

Sustainability Strategy of Mendel University in Brno for the period 2025–2030



CHANGING
MINDSET

- Mendel
- University
- in Brno
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Sustainability Strategy of Mendel University in Brno for the period 2025–2030

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"I believe that the study and science of Mendel University will inspire the change in thinking that we urgently need for sustainable life on our planet."

prof. Dr. Ing. Jan Mareš, Rector

INTRODUCTION

The Mendel University in Brno (hereinafter „MENDELU“) can undoubtedly be perceived as a „green“ university, offering education directly related to the topics of sustainability, agriculture, forestry and ecology. It has also aptly chosen pea green as its name, linked to the name of an eminent scientist and teacher who devoted part of his life to the study of heredity.

The location of individual campuses and university property only confirms the perception of MENDELU as a green institution. The campus in Brno's Černá Pole, which includes the Rector's Office, four of the five faculties and the University Institute, is located in a quiet neighbourhood and is adjacent to the Botanical Garden and the MENDELU Arboretum. The campus of the Faculty of Horticulture is located in Lednice, i.e. on the territory of the Lednice-Valtice area, a UNESCO World Heritage Site since 1996. An integral part of the University's property are two university enterprises – the Masaryk Forest in Křtiny, with 10.2 thousand ha of forest land immediately adjacent to the northern edge of Brno, and the University Agriculture Enterprise in Žabčice, south of Brno.

The University is committed to social responsibility and sustainability. Most of the activities are implemented at the level of faculties, institutes or even individuals among students and employees of the University. A number of activities are also co-organised by student associations. Sustainability was included in the remit of one of the vice-rectors in 2022, and the University's sustainability report has been compiled since the same year.

Since 2019, the MENDELU Centre for Social Responsibility and Sustainability has been operating on a voluntary basis and is not part of the official organisational structure of the University. Through the Centre, the University is involved in the Social Responsibility Association or the Social Responsibility Stakeholder Platform. The Centre organises, among others, public lectures and discussion meetings with experts from practice, organises excursions for students and employees to socially responsible companies, and together with students prepares important events, such as the Social Responsibility Day or the MENDELU Fair. Other platforms of which the University is a member, such as the Institute of Circular Economy, the South Moravian Innovation Agency JINAG or various clusters that put sustainability at the forefront of their interests, may also be mentioned.

MENDELU is a signatory of the Memorandum of Long-term Cooperation on the fulfilment and increase of the commitment of the Statutory City of Brno to reduce CO₂ production and continues to participate in the activities of the #PřipravBrno and #Brno2050 strategies.

The University regularly participates in global and environmental international university rankings, the most well-known of which include UI GreenMetric, QS Sustainability Rankings and THE Impact Rankings.

A significant motivation for students and employees is the opportunity to receive the Rector's Award for a significant contribution to the development of civil society. This award provides the laureate with a diploma, a medal and a financial reward.

The website offers information on both scientific and educational activities in the field of sustainability and the university's work in the third role.

The most significant obstacles on the way to the sustainable functioning of the university are the lack of available resources to finance more expensive projects and the lack of a sustainability manager.

MISSION OF MENDEL UNIVERSITY IN BRNO

The mission of Mendel University in Brno is to be an open institution offering flexible education reflecting the needs of the 21st century, contributing to critical thinking and to solving global challenges in science, research and innovation relevant to society, and at the same time to be a dynamic multicultural institution shaping wider social development, which inspires the principles of sustainability and social responsibility.

In relation to the target group of applicants and graduates, our mission can be expressed as follows: Mendel University in Brno wants to be an internationally recognized university that provides a unique combination of educational, creative and career-oriented activities in conjunction with a wide range of practical teaching opportunities on school estates to produce high-quality and flexible graduates.

In the field of communication and marketing, the university's slogan is: *University for Life.*

VISION OF MENDEL UNIVERSITY IN BRNO

In the context of previous strategic plans and its mission, the University builds on these basic visions in its strategic goals:

- to build comprehensive excellence in all the roles the University intends to fulfil;
- to carry out innovative research with global knowledge dissemination and knowledge transfer;
- to provide quality education with an emphasis on critical thinking and creativity of graduates;
- to seek collaboration with relevant partners to address local and global challenges;
- to create a multicultural environment with the participation of international students and staff;
- to be a quality and responsible employer;
- to participate in the shaping of cultural heritage and the implementation of the concept of social responsibility;
- to aim for environmental, social and administrative sustainability of the entire institution;
- to build a comprehensive brand with international impact.

