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# Students, sustainability, and study choices

*Exclusive analysis of findings from a survey of 2,000 prospective students*

Elizabeth Shepherd, Managing Director of THE Consultancy

Mark Tweddle, Senior Higher Education Consultant

# Sustainability credentials: something that students expect of universities?

Forbes

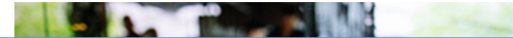
Jan 31, 2020, 03:43pm EST | 37,852 views

## Sustainable Retail: How Gen Z Is Leading The Pack

Millennials, Gen Z driving sustainable seafood purchasing shift

By Chris Chase  
March 18, 2021

SHARE    



The New York Times

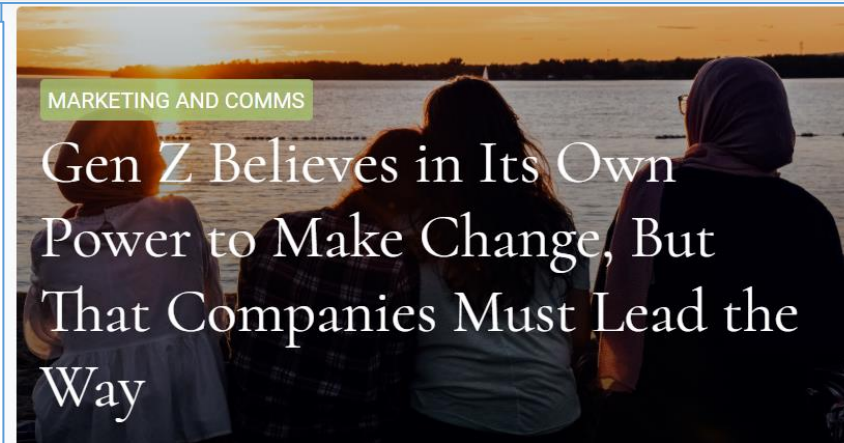
## At Elite French Universities, Students Demand Environmental Action

At schools known for ambition, not activism, students are calling for climate change to be at the heart of the curriculum, and telling the companies that recruit them to change their ways.

## Why younger generations are more willing to change in the name of sustainability

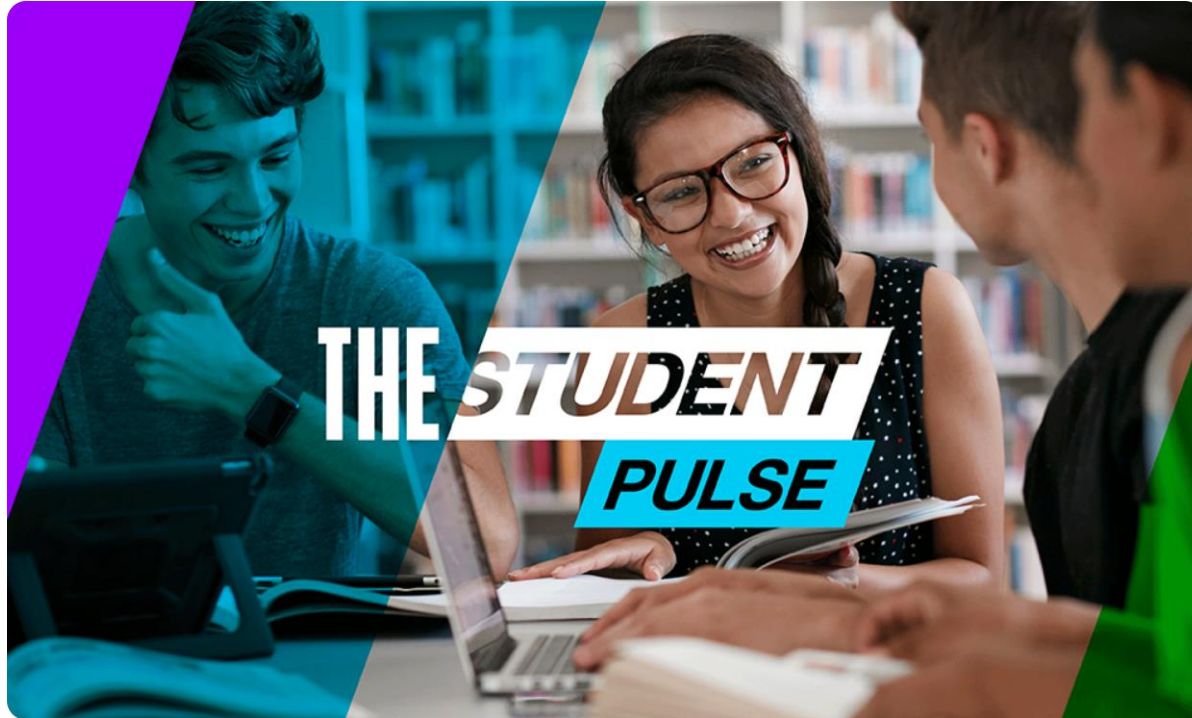
By Alleeya Hassim

January 26, 2021



PUBLISHED 1 YEAR AGO. ABOUT A 6 MINUTE READ.  
IMAGE: NOORULABDEEN AHMAD/UNSPLASH

# THE Student Pulse



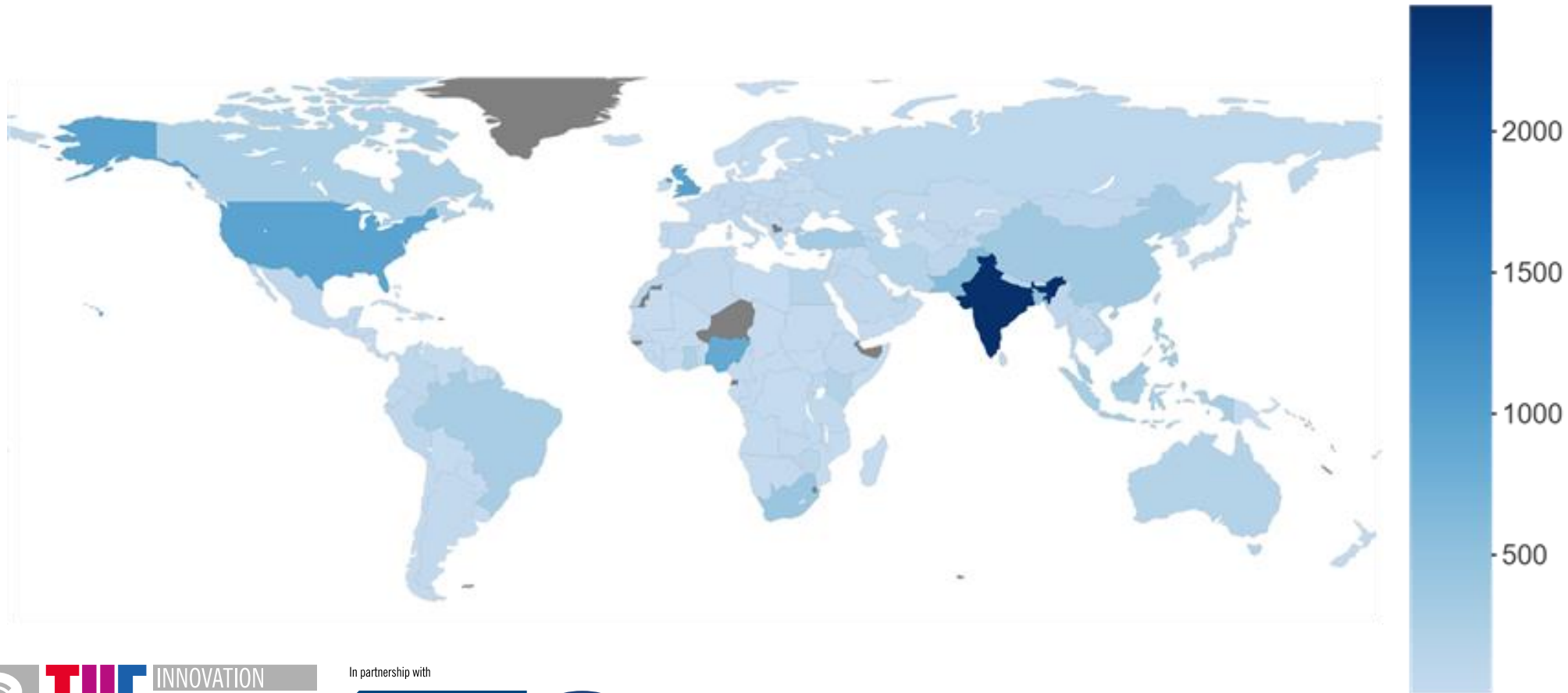
Student Pulse is THE's global panel of prospective students.

