v. DONUT MEETINGS

Many Green Office members never got the chance to meet each other outside of their own teams. Therefore the community team introduced a software to our slack account which paired two to three Green Office members randomly with each other. Thereafter, the members had the chance to meet for a virtual coffee via zoom, chat a bit or even go for a walk. This was a tiny step towards establishing a team spirit across different portfolios, given our limited capacities to meet in-person.



THAT'S ALL FROM THE COMMUNITY TEAM!

03 OUR PROJECTS

III. RESEARCH & EDUCATION TEAM

The Research & Education (R&E) team focuses on implementing sustainability within the UvA's curricula and across the university. We believe that every academic discipline has a role to play in the sustainability transition, and work with different faculties to ensure interdisciplinary collaboration. The R&E team's projects are highly varied, and include developing a centralised Knowledge Hub for the UvA, launching a new podcast series entitled 'Docu Chats', and much more! In Spring 2021 the R&E team was made up of 21 Bachelor's and Master's students.

MILLY WARNER

RESEARCH AND EDUCATION TEAM LEADER



I. FLOATING GARDENS

R&E members Miléna and Tanja have been working in collaboration with students on the "Placemaking" course and facility services to implement floating gardens at the Roeterseiland campus. Alongside being beautiful to look at, these gardens will also be a research site for students studying nature inclusive urban solutions. You can find their most recent report on our Knowledge Hub by searching for the title "Plan B(ee)".



03 OUR PROJECTS

ii. GREEN TALKS

This semester the R&E team has continued running the Green Talks programme online, coordinated by the Green Office manager Hana. We interview people working in the sustainability sphere with the ambition of illuminating the transition from studying to professional life for fellow students.

Miléna met with Anne De Zeeuw, co-directeur of Netwerk Democratie, an NGO aimed at encouraging (and raising awareness about) citizen participation towards a more resilient and inclusive democracy. They do this through the use of digital tools as a mode of empowerment.



Miléna and Anne discuss how climate justice requires giving citizens a voice in policy-making, showing how the topics of sustainability, politics and social science intersect. Olivia also interviewed Chris from Click-a-Tree about biodiversity loss and the importance of trees for both our environmental and social wellbeing. Chris discusses his journey as an entrepreneur and his experience founding a start-up. We also have some more Green Talks in the pipeline from Lindi and Hana, so watch this space! All of our Green Talks are available in short form on our IGTV and long form on our Youtube.

iii. SUSTAINABLE COURSE INVENTORY



In preparation for the new academic year, the R&E team created a new course inventory for the academic year 2021/22. This inventory lists sustainability-related courses offered by the UvA, and will act as a guiding document for the creation of the new Interdisciplinary Sustainability Master's programme, organised in collaboration with CSDS and IIS. You can find the list on our website under "Our Projects" then "Sustainability Course List".

03 OUR PROJECTS

iv. PODCAST (COMMUNICATIONS TEAM COLLABORATION)

The UvA Green Office podcast continued to put out exciting new episodes over the last semester, with two different series running - “Zero Waste” (see summary under communications team updates) and “Docu Chats” with R&E members Lina and Sakhi. These two worked hard on their winter Docu Chats episode, “Before the Flood”. They delve into topics such as the Paris Climate Agreement and its accountability, green energy sources and how going ‘green’ manifests itself differently in different parts of the world. They leave listeners with practical suggestions for how to enact a sustainability transition in their own lives. Their latest episode was released in June 2021, entitled “The Social Dilemma”. The episode covers the 2020 documentary film of the same name, and our fantastic hosts discuss how things like technology and social media play a role in sustainability.



The UvA Green Office podcast is live on Spotify, Apple Podcasts, Google Podcasts and Podcast Addict, with over 200 unique downloads already. You can also find more information about our wonderful hosts on our instagram, where we recently released a series of posts about getting to know the faces behind our podcast!



03 OUR PROJECTS

V. THE KNOWLEDGE HUB

On the 22nd April 2021, the R&E team launched its biggest project of the year: The Knowledge Hub. The Hub is a centralised platform for everyone at the UvA interested in sustainability, with members ranging from first-year students to professors. You're welcome to look for projects to collaborate on, or post your own and find someone to work with. You can also use the site to search for job opportunities and inspiring events to join. What's more, you can view the member profiles of all Hub users so you can network with people working towards a similar goal. To find out more, go to "knowledgehub.nl" to visit the Hub and create a profile if you want to get involved!



