

# UCL's Superficial Sustainability Image

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We aimed to explore the opinions of UCL students on sustainability on their campus.

## Method

- One-to-one **interviews** with participants.
- 5 research participants who all attend UCL and were in their second year of study at the time of interview.
- A combination of **Drawing based** (see below for examples) responses and **semi-structured** responses were recorded.
- Most of the themes explored focused on **recycling, health, campus, travel** and **sustainability** in the age of COVID-19.



Figure 1, Response citing a lack of meat in one's diet as an example of a sustainable choice

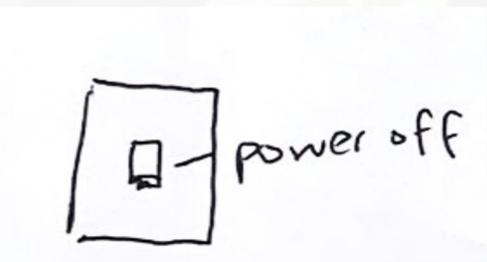


Figure 2, Participant highlights the importance of switching off lights after leaving a room.

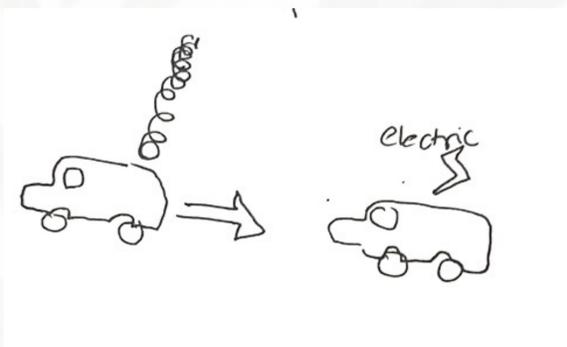


Figure 3, Importance of making changes in choice of vehicles when travelling, such as going from a petrol/diesel vehicle to one powered by electricity

## Discussion:

- **UCL needs to make students more aware** of clear ways to use the campus in a sustainable way.
- UCL needs **a better social awareness platform** for its environmental plans!
- Students come to campus everyday, so they should treat it like their home.
- The interlocutors' ideas of a green space did not align with UCL's campus' image.
- People associate UCL with international renown, omitting its environmental duty and projection.

## Results

- UCL sustainability efforts found to be **superficial** over practical.
- Communication from UCL needs to be better in **how to use sustainable initiatives** on campus e.g. recycling bins (figure 4).
- Participants are more concerned with acting sustainably **outside of UCL**, within their own homes (e.g. switching off lights in figure 2).
- A lack of personal responsibility was felt to act sustainably at UCL.
- **Personal dietary choices** (figure 1) commonly cited as the main way of acting sustainably.
- Concern towards how UCL approached sustainability in the face of COVID-19.

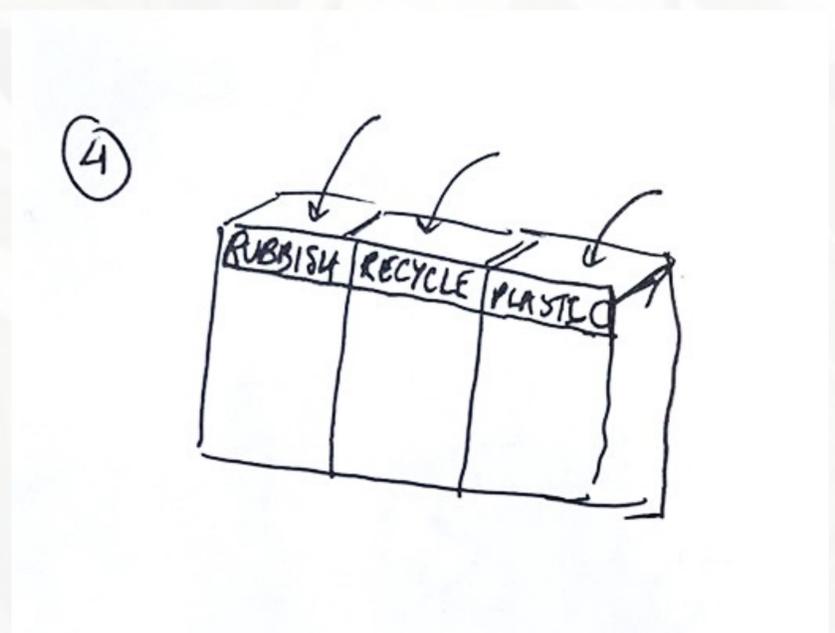


Figure 4, Drawing response of the recycling bins on campus