

Durham University – My Greenspace

Introduction

In 2021, Durham University launched My Greenspace, to help promote their environmental policies, plans and procedures. It was important for them to embed sustainability at every level, so that they could climb university sustainability rankings, as this is something that is increasingly important to prospective students.



Sector:
Education



Location:
Durham



Students / Staff:
25,000



Challenge:
Improve Reputation

“My Greenspace captures feedback from staff and students, so that we can demonstrate engagement around sustainability within the wider student experience. With this, we can easily embed new sustainability plans within our community, which in turn builds our reputation as a sustainable university.”

- Jon-Paul Dunne, Sustainability Coordinator, Durham University



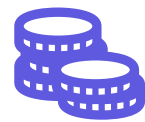
250,000 kg CO₂e
avoided



263,000 KWh
saved



280,000 actions
logged



£67,000 saved*



310,000 miles travelled
sustainably



711,000 minutes of
exercise logged



47,000 kg of
waste avoided

**Based on [Jump's Savings Calculator methodology](#)*

Recorded March 2024

The Challenge

Durham University's goal was to create a culture where all staff and students can play their part in the University becoming more sustainable. By educating their community around their Greenspace Movement, they would be better equipped to show the effectiveness of their sustainability plans, and thus climb the People & Planet University Sustainability Rankings.

The Solution

Durham University worked with Jump to develop My Greenspace, a programme that sought to increase climate literacy and awareness among staff and students. With this programme, they could create a sustainable community, capture feedback on their sustainability initiatives, and demonstrate increased engagement with climate change to their stakeholders.

The Travel Buddy functionality helps Durham University to reduce scope 3 emissions, as laid out in their Integrated Sustainable Travel Plan, but it also has financial and social benefits. By encouraging staff and students to travel with others, whether that is by car-sharing, catching public transport together, or cycling with others, Durham University can create a community around both health and sustainability.

The programme also encourages participation in events and activities, such as the Green Move Out campaign at end of academic year, the Switch Off campaign, and the Veganuary campaign. The latter also utilised Healthy Eats submissions from their My Greenspace platform, compiled into an e-Cookbook.

Durham University also uses My Greenspace to promote their annual Sustainability Varsity, a collegiate sustainability competition, where the winning college receives an upcycled trophy at the Greenspace Festival on campus. By gamifying sustainability, they continue to engage students and staff with their climate initiatives and improve their reputation as a sustainable university among prospective students.

Want to learn more about how Jump could help your organisation?

[Book a call with our team](#)

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