



# SEMI-ANNUAL REPORT

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The activities of the UvA Green Office:  
September 2018 - January 2019

by

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Karolin Lehmann

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# INTRODUCTION

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The UvA Green Office is a student-run and student-led organisation based on the Green Office Model created by RootAbility. The mission of the UvA Green Office is to help turn the University of Amsterdam into a sustainable university and in doing so inspiring students and staff members to implement sustainability in their daily lives and environment. The UvA Green Office has been working on this mission using a threefold approach:

- **Consulting** staff members and students on how to implement sustainability at the university and in their daily lives.
- Introducing, supporting and implementing **innovative** sustainability concepts and ideas.
- Creating sustainable communities by **connecting** students and staff members from all departments with each other and sustainability organisations



# INTRODUCTION

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The projects of the UvA Green Office involve all aspects of the university.

Firstly, the Green Office implements sustainability in the facilities of the university. This includes waste management, the catering and energy.

Secondly, the UvA Green Office engages with the different communities at the university and works with them to implement sustainability there. By doing so, the Green Office also creates and supports the sustainability community at the university.

The Green Office also works on bringing sustainability in education. This involves both the sustainability in the current curriculum, but also hosting lectures and symposia about sustainability to spread knowledge and awareness.

Finally, the UvA Green Office works on the sustainability of the research conducted at the university. It does do through supporting researchers working on sustainability issues and helping them to spread knowledge of what they have been working one.



# INTRODUCTION

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This document provides an overview of all activities of the UvA Green Office from September 2018 to January 2019 (roughly the first semester of the academic year).

These activities include the many projects and events, but also the networks which have been established, the new structure of the Green Office and the ambitions and expected changes for the next semester (after the summer holidays).

If you, the reader, have any comments, suggestions or feedback, please do not hesitate to send an email to [greenoffice@uva.nl](mailto:greenoffice@uva.nl).

Interested in the activities of the Green Office in 2018? Visit: [www.uvagreengreenoffice.nl](http://www.uvagreengreenoffice.nl)





# ORGANISATION AND STRUCTURE

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# ROLES

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The UvA Green Office is more or less based on the RootAbility Green Office model, with some adaptations to increase its functioning within the university and allotted budget. The UvA Green Office has four levels in its organisational structure, each performing its own crucial role in achieving our goals. These layers are visualised in the image to the right (figure 1).

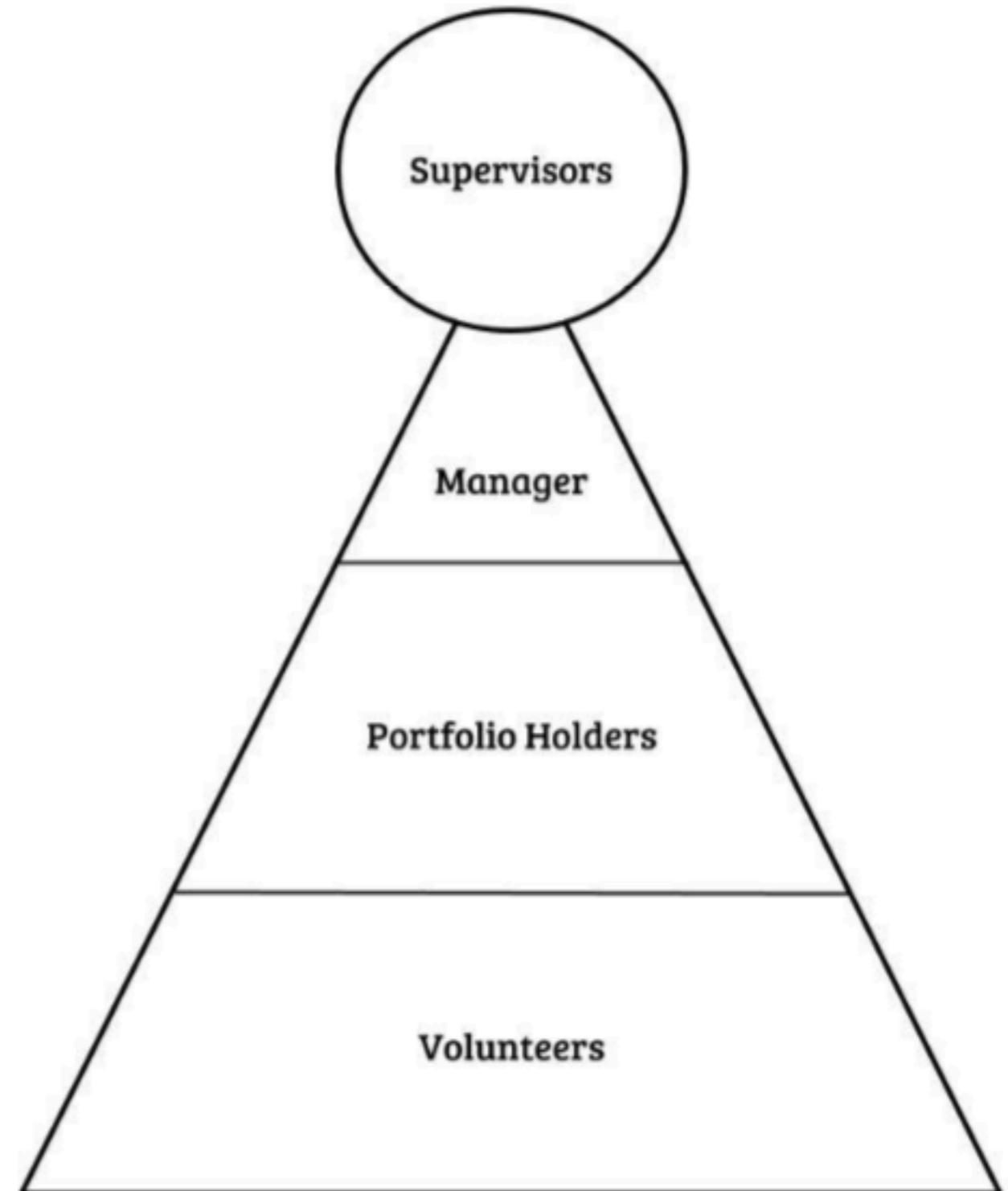


Figure 1: The organisational structure of the UvA Green Office



# ROLES

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## Supervisors

The supervisors are the link between the UvA Green Office and the University of Amsterdam. The supervisors support the Green Office wherever needed and make sure the Green Office performs optimally and sufficiently within the university. The current supervisor is Ewout Doorman.

