



THE UNIVERSITY OF
MELBOURNE

Let's Be Changemakers

Green Impact at the
University of Melbourne

Proud members of



green impact

What is Green Impact?

Green Impact at the University of Melbourne (UoM) provides staff, students and campus retailers with a supportive framework to implement sustainable practices via an online toolkit of sustainable actions. Green Impact is a fun and friendly competition that rewards and recognises your sustainability efforts to amplify your retailer's engagement with the University community.

Explore the website.

How the program works

You can register your* establishment to the **online toolkit** that contains sustainability actions for you to complete with the support of resources provided by the UoM Sustainability Team. You will need to upload photos and comments to the toolkit (as shown in the examples below) to complete an action.

When you complete all 10 actions, you will receive a Green Impact Sustainable Retailer Accreditation.

Retailers who complete all 10 designated retailer actions will receive a Green Impact Accreditation.

**A Food & Beverage (F&B) retailer is a venue or establishment that serves food and beverages. Multiple staff can register to your team's toolkit, but it is advised that the venue manager is the 'Admin' for your toolkit and the first to register.*

Why work towards a Green Impact accreditation?



The Green Impact Sustainable Retailer Accreditation is a formal recognition issued by the Sustainability Team, Campus Management at the University of Melbourne. This accreditation proves that you have made improvements to your operations to consider sustainability across multiple areas including waste, procurement, energy and engagement.

The Sustainability Team will provide you with social media templates and arrange posters/other printed materials to showcase your accreditation to your customer base and the broader community. We will also promote your efforts across our communication channels.

According to PayPal (2022) and the Harvard Business Review (2019), conscious consumerism is a growing trend, particularly amongst the Millennial and Gen Z age groups (the dominant age groups of current University students). These consumers favour products that are sourced locally and sustainability as well as businesses who are transparent about their operations. Accreditations, particularly related to sustainability, promote transparency and help a business build trust with their customer base. A study by Reichheld et. al (2023) found that companies that are highly trusted outperform others by up to 400% in terms of market value. Furthermore, Millennial and Gen Z customers are 20% more likely to choose brands that rate highly in terms of transparency over their competitors.

Incentives



Dedicated Support from the Sustainability Team

We offer complimentary sustainability training sessions for you and your staff. Additionally, we would be more than happy to regularly meet with you to offer ongoing guidance through the implementation of the toolkit actions.



Be the Leading Vendor at Official University Events

As we actively promote sustainability on campus, we will prioritise our accredited retailers when selecting vendors for future events to help spread our sustainability message even further!

Additionally, we will also bulk-purchase vouchers from our accredited retailers to use as prizes for students and staff.

Spotlight: Specialised Marketing

Top retailers may be featured in the Sustainable Campus Instagram, Facebook and newsletter for standout visibility, through content like “Retailer of the Month” reels.

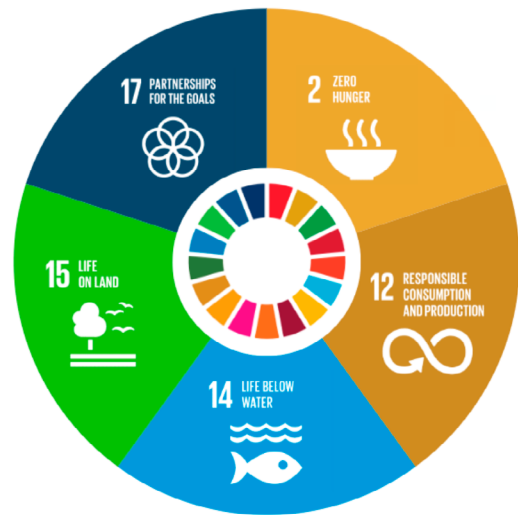
Exceptional retailers—those who maintain their commitment to sustainable practices and renew their accreditation annually—will be profiled in case studies shared across university disciplines.

Get Honoured at the Annual Sustainability Awards

Our accredited retailers receive top recognition at our annual Sustainability Awards ceremony, celebrating their continuous dedication and hard work in promoting sustainability.

Incorporating SDGs Into Our Actions

Driving sustainable change starts with collective action. The Green Impact toolkit has been designed to make a real impact by integrating five United Nations Sustainability Development Goals (UN SDGs) across areas of engagement, food and beverage sustainability, waste management and responsible procurement. With retailers’ engagement and participation in pursuing accreditation, the University is one step closer to achieving its sustainability targets by 2030.