In 2030, we will be a "university for life" that plays a key role as a leader:

- in education, research and knowledge transfer in the field of sustainable landscape management and efficient use of natural resources;
- in a fully integrated approach to sustainability as a demonstration linking technology and knowledge transfer in collaboration with school enterprises as living laboratories;
- linking theory and practice for one-health farming (healthy nature, healthy food and healthy people) and the use of renewable resources;
- to tackle global challenges such as climate change, land degradation and biodiversity loss, the production of quality and safe food and the use of biomaterials.

BACKGROUND TO THE UNIVERSITY'S SUSTAINABILITY STRATEGY

The Sustainability Strategy (hereafter "SS") responds to the documents in the area of The European Green Deal, both at national and international level. The Strategic Framework also builds on the *Czech Innovation Strategy 2019–2030: The Country For The Future*, the *European Climate Pact* and the *2030 Agenda – Sustainable Development Goals* (UN Sustainable Development Goals). The proposed strategy is also in line with the priority objectives of the *Ministry's Strategic Plan for Higher Education for the period 2021 onwards*, in Chapter III. Other important themes in higher education are: the contribution of universities to climate change adaptation and the environmental aspects of their operations, including the reduction of their carbon footprint.

Sustainability and social responsibility are intertwined in all nine strategic areas of the *Strategic Plan of Mendel University in Brno for the period 2025–2030*, and the implementation plans of this document specify the objectives and outputs in each year.

The implementation of the strategy will fulfil the statements of the following national strategic or conceptual documents:

- Strategic Framework of the Czech Republic 2030;
- The Ministry's strategic plan for higher education for the period from 2021;
- Strategic plan of Mendel University in Brno for the period 2025–2030 and its implementation plans;
- Regional Innovation Strategy of the South Moravian Region / National RIS3 Strategy;
- #Brno2050 strategy, #PřipravBrno;
- Climate Action Plan of the South Moravian Region.

The Sustainability Strategy was developed within the framework of the implementation of the project reg. no. NPO_MENDELU_MSMT-2126/2024-4 of the National Recovery Plan, Component 7.4 "Adaptation of School Programmes – Promoting Green Skills and Sustainability in Universities", as one of the outputs on Key Activity 4 of this University project.

MENDELU'S PRIORITY OBJECTIVES IN RELATION TO THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Mendel University in Brno is committed to the following six SDGs, but its activities also touch upon other SDGs.



Eradicate hunger, achieve food security and improved nutrition. Promote sustainable agriculture

Sub-objectives
2.1, 3.1, 3.2, 4.6, 4.9



Ensure equal access to inclusive and quality education and promote lifelong learning for all

Sub-objectives
3.1, 3.2, 2.1, 4.5, 5.1,
5.2, 5.4



Achieve gender equality and empower all women and girls

Sub-objectives
2.1, 3.1, 3.2, 5.1, 5.2, 5.3



Ensure access to and sustainable management of water and sanitation facilities for all

Sub-objectives 4.3



Take urgent action to combat climate change and manage its impact

Sub-objectives
1.1, 4.1, 4.2, 4.4, 4.7,
4.8, 4.9



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and subsequently reverse land degradation and halt biodiversity loss

Sub-objectives
2.1, 3.1, 3.2, 4.3, 4.8,
4.9, 5.4

OVERVIEW OF PILLARS AND SUSTAINABILITY OBJECTIVES

Mendel University in Brno defines five pillars of sustainability for the period 2025–2030, which will be fulfilled by implementing sub-objectives in these pillars.