Our global student panel community opt-in to take part in research and provide their view on their international education journey.

The panel provide universities, governments and other organisations with the potential to gain detailed insight from this much sought after audience.

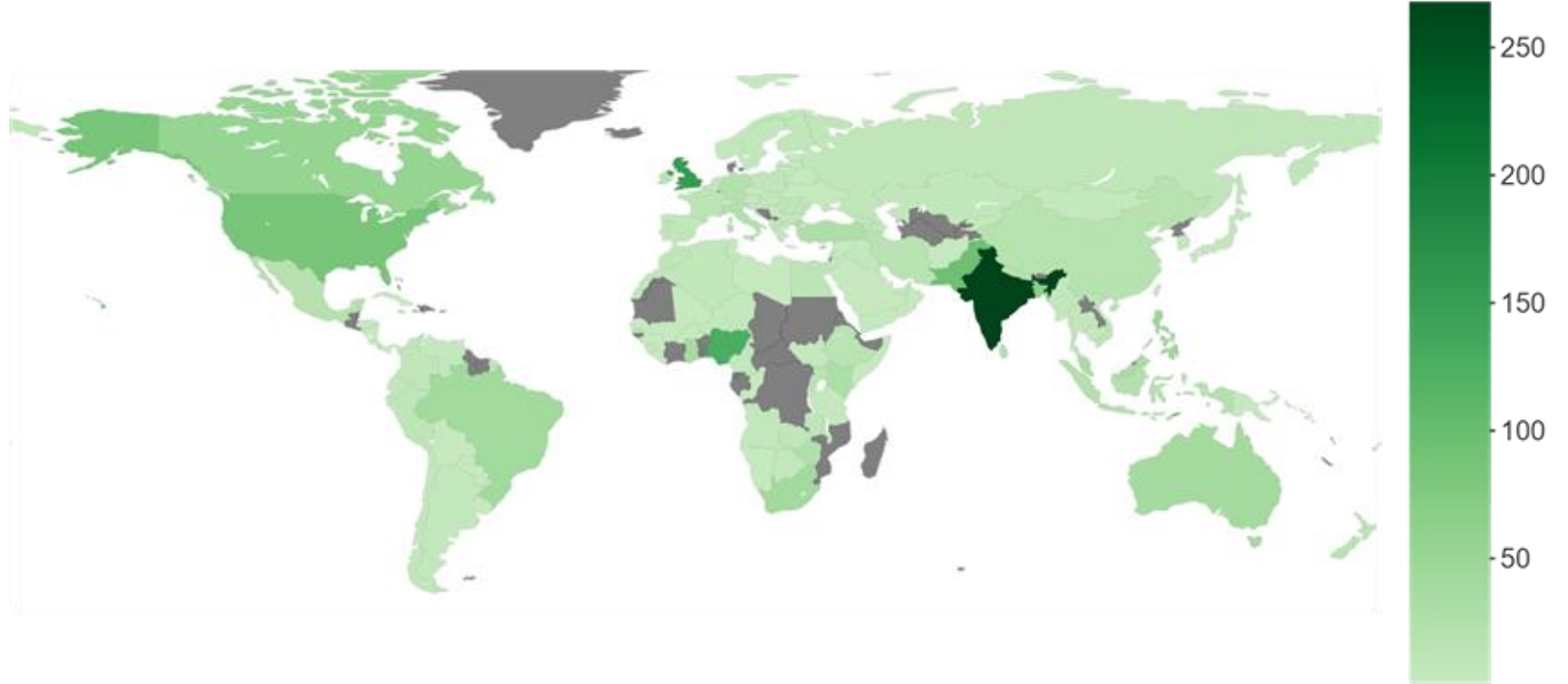
# THE Student Pulse

Our panel currently comprises over 20,000 prospective students (predominantly international students), and is growing rapidly – at around 7,000 new panellists per month



# The survey and respondent profile

- Online survey of 2000 prospective students
- Carried out in March 2021
- Responses received from a global spread of students, including those based in:
  - India (268)
  - UK (154)
  - Nigeria (128)
  - Pakistan (95)
  - USA (85)
  - Bangladesh (68)



# Respondent profile

Level of study	
High school / Further Education	29%
Undergraduate	41%
Postgraduate	30%
Subject that they want to study (10 most common)	
Computer Science	11%
Business & Management	10%
Medicine & Dentistry	6%
Biological Sciences	5%
Education	4%
Politics & International Studies	4%
Psychology	4%
Law	4%
Accounting & Finance	4%
Electrical & Electronic Engineering	4%

Seeking international study	
Currently studying abroad, or planning to	87%
Planning to study domestically	13%
Country where they want to study (10 most common)	
United Kingdom	21%
United States of America	20%
Canada	11%
Australia	5%
Germany	5%
Netherlands	3%
India	2%
China	2%
France	2%
New Zealand	1%





