

CULTIVATING A CULTURE OF SUSTAINABILITY

A holistic approach is required to successfully integrate sustainability both on and off campus...

Sustainability is a non-negotiable

For the higher education sector, sustainability is no longer an added extra – it's a non-negotiable. Green university rankings are growing in prominence and students are demanding more accountability on environmental responsibility and ethics. Sustainability, however, can become deprioritised as a result of uncertainty and financial pressures facing the HE sector. For new initiatives to be successful, sustainability must be fully integrated into an institution's strategy and decision making. Despite the challenges, sustainability can be a great source of differentiation and innovation. The low-carbon economy supports 430,000 jobs and is forecast to grow four times faster than the economy as a whole*.

Lloyds Bank spoke to Peter Rands, director of sustainability development at Canterbury Christ Church University, who said:

"We take a holistic view of sustainability and social responsibility; we recognise the contribution that the whole university community can bring to ensuring it becomes intrinsic to our culture and ethos. HE institutions need to collectively and explicitly align their purpose to creating a more sustainable future, and make authentic commitments followed by decisive, realistic and measurable actions."

Ian Thomson, director of the Lloyds Banking Group Centre for Responsible Business at the University of Birmingham, said:

"We believe that sustainability is everyone's business and should be a priority for every organisation."

"Through our research programme, engagement activities and design and delivery of responsible business education, we are looking to create a vision of future, sustainable businesses to inspire and inform. Our pathways for change are founded on robust evidence and insights from business leaders and innovative institutions."

Our commitment to sustainability

We are committed to helping our clients transition to a greener way of thinking, as well as helping with funding for sustainability projects and business models.

James Wilde, group head of sustainability at Lloyds Banking Group, said:

"Given our unique position at the heart of the UK economy and our Helping Britain Prosper plan, the successful transition to a more sustainable, lower carbon economy is of strategic importance to Lloyds Banking Group. Supporting the higher education sector is core to this, given its visible leadership role on sustainability, significant potential for impact through its own estate and relationship with local communities, and key role in engaging the next generation."

How our £2bn Clean Growth Fund can help you

To help our clients transition to a more sustainable future we launched a £2bn Clean Growth Finance Initiative in 2018. Our funding can support a broad range of investments in sustainability – from small improvements in environmental impact right up to large-scale renewable energy infrastructure.

Projects that may qualify include:

- ✓ Emissions reduction
- ✓ Energy efficiency
- ✓ Low carbon transport
- ✓ Waste reduction and recycling
- ✓ Improved water efficiency

To find out how we can provide funding for your university's next sustainability project, talk to Andrew Connors, head of higher education and charities, Lloyds Bank, on 0208 936 5615.



Andrew Connors
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* Research by the UK Government's Clean Growth Strategy.

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