

Non-profit Joint-Stock Company
«Shakarim University»

APPROVED

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**CONCEPT
«GREEN CAMPUS»**

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Green Campus Concept

I. Introduction

At present, the global community recognizes the importance of creating a sustainable and viable future for the planet and is seeking ways to address the environmental crisis that has emerged. As a result of environmental negotiations conducted over the past thirty years, the widely accepted concept of «Sustainable Development» has been formed. According to this concept, the development of the present generation should not conflict with the interests of future generations. The essence of the concept is that, in order to achieve harmonious and sustainable development of society, it is necessary to simultaneously preserve the integrity of natural ecosystems, ensure economic growth, and support social development.

For a higher education institution, a «Green Campus» is a university environment based on the principles of environmental sustainability, aimed at reducing environmental impact, ensuring the efficient use of resources, and enhancing the environmental awareness of students and staff. The «Green Campus» Concept represents a management system focused on minimizing the university's negative impact on the environment and fostering environmental awareness among students. The university's activities are not limited to academic buildings but also extend beyond its campus boundaries. Therefore, the university undertakes a commitment to systematically integrate the principles of sustainable development into its daily operations.

II. Main Directions of the Concept

The goal of the Green Campus — is to create a university where a culture of environmental responsibility and sustainable behavior is established, and where the principles of sustainable development are applied in the daily lives of all staff and students.

The mission of the Green Campus is to ensure environmental protection and promote sustainable development in all areas of campus life. This includes the organization of operational activities, infrastructure development and construction works, research and educational activities, as well as cooperation with partner organizations. The «Green Campus» is a flagship project of Shakarim University, the city, and the region in the field of environmental and sustainable development, as well as a platform for bringing together students, researchers, and society to address environmental challenges and develop green competencies through technologies and skills.

For the effective implementation of the **Green Campus Concept**, the following key principles shall be observed:

Environmental Sustainability — implemented projects and activities must be aimed at minimizing negative environmental impacts and ensuring the rational use of natural resources.

Financial Efficiency — when planning and implementing sustainable development projects, it is necessary to ensure economic feasibility that supports the university's core academic and research activities.

Social Responsibility — initiatives should contribute to improving societal well-being, enhancing social standards, and fostering an inclusive environment.

Transparency and Openness — all activities in the field of sustainable development must be transparent, accessible, and accountable to the university community.

Openness to Innovation — the university should be committed to introducing and supporting scientific achievements and innovative solutions to promote sustainable development.

III. Directions and Stages of Concept Implementation

The implementation of tasks within the framework of the Green Campus initiative is ensured through specific actions in each of the nine areas outlined below.

1. Effective Organizational Structure

For the successful implementation of sustainable development principles, active involvement of the university leadership and the establishment of an effective structure for managing organizational issues are essential. In this regard, the following measures are proposed:

Establishment of a **Green Campus Committee** on a voluntary basis, consisting of representatives from all faculties and structural units of the university. The main task of the committee is to implement the university-wide strategy and action plan.

Establishment of a **Green Campus Office**, which will work closely with the committee and be authorized to coordinate all sustainability-related activities. The main responsibilities of the office include assisting in the development of the strategy and action plan, coordinating all activities, preparing analytical reports on completed work, and other related functions.

The university management should determine priority areas within which a sustainable development strategy for the entire institution is developed, as well as specific objectives for each structural unit.

Organization of a **Green Campus Startup Competition** involving student research projects aimed at improving campus sustainability.

2. Campus Operations

Despite their uniqueness, all university campuses face similar challenges related to operational activities. In this context, key aspects include the management of energy resources, water resources, waste, food services, and the local landscape. Global practice shows that the efficiency of campus management can be improved through the implementation of the following measures:

- Installation of water and energy metering systems to monitor resource consumption and identify problems;
- Installation of information panels (**energy/water dashboards**) in high-traffic areas, displaying real-time electricity and water consumption;

Efficient use of energy and resources; implementation of benchmarking (comparative indicators) for water, energy, and waste. The use of data from previous months as a benchmark makes it possible to set targets for cost reduction by comparing them with previous performance; transition to LED lighting; use of solar panels and renewable energy sources; equipping buildings with energy-efficient technologies.

Assessment of the qualification level and knowledge of staff responsible for campus operations in the field of sustainable development;

Development of comprehensive environmental measures for each type of activity, including:

3. Water Resource Management

- economical use of water for irrigating atriums or carrying out building maintenance;
- reduction of drinking water consumption in scientific activities.

4. Waste Management

- implementation of a waste management system;
- separate waste collection (paper, plastic, glass, organic waste);
- agreements with waste recycling companies;
- increase in paperless documentation indicators;
- restriction of single-use plastics in cafeterias;
- recycling of food and plant waste into fertilizers for campus landscaping;
- promotion of waste segregation practices;
- implementation of reuse practices for recyclable materials (furniture, books, computers, etc.
- control of safe disposal of equipment and hazardous waste (used batteries, lamps, etc.).

5. Energy resource management

- installation of motion sensor lighting systems;
- organization of energy-saving competitions between departments;
- long-term transition to renewable and environmentally friendly energy sources.

6. Food Services

- encouragement of seasonal and locally sourced fruits and vegetables, which reduces storage and transportation costs;
- support for products grown without chemical fertilizers.

7. Campus Landscape Management

- tree planting across the campus territory;
- landscaping and greening activities;
- transformation of the agro-biolaboratory into a botanical garden for student research;
- development of environmental education and culture.

8. Transport and Mobility

- installation of bicycle parking areas near academic buildings;
- provision of electric vehicle charging stations;
- promotion of walking and cycling within the campus;
- support for the use of public transport.

9. Environmental Education and Culture

- Introduction of courses on ecology and sustainable development;
- Organization of student eco-clubs and volunteer movements;
- Conducting environmental campaigns, seminars, trainings, and events such as «Green Week» and «Eco Day».

IV. Communications

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- Communications play a key role in raising awareness of environmental issues and engaging society in joint action. To establish an effective communication system, the following measures are recommended:
- Use of clear, consistent, and recognizable branding across all communication materials;
- Regular updating of activity reports to demonstrate the university's position and achieved results in the field of sustainable development;
- Involvement of students as information disseminators through messaging applications;
- Effective use of communication platforms on social media and the university website (Facebook, VKontakte, Twitter) to establish feedback with users.

V. Expected Results

- Reduction in resource consumption;
- Enhancement of the university's environmental reputation;
- Development of environmental responsibility among students;
- Participation in international rankings such as «Green Campus» and «UI GreenMetric» and improvement of performance indicators.

VI. Conclusion

The implementation of the «Green Campus» Concept is not only an environmental initiative but also a strategic step aimed at improving the quality of education, fostering innovative thinking, and shaping a responsible attitude in future generations. By supporting the core mission of the university, this initiative reduces negative environmental impact.

The implementation of the Green Campus Concept enables Shakarim University to develop and apply environmentally sustainable solutions, transforming it into an institution with efficient resource use, social responsibility, and strengthened research potential. Together with professional training, the integration of sustainable development principles makes it possible to educate a generation that respects and responsibly relates to nature and society.