# UNIVERSITY of TASMANIA



## **S**ustainability

## Culture

## Indicator



## Staff SCI Report University of Tasmania

April 2022

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Sustainability Culture Indicator – UTAS 2022

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587 employees of University of Tasmania (UTAS) completed the Sustainability Culture Indicator (SCI).

The purpose of the survey was to get a better understanding of attitudes toward sustainability, and what factors are both helping and hindering staff to achieve sustainability outcomes.

The survey is built around the enablers of a culture of sustainability, both individual (psychological and attitudinal elements) and organisational (support mechanisms). By assessing the extent to which those enablers are present in UTAS, it is possible to better prioritise and target activities to embed sustainability in the culture.

This is the fourth time the biennial survey has been conducted since 2016

#### Results

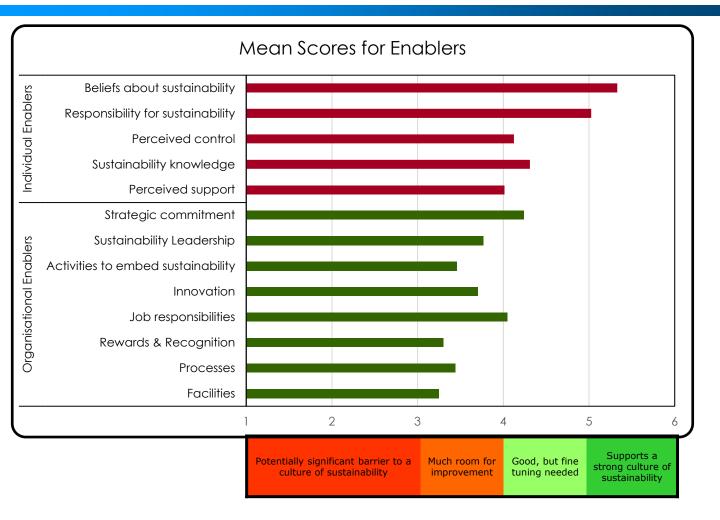
The 2022 results continue a steady increase in scores across most aspects of the survey since it was first conducted in 2016. Particularly strong results are seen for perceived Strategic Commitment, Sustainability Leadership, and Innovation. These key enablers point to a staff perception that the university's sustainability commitment is being led from the top.

The extent to which UTAS is seen as making a positive effort towards sustainability also saw a significant boost, reflecting this overall sense of organisational commitment.

Very slight decreases are seen in staff's beliefs and responsibility for sustainability, possibly reflecting the lower priority it has taken through the pandemic. The overall scores for these enablers still remain very high and not a significant cause for concern. Items pertaining to Job Wellbeing (not included in the standard survey model as a sustainability enabler) also decreased in 2022, pointing to a reduction in staff satisfaction and engagement.

Areas for further improvement include aligning processes and facilities with sustainability. Additional measures to support working remotely and reducing transport impact were the most commonly recommended initiatives in the written comments.

## **Snapshot of Individual and Organisational Enablers**

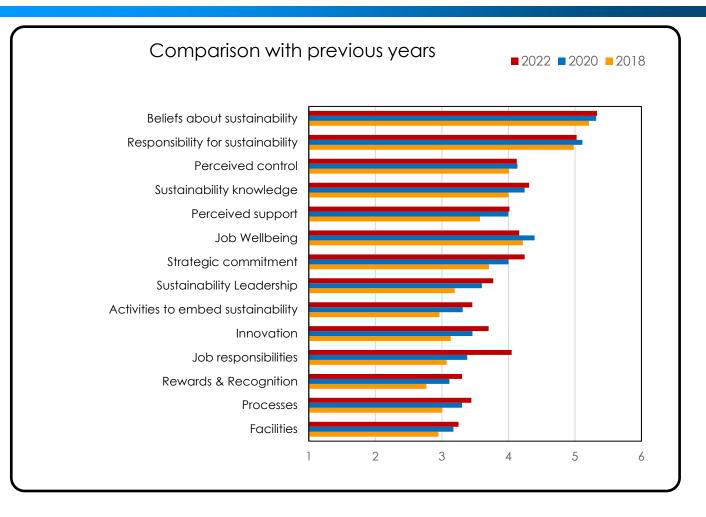


The chart above shows the mean scores for each of the enablers measured in the SCI. Scores can range from 1 to 6.

The **individual enablers** are the psychological and attitudinal factors which need to be in place in order for employees in the organisation to engage in sustainable behaviours. For instance, if people feel strong responsibility towards sustainability, but perceive they have limited control over the sustainability aspects of their job, they are unlikely to engage in pro-environmental actions.

The **organisational enablers** are those aspects of the organisation which support a culture of sustainability. For instance, if people perceive that the rewards and recognition system fails to reinforce a sustainability focus (e.g. by focusing only on short-term revenue and profit), then this may present a barrier to the organisation's sustainability vision.

All enablers are broken down in detail on pages 18-30.

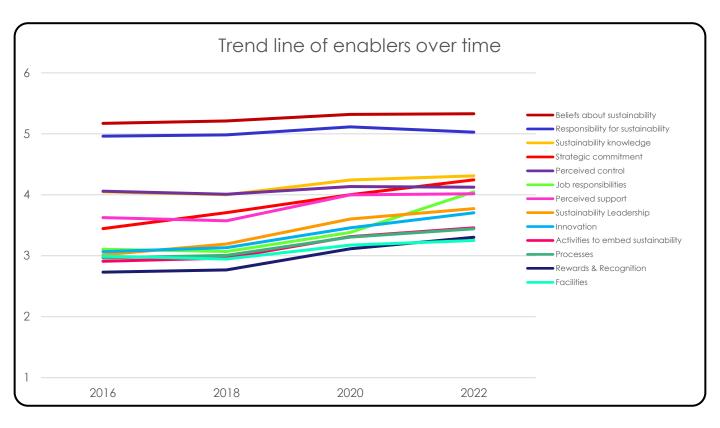


The chart above compares UTAS's mean enabler scores to those recorded in the 2018 and 2020 surveys.

#### About these results

UTAS in 2022 scored higher for 11 of the 14 enablers, compared to 2 years ago. This demonstrates that the university's efforts are being recognised by staff and resulting in a stronger culture of sustainability being embedded. Of note, the means for all 8 of the organisational enablers showed an increase, indicating that people perceive the support mechanisms for sustainability being provided by UTAS are more effective.

## **Comparison With Previous Years**



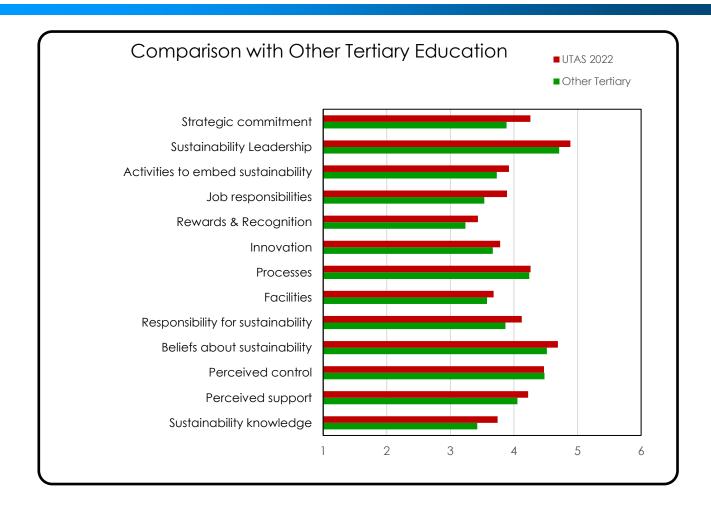
The chart above shows the enablers scores over the 4 occasions the survey has been implemented.

#### About these results

The trendline shows that the organisational enablers in particular have shown a steady increase since 2016.

The largest increases can be seen in some of the lower-scoring enablers from the baseline survey, suggesting that UTAS has successfully focused its efforts on removing potential barriers to a culture of sustainability.

## **Comparison With Other Tertiary Institutions**



The chart above compares UTAS's mean enabler scores to those of 10 other <u>tertiary</u> <u>institutions</u> who have completed the SCI. It should be noted that the survey items completed by the comparison institutions differ slightly in some places, due to ongoing development and customisation of the SCI.

#### **About these results**

UTAS exceeded the average on all but one enabler, with the exceptions being Perceived Control which was virtually identical. This indicates that UTAS has embedded sustainability within its culture very favourably compared to other institutions.

## **Comparison With Other Organisations**



The chart above compares UTAS's mean enabler scores to those of other organisations who have completed the SCI. It should be noted that the survey items completed by the comparison organisations differ slightly in some places, due to ongoing development and customisation of the SCI.

