



Annual General Meeting Minutes
9th May 2014 – Nottingham Trent University
Chair – Robert Bellfield (RB)

A copy of the presentation and papers can be found at http://www.eauc.org.uk/eauc_governance.

1. Welcome and Apologies

The Chair welcomed Members to the AGM.

Apologies were received from Marie May (Sheffield Hallam University); Di Dale (Wiltshire College); Wendy Purcell (Plymouth University); Roger Bond (University of East Anglia) and Neil Scott (Hull University)

Any other business was to be raised prior to the meeting and none had been raised.

2. Approval of Minutes of 2013 AGM

The minutes were approved. It was noted that there was a typing error in the name for Janet Haddock-Fraser. No issues were raised.

3. Retirement of Board Member who will act as Company Director and Charity Trustee

RB confirmed that Georgiana Weatherill stood down from the Board as of 4th April 2014 as she has left her position at Leeds City College. The Board are not proposing to recruit a replacement at this stage. Over the past few months the Board have invited the National Union of Students (NUS) as a guest and aim to continue this over the next year whilst the Board review if a student representative would be appropriate on the Board. Dom Anderson (Vice President for Society and Citizenship) has been the guest but is due to step down soon and the Board will invite the new recruitment as a guest. It may be possible that a future potential student representative could be from any Member institution and the Board will decide whether to make the position a trustee post or continue as a guest. This reflects the strategy to include students within Membership. No questions were raised.

4. Review of the Year – 2013 Annual Trustee Report and Accounts – Presented by Iain Patton and Helen Manns

RB handed over to Iain Patton (IP), CEO, to go through the Annual Trustee Report. IP explained that a new summary report in the form of an infographic has been produced in the spirit of being more transparent with Members and would welcome any feedback on this format. IP highlighted activities of the year which included:

Member Value

- 2013 Member statistics – there has been a small increase in Members of 4. This has been a challenging period due to mergers, particularly in Scotland, and increasing value for money with restricted budgets. Due to the mergers this gives us a smaller pool of potential institutions. We are focusing on detailed relationships with fewer Company Members and to use them better as a learning





resource and share their journey. There has been an increase in the number of contacts which is a consistent theme but brings a challenge as a wider variety of contacts come into Membership.

- We have seen a 33% increase in the average number of Member contacts per institution. This gives us the challenge of 'who is the EAUC for?' and how do we meet their needs whilst maintaining support for key sustainability professionals. Yet this meets our vision to widen the net as everyone is responsible for sustainability.
- There has been a 22% increase in participation in our 21 community groups such as the new Fair Trade Community of Practice. We have run 40 events over the year, with 20 face to face events and 20 webinars. Webinars gives us a great resource as they can be viewed at a later date which suits Members that have tightened budgets and find it difficult to get out of the office.
- We have a diverse Membership base across all professions and an increasing number of students and student unions are now engaged. Yet we would like to see more leaders engaged. We need to ensure sustainability professionals' needs are continued to be met.

Member Impact

- We have undertaken consultations on behalf of Members on the Scottish Climate Change Adaptation Programme, UK Performance Indicators and the Wales Sustainable Development Bill. We ran a webinar to get the early thinking of Members on the HEFCE Sustainable Development Framework which fed into the formal consultation. Thank you to all Members that contributed to these.
- The Green Gown Awards have nearly 160 resources including case studies and videos and there are linkages within the Conference programme. We are talking to the United Nations Environment Programme (UNEP) regarding the International Green Gown Awards, extending it beyond Australasia, and to further raise the profile of UK institutions and share resources. The Awards are a great collaboration of organisations with over 80 judges involved. We encourage you to enter (closing date 5th June 2014).

Member Innovation

- The Sustainability Exchange website is currently being reviewed and we will be removing the requirement for usernames and improving the search function over the coming months. We will also be bringing in Scotland and Wales and the Further Education sector as the original funding was from HEFCE so it has had a bias towards English Higher Education to date. The Sustainability Exchange is a great forum for webinars and learning and we have forthcoming webinars from partners such as the NUS and the Energy Consortium as well as other partners. The Universities and Colleges Climate Commitment for Scotland (UCCCfs) continues to provide great drivers and support.

Member Voice

- We represent Members at a variety of sector related groups such as the Higher Education Estates Associations Forum (HEEAF) which brings links and collaboration between the associations; the Higher Education Academy (HEA) who has had their funding reduced and we will continue working with them as to where we can help potentially threatened initiatives such as the Green Academy; the Sustainable Development Alliance for the Learning and Skills Sector (SDALS) which was set up by the Learning and Skills Improvement Service (LSIS) who no longer exist and we are picking up the gap and trying to support the sector such as providing briefings for the Association of Colleges (AoC); Association of University Directors of Estates (AUDE) – Roger Bond sits on both the AUDE and EAUC Boards which is really useful to ensure we collaborate as much as possible; the NUS Students' Green Fund advisory board and the Learning for Sustainability Scotland Regional Centre of Excellence (RCE). Harriet Sjerps-Jones (HSJ) represents Members on the Quality Assurance Agency (QAA) and the results of

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their consultation on ESD will be coming out shortly and thank you to all Members that contributed to this.

