Sustainable Campus Community Engagement

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Thus, there is much scope for improvement in developing sustainable campuses for many universities. Although universities have traditionally been improving their sustainability through operational measures, their community also plays an important role to affect lasting changes towards greater sustainable practices. Sarkissian et al. (2009:6) noted in their book, Kitchen Table Sustainability, that “communities are the heart and hands” of all sustainability movement, regardless of its context. In this sense, mobilising and motivating staff and students to take practical steps towards a sustainable campus is also an important aspect of creating sustainable campuses.

The objective of this research was to test and apply a 6-P community engagement framework for creating sustainable campuses. The framework was developed by Too and Bajracharya (2010) based on a review of literature in various disciplines such as planning, marketing and psychology (e.g. Olander and Thogersen, 1995; McKenzie-Mohr, 2000; Ottman et al., 2006). The 6-P framework identified factors (both intrinsic and extrinsic) that would encourage environmentally sensitive behaviour among university community members. A pilot study was conducted to test the applicability of the 6-P framework at Bond University through in-depth interviews with 24 staff and students. The interviews revealed that the 6-P framework is highly applicable to the university community. In particular, the psychological factor was found to be important for engaging the community of Bond University. Based on the interview findings, this study has developed a community engagement strategy for Bond University, which will be significant in positioning Bond as an active sustainable campus and therefore contributing to the broader goal of environmental protection.

KEY REFERENCES


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Sustainable university model (Velazquez et al., 2006)