These comparison organisations are a mix of corporations (25%), local government (40%) and universities (35%). Approx. 80% of the organisations are based in Australia-New Zealand, as the SCI was developed in this region.

#### About these results

These results show that UTAS scored below the average of other organisations for 10 of the 13 enablers.

This indicates that sustainability is not quite as well embedded in the culture of UTAS as it is in the other organisations, on average, although the Strategic Commitment and Suatainability Leadership enablers exceed the average. As an overall observation, tertiary institutions tend to score lower on average than organisations in other sectors.

## **Top 5 Increases**

	2020	2022	Change
The University has a clearly defined commitment to sustainability	4.17	4.60	+0.43
The University is very innovative in its approach to making its operations more sustainable	3.23	3.64	+0.41
The University's commitment to sustainability has been clearly communicated	3.66	4.05	+0.39
There is consistent support from senior leadership for the University's sustainability commitments	3.84	4.17	+0.33
People at the University get fair recognition for the effort they make to reduce their environmental impact	3.18	3.49	+0.31

### **Top 5 Decreases**

	2020	2022	Change
I am willing to make sustainable choices a priority even when they are not as convenient as alternatives (e.g shopping, transport)	4.88	4.70	-0.18
I believe that sustainability is relevant across all areas of the curriculum	5.13	4.96	-0.17
Individual staff can make a big difference in the overall environmental impact of our University	4.85	4.73	-0.12
I think a lot about the environmental implications of my actions	4.92	4.82	-0.10
I consider sustainability to be close to my personal values	5.24	5.15	-0.09

## **Top 5 Items: Individual Enablers**

	2020	2022
Having green spaces close to me is important	5.61	5.56
People should do as much as they possibly can to preserve the environment for future generations	5.52	5.46
This University has a responsibility to be a leader in sustainability	5.37	5.44
I think it is important for the University to be bold in climate action	5.19	5.43
I strongly believe that all universities have a responsibility to make sustainability a priority in their decision making, planning and actions	5.40	5.39

### **Bottom 5 Items : Individual Enablers**

	2020	2022
I clearly understand sustainability issues relevant to our University	4.05	4.20
I know what I need to do in my job to operate in a sustainable way	4.12	4.15
I feel supported by my immediate manager to adopt sustainability behaviours	3.99	4.06
I feel well supported by my peers to make sustainability a priority at work	4.01	3.98
I feel like I have a lot of control over the size of the "ecological footprint" that I leave through my work activities	3.41	3.53

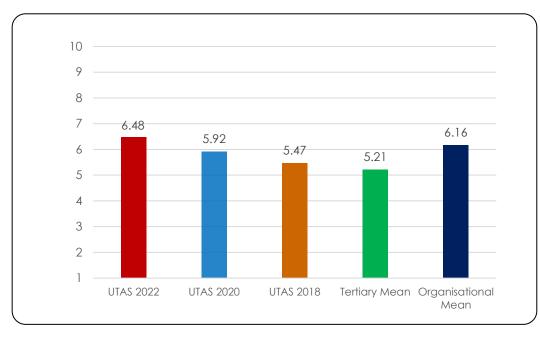
### **Top 5 Items: Organisational Enablers**

	2020	2022
I believe that sustainability is relevant to my role		4.76
The University has a clearly defined commitment to sustainability	4.17	4.60
The internationally-supported Sustainable Development Goals (SDGs) are relevant to my employment at this University		4.43
Our sustainability goals are consistent with other goals of the University	4.19	4.31
There is consistent support from senior leadership for the University's sustainability commitments	3.84	4.17

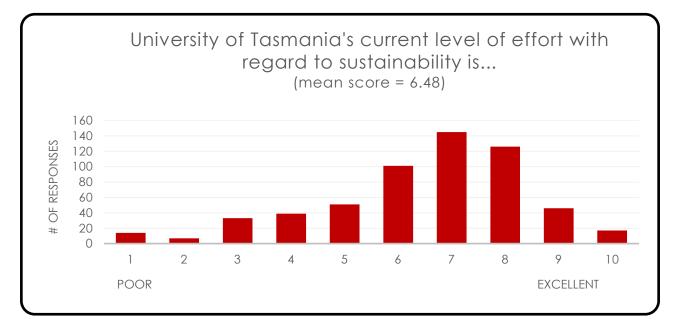
## **Bottom 5 Items : Organisational Enablers**

	2020	2022
People at this University have clearly understood job responsibilities with regard to sustainability	3.22	3.34
The facilities in the University are well-equipped to support sustainable behaviours	3.21	3.33
I believe my personal sustainability-related behaviours have improved through the University's education and influence	3.14	3.19
The physical/built environment in this University makes it easy to choose sustainable behaviours	3.14	3.17
I feel like we are rewarded at the University for our efforts to adopt sustainable practices	3.05	3.11

"UTAS's current level of effort with regard to sustainability is..."

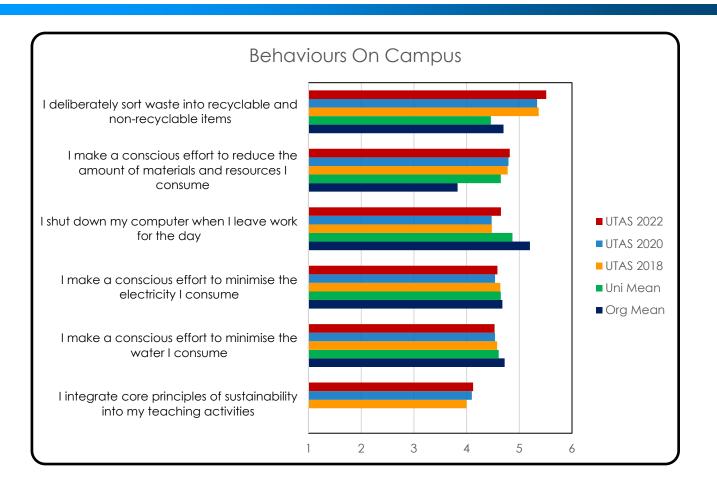


Overall, the rating of UTAS's effort with regard to sustainability has increased to 6.48 out of 10, up from 5.92 in 2020. This exceeds the mean for other institutions and organisations.



Sustainability Culture Indicator – UTAS 2022

## **Behaviours On Campus**



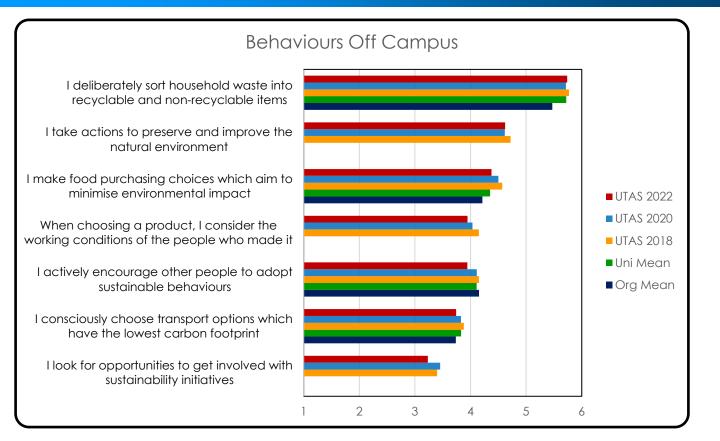
#### About these results

Overall, behaviours at work have stayed steady in comparison to 2018. The reported frequency compares favourably with that in other tertiary institutions and organisations.

#### Scale

- 1 = Never
- 2 = Rarely
- 3 = Occasionally
- 4 = Often
- 5 = Very Often
- 6 = Always

## **Behaviours Off Campus**



#### About these results

Outside work, people report regular actions relating to waste and conservation in particular, comparing favourably to those in the comparison groups.

