

Sustainable development strategy of Palacký University Olomouc



Palacký University
Olomouc



**Sustainable
university**

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Introduction

Sustainable development is a pivotal task Palacký University (hereafter "UP") faces in the 21st century. It is also one of its biggest challenges and opportunities. This document shows the approach UP decided to choose. Apparent climate change which accelerates technology development and global, European and Czech trends form the initial framework for the dynamics of change on UP. These aspects create an environment of influences, potentials, opportunities and threats. UP consciously reacts to all of them. Negotiations and decision making of UP in this field should be purposeful and systematic. Following strategy provides according framework.

The sustainable development strategy of UP (hereafter "Strategy") sets the base conceptions and starting points for the sustainable development of the whole university. This document talks not only about environmentalism but also about health and healthy lifestyle in the broadest context (e.g. worldwide concept One Health), physical activities, education and social responsibility. Critical thinking and open debate is the link between all the tasks that are connected to sustainable development. University decided to create this document because of one such debate.

In this context, Strategy builds mainly on the UN Sustainable Development Goals (hereafter "SDGs"), European Green Deal, Czech Republic 2030 and UP Strategy 2021+ (hereafter "SP UP"). Strategy sets base vision and mission of UP in the field of sustainable development, defines, in accordance with the material and functional vision, three strategic pillars of sustainability in the university environment. Within those, it outlines the main objectives and enumerates basic measures to meet these objectives.

Presented Strategy is a very important landmark in fulfilling the university's commitments in Aurora European Universities Alliance (hereafter "Aurora"). Universities involved within Aurora strive for their students to become agents of change in society and to come up with innovations and solutions for the present problems of our society and which can be labelled as a pursuit of balanced environmental, economic, social and cultural development. This goal of Aurora will be reflected not only in education but also in the creative activities of students, teachers and scientists at UP. This is a unique opportunity for UP to become one of the leaders in the field of sustained development and social responsibility.

To successfully fulfil Strategy goals, practical refinements specified in action plans with timetables will be necessary. Practical action plans which will after an analysis also follow fulfilling of the set indicators and development of individual measures will contain financial allocations of the solutions of given targets in such way that will comply with UP budget. They will also try to make use of external financing as much as possible. However, none of these measures should restrict academic freedoms and rights and should prioritize fulfilling the mission of UP.

We should also highlight the importance of the individual in fulfilling given goals. Everybody can contribute towards a sustainable university. Whether it is energy management, transport choice, sorting of waste and preventing its generation, care of greenery, paper usage reduction and many others. Every one of us can make a difference in implementing this strategy. Our goal is also to talk about the problematics, to clear out the questions and irregularities and to highlight the impact of our behaviour on this sustainability.

Vision

Palacký University Olomouc
is fully environmentally, socially and economically sustainable.

- UP is responsible when it comes to the environment in all manners. We lower its impact on climate change and the students are taught critical thinking that leads to environmentally responsible behaviour.
- By caring for their employees' and students' needs, UP behaves responsibly towards society. It helps to develop the regional and local community and tries to be an inspiration to the members of both the general and professional public.
- UP acts sustainably according to the economic pillar of sustainability. Manages and strategically uses its finances, tangible and intangible resources and values and is responsible in a long-term perspective according to its current needs.¹

Mission

- UP will systematically focus on fulfilling the 15 objectives of this strategy. UP will incorporate measures urgently responding to the climate crisis and contributing to SDGs.
- UP's policy will contribute to the positive influence on sustainable development. UP is adapting its infrastructure according to climate change. It will also inspire other subjects to act on a local, regional, national and international level.
- UP will act in accordance with Strategic framework Czech Republic 2030 (hereafter "ČR2030") and, in regards to being a part of the European Union (hereafter "EU"), will be getting closer to carbon neutrality according to Paris Agreement, European Green Deal and UN Climate Change Conference in Glasgow in 2021 (hereafter "COP26") by the end of 2050 at the latest.
- As a part of its mission - education - UP will implement sustainability education, search for new solutions for sustainable development, implement them into university life and offer them to wider society as a part of UP's third role.

Sustainable Development Goals (SDGs)

SDGs, that build on the Millennium Development Goals, are plans of human behaviour in sustainable development before 2030. These were officially approved by the UN summit that took place on the 25th of September 2015 in New York. Its main concerns are people, planet, prosperity, peace and partnerships. Up can also contribute significantly to the achievement of these objectives. Consistency and goals links of this Strategy to SDGs can be found below in table 1. (UN, 2015)

¹ UP Strategy of sustainability by three basic pillars of sustainable development These are also incorporated into the definition of the global sustainability vision.



Pic. 1: Goals of SDGs finally adopted by UN summit that took place on the 25th of September 2015 in New York. Source: UN Information Centre.