## Manager

The manager is responsible for all the actions of the members of the UvA Green Office and has to make sure everything goes according to plan. In order to achieve this, the manager determines the general strategy of the Green Office. In addition, the manager monitors the progress of the current projects and the work of the Portfolio Holders. The manager also decides on the expenses so that the allotted budget is use optimally. The current manager is Sat Kathpalia.

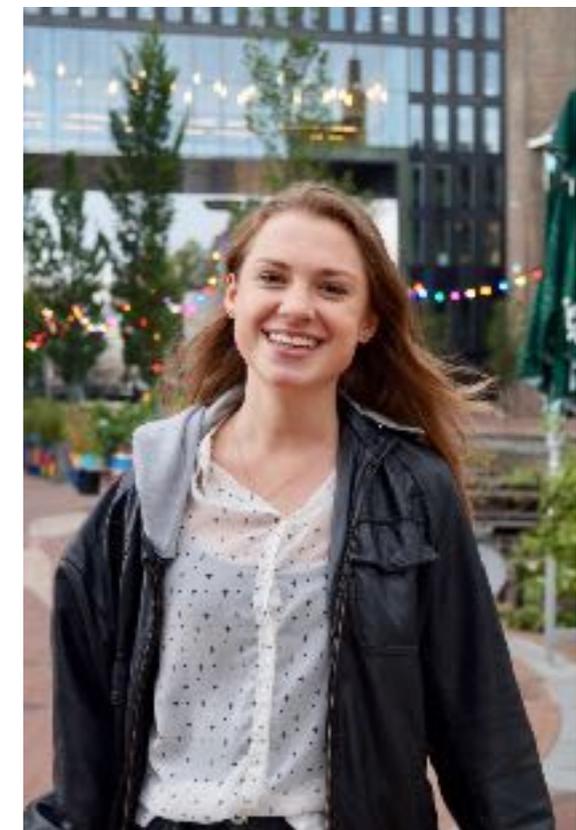
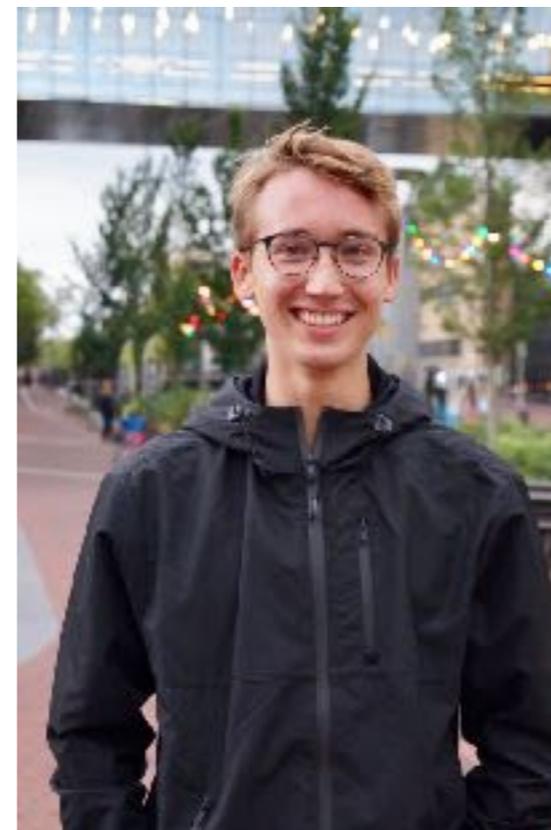
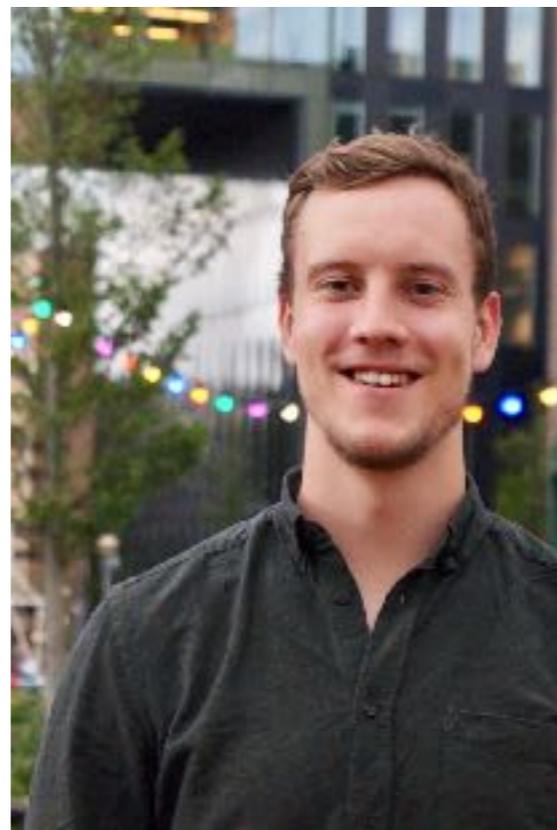


# ROLES

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## Portfolio Holders

Portfolio holders are an essential part of the Green Office as they are responsible for research and execution of projects. Each of the four portfolio holders are assigned to one of the four pillars. Their tasks consist of developing project plans, providing funding and contacts and managing the volunteers. In addition, they should motivate volunteers by organising social events and provide opportunities to develop their skills and knowledge, for example through workshops.