#### Scale

#### 1 = Never

- 2 = Rarely
- 3 = Occasionally
- 4 = Often
- 5 = Very Often
- 6 = Always

## **Correlations Between Enablers and Behaviour**

Enabler	Behaviours on campus	Behaviours off campus
Responsibility for sustainability	.524**	.751**
Job responsibilities	.413**	.397**
Beliefs about sustainability	.390**	.527**
Sustainability knowledge	.385**	.435**
Perceived control	.334**	.318**
Sustainability Importance	.318**	.417**
Strategic commitment	.225**	.150**
Facilities	.200**	.106*
Perceived support	.181**	.198**
Activities to embed sustainability	.170**	0.073
Processes	.165**	0.061
Job Wellbeing	.164**	.181**
Rewards & Recognition	.161**	.102*

\*\* statistically significant (p<.01)

\* statistically significant (p<.05)

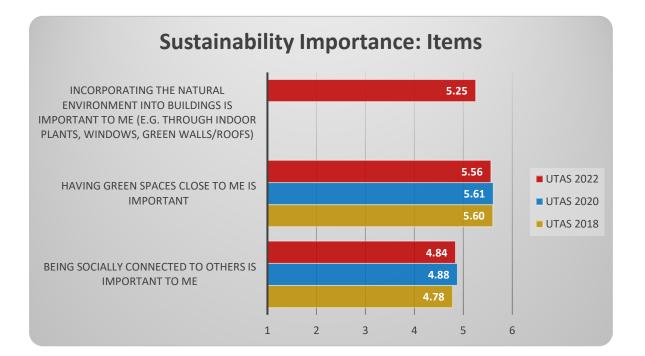
#### About these results

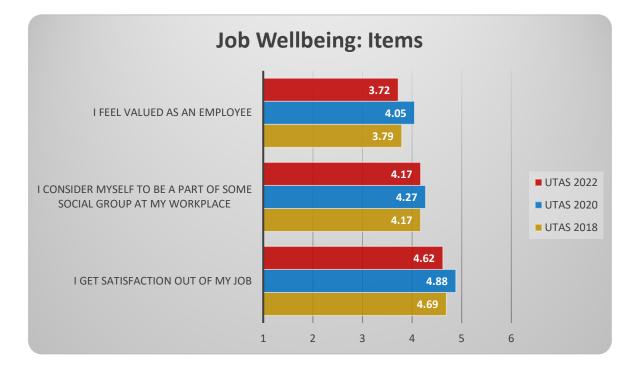
The table above shows the relationship between behaviours and enablers, ranked by strength of the correlation. Enablers with a high correlation are strongly related to behaviours, although not necessarily causal.

The results show that the key correlates of sustainability-related behaviours are the individual enablers of the SCI, along with being clear about how job responsibilities relate to sustainability. Overall, all of the enablers had a significant relationship with behaviours at work.

These findings suggest that efforts to further embed sustainability in the culture of UTAS will benefit from continuing to demonstrate to people how their actions make a difference, and supporting and encouraging them to make sustainability a priority consideration in decisions and actions.

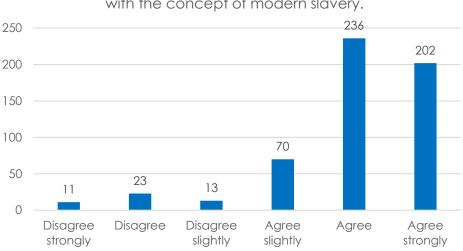
### Additional Items: Job Wellbeing & Sustainability Importance





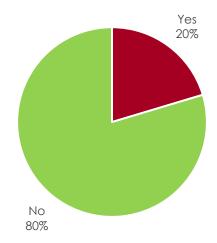
### **Additional Items: Modern Slavery**

The University of Tasmania has a Modern Slavery Statement outlining what we are doing to minimise the risks of modern slavery occurring at the University and in our supply chains. The term modern slavery is used to describe situations where coercion, threats or deception are used to exploit victims and undermine or deprive them of their freedom. These situations can include forced labour, debt bondage, human trafficking, and slavery. The United Nations and the Walk Free Foundation estimate there are approximately 40 million victims of modern slavery around the world.

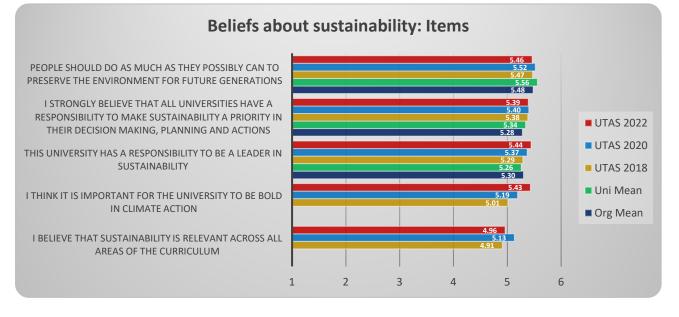


Before reading this statement above, I was familiar with the concept of modern slavery.

Have you encountered modern slavery in your work or personal life?



## **Individual Enabler: Beliefs About Sustainability**

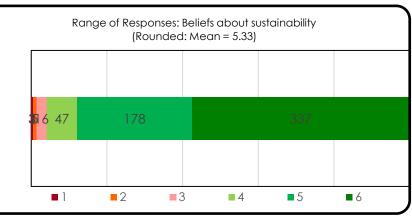


#### Definition

People's beliefs about the importance of sustainability and the priority which organisations should give it.

For more resources for this enabler, including research findings and strategies for improvement, go to

www.awake.com.au/beliefs



#### **Importance Of This Factor**

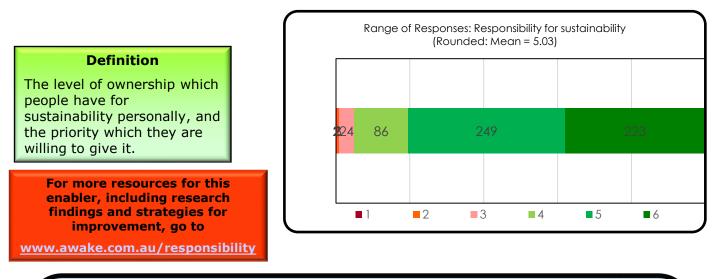
If people believe that sustainability is important, and should be made a priority by individuals and organisations, they are more likely to engage in and support sustainable behaviours.

#### Your Organisation's Results

These results show that staff continue to hold the belief that sustainability is something that UTAS should invest in and should make a priority.

## Individual Enabler: Responsibility for Sustainability





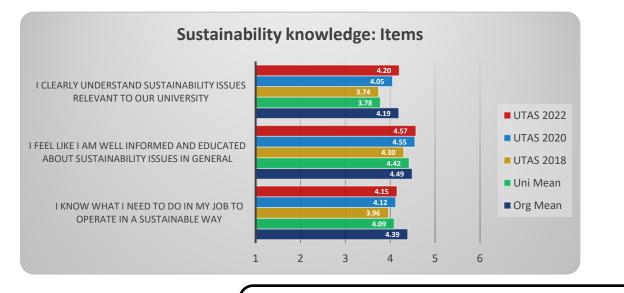
#### **Importance Of This Factor**

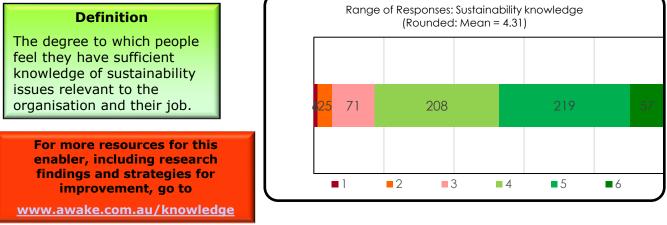
Feeling like sustainability is important to them personally, and being willing to make it a priority in their actions, is an essential determinant of people engaging in sustainable behaviours.

#### Your Organisation's Results

The results show that there has been a slight decrease in the extent to which UTAS staff feel a strong responsibility for sustainability, although this is still a strong result overall.

## Individual Enabler: Sustainability Knowledge





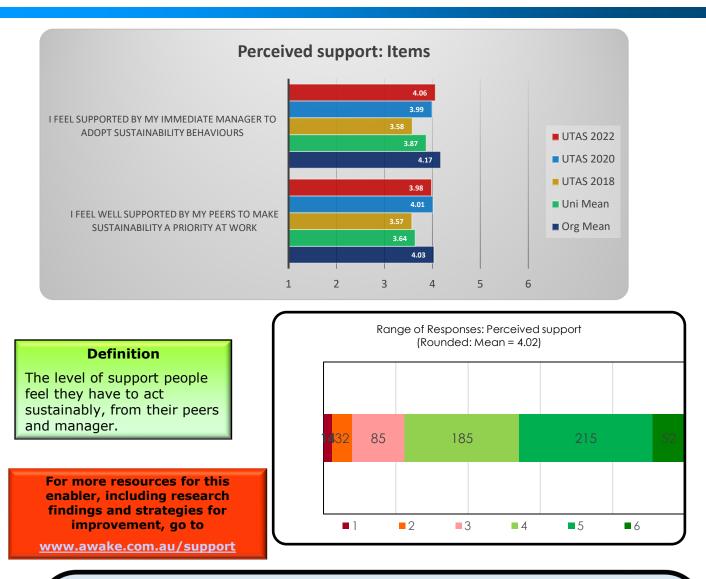
#### **Importance Of This Factor**

If people do not have good awareness of the sustainability issues relevant to their organisation and their job, it is difficult for them to engage in, and contribute to, the organisation's sustainability objectives. Research repeatedly reveals that knowledge of sustainability issues is an essential precursor to pro-environmental behaviour, while a recent study of organisations found that internal awareness-raising campaigns were among the most effective ways of encouraging employees to adopt green behaviours.