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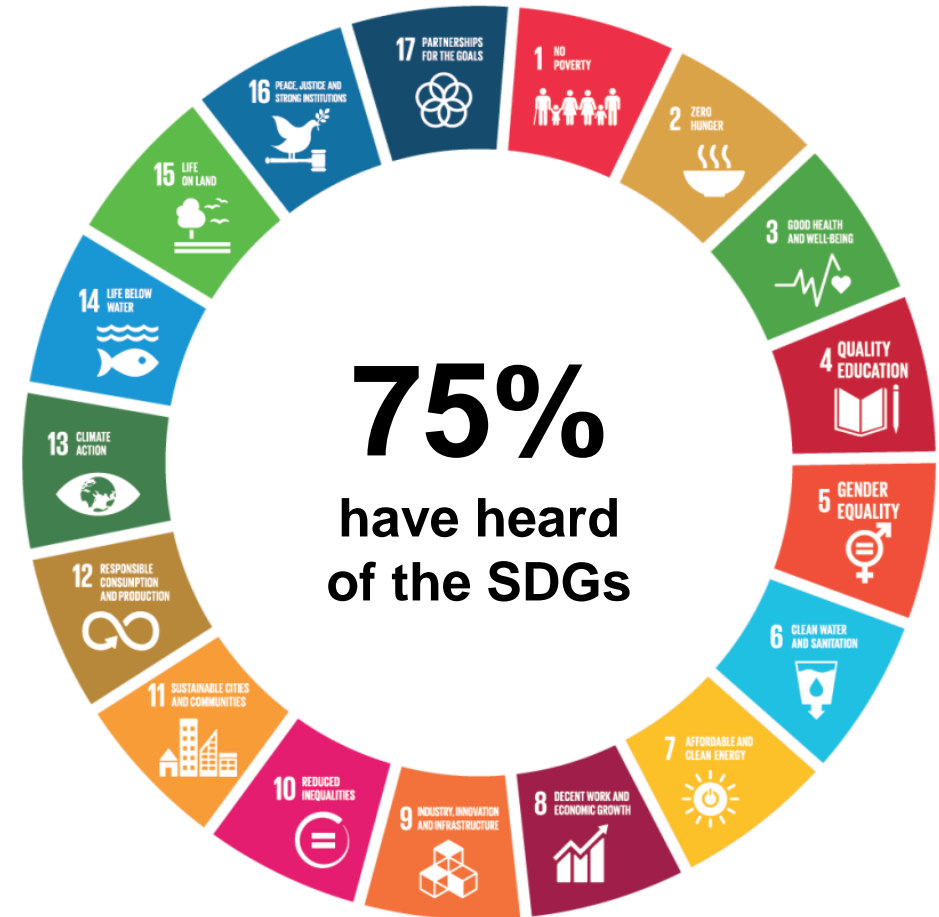
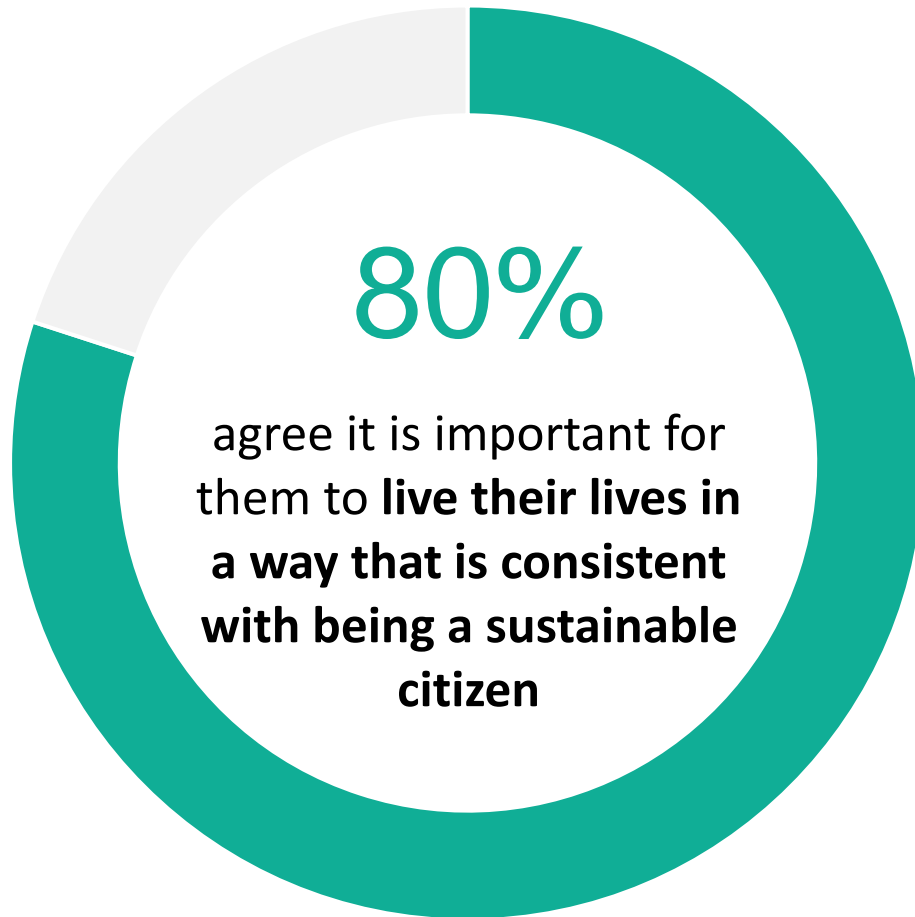


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## Students' views on sustainability and the SDGs



# Importance of being a sustainable citizen and awareness of the SDGs





# Awareness of the UN Sustainable Development Goals (SDGs)



This breaks down as:

- **29%** aware with **limited knowledge**
- **28%** aware with **some knowledge**
- **18%** aware with **good level of knowledge**

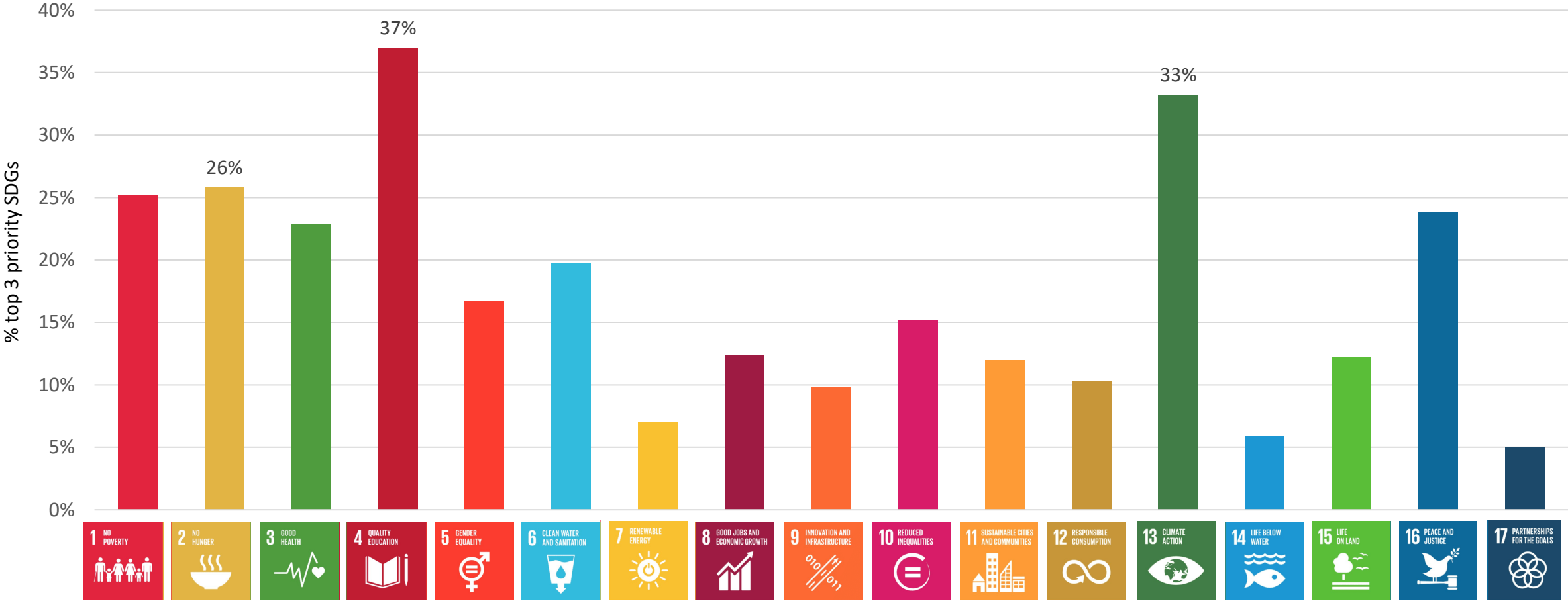
Having some/good level of knowledge was higher among:

- Undergrad/postgrads (48%) vs. high school students (40%)
- International students (47%) vs. those studying or planning to study domestically (35%)

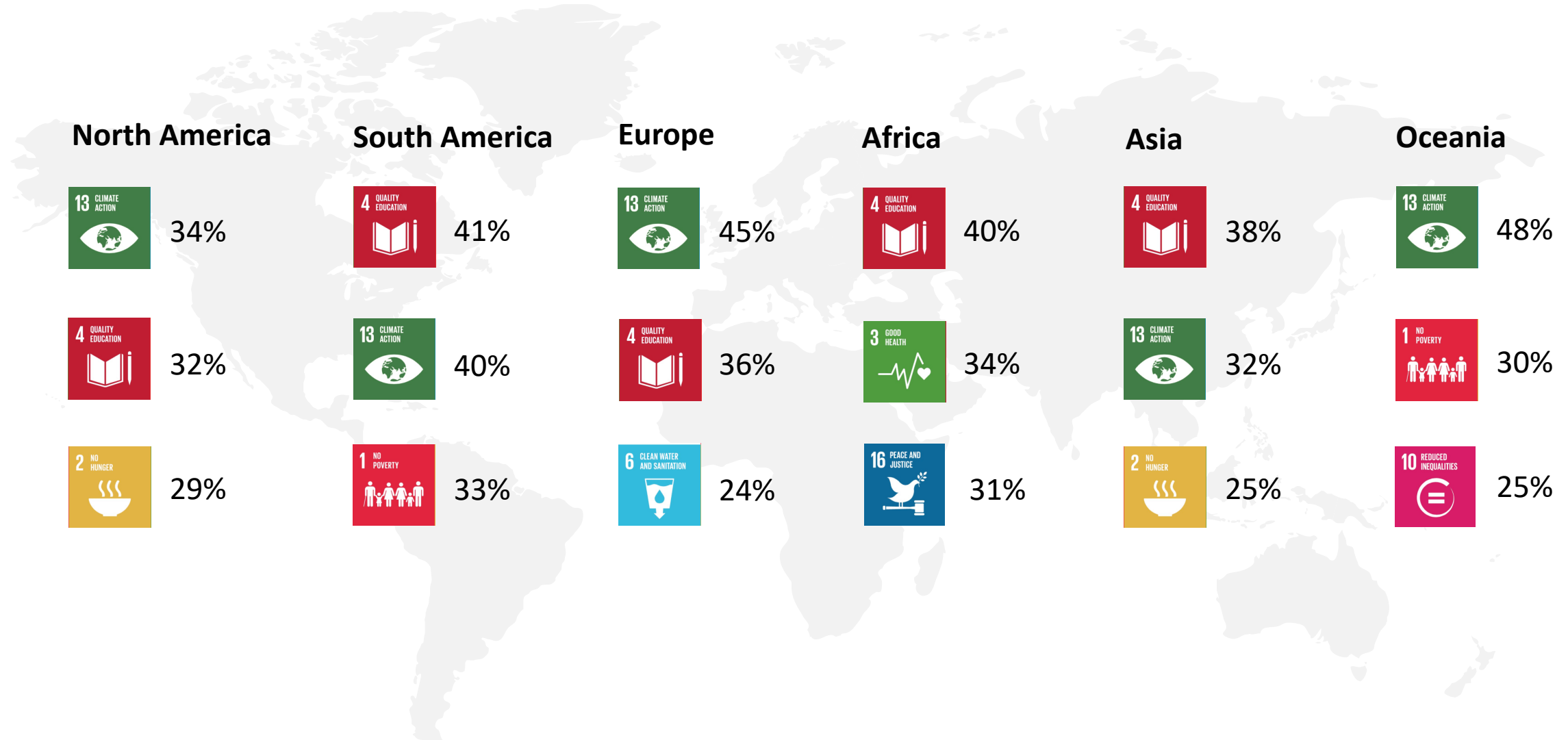
# Highest priority SDGs – Top 3



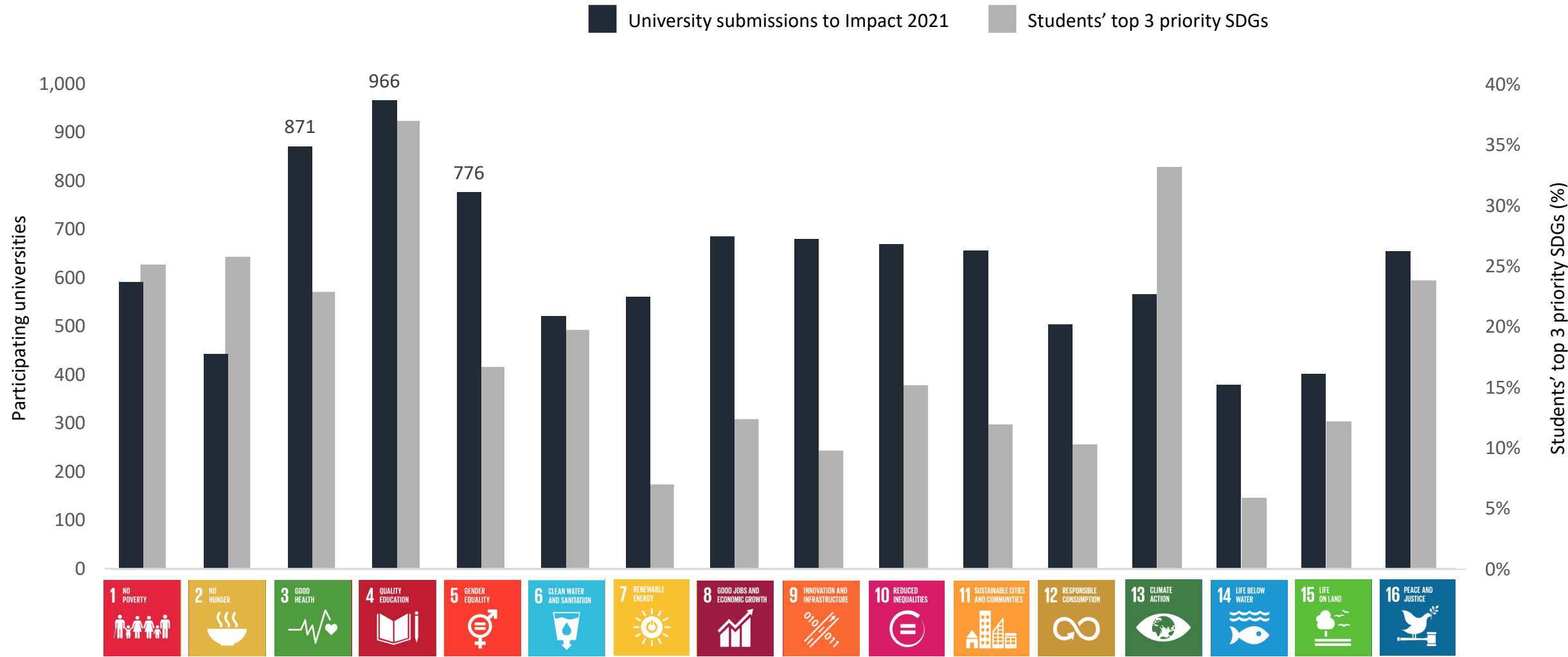
# Highest priority SDGs



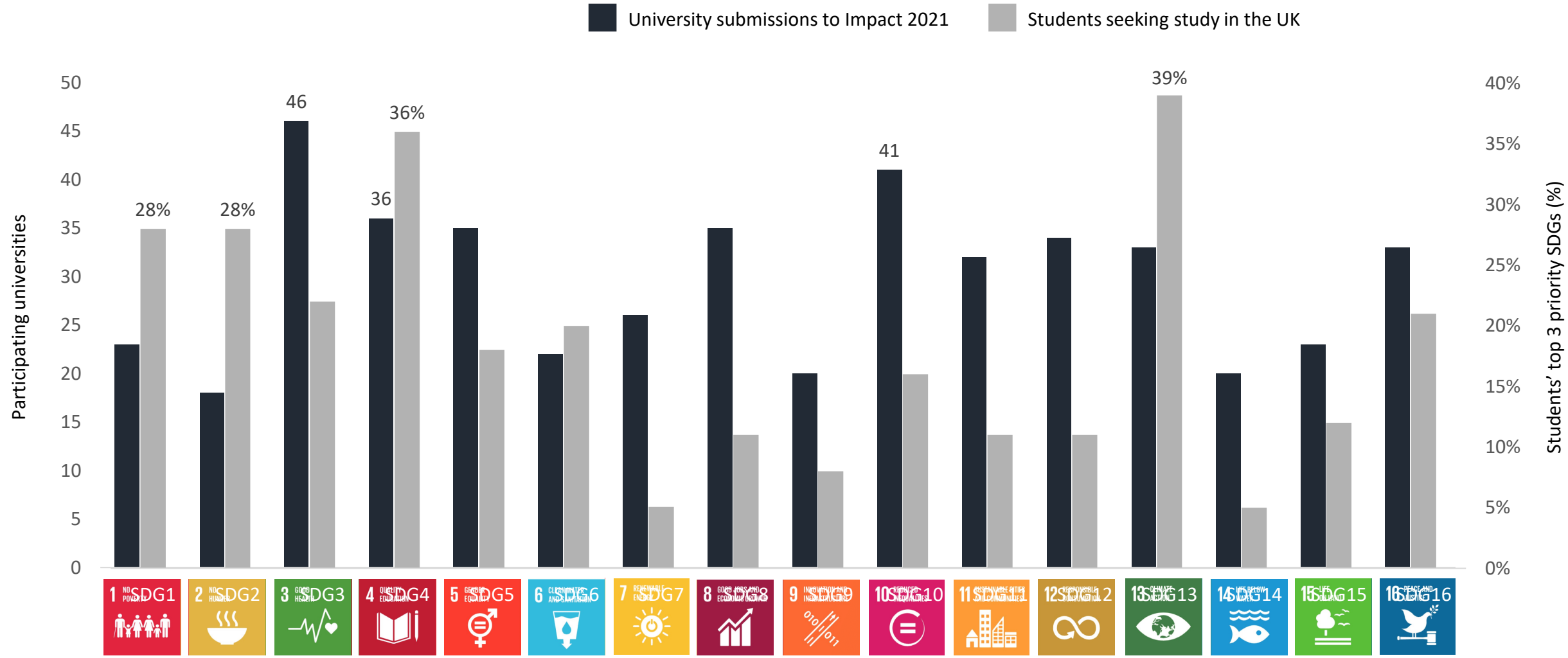
# Highest priority SDGs – by region



# Impact 2021 submissions vs. students' priorities



# Impact 