We need to work with external stakeholders!

Doing research at the university is great, but we also need to collaborate with groups like the Gemeente (city council), local businesses, and NGOs when dealing with sustainability challenges in Amsterdam. Not only is this valuable for students who gain real-life experience by getting a taste of how it is to work with groups from outside of the university, but it also benefits these groups who can look for interns, student workers, and research assistants of volunteers through the Knowledge Hub!

We need to get inspired!

A common thread through all of our motivations to create the Knowledge Hub is that pursuing sustainable goals means **we have to work together**. Coming up with creative sustainable solutions to urgent real-world problems will only work if we can share ideas, share expertise, and share inspiration. The Knowledge Hub is all about crossing borders of discipline, faculty, and expertise to improve the overall reach of sustainability at the UvA and beyond. Anyone can come up with the next fresh green idea and we will make sure that those ideas are heard!

We need to bring different faculties together!

Sustainability is a huge challenge that needs interdisciplinary collaboration. Biologists, Economists, Sociologists and Lawyers (to name a few!) all need to come together to create change, which is why we need a platform at the UvA for sharing sustainability research that cuts across all faculties. There is a particular need for this at the UvA since the decentralised structure makes it hard to communicate across disciplines! The Knowledge Hub will be the first to unify everyone around the topic of sustainability, and welcomes people from any interest or discipline to join.

We need to bring staff and students together!

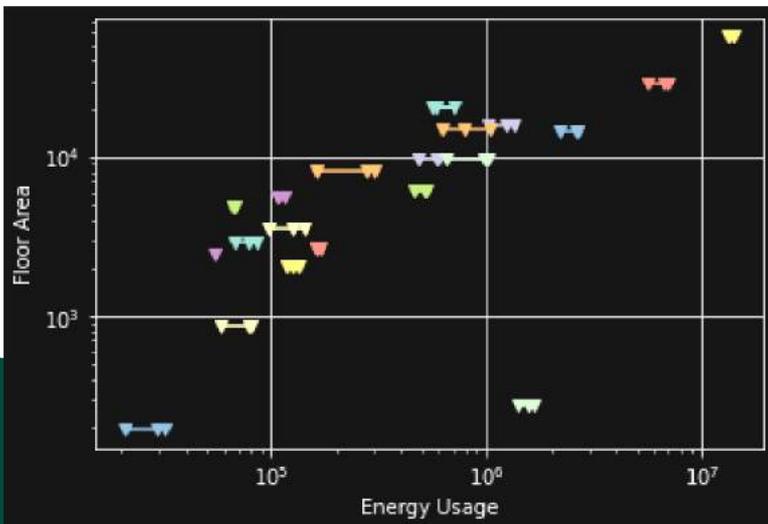
Just as we need different fields of expertise to work together on matters of sustainability, we need collaboration between students and staff! Research projects, funding, jobs, internships and brainstorming all require input from people of all different levels, which is why the Knowledge Hub is welcome to students and staff. Most importantly, sustainable solutions can come from anywhere, which means we want to open the doors to everyone doing work in this field rather than divide knowledge and productivity by splitting up staff and students.

We need to go beyond the syllabus!

At the UvA Green Office we receive constant requests for the subject of sustainability to be included more in courses. Students from Economics, Business, Medicine, Anthropology (and more!) want to know how protecting our environment and social justice intersect with their subjects, but unfortunately this knowledge is often reserved only for elective courses. The Knowledge Hub will be a place for students to learn about sustainability if their syllabus has left it out, and also allows people to pursue more creative projects that don't fit in their standard assignments, like creating visual art or video content instead of essays.

03 OUR PROJECTS

vii. INDIVIDUAL RESEARCH PROJECTS



Within the Research and Education Team there are a group of members working on individual research projects. Over the past few months Christoph started a project to monitor the energy usage of the UvA according to the goals stated in the strategic plan. An 80% relative energy reduction is set as the cornerstone of the sustainability program, and dubbed 'in accordance with the Paris Agreement'. The project accessed energy data and visualised the current status of the current and historic energy consumption. Further advising on the possible steps of actions in achieving the energy reduction goal were not taken due to lack of communications by the UvA.