#### Your Organisation's Results

Sustainability knowledge has risen since 2020 and compares favourably to the average for the comparison groups. The scores still suggest there is room for improvement in education and awareness-raising around sustainability.

## **Individual Enabler: Perceived Support**



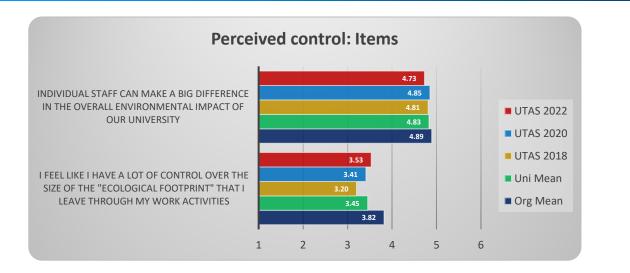
#### **Importance Of This Factor**

If people feel that there is strong support from those around them to make sustainability a priority, they are more likely to do so, and feel like they can innovate and take risks in doing so.

#### Your Organisation's Results

Support items score similarly in 2022 compared to 2 years ago and are well above the tertiary institution mean. Continuing to embed sustainability as part of everyday business should further build this sense of a social norm.

## **Individual Enabler: Perceived Control**



#### Definition

The extent to which people feel they have control over their level of sustainability, and the sense that their actions can make a difference.

For more resources for this enabler, including research findings and strategies for improvement, go to

www.awake.com.au/control



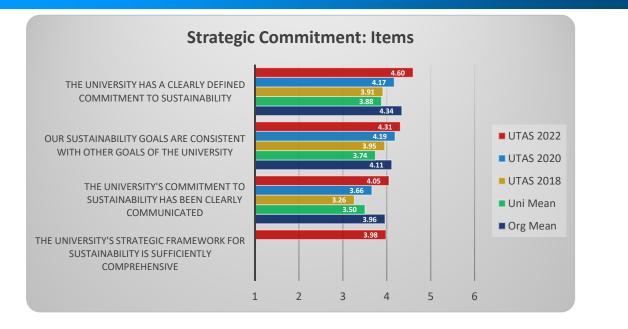
#### **Importance Of This Factor**

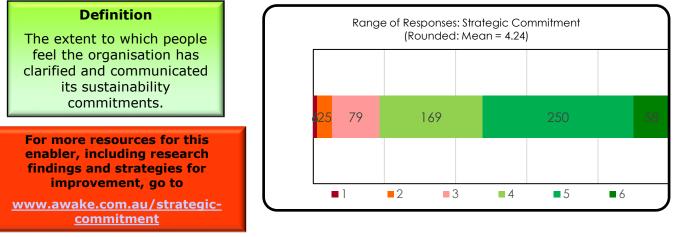
A strong precursor to sustainable behaviour is the perception that we have some control over our actions, and that those actions will have a beneficial outcome.

#### Your Organisation's Results

People are feeling a similar sense of control about sustainability as in 2020, although their personal sense of control has increased slightly. Increments in the sense of empowerment should have an influence on the adoption of sustainability efforts.

## **Organisational Enabler: Strategic Commitment**





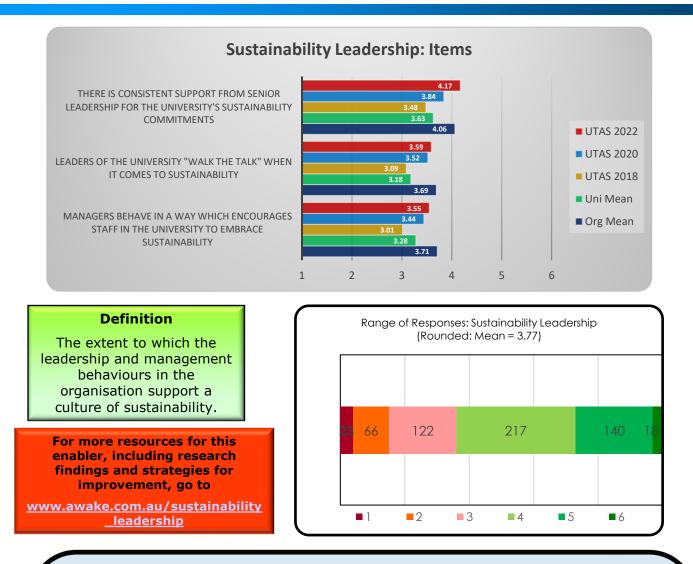
#### **Importance Of This Factor**

An organisation which makes a clear commitment to sustainability and communicates it strongly provides the clarity and confidence people need in order to make it a priority in their decisions and actions.

#### Your Organisation's Results

Perceived Strategic Commitment has seen a significant boost in the past 2 years, which should have a strong flow-on effect to aligning sustainability within the culture of UTAS.

## **Organisational Enabler: Sustainability Leadership**



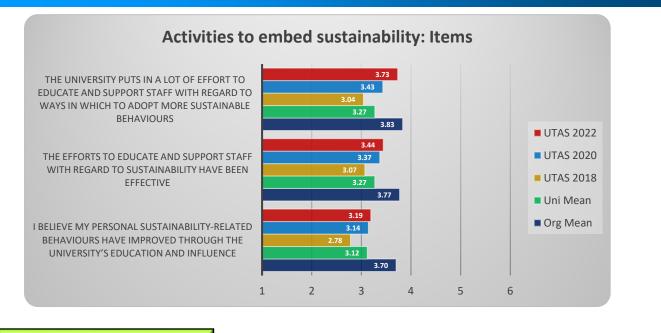
#### **Importance Of This Factor**

All aspects of culture are driven from the top, and sustainability is no exception. If people feel that there is strong leadership commitment, and the behaviours of the leaders and managers are consistent with this commitment, then a culture of sustainability is more likely to be created. This is supported by research findings, which reveal that the best sustainability-focused organisations are typified by strong leadership in the area.

#### Your Organisation's Results

A substantial increase in the level of Sustainability Leadership is observed in 2022, with UTAS now comfortably above the average for tertiary institutions, indicating that efforts to drive sustainability from the top are being recognised.

## **Organisational Enabler: Activities to Embed Sustainability**

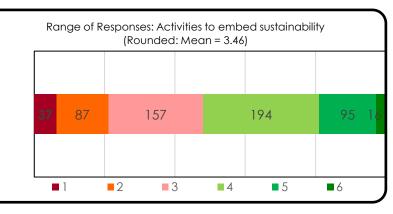


#### Definition

The perceived effectiveness of the organisation's efforts to embed and promote sustainability in the culture.

> For more resources for this enabler, including research findings and strategies for improvement, go to

www.awake.com.au/activities

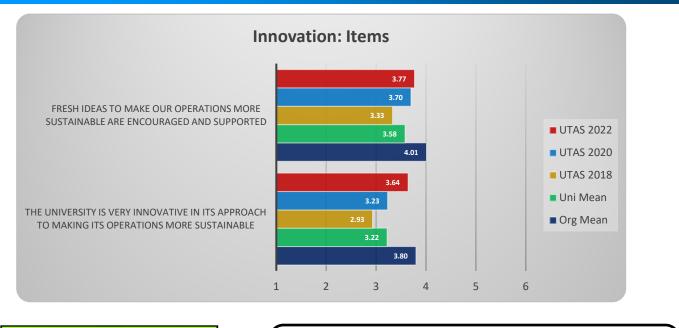


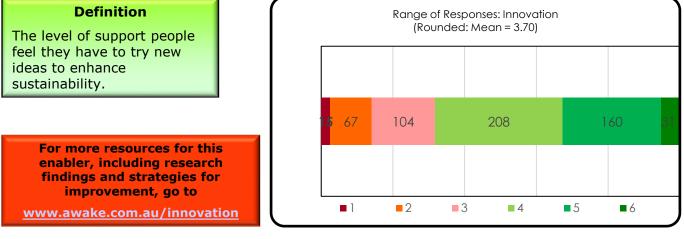
#### **Importance Of This Factor**

Organisations with a strong culture of sustainability are those that promote and encourage it. The extent to which this has been prevalent and effective has a big impact on the success of efforts to embed sustainability in the culture.

#### Your Organisation's Results

Consistent with the increases in strategic commitment and leadership, staff are perceiving a stronger and more effective effort to provide opportunities to engage with sustainability within UTAS.