- We work both in the UK and internationally to pull together a global movement. The United Nations do not see education as a priority but we are working with the Global Universities Partnership on Environment and Sustainability (GUPES) which is a network mostly made up from the southern hemisphere and the EAUC are members. We have lots to learn from this network, especially on social aspects, and we will share more from the Memorandum of Understanding shortly and will be inviting representatives to attend next year's conference. The Platform for Sustainability Performance in Education brings together the variety of sustainability assessment tools to avoid confusion within the sector. All of the tools take a whole institution approach and the Platform is endorsed by a variety of United Nations bodies.

Member Transparency

- We received a 13% response rate for the Member survey which was not such a good response but this was across all Member contacts and not just Key Contacts. We took a co-creative approach on our Sustainability Policy and we hope this was useful to Members as well as to us and hopefully some of you have improved your own policies, especially on the social side. Thank you to all that contributed to this. We have a small staff team and we need to ensure we look after them so we undertook our first staff survey which showed that all staff feel trusted and well cared for but there are some areas that we need to improve on such as communication. This is our second year of reporting on our carbon and as a small charity we have limited resources and our main impact is travel.

The floor was open to questions and comments. Below is a summary of these:

Steve Marsden (University Campus Suffolk): Does the EAUC have any links with IEMA (Institute of Environmental Management and Assessment) as an environmental body that is moving towards sustainability and employability?

IP responded that Helen Manns (trustee) is a Regional Chair and Chief Examiner for IEMA and that Helen and IP recently met with Tim Balcon who is the new CEO. IEMA are soon to take over the Global Association of Corporate Sustainability Officers (GASCO) which brings them into sustainability and not just environment. IP is interested in exploring the role of Chief Sustainability Officers within the education sector.

Jon Emmett (London School of Economics and Political Science): Where are we going with engagement with students and leadership?

IP responded that students will be covered later in the meeting. We do not have strong leadership in the sector nor the political will. It is good to see the Leadership Foundation in Higher Education (LFHE) picking up this agenda. IP has been working with a small group of Vice Chancellors, Pro Vice Chancellors and Directors as a private network and needs to nurture this quietly as it is a delicate group. We are writing a business case for governors which Wendy Purcell (trustee) has been leading on with the Committee of University Chairs (CUC). We are having to change the language we use and not use the words 'green' or 'sustainability'. If anyone has any leaders that would be interested in engaging with us then please contact IP.

IP handed over to Helen Manns (HM) from the Audit Sub-Committee to provide an overview of the Annual Accounts. HM highlighted the following areas:

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- We try to create a balanced budget with a small operational surplus and the headlines are that 2013 was a very positive year with a surplus of just over £35k. We brought in nearly £17k more income which was mostly from training events and the Conference. The danger with creating more income is increasing expenditure but we kept this relatively low with under £3k over budget. There was a slight reduction in staffing due to not covering a post whilst a member of staff was on maternity.
- Membership is a critical part of our income with 32% of our income coming from Membership. This has been a conscious strategy to increase the percentage of our income to come from Membership. 23% of our income comes from the Annual Conference and we had a slight increase (4%) from services such as LiFE and the Green Gown Awards. There was a key decrease from public funding and we see this as a positive aspect as we move towards a more sustainable financial standing as it is difficult to create sustainable budgets on short term funding. Only 2% of our expenditure is spent on governance.
- The combined Membership income has risen by just over £60k, with a 55% increase in Educational Membership. 26% - up from 16% - of our income comes from Educational Membership.
- Our target was 220 Educational Members and we achieved this with 224. We had 12 new members with 10 coming from the Further Education sector and 2 coming from Higher Education. We had 46 non-renewals. It is important that we know why Members are not renewing and mergers have been significant here with 22%. Reduced budgets have also had a large impact with 39%. A small number (7%) are due to Members lack of use of benefits. 32% of non-renewals we do not know the reason. It is important for us to get this feedback and we will continue to ask. The renewal rates have increased from 69% to 81% in the last 12 months.
- The non-renewals were mostly from smaller institutions (Tier A – turnover of less than £30 million) and mostly due to mergers and reduced budgets.
- Retention is very important and we work hard to increase value for money such as new services such as LiFE becoming free to Members. We have focussed a lot of work on enhancing the Member journey ensuring new and existing Members know how to engage and make the most of benefits. We have a new offer to reward loyal Members with a 2 year discount and we gained 3 new Company Members through the Recommend a Member scheme.
- Income diversification is very important. We have put a lot of effort into corporate relationships which has increased the income from sponsorship of the Sustainability Exchange to ensure we can fund this area of work. This is challenging work and has a long lead-in time to foster such relationships but we are confident we have done much of the ground work and we will continue to see results. We always keep in mind the added benefits to Members and it is our important principle to ensure they are aligned with our ethos and we are not chasing companies that do not benefit our Educational Members.
- Looking forward to 2014 we will continue to see the impact of further mergers. We are working towards a budget for a £10k surplus. It is important for us to develop new Member services and allow us to move forward. We have maintained expenditure budgets at the same level.