2021 submissions (UK) vs. priorities of students seeking study in the UK



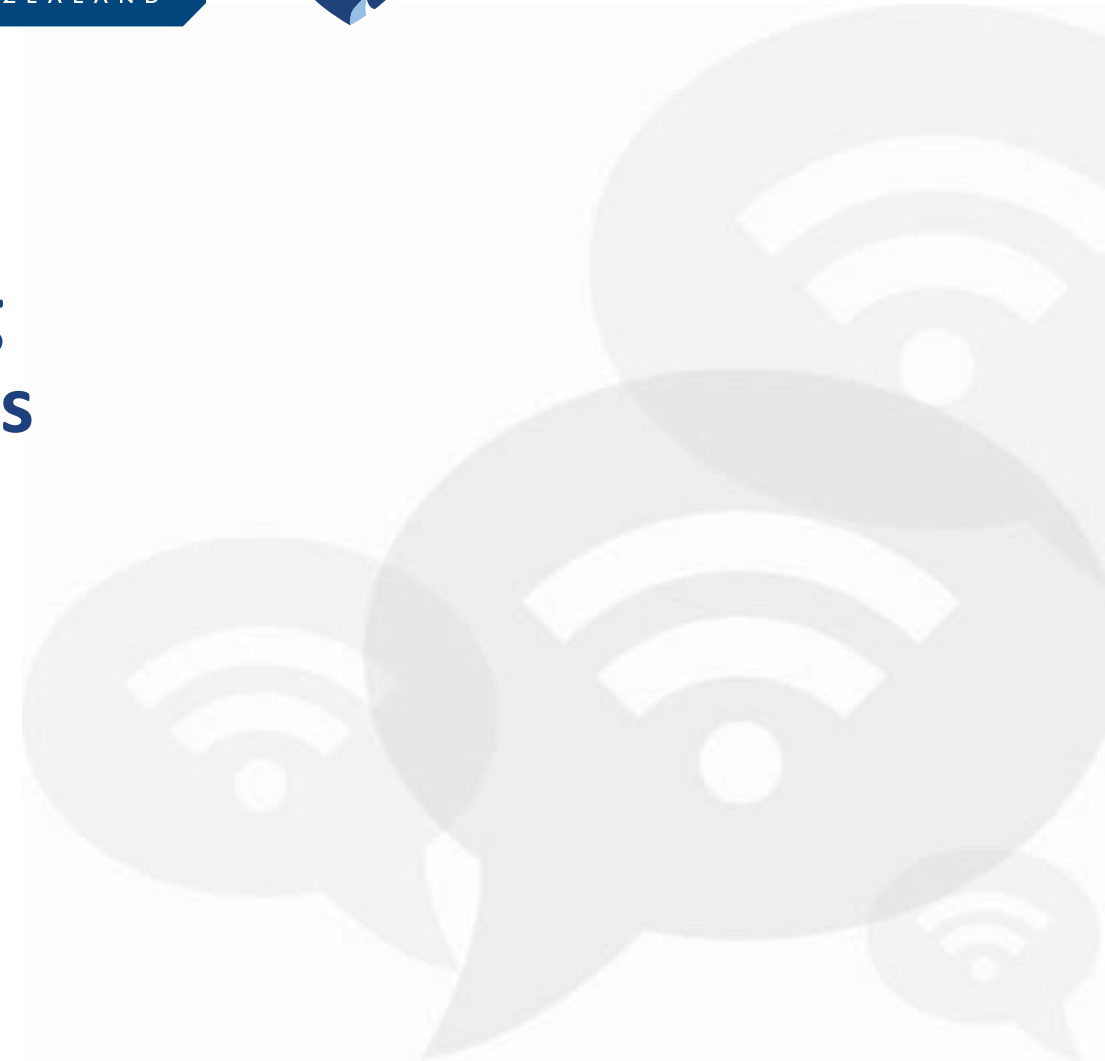


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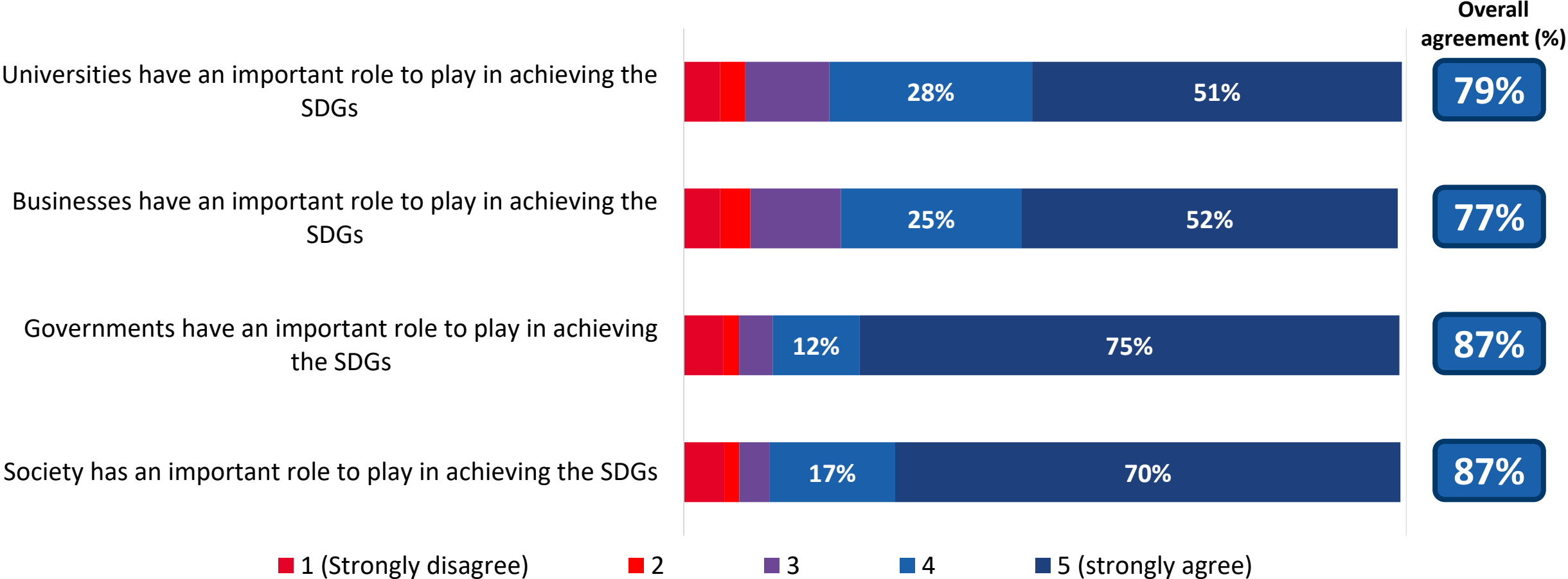
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## **The role of universities in promoting sustainability and achieving the SDGs**





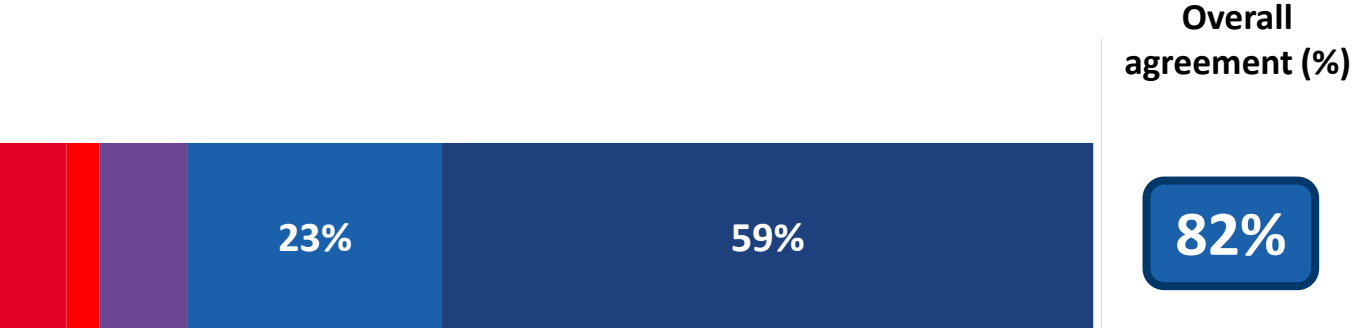
# The role of universities in achieving the SDGs



Base: 2,000 prospective students

# The role of universities in fostering the ethic of sustainability among students

Universities have an important role to play in enhancing the ethic of sustainable citizenship in their students



It is important for my future career prospects that I can demonstrate that I have developed into a sustainable citizen



■ 1 (Strongly disagree) ■ 2 ■ 3 ■ 4 ■ 5 (strongly agree)