PILLAR 1: MANAGEMENT STRATEGY

- 1.1** Strategic management of a sustainable university
- 1.2** Marketing and sustainability communication

PILLAR 2: EDUCATIONAL ACTIVITIES

- 2.1** Sustainability in education

PILLAR 3: RESEARCH, DEVELOPMENT AND INNOVATIONS

- 3.1** Creative activities in the field of sustainable development
- 3.2** Transfer of sustainable knowledge

PILLAR 4: UNIVERSITY OPERATIONS AND ADMINISTRATION

- 4.1** Energy
- 4.2** Waste and circular economy
- 4.3** Water and biodiversity
- 4.4** Green construction and infrastructure
- 4.5** Information technology (IT)
- 4.6** Catering
- 4.7** Mobility and transport
- 4.8** Responsible public procurement
- 4.9** Responsible production of goods and services

PILLAR 5: SOCIAL RESPONSIBILITY AND THE THIRD ROLE OF THE UNIVERSITY

- 5.1** Community for sustainability
- 5.2** Healthy lifestyle and community care
- 5.3** Equal opportunities for all
- 5.4** Support for the region
- 5.5** Strategic partnerships and memberships

A scenic landscape photograph featuring a dense forest of green trees in the foreground and middle ground. In the background, a large, multi-story building with a red-tiled roof and several towers is visible, set against a bright blue sky filled with large, white, fluffy clouds. The foreground shows a grassy slope.

PILLAR 1:
MANAGEMENT
STRATEGY

Pillar 1: Management Strategy

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
1.1: Strategic management of a sustainable university		Ensure alignment with the university's strategic goals and annual action plans	2025–2030	Approved university strategic plan	Vice-rector for strategy and sustainability	NPO, university's own resources
	1.1.1: Sustainability strategy and action plan	Emphasize sustainability and related activities in the implementation plans of faculties/ILL	2025–2030	SPIS Individual components' strategic plans including sustainability activities	Vice-rector for strategy and sustainability; deans of faculties /director of the university institute	University's own resources
	1.1.2: Sustainability report	Annual report on the university's results and activities, including ESG performance within the public higher education context.	2025–2030	MENDELU's sustainability report in Czech and English	Vice-rector for strategy and sustainability	University's own resources
	1.1.3: Establishment of a sustainability manager position at MENDELU	Establish a systematic position and appoint a sustainability manager	2025	Establishment and staffing of the position, integration into the university structure	Vice-rector for strategy and sustainability, bursar	SMSP, university's own resources
	1.1.4: Informal platform/team for long-term sustainable development of MENDELU across its faculties	Organize regular meetings of the Sustainable MENDELU team	2025–2030	Team meetings five times a year, with minutes and outputs from the meetings	Vice-rector for strategy and sustainability,	SMSP, university's own resources
Ensure representation of members from all university units		Each unit has its representation in the team				

Pillar 1: Management Strategy

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
1.2: Marketing and sustainability communication	1.2.1: Establishing marketing framework for MENDELU sustainability communication	Setting communication and marketing goals for MENDELU sustainability	2025	Sustainability Marketing Strategy (SMS) 2025+	Vice-rector for international and public affairs, head of the rector's office, vice-rector for strategy and sustainability	SMSP, university's own resources
		Determination of target groups of MENDELU sustainability communication				
		Establish key messages for sustainability communication, both at a general level and specifically for MENDELU				
		Creation of branding and visual identity – linking the topic of sustainability with corporate design, graphic elements will reflect sustainability				
		Adoption of recommendations for sustainable university events organisation	2025	MENDELU sustainable events manual (as a part of SMS 2025+)		
	1.2.2: Sustainability communication within the university	Identification and communication of key sustainability topics at MENDELU, including education on sustainability principles. Regularly informing about the strategy, specific measures and progress at MENDELU, inspiring positive social change and promoting examples of good practice. This information will be shared via the sustainability website, in the Mendel News with a special Sustainable MENDELU section, in the News from the world of sustainability and via other internal communication channels incl. meetings, committees, presentations or social networks.	2025–2030	At least 10 topics per year	Vice-rector for international and public affairs, head of the rector's office, vice-rector for strategy and sustainability	SMSP, university's own resources
		Building social responsibility and sustainability in the MENDELU community – presentation of examples of students and employees' involvement in active contribution to MENDELU sustainability, including monitoring and sharing information about MENDELU employees' volunteering	2025–2030	Presentation of at least 10 examples per year		
		Competitions and joint challenges for staff, students and individual units of the university to encourage maximum involvement of the university community in sustainability activities	2025–2030	At least 1 call per year		
	1.2.3: Sustainability communication and strengthening the positive image of MENDELU to the general public	Identification and communication of key sustainability topics at MENDELU, including education on sustainability principles. Regularly informing about the strategy, specific measures and progress at MENDELU, inspiring positive social change and promoting examples of good practice. This information will be shared via the sustainability website, the MENDEL Green magazine, press releases and other university communication channels incl. social media	2025–2030	Presentation of at least 10 examples per year	Vice-rector for international and public affairs, head of the rector's office, vice-rector for strategy and sustainability	SMSP, university's own resources
Regular sharing of assessment results based on UI Green Metric monitoring, THE Impact Rankings and QS Sustainability Ranking		2025–2030	Publication of results at least once a year			
Popularising the results of science research, including the work of research teams contributing to sustainable development in the life sciences		2025–2030	Presentation of at least 10 scientific and research results per year, presentation of at least one excellent reasearch team per year			