European Green deal

European Green Deal is the commitment of EU to reach climate neutrality by 2050 that has been introduced to the public in December 2019. This process calls for a transformation of the European society and its economics that has to be cost-effective, fair and socially balanced. The deal includes goals like 55% reduction of greenhouse gases emissions before 2030 compared to 1990, investing in cutting-edge research and innovation, protection of the EU environment, protection and restoration of ecosystems and biodiversity, transition to the clean energy and circular economy, acceleration of the transition of sustainable and smart mobility, a healthy food system and more. A plan Fit for 55 published by European commission in 2021 contains suggestions of climate, energy and transport solutions. (European Commission, 2019)

Strategic framework Czech Republic 2030

CR2030 presents a new direction of sustainable development that should increase the quality of life in the Czech Republic. CR2030 is a base framework for documents on lower administrative levels. It presents the main fields that are crucial in sustainable development - people and society, economic model, resistant ecosystems, cities and regions, global development and good governance. This document was created in accordance with EU documents (Paris agreement) and fulfilling of SDGs. Following the CR2030, the Ministry of Education, Youth and Sports for Higher Education created a Strategic plan put into effect in 2021. It defines objectives in the field of social responsibility and sustainable development

- 1. C: strengthen the link between study and practice and preparation for future employment,
- 4. C: promote excellence and societal relevance of research,
- 5. B: strengthen strategic management at universities or
- 5. D: strengthen human resources management at universities.

These objectives are also reflected in the measures in this Strategy. (CR2030, 2017)



Pic. 2: Main fields of Strategy framework the Czech Republic 2030. Source: CR2030

Strategic plan of Palacký University in Olomouc 2021+.

Strategic plan of UP (hereafter “SP UP”), approved at the beginning of 2021 and which fulfils the Strategic Plan of the Ministry of Education, Youth and Sports for Higher Education is a mandatory document, that formulates the main fields of development and direction of UP. Part of it is chapter six - Healthy, socially responsible and sustainable university - which determines the base framework for Sustainable development strategy of UP. This is particularly the case for Objective 6: Systematisation of the third role tools. It foresees the preparation of a concept of social responsibility and sustainable development.

Furthermore, by the nature of its subject matter, Strategy builds on the previous 5th chapter SP UP, specifically the fifth objective. Administrative burdens reduction and infrastructure optimisation (here mainly in the infrastructure optimisation field - objective 5.3: Infrastructure development and optimisation).

SDGs, European Green Deal, CR2030, and SP UP are basic starting points. Conformity and goal links of this Strategy to SP UP can be found below in table 1.

Priority areas of sustainable development of UP

Strategy prioritizes three main areas. These correspond to the substantive focus, objective achieving potential, activities and results of UP. Areas are complementary and they naturally overlap in some aspects.



The content of the priority areas, consisting of concrete goals and measures leading to realisation and achieving of them, is key in further development of UP.

After the Strategy is accepted, the next step for every upcoming period (two years) is an action plan. It will be processed, regularly evaluated, gradually updated if necessary and it will determine measures that will be addressed in detail during this period, defining the tools to implement them.

These steps require detailed and often communication-intensive preparation (status analysis, data collection and evaluation, discussion of the organisation, sources of funding). Because of that, these actions will be a subject of elaboration of the first action plan from 2022 to 2023 after the approval of this Strategy by the Academic Senate of UP at the beginning of 2022. The action plans will then be regularly processed for a period of two years as needed and will aim at the gradual implementation of specific measures fulfilling the relevant objectives of Strategy, including the evaluation of the set indicators.

Operation and administration

For the sustainability view, operational and technical suspects of UP life are prioritized. All the goals and following measures leading to fulfilling those follow a broad spectre of motives that complement each other.

In practice, we need to make individual measures meaningful in an environmental (e.g.: emissions, resource management and other environmental impacts), economical (especially financial feasibility, investment return, direct and indirect economic impacts, including the ecosystem services value dimension) and social (behaviour change, consumerism, health care and life quality) way.

1. Energy

Energy economics and resources problematics is one of the key aspects of sustainable development (climate impacts, users health, local ecosystems/microclimate etc.) At the same time, it significantly financially demanding (energy costs, building maintenance and renovations costs).