Base: 2,000 prospective students

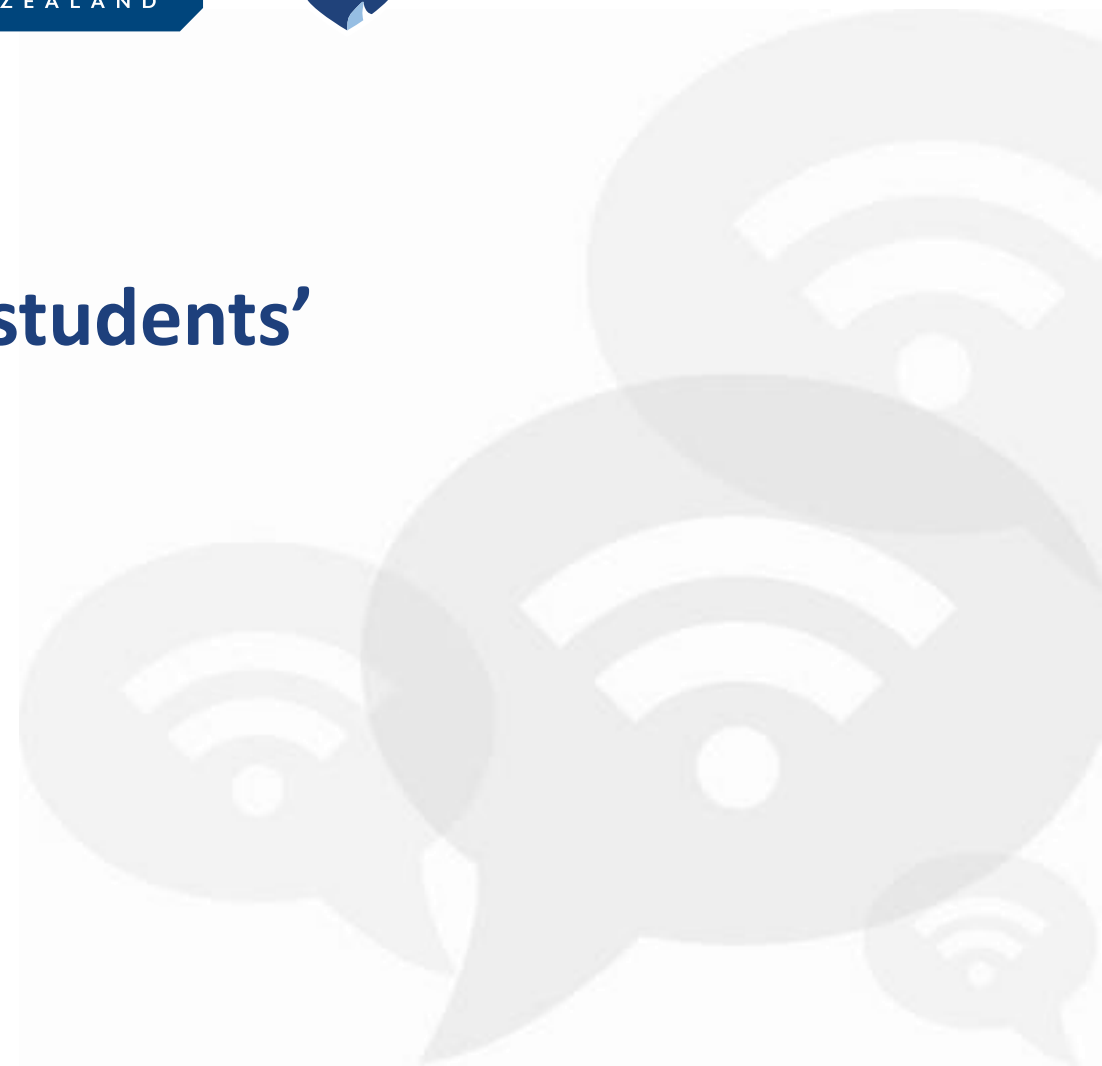


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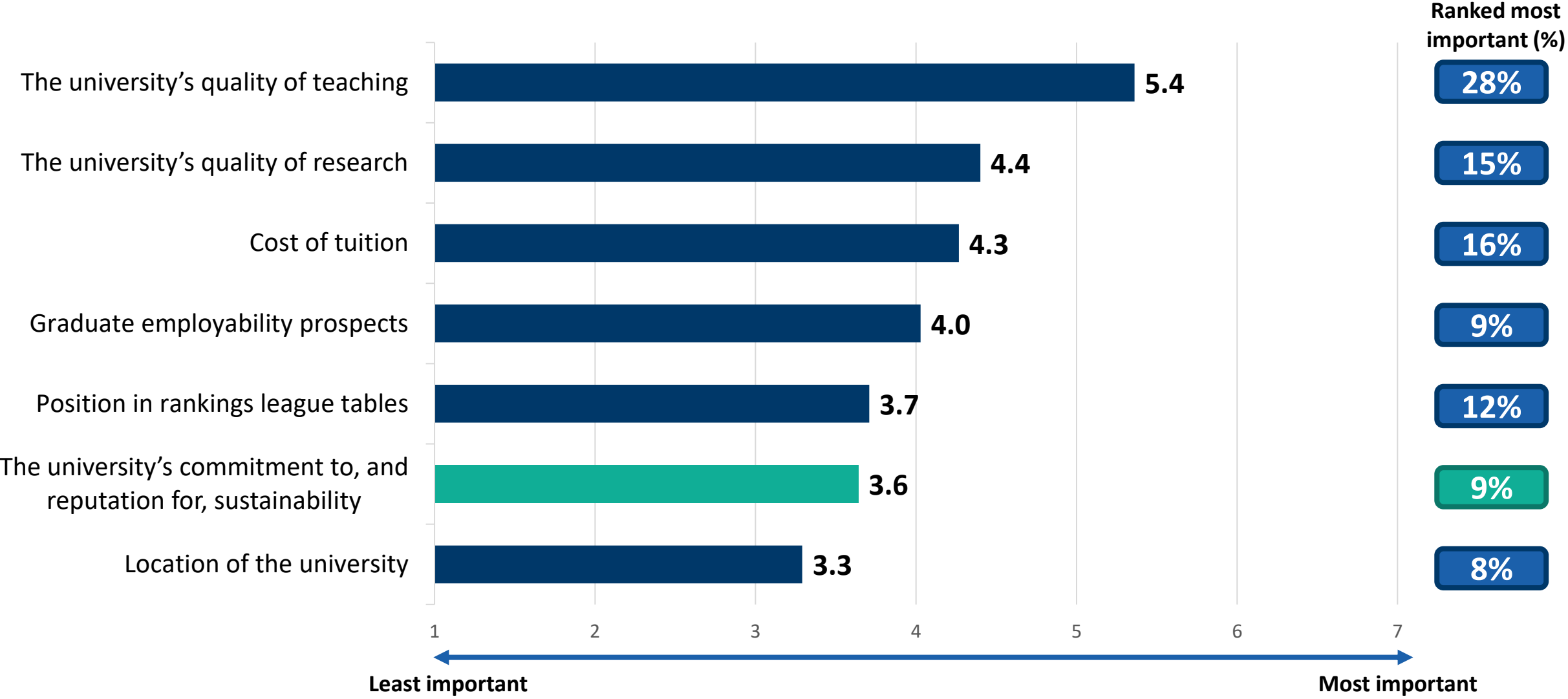


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## The importance of sustainability on students' study choices

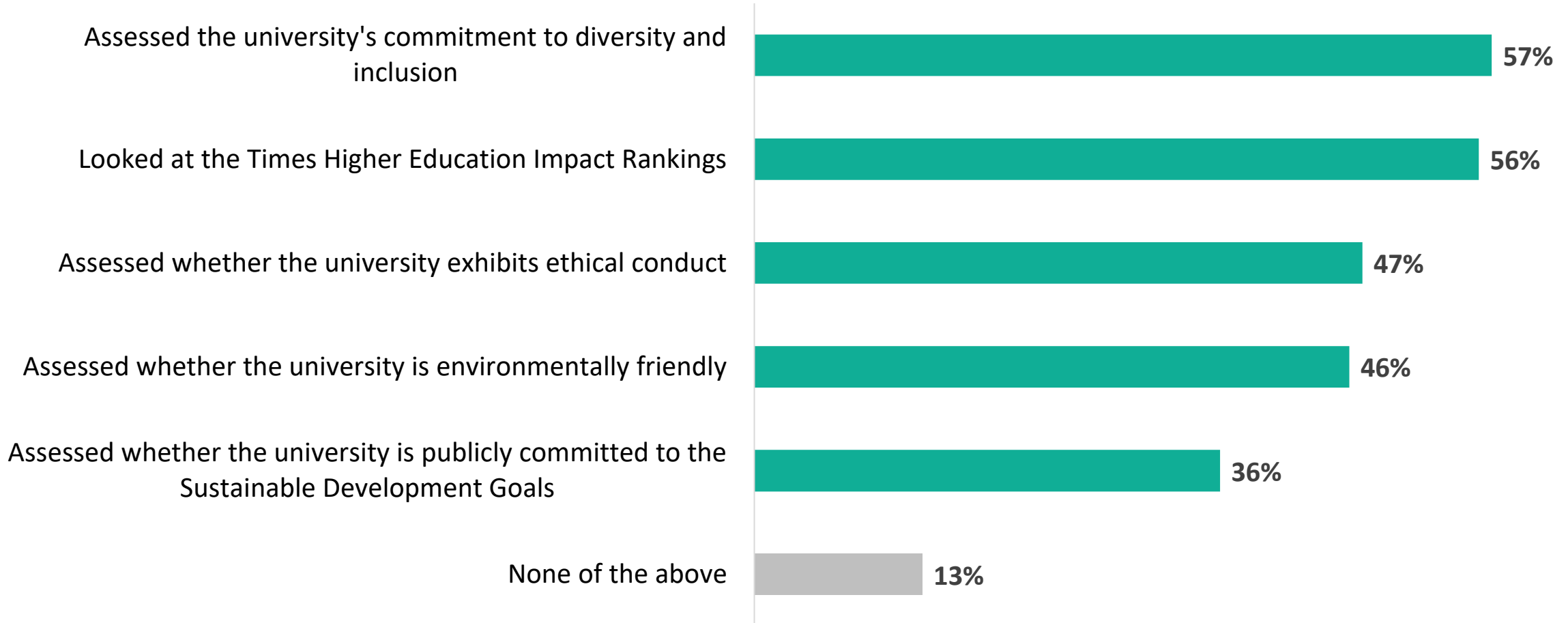


# The most important factors when deciding which universities to apply to



Base: 2,000 prospective students

# Actions taken by students to assess a university's sustainability credentials



# Commitment to diversity and inclusion



King Abdulaziz University, Saudi Arabia

SDG 10 rank = 3<sup>rd</sup>

Does your university, as a body, have anti-discrimination and anti-harassment policies?