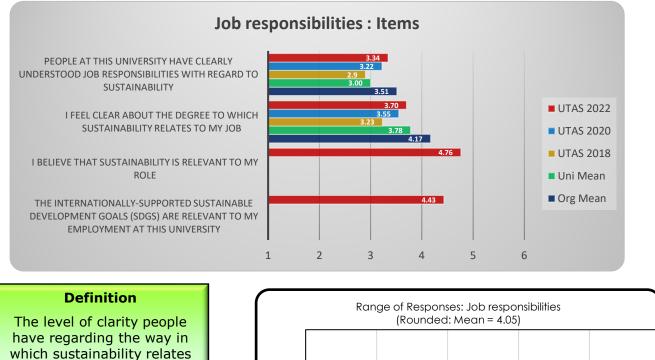
#### **Importance Of This Factor**

Sustainability is strongly linked to innovation, given that it requires new ideas and ways of doing business. An organisation with a strong culture of innovation is in a better position to embrace the opportunities presented by the greater emphasis placed on sustainability by business and communities.

#### Your Organisation's Results

Innovation is another enabler which has seen an good increase in 2022. Ensuring that new ideas for sustainability are encouraged and supported can be a great driver for both efficiency and staff engagement.

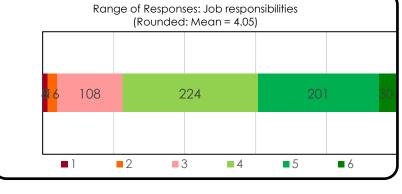
## **Organisational Enabler: Job Responsibilities**



to their job.

For more resources for this enabler, including research findings and strategies for improvement, go to

www.awake.com.au/jobresponsibilities



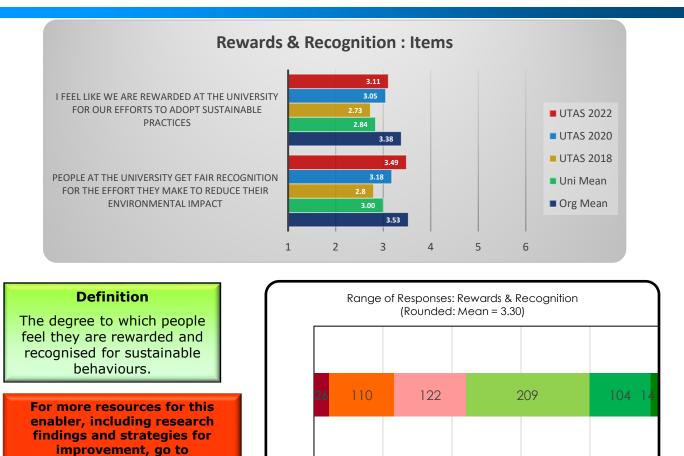
#### **Importance Of This Factor**

People need to be clear about the degree to which sustainability is related to their job. If they believe it is the role of the environment department or green team, it is unlikely that sustainability will be strongly embedded in the culture.

#### Your Organisation's Results

This enabler saw increases on 2020 results for the 2 comparable items. Those who scored highly on these items were more likely to report frequent sustainability-related behaviours (see Correlations p33). Action could be further encouraged through the design of job specifications, discussions at performance reviews, and opportunities to review sustainability as it relates to individuals.

## **Organisational Enabler: Rewards and Recognition**



www.awake.com.au/rewards-

<u>recognition</u>

#### **Importance Of This Factor**

Rewards and recognition systems need to be designed in such a way that the desired behaviour is encouraged. If people are rewarded for sustainable behaviours, it is more likely that they will undertake them – the opposite is also true.

1

2

3

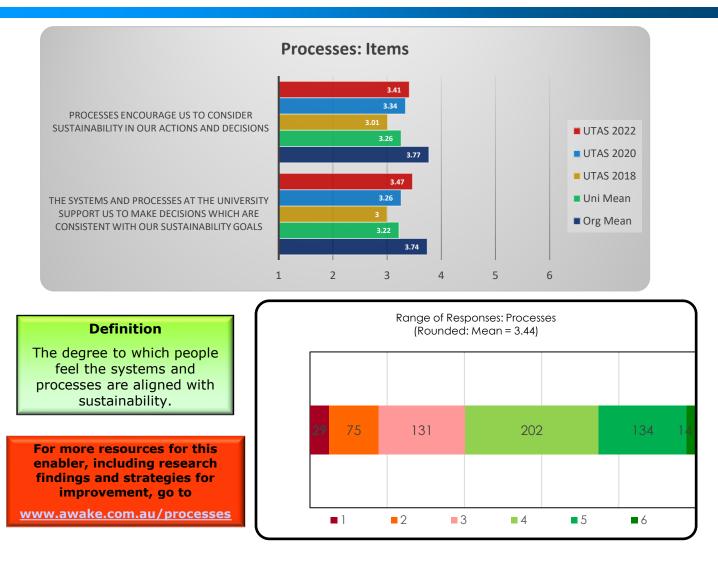
4

5

6

#### Your Organisation's Results

Although this enabler is invariably among the lowest for all organisations, UTAS saw a solid increase since 2020, indicating that staff feel they are better recognised for their sustainability efforts.

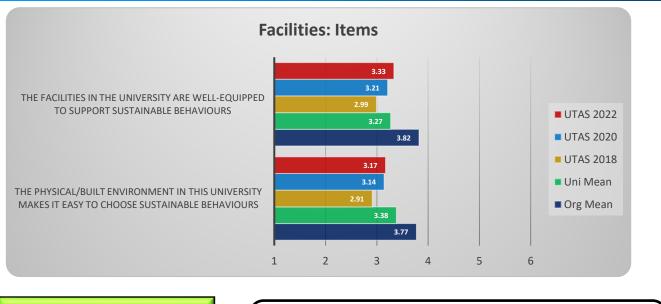


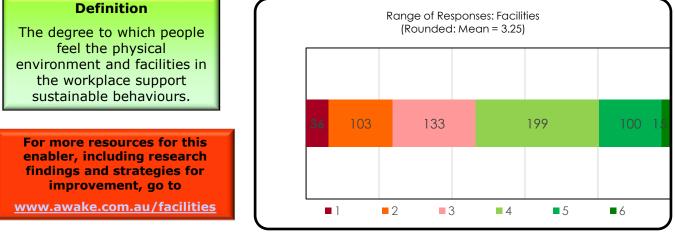
#### **Importance Of This Factor**

When systems and processes are aligned with sustainability goals, it is more likely that these goals will be achieved. This provides clarity and certainty for people, and make it easy to do the right thing.

#### Your Organisation's Results

Processes at UTAS showed an increase from 2020 and are above the tertiary institution average. Policies surrounding working from home and travelling are still areas for improvement cited in the written comments.





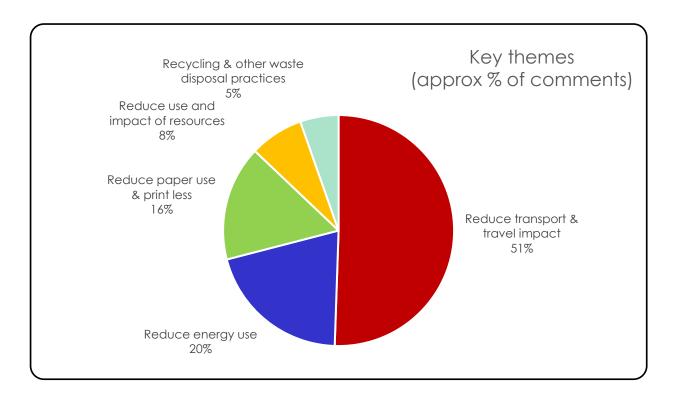
#### **Importance Of This Factor**

Behaviour is strongly influenced by one's physical surroundings. If a workplace is designed in such a way as to make sustainable behaviours easy and unsustainable behaviours difficult, the former are more likely to prevail. This includes making sustainable options the default (e.g. double-sided printing), and clear directions for sustainable behaviours (e.g. waste disposal)

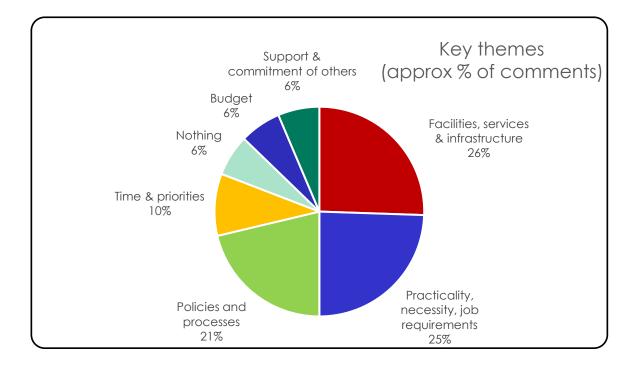
#### Your Organisation's Results

The score for this enabler increased slightly since 2020. Facilities and infrastructure to support lower-impact travel choices are the main areas for improvement cited in the written comments.

## What is the biggest change you could PERSONALLY make in order to decrease the environmental impact of your direct work activities?