**THAT'S ALL FROM
THE RESEARCH AND
EDUCATION TEAM!**

03 OUR PROJECTS

IV. COMMUNICATIONS TEAM

The communications team is the mouthpiece for the work of the UvA Green Office! While other teams pursue new individual projects on campus or online, the communications team focuses their hard work on improving visibility on these projects and spreading the word of the Green Office as far as possible. This means managing a host of social media platforms, keeping the website up-to-date, connecting the UvA central communications team to the Green Office, and expanding our reach as far as possible by pursuing new ways of getting content to new types of followers.

Given that this academic year was entirely online, our role was even more crucial as we managed the bulk of the Green Office online presence and facilitated the online transition via our ever-expanding selection of platforms. The fantastic team of 12 members this semester consisted of Nina Daxberger (website and social media), Aiden Whitfield (blog manager), Patricia Haggblom (newsletter manager), Julia Holst (website and analytics), Vivi (video and content editor), Julia Wolska and Nefeli Syriopoulou (podcast team), Diana Tavaréz (Youtube and video content), LeeAnn Wyatt and Rhoda Elies (Green Guide team), Chloe Youn (internal communications), and Sofia Hedberg (social media manager).



LUCY UPTON

COMMUNICATIONS
TEAM LEADER

**(RESEARCH
& EDUCATION
TEAM
COLLABORATION)**

I. PODCAST

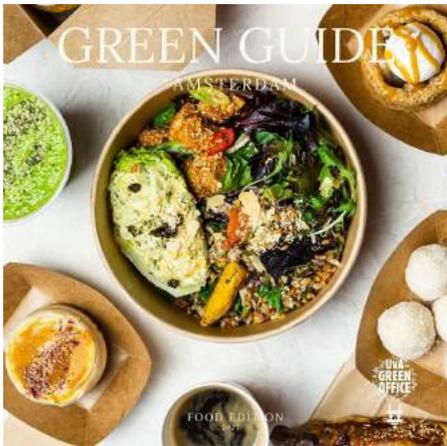
See the Research and Education summary for an overview of our podcast project. Communications members Nefeli and Julia Wolska developed their series "Zero Waste" and released two fantastic episodes this semester.



03 OUR PROJECTS

ii. GREEN GUIDE 4.0

The Green Guide is a project aimed at helping Amsterdammers make greener choices. The interactive guide presents a large range of green locations in Amsterdam and helps you find your new favorite green spot for food, drinks, and groceries! This semester our members LeeAnn Wyatt and Rhoda Elies published the fourth edition of our ever-popular Green Guide, now entitled “Green Guide: Food Edition” after the addition of a new “Green Guide: Fashion Edition” in 2021.



Building on the successful previous third edition, LeeAnn and Rhoda further developed the chic design of the guide and added a brand new “super small business” spotlight feature to draw attention to the smallest business around town that need extra help following COVID-19 shutdowns. The guide launch was, as usual, a major success and the guide is now available for free download on our website via “our projects” then “Green Guide”.

iii. GREEN JOBS

The Green Jobs page on our website has been absorbed into the Knowledge Hub. Search through “opportunities” on knowledgehub.nl to find all green internships, jobs, and general opportunities all in one place. You can also advertise your own vacancies directly here by creating an account and making a post!

03 OUR PROJECTS

iv. DESIGN GUIDELINES

The Green Office has a new look! For the first time since its conception, the Green Office has brand guidelines that dictate the official fonts, colours and logos that make up our brand. Lucy chose the colour palette and finalised the fonts with the help of the core team, then designed our interactive design guidelines document for members to use.



Building an official aesthetic allows us to further our brand and better establish ourselves as a professional organisation in the eyes of the public. Hopefully over the years these colours and fonts will create better brand recognition for the Green Office and help improve the quality of our output as an organisation.

EDFFEC Honeydew	034C3C Blue Green Color W...	BFBCA5 Sage	8B5D33 Coyote Brown
FF7813 Safety Orange	91785D Liver Chestnut	A882DD Lavender Floral	34252F Black Coffee

v. WEBSITE UPDATES

Part of the communications manager's role is to maintain the website. This semester we updated the website with a new landing page and main menu item for the Knowledge Hub, and a brand new FAQ page due to popular demand (developed with Campus leader Zita).