## Anti-Discrimination & Anti-Harassment Policies

There are several laws and regulations that have been defined and stated by the Government, to which all higher education institutions, including King Abdulaziz University, should abide to and apply within its premises. Consequently, KAU has defined its Professional Ethics Charter to customize and align with the anti-discrimination and anti-harassment policies of the government.

### Anti-Discrimination Policies

#### The Implementing Regulations of the Labor Law: Prohibiting Wage Discrimination

On page 51, of the Implementing Regulations of the Labor Law, which is issued in November 2019, under Article 34, point 2, it is mentioned that:

- Wage discrimination between male and female workers performing equal work is prohibited.

#### Professional Ethics Charter: Non-Discrimination



In the Professional Ethics Charter, which is created in 2015, and reviewed in 2020, Principle 4 under the "Ethical Principles" section, page 8, is titled: "Equality and Non-Discrimination", and defines it as "Equality and Non-Discrimination is an understanding that requires the employees (faculty & staff) to deal with all students, fellow faculty members and everyone in KAU in a similar way, regardless of gender, social status, religion, color, Ethnicity, disability or other".

### Shortcuts for links

- Home
- KSA SDG
- Vision 2030
- SDG 1
- SDG 2
- SDG 3
- SDG 4
- SDG 5
- SDG 6
- SDG 7
- SDG 8
- SDG 9
- SDG 10
  - 10.1
  - 10.2
  - 10.3
  - 10.4
  - 10.5
  - 10.6
    - 10.6.1
    - 10.6.2
    - 10.6.3
    - 10.6.4



# Ethical conduct



Chulalongkorn University, Thailand

SDG 12 rank = 51

## Related Case Studies / Relevant Rules and Regulations



**Announcement of the Central Canteen Management Committee about the Operation Guideline of Food Cooking and Consumption for Quality, Safety and Sustainable Development B. E. 2563 (2020)**

→ [Continue reading](#)



**Announcement of the Central Canteen Management Committee**

Announcement of the Central Canteen Management Committee on Evaluation Rules for Central Canteen Operators BE 2561

→ [Continue reading](#)

📄 [The announcement](#)



**Memo Report on environmentally friendly supply of products and services**

→ [Continue reading](#)

📄 [The memo](#)



**Announcement of the Ministry of Interior**

Registration of state land for agencies to be utilized for official purposes in Tambon Lainan, Wiang Sa district of Nan province.

→ [Continue reading](#)

📄 [The announcement](#)





# Environmentally friendly



University of Wollongong,  
Australia

SDG 13 rank = 101-200



About our Research Impact

Stories

Case Studies



Home / Case Studies

## Protecting people, property and the environment with research for effective management of bushfire risk

### Fields of Research

- > 05 - Environmental sciences
- > 06 - Biological sciences
- > 04 - Earth sciences

### Keywords

- Risk mitigation
- Cost-effective management
- Biodiversity
- Carbon global change
- Smoke

### Socio-Economic Objectives

- > 96 - Environment
- > 92 - Health

### UN Sustainable Development Goals

- > 11 - Sustainable cities and communities
- > 13 - Climate action
- > 15 - Life on land

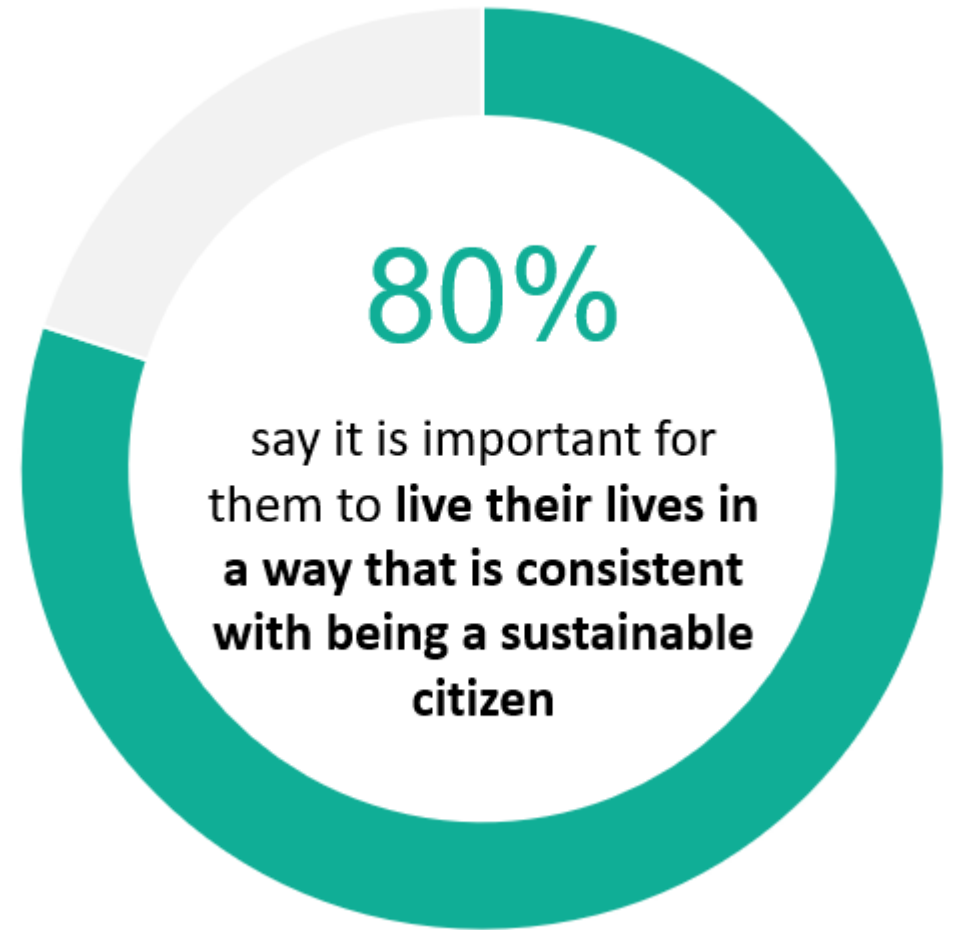


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# Students, sustainability, and study choices

- Via THE Student Pulse, we have been able to evidence the importance of sustainability to the process international student decision making.
- Education, climate action and food security are the SDG's that resonate most closely to international students' values and ethical priorities.
- Prospective international students believe universities have an important role to play in delivering on the UN Goals.
- Evidence submissions to the THE Impact Rankings should be a by-product of information provision for all stakeholders connected to, and interested in, your university's SDG related activities.





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# Thank you

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