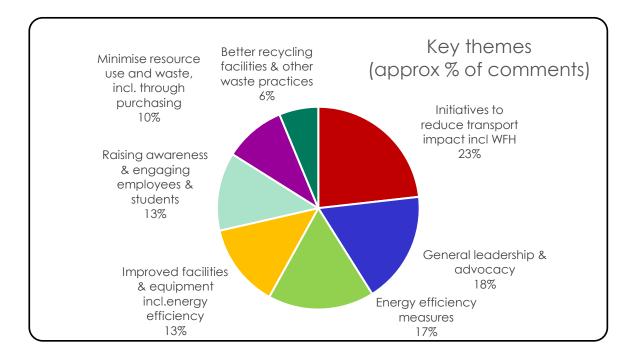


"What is the main thing stopping you from taking that action?"



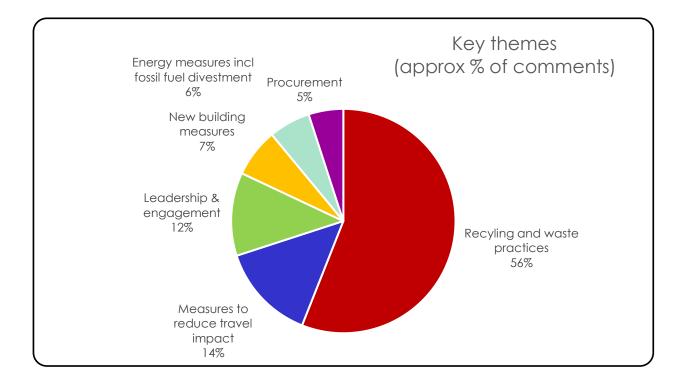
## **Written Comments – Key Themes**

#### "What is the most important change the University could make in order to operate in a more sustainable way?"



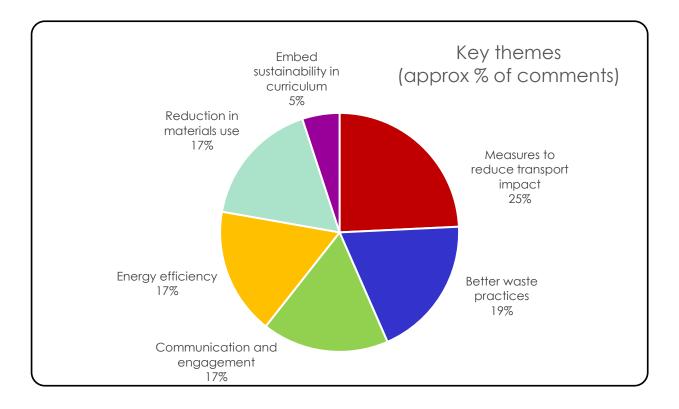
## **Written Comments – Key Themes**

#### "Please name one sustainability behaviour/activity/practice that you think the University DOES WELL"



## **Written Comments – Key Themes**

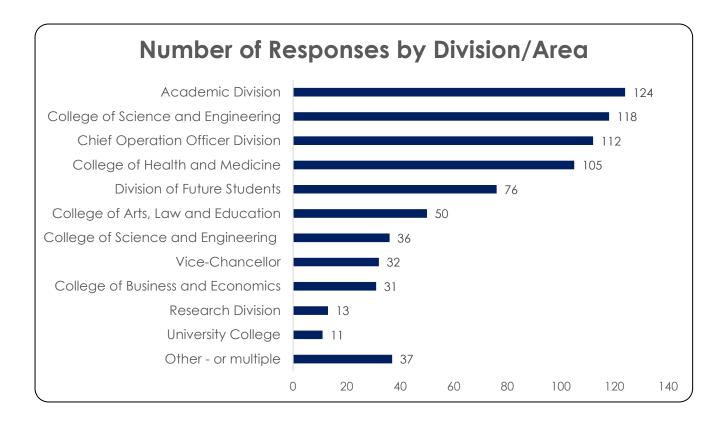
#### "Please name one sustainability behaviour/activity/practice that you think the University COULD DO BETTER"



## **Appendix: Demographic Analysis**

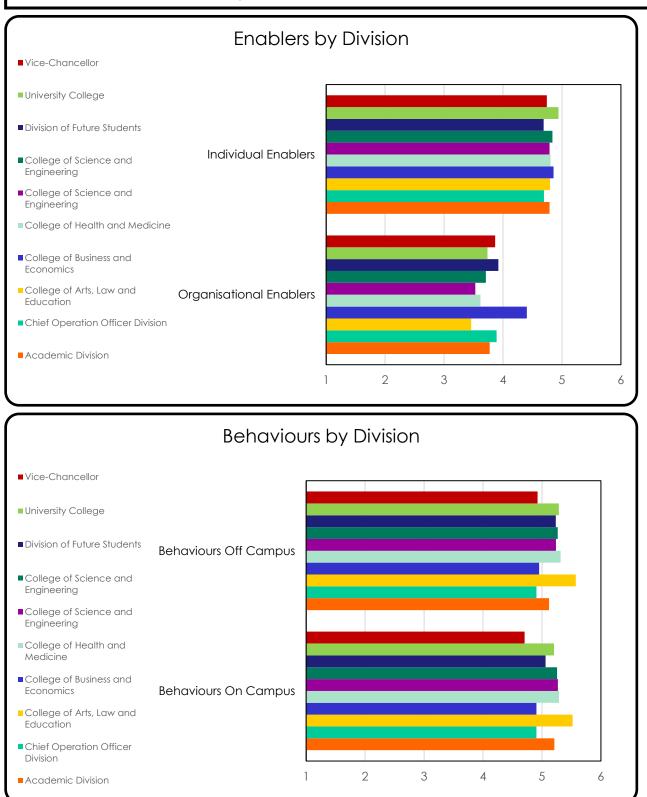
Sustainability Culture Indicator – UTAS 2022

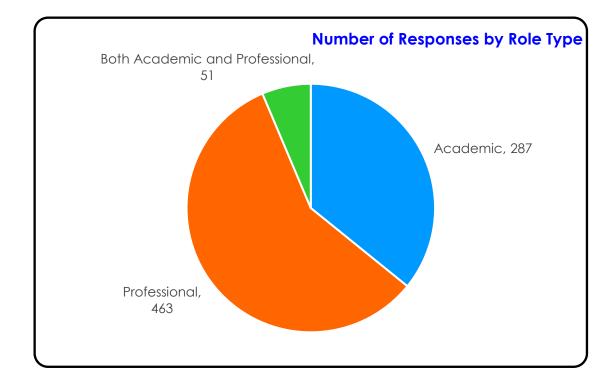
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# **Results by Division**

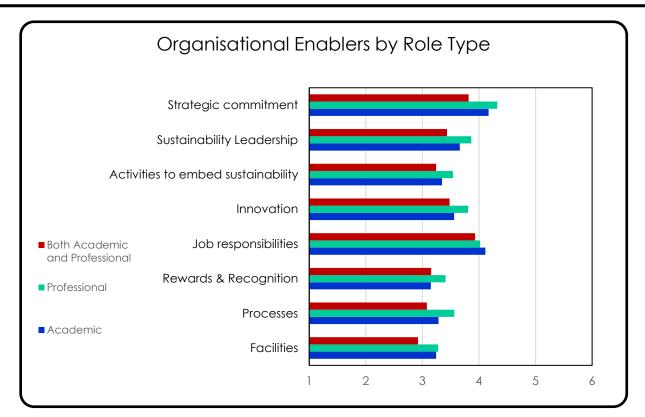
The charts below compare division's mean scores for all of the enablers.

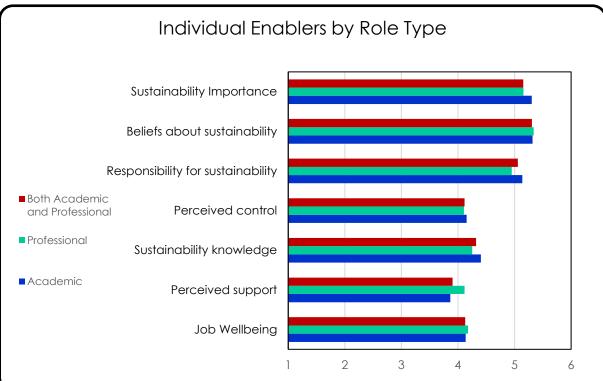




## **Results by Role Type**

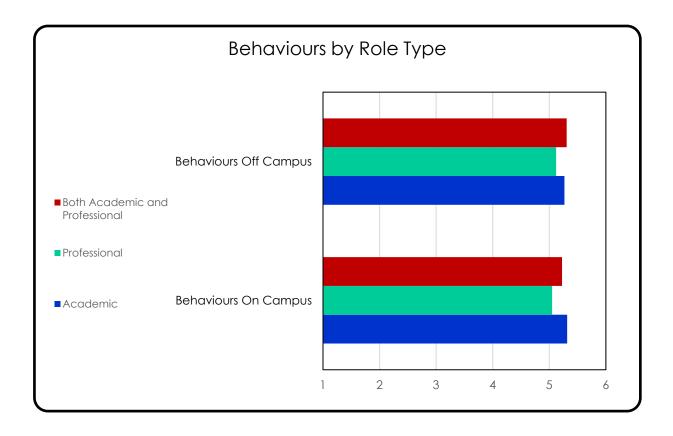
The charts below compare role type mean scores for all of the enablers.