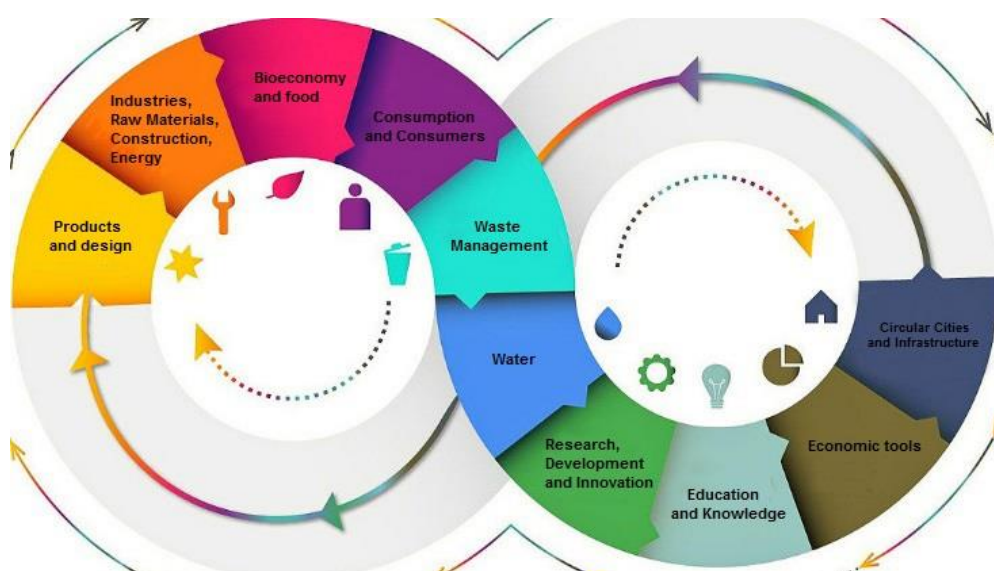
Track of energy savings, reducing energy consumption, increasing energy efficiency, reducing the carbon print (greenhouse gases emissions) and a total ecological and carbon footprint of UP are goals pursued in the spirit of modern energetics. Mainly electricity, heat and gas.

Measures to achieve the goal:

- 1.1 Baseline analysis: infrastructure passportisation, energy measures potential analysis, energy audit.
- 1.2 Energy management system application (incl. SMART tools for effective energy measuring and management, sensors, smart metering innovative buildings management tools), establishing an appropriate certification method and standard. (Siemens, 2021)
- 1.3 Reduction of energy resources producing CO₂ emissions and application of emission-free resources including energy accumulation and distribution (micro/smart GRID) and its sales. (Pranadi, 2016)
- 1.4 Implementation of other technical and management measures for the benefit of energy efficiency increment and achieving energy savings.

2. Waste and the circular economy

The goal is to minimize waste production and reduce the usage of non-renewable resources in the running of the whole university. From a waste economy viewpoint, UP aims to fulfil the waste management hierarchy with a preference for waste prevention. If waste prevention is not possible, our priority is to prepare the waste for reuse, recycling, other use (incl. energy recovery) and, as a last resort, the removal of the waste. This procedure goes in accordance with the Waste Management Plan of the Czech Republic for 2015-2024 of the Ministry of the Environment of the Czech Republic. This plan was introduced in accordance with the Waste Framework Directive (2008/98/ES) and Act No. 541/2020 Coll., on waste. Its goal is transition to the circular economy², waste prevention, increase in recycling and material usage of wastes. UP's interest is to proceed in accordance with Strategy framework of the circular economy of the Czech Republic 2040(ME, 2021) and not only reducing the negative impacts of a linear economy but also long term resilience and creation of business and economic opportunities providing environmental and social benefits.



² The goal of a circular economy is to keep the value of products, materials and resources in the economic cycle as long as possible and, after they have been spent, to return them to the production cycle at the end of their use. This minimizes waste generation. (ME, 2021)

Pic. 3: Strategic framework of the circular economy of the Czech Republic 2040 (Circular Czech Republic 2040). Source: Ministry of the Environment of the Czech Republic.

Measures to achieve the goal:

- 2.1 Baseline analysis and compiling of the methodology of the waste economy and UP transition to the circular economy.
- 2.2 System for managing all the types of and components of waste, material flows, supply and provision of products and services, all according to the principles of the waste economy hierarchy and circular economy.
- 2.3 Improving the waste sorting system and increasing the amount of sorted waste in the overall quantity of waste in individual organizational units of UP.
- 2.4 Usage and management of bio-waste in all university facilities, especially in catering facilities of UP, including usage of composters and use of produced compost.
- 2.5 UP Bazaar - sharing of unwanted/unused items among faculties and parts of UP.

3. Water and Greenery

University, with all its buildings and infrastructure, creates a very important aspect of the local (micro) climate. Thanks to its size, it is also an important and major player in terms of regional or global environmental impacts. The goal of UP is sustainable water management and maximising the proportion of green space at UP and its surroundings, protection and development of biodiversity. This goal is relevant in both exteriors and interiors of the university for the users of the buildings and infrastructure, both directly and indirectly through ecosystem services³.

The importance of water management measures and greenery care, green infrastructure included, lies at the environmental level (climate improvement, negative climate-changing impacts reduction and strengthening the resilience of settlements to climate change), economic (direct positive impact on energy and resource savings, services purchase) or social and health care (sustainability education, mental performance and psychosocial aspect improvement, long-term positive influence on the human psyche and overall health. (Statutory City Olomouc, 2019)

Measures to achieve the goal:

- 3.1 Water audit preparation and realisation including the proposal of sustainable water management measures (reduction of excise, effective water usage, rain-water included, minimizing of water pollution, including addressing current pollutants - pharmaceuticals, microplastics, etc.).
- 3.2 The sequential realisation of measures proposed by water audit in the area of water management.
- 3.3 Finding (passporting), preparation, projection, and realisation of rainwater managing measures - retention, accumulation, usage for the needs of UP and its