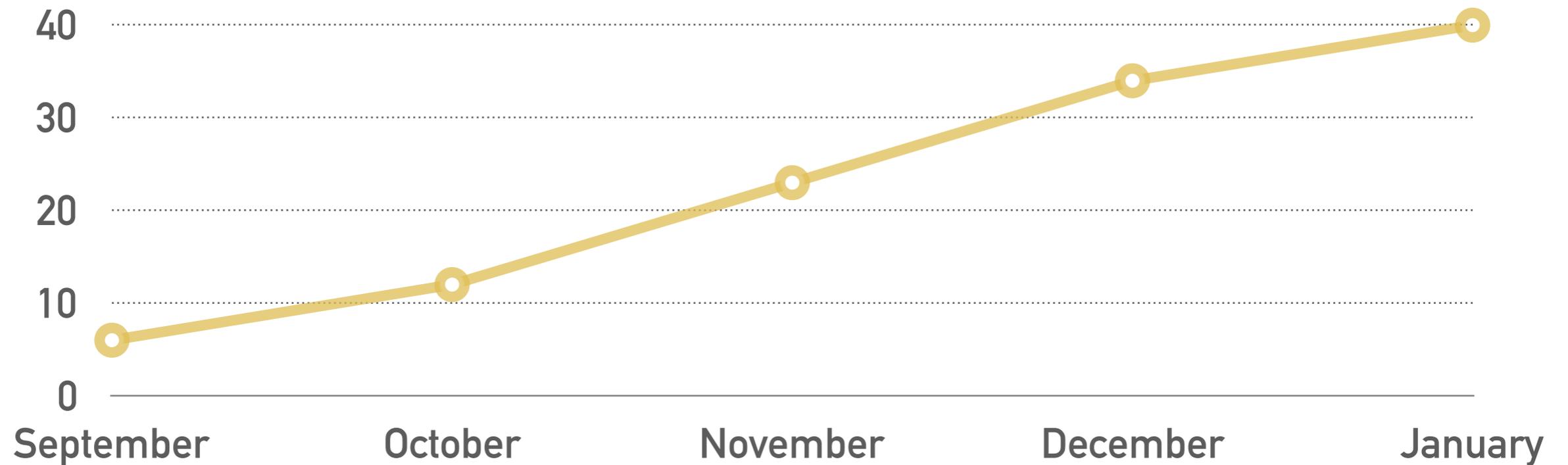
# ROLES

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## Volunteers

The Green Office has volunteers consisting of both students and staff. The volunteers work on the completion of projects or can create a project themselves to be proposed to the green office and supervisory board. The volunteers are connected with one or more projects and are assisted and overseen by the Portfolio Holders.

### Recruitment



# PORTFOLIOS

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The Green Office works with different teams (Portfolios of volunteers, managed by Portfolio Holders). Each team has its own focus and addresses a different part of the sustainability issue within the university. A description of each Portfolio can be found below.



# PORTFOLIOS

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## **Campus**

The Portfolio Holder Campus is tasked with improving the sustainability of the buildings and facilities at the university. This includes topics such as waste separation, catering and energy. This work mainly occurs in cooperation with Facility Services and companies the UvA has a contract with (waste, catering etc.).

## **Community**

It is the task of Portfolio Holder Community to engage the students and staff members at the UvA to promote sustainable behaviour and spread knowledge concerning sustainability. This means organising challenges and events, but also working closely together with the other Portfolio Holders (Campus, Research & Education and Communications). The Community Portfolio Holder and his/her team must assist them with organising events and the promotion of ongoing and finished projects of both the Green Office and the university.

## **Research & Education**

The Portfolio Holder Research & Education is engaged with promoting sustainability in research and education at the university. This means both engaging students and researchers, but also providing a platform for current initiatives. His/her activities therefore include organising symposia and the GreenTalks.

## **Communications**

The Communications Portfolio Holder is responsible for communicating the achievements and activities of the UvA Green Office. This mainly done through social media, but also by making sure that the communication during events occurs properly and that all communication lives up to certain standards





# PROJECTS



# COMMUNITY PROJECTS

- 1.
  - 2.
  - 3.
  - 4.
- 

REUSABLE CUPS  
10 DAY CHALLENGE  
INTREEWEEK  
GREEN GUIDE

Portfolio Holder: Vincent Nalbach



# COMMUNITY PROJECTS

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## Reusable Cups

In October, a new team of volunteers continued with the idea of implementing a discount for students using their own, reusable coffee cup. First of all, the team continued with preparing research and a presentation about the topic to support them in convincing the university and catering company Cornet to support the idea. Other cafes like CREA already joined the initiative and will provide a 0,20€ discount in the future. For advertising the use of reusable coffee cups, the Green Office ordered a first batch of bamboo-fibre cups made of sustainable materials which can easily be washed. To create more awareness for the project, pictures were taken to serve as the basis for posters and social media campaigns. In the following weeks, the discount at cafeterias of the university will be finalised and its introduction will be supported by a documentary screening about the negative effects of disposables and plastic on the oceans.



# COMMUNITY PROJECTS

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## 10-day challenge

A team of students prepared a 10-day social media challenge with the goal to get people involved into more sustainable behaviour. On a daily basis, challenges will be held, encouraging different environmentally friendly practices which can be shared by the participants who will be able to win a small prize in the end.