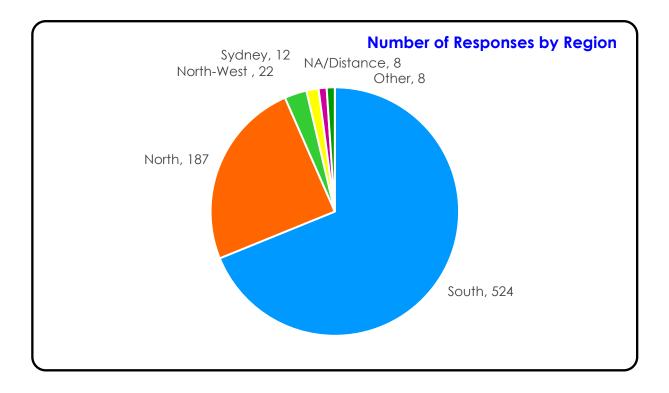




## **Results by Role Type**

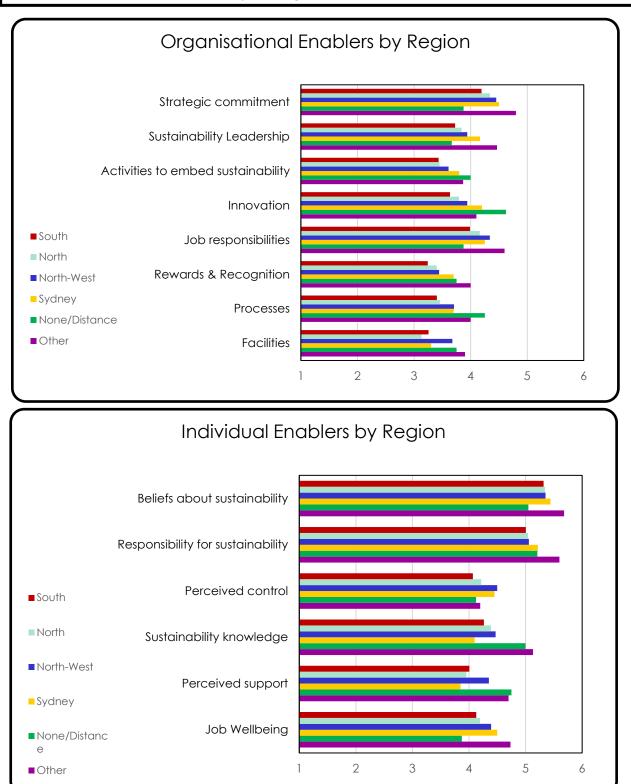
The chart below compares role type mean scores for a <u>composite</u> of all the behaviours.



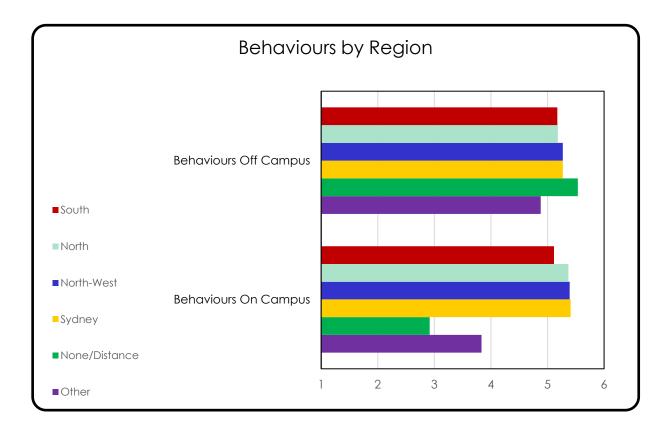


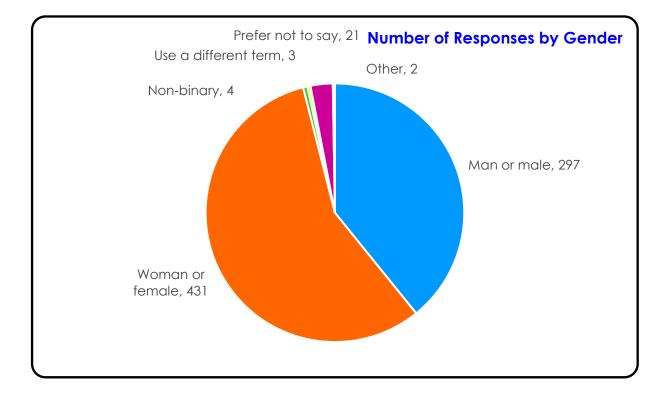
### **Results by Region**

The charts below compare Region mean scores for all of the enablers.



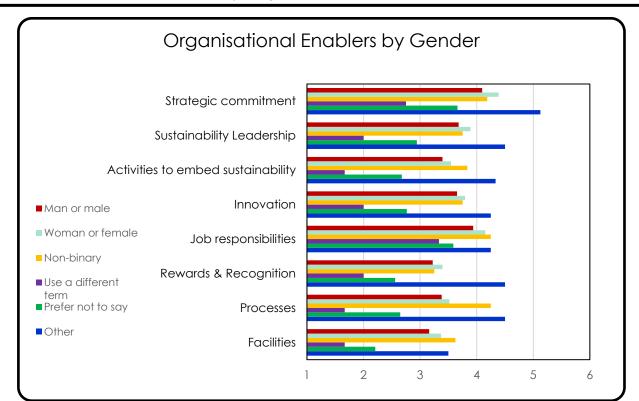
The chart below compares region mean scores for a <u>composite</u> of all the behaviours.

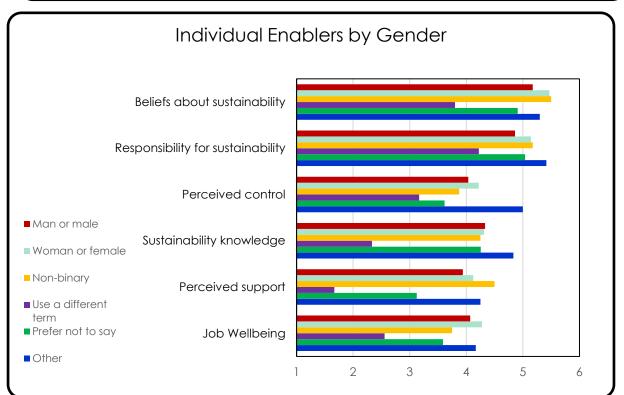




#### **Results by Gender**

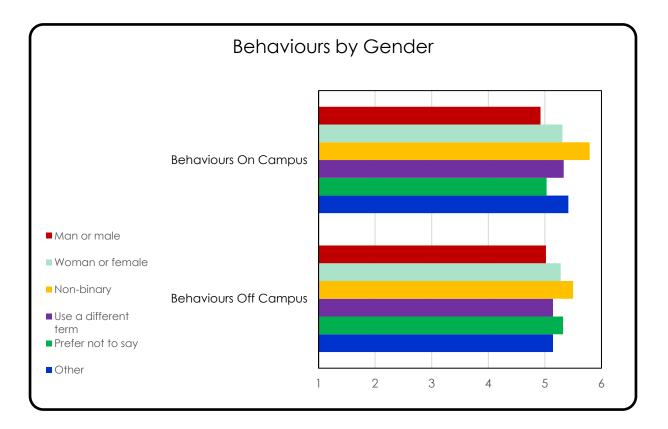
The charts below compare gender mean scores for all of the enablers.

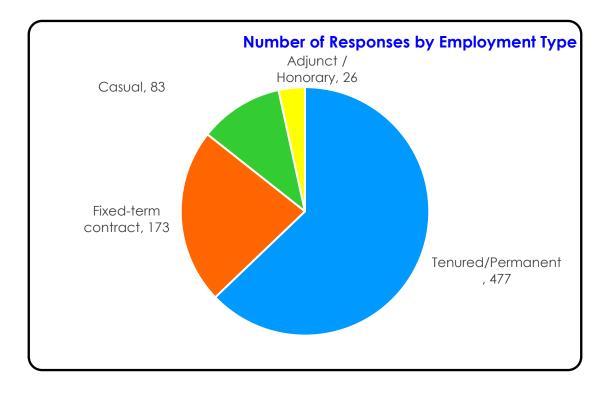




## **Results by Gender**

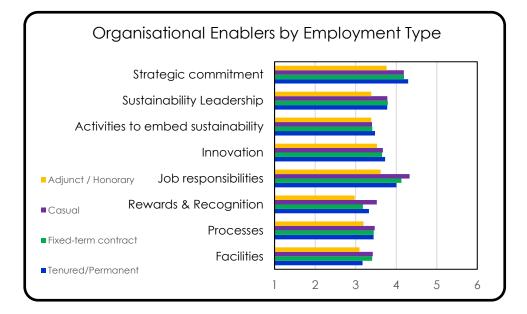
The chart below compares gender mean scores for a <u>composite</u> of all the behaviours.