³ Ecosystem services are provided to us by Earth's biodiversity. Ecosystems, of which humans are a part, are also part of biodiversity. Human prosperity is both directly and indirectly affect our welfare. Examples of ecosystem services are oxygen and soil formation, water cleansing or landscape appearance. (Osúchová, 2020)

- surroundings (in accordance with Construction standards of Statutory City Olomouc for the green infrastructure integration.)
- 3.4 UP greenery passportisation and creation of a greenery care and development methodology at UP (protection and biodiversity development included) and its surroundings (UP lands including the application of greenery to UP buildings (green extensive or intensive roofs) and buildings insides (indoor comfort improvement).
 - 3.5 Gradual implementation of measures introduced by greenery care and development methodology at UP.
 - 3.6 Providing sustainable greenery care (lawn mowing, organic fertilisation/elimination of the use of non-organic inputs, irrigation, seed), UP lands vegetation care with preference to measures decreasing overall vapour, decreasing the city heat island effect and decreasing the drainage of waters into Sewerage (supporting water absorption)

4. Facilities and infrastructure

The goal is environmentally responsible construction and renovation of UP buildings and infrastructure which is also economically sustainable and feasible. Fulfilling the goal is closely connected with other aspects of Strategy, especially in energy, water and greenery area, and then from a systemic point of view with a goal of responsible purchasing (especially responsible procurement, hereafter "SERP"), and information technology and digitisation (e.g. BIM, see measure 4.5). (BIM POINT, 2021)

Modernly designed buildings and infrastructure are sustainable both environmentally and socially. They are also - if modernly and sustainably planned and comprehensively solved - sustainable and financially feasible. In a long term (for a whole investment cycle), they are financially more efficient, whether it comes to new buildings or renovations (reconstruction, ideally a comprehensive retrofit).

Measures to achieve the goal:

- 4.1 Investment plan update and UP facilities and infrastructure passportisation with a goal of priority projects to be addressed and defining their feasibility framework through a sustainable approach (in accordance with other principles and goals of Strategy) including financial framework, taking into account subsidies and innovative financing methods (EPC) and procurement (Performance Design & Build). (Ministry of Industry and Trade, 2021 and Performance Design & Build, 2021)
- 4.2 Implementing certification system of UP buildings, SBToolCz type (the most commonly used frameworks in the Czech Republic are LEED or BREEAM). (Enerfis, 2020; LEED, 2021; SBToolCZ, 2020)
- 4.3 Creation and implementation of the principles of sustainable, environmentally friendly and climate-resilient buildings for all reconstructions and new constructions at UP including the creation of energy standards for reconstructions and new constructions (various according to building typology).
- 4.4 Creation and implementation of technologies, instrumentation and all other appliances acquisition in UP in accordance with principles of sustainable

development, SERP and, in accordance with set standards, in facilities development and infrastructure area of UP.

- 4.5 Implementation of Building Information Management system (BIM, intelligent process for creation and management of projects based on a digital model). It aims to gradually convert all the facilities and infrastructure information into digital form and to involve UP capacities in the development of this system. (BIM POINT, 2021)
- 4.6 Evidence and share of key scientific (especially instrumental) infrastructure among individual parts of UP in a way that prevents unfounded duplication surplus and under-utilisation of these devices.

5. Information technology and digitalization

Information technologies play a key role in the digitalisation and electrification of UP administration and they should decrease its demands on resources and time. Complete and advanced digitalisation of the whole UP does not only contribute to sustainability but is also a fundamental impulse within its development as a modern educational and research institution of the 21st century (operation in all spheres and people at UP cultivation and development of the environment).

The goal of this area is both sustainability and streamlining of university administration and its holdings including improved effectivity of the operational financing in accordance to the whole life cycle of investments with, emphasizing maximal protection of personal and non-personal data.

Measures to achieve the goal:

- 5.1 Electrification of all university administration (personal and economic agenda and organisational securing of UP) and abandonment of the paper form (with an exception for the documentation required by law) by implementing modern systems DMS/ECM (Document Management System/Enterprise Content Management). (Pay, 2020)
- 5.2 The digitalisation of all studio outputs(including final theses) will no longer be required to be submitted in hard copy at the university level.
- 5.3 Support of e-books and script and publications publishing in an electronic form whenever it's convenient.
- 5.4 Increased usage of modern videoconferencing technique combined with a high-speed academic network - virtual mobility.
- 5.5 Promoting the usage of e-learning.
- 5.6 Use of sustainable measures with data centres (e.g. heat recovery for water heating purposes or passive cooling technology).

6. Catering

The goal is to provide a healthy and balanced diet in catering facilities which will positively affect not only individuals but also the environment. Part of the goal is to preference regional food producers (local and seasonal production) through existing local agriculture supporting tools and its development. Further decreasing waste production during cultivation, transport and preparation and motivation to lower food-wasting among diners. Healthy lifestyle and nutrition education also plays a very important part.