A green poster for a 10-day challenge. At the top, it says "10 DAY CHALLENGE!" in large, white, outlined letters. In the center is a grey box containing the UVA Green Office logo (a lightbulb with a green base and a wreath). To the left of the logo is the word "INFO" in white, followed by text: "Everyday there will be a post about a challenge on our Instagram Account. DO the challenge and take a proof picture and either: 1. Post the picture on Instagram and tag us or better use the hashtag: #lovegreenoffice10daychallenge 2. Send us an email attached with the photo (might be lucky and be featured in our account) Repeat the process for 10 days!!". To the right of the logo is the word "PRIZES" in white, followed by text: "The person with the greatest posts and dedication will win A GREEN OFFICE MUG!". At the bottom right, there is a white box with the text "Taking the Challenge" in green and black. At the bottom right of the poster is the Instagram handle "@uvagreenoffice" in white.

# COMMUNITY PROJECTS

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## Intreeweek

Students collected ideas how the sustainability of Intreeweek could be improved. As many people will arrive in Amsterdam and at the university at the beginning of the next academic year, the introduction week will serve as the first contact for many new students. Thus, it should promote sustainable behaviour and incentivise people to reduce the waste produced during the week. In a meeting with members of the Intreeweek committee, these ideas were discussed and will be considered in their planning. However, it might be challenging to immediately achieve all goals due to costs and other restricting factors. Therefore, it is important that topics like sustainability will also stay relevant in the following years and room for improvement will be considered in cooperation between students, the Green Office and the Intreeweek committee.



# COMMUNITY & COMMUNICATION PROJECT

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## The Green Guide

At the end of January, the second version of the Green Guide was released. The volunteers have been working closely with the businesses mentioned in the guide. The terms of possible future collaborations, in terms of student discounts is being discussed.

The Green Guide can be found here:  
<https://www.uvagreenoffice.nl/greenguide>



# CAMPUS PROJECTS

1. TASKFORCE DUURZAAMHEID
  2. RECYCLING/MARKTPLACE
  3. WWF BIODIVERSITY
  4. PEN RECYCLING
  5. MARKET ICTS
  6. KLIMAATDIALOOG JONGE  
KLIMAATAGENDA
  7. CLEANING PRODUCTS
  8. WASTE SEPARATION
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Portfolio Holder: Shinouk Ettema



# CAMPUS PROJECTS

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## **Taskforce Duurzaamheid**

The Taskforce Duurzaamheid is an association of staff members that are looking to spread and implement sustainable measures in their own departments. The Campus portfolio has been present in the monthly meetings to discuss ideas and help give the staff members a student perspective. In return, the staff members have provided the Green Office with contacts needed for other projects. Also, the Taskforce helped the Green Office to prepare for a meeting with the financial director to discuss the vacancy for a central point of reference for sustainability within the UvA.

Status: the Campus portfolio will keep attending the meetings and work with the Taskforce to professionalize their status



# CAMPUS PROJECTS

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## **Recycling/Marketplace household appliances for international students**

Together with the department on Housing (Student Services) and ICTS the campus portfolio is developing a system in which international students can trade/donate household appliances that otherwise would be bought new at the start of their stay. The Green Office is writing proposals in collaboration with ISN (International Student Network).

Status: the Campus portfolio is in contact with both ICTS and Housing to prepare proposals for the two biggest housing corporations: De Key and DUWO.



# CAMPUS PROJECTS

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## WWF Biodiversity

In collaboration with WWF and several other Green Offices (Tilburg, Eindhoven) and Student organisations (SvM, Storm) the UvA Green Office is working to shed light on the problem of biodiversity. The aim of this project is to organise events on this topic, coordinated with the other involved parties.

Status: In contact with the involved parties, brainstorming to think of events and projects that could contribute to the main goal.



# CAMPUS PROJECTS

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## Pen recycling

The Pen Recycling project is in collaboration with TerraCycle, a company that recycles writing utensils. The Green Office has several collection points at Roeterseiland Campus, Oudemanhuispoort and Science Park. When these collection points are filled up, they will be emptied and sent to TerraCycle, where they will be recycled.



# CAMPUS PROJECTS

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## Market ICTS

The Campus portfolio had a sustainability and circularity stand at the New Year's market of ICTS in collaboration with Kyra Somers (ICTS, Taskforce Duurzaamheid). We talked with various staff members to ask what we all can do to make the department more sustainable.

Status: finished



# CAMPUS PROJECTS

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## **Klimaatdialoog Jonge Klimaatagenda**

The Campus portfolio represented the UvA Green Office at the Climate Dialogue for youth organisations of the Netherlands, to help ‘De Jonge Klimaatbeweging’ write their new proposal for ‘de Jonge Klimaatagenda’. This proposal will be presented to the national government.

Status: the Campus portfolio will participate in the next Climate Dialogue at the end of March 2019’



# CAMPUS PROJECTS

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## Cleaning products

The campus portfolio has strived to do research on sustainable cleaning products that were used at Oudemanhuispoort. We have been in contact with the manager of the cleaning staff of that location, as well as the facility manager.

Status: on hold, no prospect on when it will be resumed. The satisfaction rates were too low, so the facility manager decided to switch back to regular products. However, this project should be picked up after a new contract has been signed (before the end of the academic year).



# CAMPUS PROJECTS

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## Waste separation

The GO is monitoring the progress of waste separation at the different locations. Waste separation is essential in order to increase the amount of recycled materials. The waste company contracted by the UvA tries to separate waste after collecting it, but this technique is not as effective as separating the waste streams at the source. The transition from not separating waste to separating several streams can be rough and difficult, which makes a proper campaign essential. Therefore the Campus portfolio has been involved to create a new vision on waste separation, working with the “Ladder of Lansink” procedure. Also, we have been contacting other Green Offices and sustainable initiatives to learn about their approaches, which are shown to the creators of the waste policy.