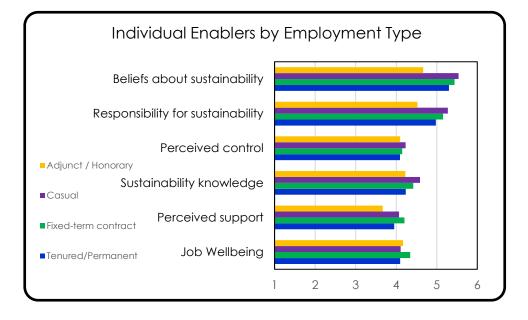




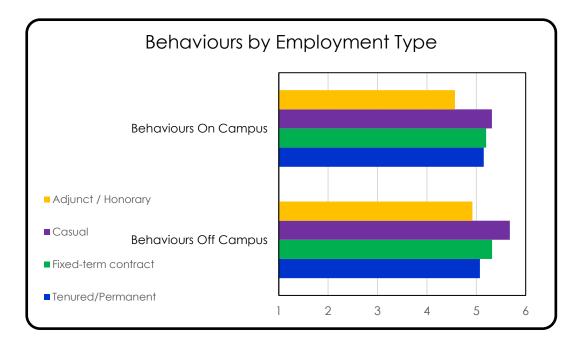
#### **Results by Employment Type**

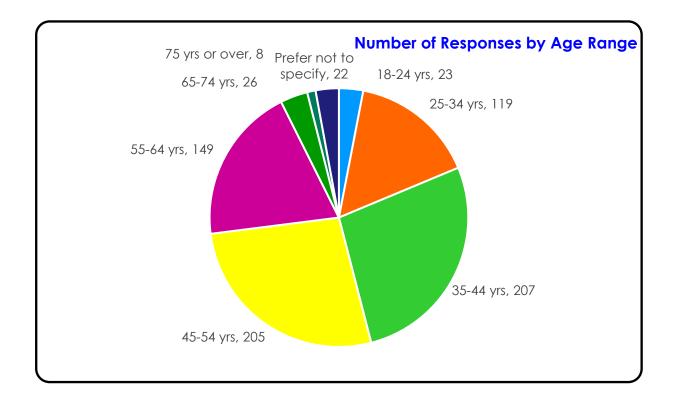
The charts below compare Employment Type mean scores for all of the enablers.





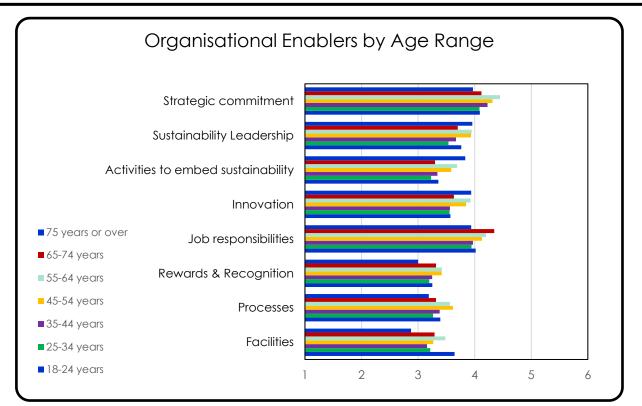
The chart below compares Employment Type mean scores for a <u>composite</u> of all the behaviours.

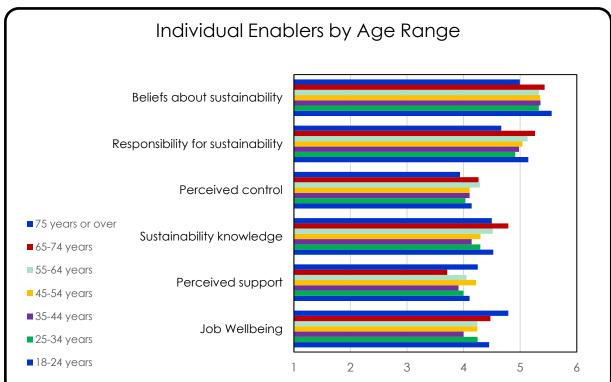




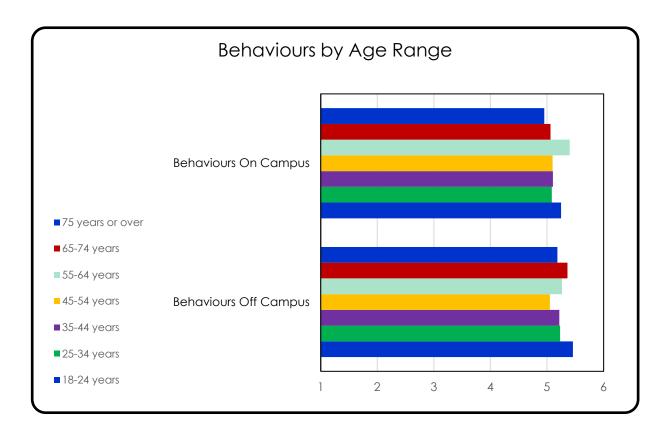
#### **Results by Age Range**

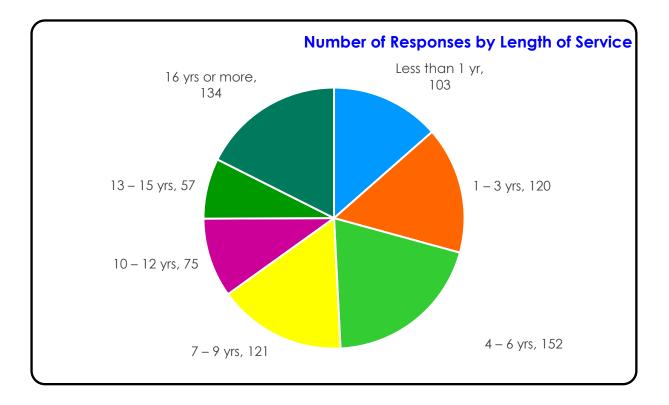
The charts below compare Age Range mean scores for all of the enablers.



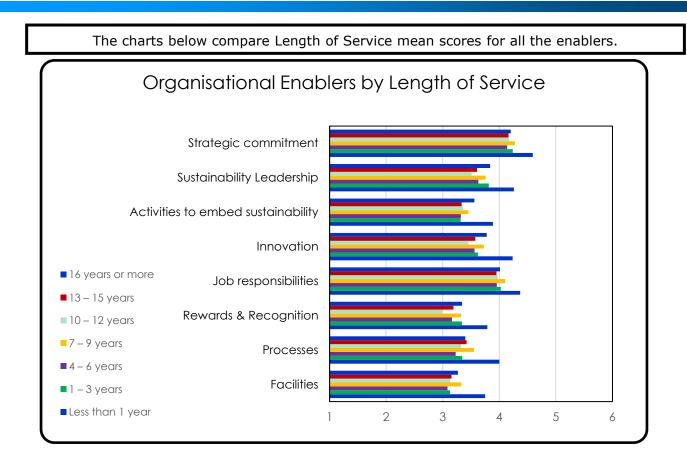


The chart below compares Age Range mean scores for a <u>composite</u> of all the behaviours.

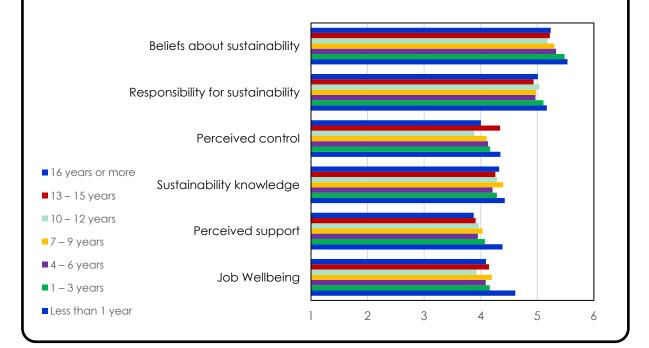




### **Results by Length of Service**



#### Individual Enablers by Length of Service



The chart below compares Length of Service mean scores for a <u>composite</u> of all the behaviours.