Measures to achieve the goal:

- 6.1 Promoting a healthy and balanced diet among students and employees not only in catering facilities but also in their personal life through education.
- 6.2 Increment of the share of local and seasonal food and suppliers for UP catering facilities subject to zero or minimal cost increases.
- 6.3 Food waste decrease with UP catering facilities and diners. An overall decrease in food wastage.
- 6.4 Disposable packaging usage decrease including beverage packaging and dishes (disposable cups, cutlery, plates, PET and other non-returnable packaging) in all premises of UP and provisioning of drinking fountains at university campuses.

7. Mobility and transport

The goal is to encourage employees and students to use sustainable means of transport, specifically walking, cycling, or public transport for commuting. In the context of city and region, the university should take a lead in the area of sustainable mobility. Another goal is to create a set of recommendations to provide work transport for employees in accordance with principles of sustainable mobility.

An increase in usage of sustainable - and especially active - modes of transport will increase the quality of employee's and student's life, health and physical fitness, eliminating negative impacts on the environment (elimination of CO₂ and dust production) and reducing demands on public spaces (e.g. more parking spaces).

Measures to achieve the goal:

- 7.1 Analysis of the needs, attitudes, barriers and opportunities of students and employees regarding their mobility.
- 7.2 Support and motivation of students and employees to use active modes of transport (walking or cycling) and strengthen the relevant infrastructure (bike stands, available showers etc.).
- 7.3 Public transport optimizing with regards of providing the transport between university buildings.
- 7.4 Motivation to reduce the share of individual car transport within the UP campuses.
- 7.5 Supporting more environmentally friendly individual car transport: providing infrastructure for electric cars recharging, increase in shared mobility services (e.g. car sharing), raising emission standards for new car purchases in UP.
- 7.6 Motivation to decrease the number of study and business trips by air, especially where the destination is equally accessible by other means of transport (esp. by train).

8. Responsible purchasing

According to Act No. 134/2016 Coll., on public procurement, UP is obliged to comply with the principles of socially responsible procurement and environmentally responsible procurement and innovation (SERP). Innovations are in this respect understood as a means to reaching socially and environmentally responsible procurement.

According to modern and legislatively up-to-date principles of SERP, we should prioritize such public procurement which will take into account quality, technical specifications important for the functionality and productivity of the subject of the contract and, if relevant, one or more points of view on sustainability and responsibility. This includes, in particular, the following aspects: job opportunities, decent working environment, following social and labour rights, social inclusion (including people with disabilities), fair opportunities, accessibility, adapting conditions for all, reflecting on the criteria of sustainable development including environmental impacts (during the whole investment/purchase cycle), the ecological footprint of supplier/product, business ethics and broader voluntary compliance of social responsibility of suppliers in a current compiling of principles enshrined, inter alia, in the Treaty on the Functioning of the EU.

Quality indicator, the local origin of the product and sustainable materials should be taken into account in the merchandising area as well. University shop and info centrum UPoint has already implemented this strategy and it should be preserved and consistently developed.

Measures to achieve the goal:

- 8.1 Current state analysis, base SERP principles proposal and UP opportunities definition in area of responsible purchasing.
- 8.2 Creation and implementation of standards for responsible procurement with cooperation with Public Tender Office of UP (incl. monitoring, evaluating and updating - development) all organizational units of UP.
- 8.3 Advertising and promotional items purchases unification with a focus on quality, local origin and sustainable materials on whole UP.

Educational and creative activities⁴

Education and creative activities play a key role in sustainable development problems. UP seeks cutting-edge research on a global level that could bring new solutions. Measures to achieve sustainability must be based on scientifically based findings and be subjected to critical examination by serious research methods. This approach naturally blends with the educational process in the university environment.

Aurora's objective, which UP is a part of, is to support the development of European universities in a way that provides students with diverse skills and thinking required in finding solutions to social challenges as social entrepreneurs and innovators. All educational activities should encourage 16 skill groups among which are e.g. critical thinking, creative thinking, problem-solving or global education. (University of Innsbruck, 2021)

Students need to be taught how to critically think and use arguments that underpin different measures towards sustainable development. Every student and employee, all parts of UP and UP as a whole can make a difference on a global scale by their local acts.

⁴ This strategy uses the term "creative activity" within the scope defined in Section 2(4) of Act No. 111/1998 Coll., on Higher Education Institutions and on Amendments and Additions to Other Acts (the Higher Education Act): "A university college may carry out all types of study programmes and related scientific and research, development and innovation, artistic or other creative activities (hereafter referred to as "creative activities")."

The fourth goal of SDGs (quality education) should ensure that by the year 2030 all students have the knowledge and skills required to support sustainable development. Creative activities in the field of sustainable development bring new solutions for social problems and innovations that help with implementing sustainable development into our everyday life - e.g. sustainable fashion, design, theme popularisation throughout expositions and cultural events about sustainability and more. They also generate opportunities for cooperation with other sectors on not only local and regional but also on a national and international level.