PILLAR 2:
EDUCATIONAL
ACTIVITY

Pillar 2: EDUCATIONAL ACTIVITY

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
2.1: Sustainability in education	2.1.1: Analysis of study programmes with regard to the theme of sustainability in teaching	Produce a report on the integration of sustainability themes into teaching	2026–2027	Evaluation of the analysis	Vice-rector for educational affairs and quality	SMSP, university's own resources
	2.1.2: The theme of sustainability as part of the third role of the university	Offer lifelong learning course on sustainability, involve university enterprises in public education	2025–2030	Course implementation		SMSP, university's own resources, EU resources
	2.1.3: Promoting quality education for all	Ensure equal, non-discriminatory access to education for all (incl. Support for disadvantaged groups)	2025–2030	Annual overview of activities in the university's annual reports		



PILLAR 3:
RESEARCH, DEVELOPMENT
AND INNOVATIONS (RDI)

Pillar 3: RESEARCH, DEVELOPMENT AND INNOVATIONS (RDI)

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
3.1: Research, development and innovations in the field of sustainability	3.1.1: Analysis of the university's potential and development plan for RDI activities (incl. Ph.D. studies) in sustainable development	Set parameters, targets and indicators tracking the development of the university's focus on the sustainable pillars and SDGs	2025–2026	Set indicators in the percentage of publications, theses and projects	Vice-rector for research, development and innovation	SMSP, university's own resources
	3.1.2: Promoting research on sustainability	Searching for calls for fulfilling the Sustainability Strategy 2025+	2025–2030	Comprehensive offer of project support for financial incentives with sustainability themes		
		Support the writing of thesis topics for Ph.D. students emphasising sustainability	2025–2030	Percentage of topics emphasising sustainability 50% in 2030		
	3.1.3: Implement all R&D projects with maximum regard to the principles of sustainability	Develop and implement "Sustainable research decalogue"	2025–2030	Document concept		
	3.1.4: Support the implementation of sustainable and socially responsible projects	To run a competition for students to support their projects that increase sustainability of the university	2025–2030	Annual competition MENDELU Ph.D. – SDG		
3.2: Transfer of sustainable knowledge	3.2.1: Transfer of knowledge from RD projects supporting/addressing sustainability into practice	Establish a system for the effective transfer of sustainability knowledge into practical application	2025–2030	Digitalised agenda of applied results from inception to commercial offer	Vice-rector for research, development and innovation	SMSP, university's own resources
		Develop knowledge transfer through staff activities and students at MENDELU		Format of presentations of creative results activities towards the public		
	3.2.2: Cooperation with research organisations and innovations stakeholders the ecosystem of the region	Engage in joint projects; exchange of experts or students; organizing joint events		Annual event with stakeholders at the university and companies		