Status: currently on hold, as the project leader has resigned. When a new leader is appointed, this project will be resumed.



# COMMUNICATION PROJECTS

1. INTERNAL COMMUNICATION: SLACK
2. BLOG
3. INSTAGRAM DEVELOPMENTS
4. HUMAN RESOURCES AND RECRUITMENT
5. NEWSLETTER
6. PARTNERS OF THE GREEN OFFICE
7. INTERVIEW WITH OVA RADIO

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Portfolio Holder: Karolin Lehmann



# COMMUNICATION PROJECTS

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## **Incorporation of the internal communication platform Slack.**

As the Green Office grows bigger the communications team decided to use the application Slack for an easier and more professional internal organisation. The use of the different portfolio and project channels have been proven to be a helpful tool and accepted by all members.

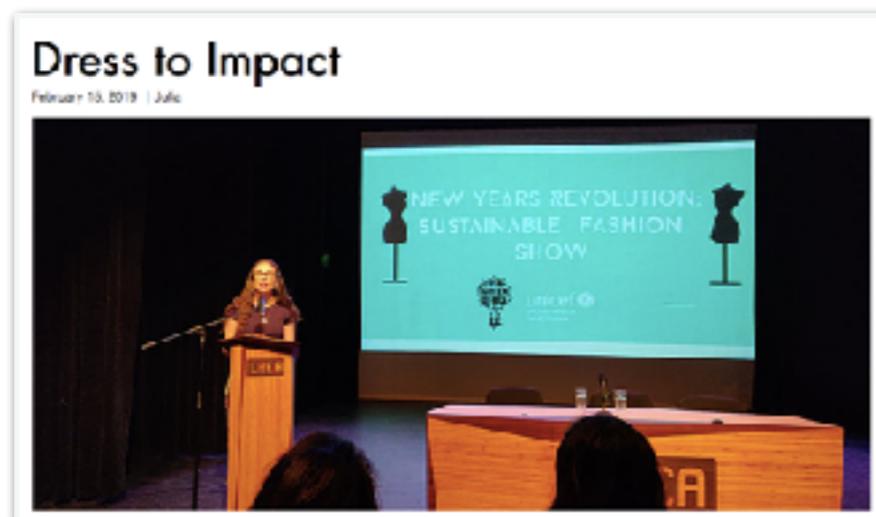


# COMMUNICATION PROJECTS

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## Green Office Blog

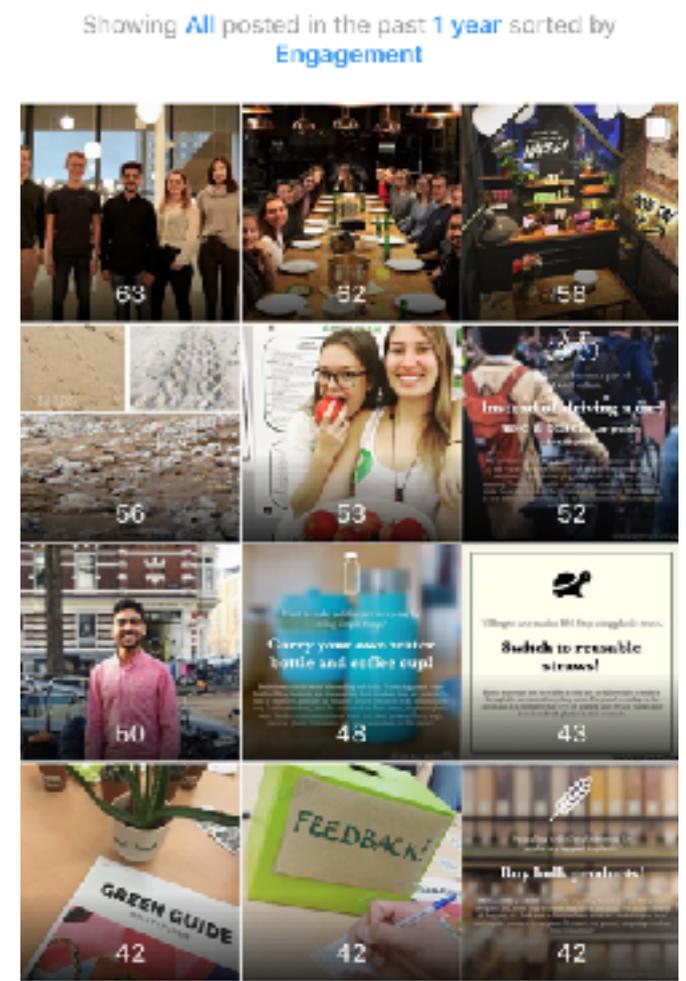
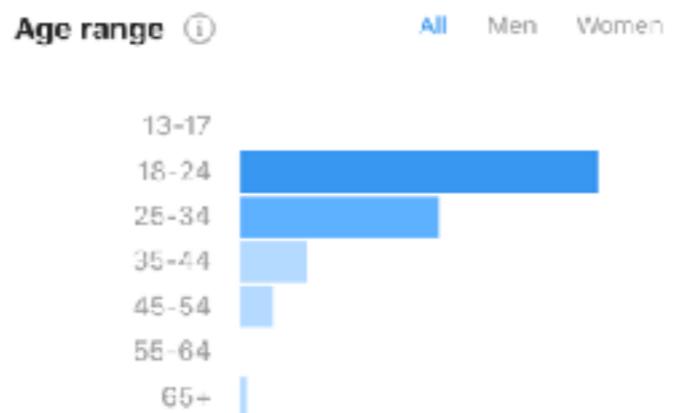
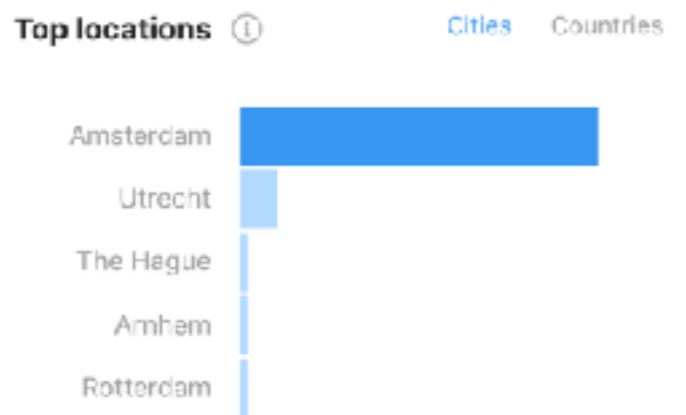
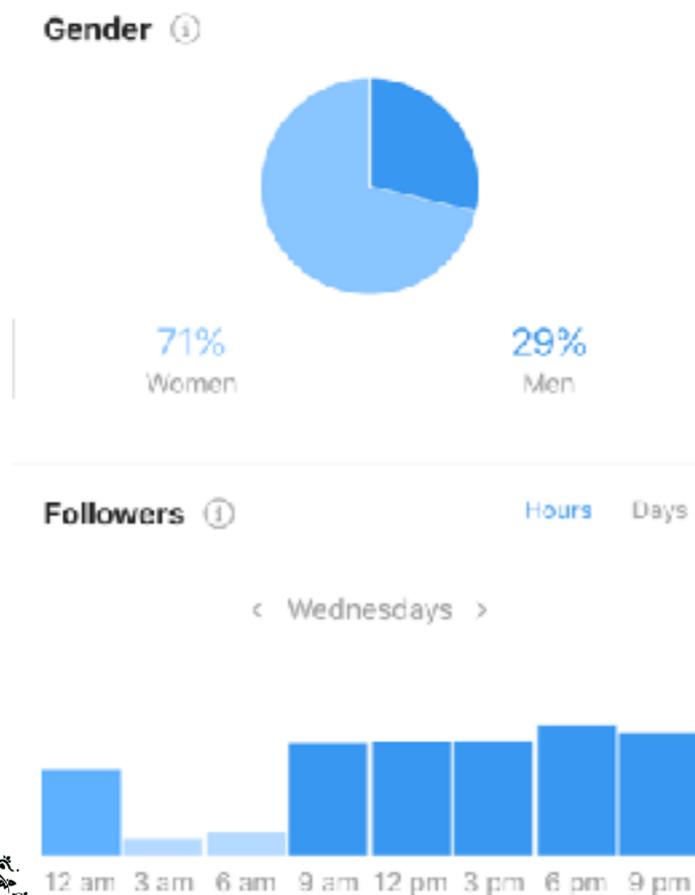
With the help of the new Communication's volunteers, we were able to create own content. Biweekly blog articles are written on various topics including events, recipes and reports on political conferences. See below for past articles and at <https://www.uvagreenoffice.nl/blogarchive>