9. Education for sustainability

Education is the main pillar and mission of UP. Education leads to economic growth and prosperity but it also leads to bigger social responsibility and better environmental protection. For UP to fulfil the goal mentioned, it is recommended to enrich the study programs and courses with the perspective of sustainable development or to include sustainable development into a curriculum throughout all programs (e.g. as optional courses) and also to support the development of specialised disciplines applicable in sustainability practice.

UP also focuses on informal education and the popularisation of sustainable development, especially in the context of technological development and university research. Pevnost poznání systematically pursues this activity. Its employees edify the general public about problematics through the interactive exposures (e.g. Živá Voda), informal educational programs (programmes for primary and secondary schools, U3A) or concrete themed events and exhibitions (Prales budoucnosti, Zachraňme planetu or festival Země na talíři in cooperation with IEB etc.). UP will support and develop these activities even further.

Measures to achieve the goal:

- 9.1 Sustainability in the university curriculum - implementing sustainable development perspective to study programs and courses and preparation of optional courses focused on sustainability throughout courses on the whole university.
- 9.2 Lectures and discussions about sustainability leading to the extension of knowledge of employees, students and the public (local community).
- 9.3 Campaigns focused on specific targets and needs (e.g. Don't waste, Going to work without a car, Healthy lifestyle, Waste-free lifestyle and more).
- 9.4 Articles and promotion in UP Journal - support of the educational methods and application in practice mentioned above.

10. Creative activities in the field of sustainable development

The goal is to strengthen interdisciplinary scientific research in a field of sustainable development on a national and international level and which would lead to innovations and new trends in this field and ensure more investments, direct and indirect financial incomes, know-how development, the added value of knowledge within UP and its application potential. One of the purposes is also monitoring of social, economic and environmental impacts of the research projects and results sharing throughout organisations.

UP will also intensively include itself in research and development projects (R&D) in cooperation with other partners, especially in the private sector and public institutions (international, EU and state organisations in the field of environmental protection, sustainable development, etc.).

It is also important to subject individual theses and measures of sustainable development to professional criticism and opposition. For the measures to be implemented with an adequate understanding of problematics, the university should, in this respect, use the potential of its highly qualified experts.

One of the core platforms of UP for effective education and communication of the newest scientific findings in sustainability and environmentalism is Academia film Olomouc (hereafter "AFO"). AFO is a great opportunity for UP to set the desired agenda not only through the movies but also throughout the themed blocks offering lectures of the world's leading experts and open discussion meetings.

Measures to achieve the goal:

- 10.1 Analysis of the potential and UP development plan in the field of creative activities of sustainable development, setting parameters, goals and indicators following the development of the pillars of sustainability and SDGs.
- 10.2 Supporting sustainability research.
- 10.3 Supporting students' final theses research related to sustainability problematics.
- 10.4 Supporting qualified polemics and oppositions in the sustainability field.
- 10.5 Emphasis on a high proportion of sustainable products in UPoint.

Social responsibility and the third role of the university

Another role of UP, next to education and research, is the so-called third role. It includes activities directed towards society also including sustainable development. UP strives to strengthen social responsibility and environmentally responsible behaviour, becoming a leader and example for society. Our goal is for sustainability to become one of the key areas of UP and other Czech universities. Universities can cooperate to achieve objectives the world's best universities have already achieved and be inspired by them.

11. Community for Sustainability

Community for Sustainability (hereafter only "Community") will be a long-term platform centred at UP. Its mission will be for the laymen and experts, who are interested in sustainability in different fields of study and want to cooperate on sustainability development at UP and the whole region, to come together. The goal is to create a motivated community that will cooperate with sustainable development coordinator during projects, campaigns and research and who will be available for expertise and opinions or event organisation. The task is to, throughout this community, extensively support implementing of the strategy and cross-cutting strengthening of UP's affiliation to sustainability informal as well as in informal relationships and university social life. Next to Community, UP also has AS committee for sustainable UP which cooperates with the sustainable development coordinator.

Measures to achieve the goal:

- 11.1 The creation and functioning of the Community where all parts of UP will be represented if possible.
- 11.2 Activities realisation and implementing of Community into the life of UP and the so-called third role of the university.

12. Healthy Lifestyle and Care for the UP Community

From all the factors that affect our health, lifestyle is among the most important. Only as “little” as changing eating habits, physical activities, sleep rhythm and environment in which we live can significantly help decrease the risk of mass non-infectious diseases like overweight and obesity, cardiovascular diseases, type 2 diabetes, oncological diseases, stress, depression and others. A healthy lifestyle is characterised by a healthy and balanced diet and drinking regime, regular and controlled physical activity, sleep hygiene, reduction of addictions like smoking and excessive drinking, minimizing stress or primary preventive processes for mental and physical health.

