

Film 5 - Quality sustainability learning and spotting greenwash

In 2021, 91% of students like you said they were fairly to very concerned about climate change. On the whole, you believe change is possible, and you want to see organisations do more to make a difference.

Increasingly, you're making choices about what you buy, and who you associate with, based on their sustainability efforts.

83% of UK students are looking for sustainability to be part of their course. Uni marketing teams and course leaders are now more keen than ever to sell sustainable courses to you. But what is a sustainable course anyway?

Well, until now, there have been no shared standards, every uni can define this in their own way, and that's leaving students open to courses that might feel a little bit like "greenwash". Students thinking they're getting sustainability learning, when really is not hitting the mark.

We've come up with four basic principles to help reward quality and spot greenway in your course. And they've been created to be used in any course no matter what subject.

- Sustainability must be joined up on people, planet and profit. You can't badge one or two global goals in a module, give the issue a quick mention and think that is covered.
- It shouldn't be optional. We can't ensure all future professionals make better choices if only a few students choose the modules with the best bits.
- Really great courses will embed sustainability throughout, not just as one mention in one module, but layered through first year to final year.
- Assessed is best. Real change skills are developed when they are applied in practice, and made relevant to real world solutions through assessment.