# COMMUNICATION PROJECTS

## Instagram

Over the past months our Instagram awareness grew to an total amount of 460 followers. On average the channel @uvagreenoffice reaches 2.471 people over a time spam of two weeks. See analytical data of audience and most liked posts below.



# COMMUNICATION PROJECTS

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## Human Resource Management and Recruitment

Due to the increased demand, a more structured and formal approach towards recruitment was needed. Now, applicants are required to fill in an online form on the website and attend an one-on-one interview. The recruitment form is based on general information about the applicant as well as a requirement to answer specific question about the sustainability and the attachment of a curriculum vitae. This application process lengthened the durability of our volunteers, due to the increased entry barriers.



# COMMUNICATION PROJECTS

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## Green Office Newsletter

As a form of internal and external update procedure, we implemented the biweekly newsletter. The newsletter includes upcoming events of the Green Office, recent publications on the blog and also summaries of internal events.

The newsletters is being sent out to 81 recipients, with a growth rate of 2% per week.

We are currently seeking for representation on the staff and student newsletters.



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## UvA Green Office Newsletter Nr.3

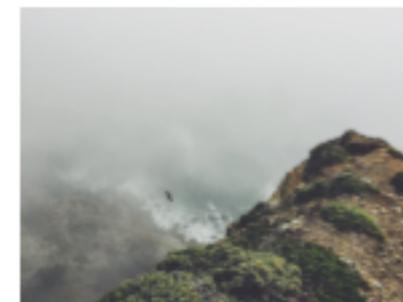
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The Green Office has been working on making the UvA a more sustainable, more inclusive and diverse place. We are one of the four sustainable initiatives from the UvA, working specifically on projects regarding Campus, Community and Education.



February starts with an excited event in cooperation with Unicef! A sustainable fashion event about environmental and human rights issues within the textile industry. The event includes a short movie, a panel discussion with two professors and a fashion show.

[FACEBOOK](#)



Another week another article. This time, Julia our communications volunteers present our New Years Resolutions.

[BLOG](#)



Our Research and Education Team has been working on another great event called " Sustainable Transport: Innovations in Amsterdam". Come join us on 6th of February at Crea.

[FACEBOOK](#)

# COMMUNICATION PROJECTS

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## Friends of the Green Office

As the Green Office has been working with different initiatives like CIRCL, the Unicef Student team and the restaurant Soil, we established a platform with all our partners.

The aim of this project is to build a bridge between the different organisations and business in Amsterdam and the student body we represent.



# COMMUNICATIONS & RESEARCH AND EDUCATION PROJECTS

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## Interview with UvA Radio

Portfolio holder Marc was interviewed by the UvA Radio and introduced the Green Office to their audience. The episode is called “Saving our Great Grandchildren One Bamboo Straw at a Time now.”