The goal is to decrease the sedentary lifestyle, stop the decline in physical fitness at UP community (meaning students and employees, alternatively close family) who do not exercise regularly and to create a pleasant, naturally motivating, flexible working and learning environment. Support and motivation to increase regular physical activities and mental hygiene should lead to better mental and physical health in the UP community. Self-care should be prioritized as well. However, such a goal needs efforts to sustain and support existing programs and to create new opportunities to cultivate healthy lifestyles.

Measures to achieve the goal:

- 12.1 Benefits focused on UP community care in health, safety, education, carrier growth, reconciling work and personal life, the standard of living and cultural growth.
- 12.2 Creating opportunities to use sports for UP community life development. University sports facilities will become a place of university life and the development of interpersonal relationships.
- 12.3 Possibility of increasing the number of hours of physical activities for students of UP.
- 12.4 Mental hygiene and supporting the mental health of employees and students.

13. Equal opportunities for everyone

University considers continuous creation and support of equal opportunities to be an immanent part of the social area of the sustainable development of this Strategy. Within its remit, the university will continue to support and keep equal opportunities and conditions for social inclusion within the university, local community and society in general. University pedagogical activities, creative activities and activities linked to so-called social responsibility help in removing barriers to the participation of people with disabilities, minority members and other population groups that are prone to social exclusion. University pays special attention to preventing negative and inappropriate behaviour that is based on gender stereotypes, possible abuse of position or non-collegial behaviour threatens healthy work and study environment.

Measures to achieve the goal:

- 13.1 Situation analysis in a field of equal opportunities among employees and students of UP, Equal opportunities plan preparation and regular updates and support and development activity realisation.
- 13.2 Workplace diversity and social integration of all population groups.

13.3 Sport activities for the disabled - continuous development of the conditions for physical activities of all the students and employees without talent, gender, age, origin, religion or handicap distinction.

13.4 Cooperation with UP Endowment Fund, UP Volunteering Centre and UP Career Centre on continuing already functioning activities and projects and developing new ones.

14. Support for the region

Supporting regional producers and products is essential for their achievements in national and world markets and is also eco-friendly. Inhabitants of Olomouc and Olomouc region have different needs and requirements when it comes to infrastructure, sport, air purity and other areas and the university wants to support them in all of these areas.

All of the sustainable development of Olomouc region pillars follow this goal and UP is an inherent part of it with all relevant stakeholders of the local socio-economical ecosystem. Supporting cooperation development with the Statutory City of Olomouc and the Olomouc Region is directed into the strategic and conceptual area (know-how sharing, joint participation in the development of the place and the region), economic area (implementing innovations to the region), a social area (see other goals in social responsibility area) and educational area, e.g. further cooperation with Centre for ecological activities Olomouc (Sluňákov).

Measures to achieve the goal:

14.1 Cooperation with the Statutory City of Olomouc and the Olomouc Region on developing all three pillars of sustainable development.

14.2 Cooperation with non-profit organisations operating in Olomouc region and outside of it.

14.3 Cooperation with other research organisations and stakeholders of the innovation ecosystem of the region.

15. Strategic partnerships

Establishing strategic partnerships on the national and international levels is very important for the university. Good partners can not only inspire and teach us, but we can also work together on a greater mission and achieve goals with a much greater reach.

Measures to achieve the goal:

15.1 Enhancing the cooperation within the Aurora consortium focused on research and its social impact within which is sustainability a prominently addressed topic. (Aurora, 2020)

15.2 Engagement and active membership realisation in Association for sustainable universities whose goal is implementing sustainability themes on universities and greater cooperation.

15.3 Membership in Association of social responsibility offers a possibility of experience sharing and great practice and forging further partnerships with private and public organisations. (Association of social responsibility, 2021)

- 15.4 Membership in CSR Stakeholder Platform invites discussion and dialogue in the field of social responsibility as one of the of signs cooperation between private and public entities. (Portal of Czech Board of Quality, 2021)
- 15.5 Joining Green metrics report which rates globally best universities in the sustainability field. (Green metric, 2021)
- 15.6 Joining and active membership realisation in Responsible procurement platform.

Relationship between the objectives of the strategy and the objectives of the SDGs and SP

UP

Objectives of the Sustainability Strategy	SDGs																UP Strategy										
	The end of poverty	The end of hunger	Health and quality life	Quality education	Equality between men and women	Drinking water, sewerage	Affordable and clean energy	Decent work and economic growth	Industry, innovation and infrastructure	Less unevenness	Sustainable cities and municipalities	Responsible production and consum	Climate measures	Life in the water	Life on land	Peace, justice and strong institution	Partnerships to meet objectives	Flexible study and education	Support for PhD students	Excellence in research and develop	Strengthening strategic managemen	Reducing the administrative burden and infrastructure optimisation	The systematisation of third role too	Promoting a common identity	Internationalisation in a globalised world	Strategic partnerships	
Energy																											
Waste and the circular economy																											
Water and Greenery																											
Facilities and infrastructure																											
Information technology and digitalization																											
Catering																											
Mobility and transport																											
Responsible purchasing																											
Education for sustainability																											
Creative activities in the field of sustainable development																											
Community for Sustainability																											
Healthy Lifestyle and Care for the UP Community																											
Equal opportunities for everyone																											
Support for the region																											
Strategic partnerships																											

Tab. 1: Conformity of the focus of the individual UP Strategy goals with the goals of SDGs and SP UP. Legend below shows the compliance rate, compliance relevance, goals of UP Strategy for a relevant goal of SDGs, respectively SP UP fulfilling relevance worthy of consideration. Increased attention and energy should be paid to those areas of the UP Strategy.