The floor was opened for questions and comments on the Annual Accounts. No questions were raised.

5. Future Plans – presented by Iain Patton

IP highlighted the future plans for the EAUC which included:

- We are engaging with Members in a more pro-active way to ensure Members are aware and maximising from the benefits of Membership. Feedback from Members will feed into our delivery programmes for the year. It is important that we listen to Members. We are using the existing staff base to deliver this Member Journey.

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- We are focusing on delivering webinars that meet the needs of our more advanced and experienced Members. We also work with partners to deliver webinars that have value for our Members. We have 2 new Community of Practice groups coming up on Self-Leadership and Biodiversity. Our aim is to build alliances and be a broker for the sector to connect and bring together knowledge and to avoid confusion.
- We have listened to feedback over the past year on LiFE (Learning in Future Environments) and will be building access to LiFE into Membership and this will be launched in the autumn. We have received very good feedback from the Member Advisory Council (MAC). The key changes to LiFE are that you can choose which areas to focus on and you do not have to complete it all at once. The new system will include a simple and easy to use self-assessment tool. We are looking for a few Members to trial the new system as well as act as buddies for 2 institutions in Flanders that are also trialling it - please contact ipatton@eauc.org.uk if you are interested. We are developing a new accreditation system which will include face to face meetings with the aim to engage more with colleagues.
- The Green Gown Awards are celebrating their 10th year anniversary. New categories this year include the Leadership Award supported by the Leadership Foundation for Higher Education (LFHE); Food and Drink supported by TUCO (The University Caterers Organisation) and Enterprise. The Enterprise category brings a new audience to the Awards. Applications close on 5th June.
- Sarah Lee, Scotland Manager, provided an update on Scotland activity including a new 3 year funding period from the Scottish Funding Council (SFC) of £400k which adds to the UK programme. The carbon reporting will be revitalised and a new leadership programme will be developed. We will also be working with careers advisors and employers on a new programme.
- Our international activity increases to grow and we are partners on the Sustainability Literacy Test (<http://www.sustainabilitytest.org>) and working with the UN agency PRME on writing the questions. The test is aimed at any student and the University of Wales Trinity St David aims to put all of their first year students through the test.

6. Focus on Rio+20 and 'The Future We Want' manifesto – presented by Harriet Sjerps-Jones (HSJ)

HSJ highlighted the role of the EAUC which included:

- HSJ went to Rio to represent Members and working with partners across the world influenced the Future We Want and Sustainability Development Goals. Students and youth movements were frustrated that education was not taking a more prominent role. We fought for this and The Future We Want was more encouraging as education is seen as the mechanism to achieve sustainable development. We are looking forward to Japan where we will look at the past 10 years of the decade of Education for Sustainable Development.
- We recognise that change is not going to come from higher up so we worked on a dialogue with educators, youth organisations, grass roots sustainability organisations, business community, faith organisations, NGO's and politicians on a collaborative approach. We hope to increase dialogue between all partners and with the launch of the manifesto at the Houses of Parliament we aimed to engage more politicians. We are interested in hearing from Members on how we can engage more so do get in touch.

The floor was opened for questions and comments and specifically on the engagement of students within Membership and why we have not received more students to sign up. The following comments were raised:

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Trudy Cunningham (University of Dundee): Trudy explained that she used the templates available to send to students to get them to sign up. Students want case studies and lots of academics are using the EAUC as a resource and it is useful for course work.

Peter Rands (Canterbury Christ Church University): Peter asked what is available on the website which is specifically for students beyond case studies? IP replied that we have not focussed on specific resources for students but our aim is to help Members to engage with your students and therefore empowering staff.

Steve Marsden (University Campus Suffolk): Steve asked how students engage once they have signed up. Steve suggested that resources need to be clearly sign posted to take students to the right areas and making it easier for them.

Catalina Silva-Plata (University of Strathclyde): Catalina commented that if students don't know the resources exist they will not go to the website. Catalina suggested that we find student partners to link with.

Rebecca Cottingham (Birmingham City University): Rebecca commented that it would be better if the resources came from the students and we should engage more with student unions.

Ed Bending (University of Brighton): Ed commented that you would only direct students to the website once they are already engaged.

Elizabeth Dirth (University of the West of Scotland): Elizabeth suggested that speaking to students who attended the conference said they needed to be 'made to attend'. Perhaps it could be made a part of graded coursework to encourage students more.

David Somervell (University of Edinburgh): David suggested that we run more student focused events regionally to help address needs.

IP thanked all for their comments and these will be taken forward to help develop student engagement further.

7. Close

RB thanked IP, the Board and EAUC Staff for their hard work in 2013. RB thanked all for attending and closed the meeting.