Links:

<https://soundcloud.com/uvaradio/the-uva-green-office-helping-our-great-grandchildren-one-bamboo-straw-at-a-time?fbclid=IwAR29xnenvl1DJ7-ewniS2iIL7HQiw1Soxiu28TuEk7YGEZRdybCWZJROBg4>

<https://open.spotify.com/episode/18FDiWiEMmNMbvD8AEngYu?fbclid=IwAR1aoHr2ZSXdJ1lsfkWRBJ-VGDpZyHg8dtfuks159-U0y4XXsspiue49BbY>

# RESEARCH & EDUCATION PROJECTS

1. DAY OF SUSTAINABILITY
2. CIRCLE TOUR
3. MOVIE SCREENING : DIS
4. COOPERATION WITH AIM
5. GREEN TALK:SUSTAINABLE TRANSPORTATION
6. CONFERENCE BY CIRCLEECONOMY
7. EXTINCTION REBELLION
8. TOUR DE CEUVEL

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Portfolio Holder: Marc Beckmann

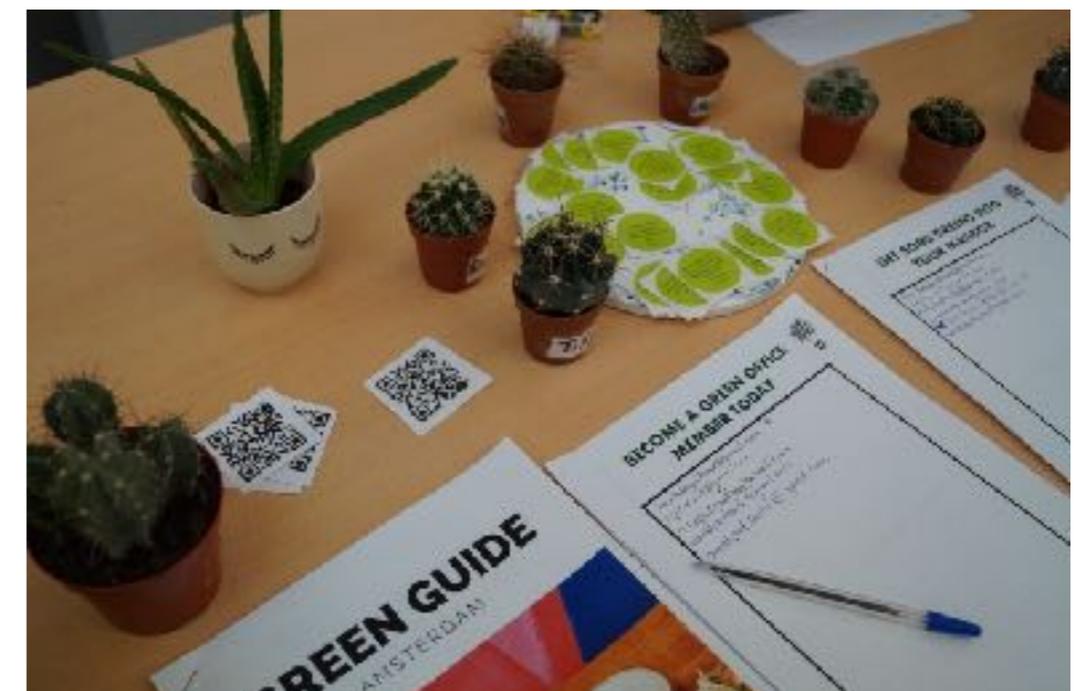


# RESEARCH AND EDUCATION PROJECTS

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## Stand at „Day of Sustainability“

As part of our outreach project we successfully introduced the Green Office to students. In total we signed 84 people to our newsletter subscriptions.