= essential for implementation, priority to address
 = moderately significant impact worthy of attention
 = not insignificant importance

Organisation and management

To complete set goals, the fitting organisation and cooperation of UP facilities and individuals, capable management and coordination throughout the sustainable development coordinator in cooperation with UP is necessary. Actions as such will be completed through biennial action plans. These plans will set measures and tools for a given term, financing options, base data analysis, monitoring the fulfilment of the set indicators or implementation and development of individual measures. The progress will be evaluated throughout the reports on the implementation of the sustainability strategy.

The organisation and management of sustainability processes at UP will also take into account the interconnection of UP Strategy until 2030, which are directly related to sustainability and social responsibility. Procedures realized in accordance with the goals set by SP UP 2021+ will be implemented as well. Especially with those goals:

- 6.1.1 Base data analysis of the social responsibility and sustainable development areas.
- 6.1.3 Developing an adaptation strategy to address climate change.
- 6.1.4 Setting intern monitoring indicators of the social responsibility and sustainable development areas.
- 6.2.4 Usage of the expert potential of the university to set and implement the sustainable development methodologies within the campus, city, and broader region(sustainable and active mobility, waste management, energy policy, circular economy, etc.)
- 6.2.5 Creating tools for crisis communication (especially online).

Implementation of the Sustainability Strategy

Organisational structure

All the UP parts and facilities will actively participate in fulfilling the goals. They should take ownership of the objectives and actively contribute to their achievement. Sustainable development Vice-Chancellor and sustainable development coordinator will ensure coordination of the team engaged in the strategy which will organize and manage the preparations(analytical basis), concepts and plans(energy audit, passportisation), approval and implementation of action plans (indicators) and reporting. AS committee for sustainable UP ensures consulting and expert support to the coordinator in enforcing of the new goals and measures in the academic senate. Along with all the faculties, all Vice-Chancellors and their departments should join as well. Especially Public Tender Office, Technical Operations Division, Computer Centre, Project Service or Accommodation and Dining Facilities. The expected strategy update schedule is within 10 years, if necessary, it can happen earlier.

Action plans

Action plans will be the main tool ensuring the strategy fulfilling. Created close to the end of the valid term of the previous plan and approved in the early months of the following year at the latest. They will specify goals that will be the main focus of the university. Along with the specific base data, indicators and measures which will be followed. The financial budget for

each measure and its financing, schedule and determination of liability will be a part of the actions plans.

Monitoring and evaluation

Fulfilling of action plans will be monitored by reports which will be based on both qualitative and quantitative data. Current state analyses and target values will be the base point to which we will try to reach in a given period. Indicators will be set in accordance with UP, CR, and EU Strategy with consideration to impacts on the current environmental, social, and economical situation of UP and in a view of the opposition of the professional community.

Implementation measures

- Creation of sustainability web page(udrzitelna.upol.cz/en/) which will become a central information platform for students, employees and public in a field of sustainability - university actions, plans and how they can contribute. It will also provide strategy documents, action plans and reports.
- Clarification and approval of the organisational structure of the implementation of Sustainability Strategy.
- Creating a first action plan for the term 2022-2023, setting goals and indicators to be fulfilled and creating a team working on it.
- Creating a reporting system. UP, other CR universities and Association of social responsibility will all take part in its preparations.

List of abbreviations

AFO	Academia film Olomouc
AS	Academic senate of UP
AURORA	Aurora European Universities Alliance
BIM	Building Information Modelling
BMS	Building Management System
BREEAM	Building Research Establishment Environmental Assessment Method
COP26	UN Climate Change Conference in Glasgow in 2021
CSR	Corporate Social Responsibility
CR	Czech Republic
CR2030	Strategic framework Czech Republic 2030
EPC	Energy performance contracting
EU	European Union
LEED	Leadership in Energy and Environmental Design
LOHAS	Lifestyle of health and sustainability
UN	United Nations
RES	Renewable energy sources
SERP	Socially and environmentally responsible procurement and innovation
PDB	Performance Design & Build
R&D	Research and development
SBToolCZ	National tool for building quality certification
SDGs	Sustainable Development Goals
Strategy	Sustainable development strategy of Palacký University in Olomouc
SP UP	Strategic plan of Palacký university in Olomouc 2021+
TSMO	Technical Services of Olomouc
UP	Palacký University Olomouc

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