03 OUR PROJECTS

vi. NEWSLETTERS

A. EXTERNAL NEWSLETTER

The Green Office newsletter is a key part of external communication. This semester the external newsletter was managed by Patricia Haggblom. We see the external newsletter audience as our “inner-circle” of followers compared to our 2000+ audience reach on social media. The communications team put out the newsletter every month on the 15th via email, with three or four highlights of the month from any team. As of July 2021 we have **533 subscribers** to our newsletter.

vii. CENTRAL UvA COMMUNICATIONS

This semester the communications manager developed the relationship between the central UvA communications team and the Green Office. We keep in touch with Luca from the UvA social media team via email, and we occasionally have email contact and Zoom meetings with Aron who manages sustainability communication for the UvA. Since January we have had three collaborations with UvA social media in the form of three instagram posts on their account that boasts over 46,000 followers.

B. INTERNAL NEWSLETTER

Chloe Youn and Lucy Upton continued the internal newsletter this semester. The newsletter delved deeper into specific team projects and was an opportunity for team leaders to shine the spotlight on members and their fantastic work. We also used the internal newsletter to promote and summarise our wonderful end-of-year picnic, where relaxed corona measures meant that over 30 members were able to join us for a lovely evening picnic in Vondelpark to round off a successful year.



03 OUR PROJECTS

VIII. PLATFORMS

A. INSTAGRAM

1927 followers (up 18%)

10,000+ reach

263 posts (up 21%)

B. FACEBOOK

1975 followers

1859 likes

C. BLOG ~100 reads per post

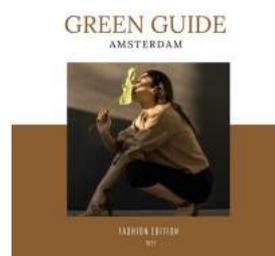
D. WEBSITE

2800+ visits this semester

533 subscriptions

E. YOUTUBE

31 subscribers (up 100%)



F. NEW! LINKEDIN

180 followers

G. NEW! SPOTIFY

200+ downloads

5 episodes

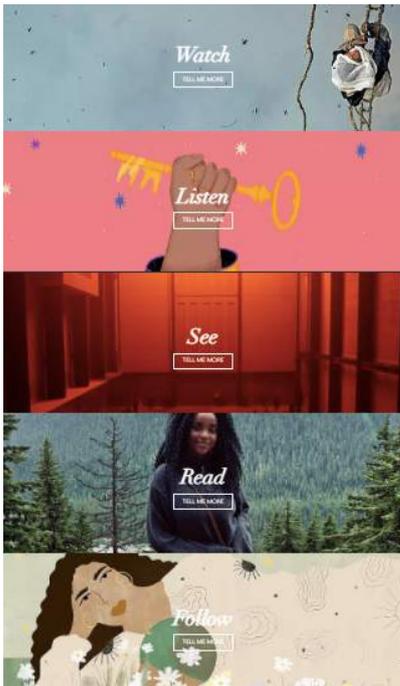
03 OUR PROJECTS

ix. SEO, COOKIES, ANALYTICS

Our member Julia Holst maintained Google Analytics for our website and YouTube, and installed a cookies consent banner on our website to comply with EU data regulations. Nina Daxberger updated the SEO (search engine optimisation) across our website for greater reach on public searches.

x. RECOMMENDED RESOURCES

(RESEARCH & EDUCATION TEAM COLLABORATION)



Lucy and Milly (R&E leader) continued adding resources to the ever-growing collection on our website. We are building this set of academic and non-academic references where our audience can go to learn more about various sustainability topics, and to support authors and subjects that we as a Green Office endorse. The resources are organised into categories of “watch” (documentaries and videos), “listen” (podcasts), “read” (journal and news articles), “see” (visual art), and “follow” (academic or influencer profiles). We accept submissions for these resources from our members and all resources are curated and vetted by Lucy and Milly. Currently there are over 30 unique recommended resources available to our audience.

THAT'S ALL FROM THE
COMMUNICATIONS
TEAM!



04 COMING UP

MEET THE NEW GREEN OFFICE CORE TEAM 2021/22



GENERAL MANAGERS
LUCY UPTON AND ZITA KOSARAS



COMMUNITY
GIOVANNA HUNSRAO

CAMPUS
IVAN MUSO



COMMUNICATIONS
KHUSHI GARGA



**RESEARCH AND
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GABRIELLE AGUILAR



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IMPRESSUM

UNIVERSITY OF AMSTERDAM

UVA GREEN OFFICE,

ROETERSEILAND CAMPUS
J/K BUILDING 1.33
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1018 XE AMSTERDAM

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