Toolkit Actions	UN SDGs
1. Your store has contacted the Sustainability Team to have your staff undergo sustainable retailer training.	●
2. You have started a conversation with one of your regular suppliers, requesting a reduction in the amount of packaging that comes with their products.	●
3. Your store has actively promoted sustainable options, encouraging your customers and rewarding them for doing the right thing.	●
4. Your store offers reusable or more sustainable beverage options including: <ul style="list-style-type: none"> • A swap cup program • Incentives for people bringing their own cups • Dine-in drink options with reusable cups or glasses • Beverages served in recyclable containers (i.e. glass and aluminium) 	●
5. Your store offers Choose to Reuse (NSP retailers only) or serves food on reusable items.	●
6. Your store actively tries to reduce food waste.	●
7. Your store is actively phasing out or has eliminated single-use plastics.	●
8. Your store procures food items that are sourced responsibly and that have a minimal impact on the environment.	●
9. Your store actively diverts its organics waste from landfill and disposes of it appropriately either in the food waste processor (NSP only) or other organics processing streams.	●
10. Your store actively diverts its recyclables from landfill.	●

How do I use the toolkit?

ACTS green impact

THE UNIVERSITY OF MELBOURNE

LET'S BE CHANGE MAKERS

TT

Dashboard

Toolkit

The University of Melbourne

About

ACTS Green Impact

Report a Bug

Green Impact Cup

The University of Melbourne 2024 Toolkit

Team: Lollie's (Loui&Ollie) Honeybees

All the available actions in your toolkit can be seen below. Not all actions will necessarily be relevant to you, so you can use the filters to find and sort the actions. You can also star actions for easy access on your dashboard, and assign actions to other team members (assigned actions will also appear on the dashboard).

Filters

Area Theme Status

Assigned To SDG

Starred

Seeing 161 results based on current applied filters.

Sort: X Print

To find the retailer actions, go to the 'Area' filter and select 'Retailers' to see the ten actions for you to complete.

Filters

Starred

Retailers x Theme Status

Assigned To SDG

Seeing 10 results based on current applied filters.

Sort: X Print

Example toolkit action:

Criteria: What you need to do to complete the action.

☆ R004 Retailers Circular Economy Procurement

Criteria Further information How you will be audited Comments & evidence

You have started a conversation with one of your regular suppliers, requesting a reduction in the amount of packaging that comes with their products.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Complete all 10 retailer actions to receive a **Sustainable Retailer certification**.

Assigned to: Unassigned

Total Points: 10

NOT DONE

IN PROGRESS

DONE

Further information: Information and links to resources and support to help you complete the action.

☆ R004 Retailers Circular Economy Procurement

Criteria Further information How you will be audited Comments & evidence

Many products are over-packaged by suppliers with single-use packing material that ends up in landfill after just one use. Requesting your ordered items to be sent with less packaging is an easy way to reduce waste. Request that items are not double-wrapped in plastic and that any necessary packing material is recyclable (Not biodegradable as such items can only be processed through a commercial biodegrading facility. If you don't have access to this, then they will end up in landfill anyway).

Use the Sustainability Questionnaire for Suppliers Document on our [resources](#) page to help you with this action.

If you have unavoidable packaging waste, register your business on [Packshare](#) to offer any of your packagings to be reused such as cardboard, rubber bands, glass jars, etc.

Assigned to: Unassigned

Total Points: 10

NOT DONE

IN PROGRESS

DONE

How you will be audited: At the end of the toolkit year, in October, we train Student Auditors to look through the evidence submitted to the toolkit to verify that each action is completed based on the criteria. The evidence does not need to be extensive and the process should not be onerous. This tab tells you what evidence you need to submit to officially complete it.

The screenshot shows the 'How you will be audited' tab selected. The breadcrumb trail is 'Criteria > Further information > How you will be audited > Comments & evidence'. A red arrow points to the 'How you will be audited' tab. The main content area contains the text: 'Auditors will look for evidence that you have engaged with your suppliers including screenshots of emails and photos of how your products are packaged upon delivery.' To the right, a 'Total Points: 10' box contains three buttons: 'NOT DONE', 'IN PROGRESS', and 'DONE'. At the bottom left, it says 'Assigned to: Unassigned' with a dropdown arrow.