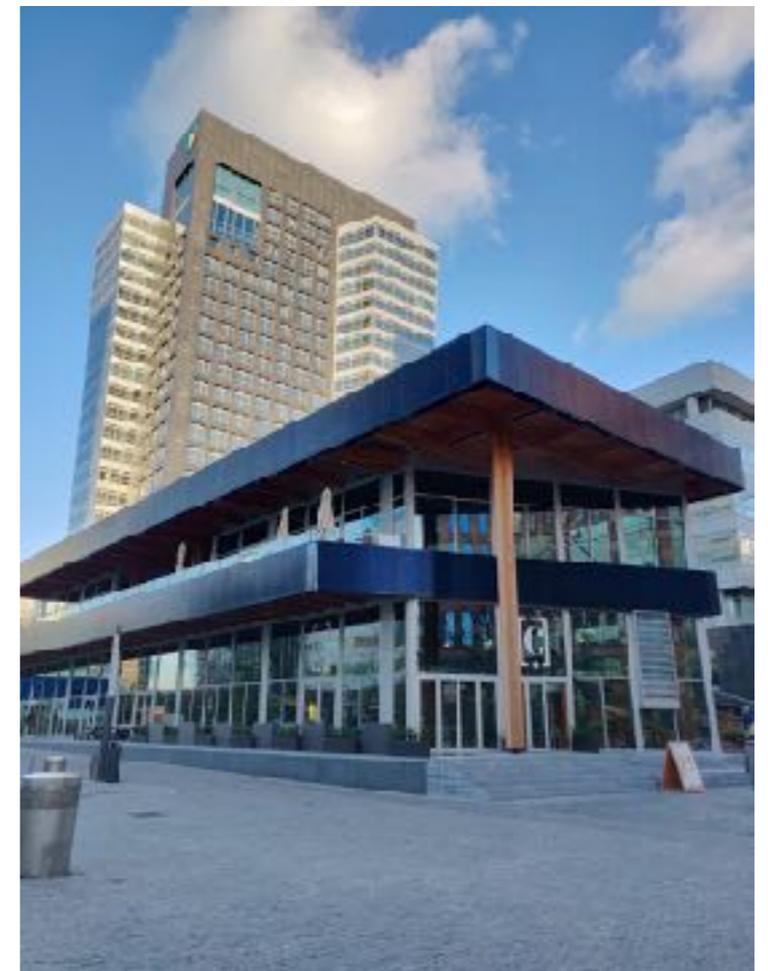


# RESEARCH AND EDUCATION PROJECTS

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## CIRCL TOUR

In December the Green Office organised a tour of the circular pavilion CIRCL which drew students from within and outside the UvA. All participants were fascinated by the innovative circularity implemented in every part of the CIRCL building and asked eager questions, even after the tour had ended. Looking back on it, the tour not only got more people to follow the UvA Green Office, but also led to an ongoing cooperation with CIRCL. As an established partner of the Green Office, we will for example organise a talk together in September.



# RESEARCH AND EDUCATION PROJECTS

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## Movie Screening with Disruptive Innovation Festival

We started our new monthly movie night project by screening the movie "System Reset" by DIF. More movie nights for internal and external participation are planned.

Attendees: 7



# RESEARCH AND EDUCATION PROJECTS

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## Cooperation with AIM, SES and ASVA

Many students want to see their study associations proceed in a more sustainable way and expressed interest in affecting change in this regard – so the Green Office decided to take this on! As the focal point for sustainability at the UvA, we went to the general meeting of ASVA which many study associations attended and pitched our idea of bilaterally working together with them to improve the sustainability of their work. We are already cooperating with the study association AIM from BSc Politics, Psychology, Law and Economics in developing a manifesto, and look forward to do the same with other study associations who expressed their interest, e.g. SES from BA European Studies.



# RESEARCH AND EDUCATION PROJECTS

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## Lecture on Sustainable Transport and Mobility in Amsterdam

Luca Bertolini, professor of Urban and Regional Planning at the UvA, and Cornelia Dinca, founder of 'SustainableAmsterdam,' told the audience all about the current challenges and innovations of our city.

Attendees: 45



# RESEARCH AND EDUCATION PROJECTS

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## **Taking part in “Beyond Next” Conference organised by CircleEconomy**

Following up on an invitation by Egidio Bundel from Circl, the Green Office participated in the “Beyond Next” conference which centred around the topic of circular economy. The two-day conference with esteemed speakers such as author of “Doughnut Economics” Kate Raworth and CEO of Phillips Frans von Houten was split into the "Exploration Track" and the "Challenge Track", the latter of which the Green Office was honoured to attend. In the "Challenge Track" which involved interactive workshops and required a special application, we shared our lessons learned in trying to reduce plastic use and improve waste separation at the UvA. In that way, we connected to many stakeholders in and beyond Amsterdam, a network the Green Office will surely benefit from in the future.



# RESEARCH AND EDUCATION PROJECTS

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## **Green Talk: Extinction Rebellion**

With the newly founded student group of Extinction Rebellion in Amsterdam, the Green Office organised a talk that aims to mobilise students for an international climate action week in April. The tutorial room in which our introductory event was held was completely full and therefore we are currently organising another event on a bigger scale, set to take place in CREA.



# RESEARCH AND EDUCATION PROJECTS

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## Tour of De Ceuvel

The tour of De Ceuvel was sold out within two days which speaks to the huge interest that was taken before and during the event. Amber Beernik, an architect who has her office at De Ceuvel, showed us around the clean tech playground where an old ship wharf was (and is) turned into a creative and cultural spot, whose innovations in urban renewal inspired all participants. Based on the positive feedback we got from participants, we are happy that a second tour of De Ceuvel will take place in the sunnier month of April where a new side of the living lab can be marvelled



# RESEARCH AND EDUCATION & COMMUNICATIONS

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## Dress to Impact Fashion

In cooperation with the Unicef Student team of Amsterdam we organised a panel discussion, and fashion show presenting local sustainable fashion brands.

Attendees: 139

Blog article can be found here: <https://www.uvagreenoffice.nl/single-post/2019/02/15/Dress-to-Impact>





# FUTURE PROJECTS

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# CAMPUS & COMMUNITY PROJECTS

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## **Green impact**

The Campus portfolio will work on implementing the Green Impact project, now we learned that there will be budget to execute the project.

## **Waste Separation Week**

A week full of events regarding the waste disposal of the UvA. Will be held at Science Park in June 2019



# COMMUNICATIONS

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## Creative Sessions

Gathering the team members of the Green Office and interested students together to come up with new ideas about what the Green Office could do or achieve in 2019. The goal of this project is to find new project ideas for the promotion of the Green Office team and to create structured plan for the next two years.

Expected date: Mid March



# CAMPUS PROJECTS

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## **Sustainability and UvA Curriculums**

Since January the Green Office has been working on a more sustainability focused curriculum. We have been making suggestions to all the different UvA faculties asking them to take part in discussions.

Meetings have been set up.

# COMMUNICATIONS

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## Career Day

A two day event to connect students and employers of sustainability related firms. We are aiming for a diverse spectrum of industries from different sizes and origins. Offering a career fair, talks, discussions and workshops for students who are interested in a career focusing on sustainable development.

The Green Office is already in contact with some business presented in the Green Guide.

Expected date: 2019 academic year



# RESEARCH AND EDUCATION

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Movie Screening “Blue Heart” with Patagonia (Feb-March)

Workshop at CSR Night (March)

Lecture together with the Talent Development Programme of PPLE (March)

Movie Screening with Vegan Amsterdam (March)

For more information about future events: <https://www.uvagreenoffice.nl/calendar>





**CONTACT US**

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