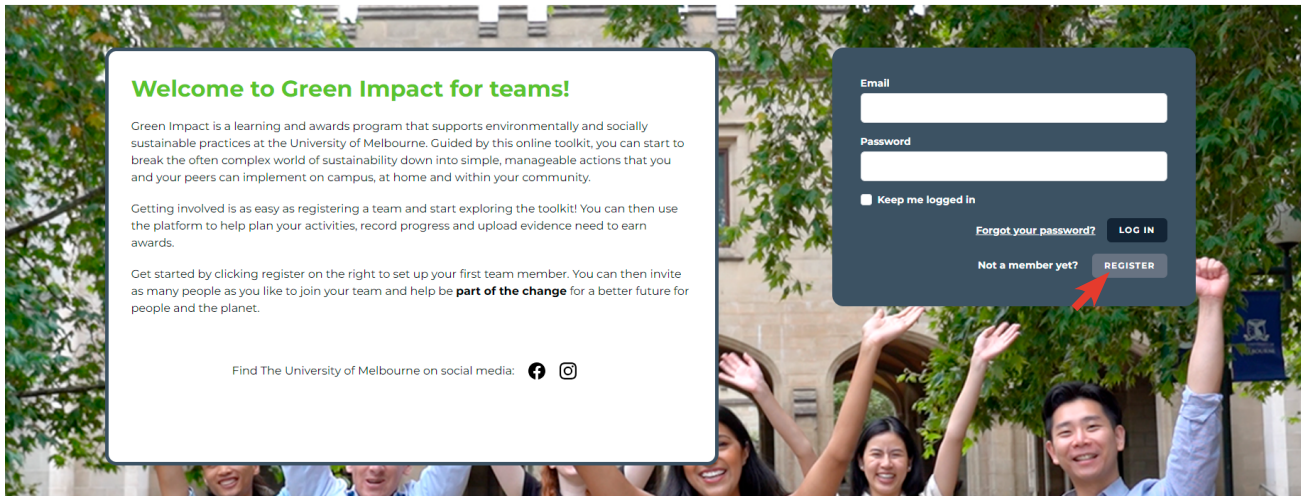
Comments & evidence: This is where you can submit evidence in the form of photos, document files and comments.

The screenshot shows the 'Comments & evidence' tab selected. The breadcrumb trail is 'Criteria > Further information > How you will be audited > Comments & evidence'. A red arrow points to the 'Comments & evidence' tab. The main content area has a 'Comments:' section with a rich text editor (Normal, Bold, Italic, Underline, Link, Unlink, Bulleted List, Numbered List, Indent, Outdent) and a 'SAVE' button. Below that is an 'Evidence:' section with an 'ADD' button. To the right, the 'Total Points: 10' box shows 'NOT DONE', 'IN PROGRESS', and 'DONE' buttons, with a red arrow pointing to the 'DONE' button. At the bottom left, it says 'Assigned to: Unassigned' with a dropdown arrow.

Once you have submitted evidence to the toolkit, click 'DONE' to complete the action and earn toolkit points. You can see your progress towards the accreditation on the Dashboard page of the toolkit.

The screenshot shows the 'Awards Progress' dashboard. It states: 'Your team has completed 9 actions so far, totalling 70 points. View your team's progress towards completing this Toolkit's awards.' The progress is shown for several categories:

- Working Towards Bronze** (DONE): Complete 1 or more of All Actions (100%)
- Bronze** (IN PROGRESS): Obtain 100 or more points from All Actions (70%)
- Silver** (IN PROGRESS): Obtain 250 or more points from All Actions (28%)
- Gold** (IN PROGRESS): Obtain 350 or more points from All Actions (20%)
- Green Lab accreditation** (IN PROGRESS): Complete 20 or more of Labs Area Actions (0%)
- Sustainable Retailer accreditation** (IN PROGRESS): Complete all of Retailers Area Actions (10%) - A red arrow points to this category.
- Sustainable Student Club accreditation** (IN PROGRESS): Complete all of Student Clubs Area Actions (0%)



How do I start participating in Green Impact?

Contact sustainable-campus@unimelb.edu.au to express your interest so you can receive the necessary support from the Sustainability Team, including an in-person meeting and training session if required.

To register to the toolkit:

1. Navigate to the **Teams toolkit**
2. Click 'REGISTER'
3. Provide your full name, email and create a password
4. Confirm your account by responding to the verification email
5. Answer the additional team information questions
6. Head to the 'Toolkit' menu and select 'Create New Team' and use the name of your establishment/venue
7. Start completing toolkit actions!

Where else can I get support?

- The Sustainability Team will send you regular newsletters with the latest program updates and resources
- The **Green Impact UoM Teams Channel** is where you can go to ask questions, share your progress and access resources from other Green Impact participants
- The **Sustainable Campus website**
- Request a Sustainable Retailer training session (this is one of the ten retailer actions!) and our team can help you work through the toolkit actions

References

PayPal. (2022, July 14). *What retailers need to know about conscious consumers*. <https://www.paypal.com/uk/brc/article/enterprise-conscious-consumer-trends>

Reichheld, A., Peto J. & Ritthaler, C. (2023, September 18). Research: Consumers' Sustainability. Demands Are Rising. *Harvard Business Review*. <https://hbr.org/2023/09/research-consumerssustainability-demands-are-rising#:~:text=Three%20factors%20are%20driving%20us%20toward%20a%20major,claims%20or%20have%20not%20invested%20sufficiently%20in%20sustainability.>

White, K., Hardisty, D.J. & Habib, R. (2019). The Elusive Green Consumer. *Harvard Business Review*. <https://hbr.org/2019/07/the-elusive-green-consumer>