PILLAR 4:
UNIVERSITY OPERATIONS
AND ADMINISTRATION

Pillar 4: UNIVERSITY OPERATIONS AND ADMINISTRATION

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
4.1: Energy	4.1.1: Analysis: infrastructure inventory, analysis potential of energy measures, energy audit	Conduct energy audit of the potential for energy measures	2025	Prepared energy audit	Bursar	SEF, university's own resources
	4.1.2: Systematic monitoring and evaluation of the energy performance of buildings, technologies and equipment and optimization of the efficiency of their use to reduce energy consumption	Implement an energy management system (including smart metering and control tools for efficient energy management, sensors, smart metering, innovative building management tools), establish a suitable certification and standard	2025–2030	Addition of energy consumption meters in all building at the Černá Pole campus		
		Implement further technical and organisational measures in favour of increasing energy efficiency and achieving energy savings, including monitoring of financial resources for these measures (switching to LED bulbs, purchase of new energy-efficient appliance etc.)	2026–2030	Upgrade of EBI and addition of access points – control of all buildings		
	4.1.3: Reducing the share of energy sources emitting CO ₂ and application of emission-free sources, including energy storage and distribution, increasing the share of renewable energy sources	Install a PV plant	2025	Installed PV plant in Černá Pole area		
	4.1.4: Reducing energy consumption – investing in energy saving measures and educating campus residents	Implement a university-wide awareness campaign	2025	Information web, internal TV circuit, social networks		
	4.1.5: Offsetting greenhouse gas emissions	Greenhouse emissions that cannot be reduced, offset by financing external emission reduction projects or by implementing their own planting projects etc.	2025–2030	Number, or area of tree plantings outside the planned forest restoration at university enterprise Křtiny		

Pillar 4: UNIVERSITY OPERATIONS AND ADMINISTRATION

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
4.2: Waste and circular economy	4.2.1: Analysis of the initial state, development of a waste methodology and the transition of the university to a circular economy	Map the waste stream; based on information on the quantity, type and source of waste, identify how to reduce the total amount of waste, increase the proportion of waste sorted, and use it in other operations	2025	Evaluation of the waste contract – all waste from MENDELU premises is in evidence (by volume)	Bursar	SMSP, university's own resources
	4.2.2: Development of a system for the management of all types and components of waste, material flows, supply and provision of products and services in accordance the principles of the waste hierarchy and circular economy	Update the university's waste management contract	2026–2030	Contract for waste management		
	4.2.3: Improving the waste sorting system and increasing the share of sorted waste in the total amount of waste in individual organizational units of the university	Based on waste records, optimize the expansion of bins for sorted waste, including bio-waste (waste management in accordance with the principles of circular economy)	2025	Addition of waste sorting bins in buildings		
		Implement an internal promotional campaign on waste sorting	2025	Information web, indoor TV circuit		
	4.2.4: MENDELU bazaar – sharing of unwanted/ unused items, devices, equipment between faculties and other parts of university	Set up electronic bazaar, re-use centres	2025–2030	Modification of the internal regulations for handling MENDELU property		
4.2.5: Preventing plastic waste and reducing paper consumption	Set policies to reduce paper consumption and plastic use in the workplace, including information campaigns	2025–2030	Central shared printing at workplaces and other cost-savings measures			

Pillar 4: UNIVERSITY OPERATIONS AND ADMINISTRATION

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
4.3: Water and biodiversity	4.3.1: Preparation and implementation of water audit, including the proposal of measures for sustainable water management (minimization of consumption, efficient water management including minimization of water pollution including the solution of current pollutants – pharmaceuticals, microplastics, etc.)	Implement water management (potable, grey, rainwater); keep records of total water consumption and captured rainwater	2025–2030	Supplementing energy management	Bursar	SMSP, university's own resources
	4.3.2: Reducing water consumption	Investing in energy-saving measures and implementing information campaigns	2025	Information web, indoor TV circuit		
	4.3.3: Identification (passporting), preparation, design and implementation of stormwater management measures – retention, storage, use for the needs of the university and the surrounding area (in accordance with the <i>Principles of public Brno city spaces</i>)	Further expand rainwater capture, harvesting and infiltration projects – exploit the potential for savings on drinking water consumption and sewerage charges	2026–2027	Infrastructure passport (water)		
	4.3.4: Pasportization of greenery within the university and creation of a methodology for the care and development of biodiversity) and in its surroundings (MENDELU land), including the application of greenery to buildings and inside buildings (improving indoor comfort)	Prepare a methodology for the care and development of greenery on MENDELU premises and buildings	2025–2026	Greenery of the university campuses passport		
	4.3.5: Gradual implementation of the measures proposed by the methodology of green care and development on the areas and buildings of MENDELU, post-planting care	Ensure sustainable care of greenery (lawn mowing, organic fertilization/elimination of non-organic products. Irrigation, seeds), vegetation on MENDELU grounds with preference for measures to reduce overall evaporation, reduce the urban heat island effect and reduce water runoff to the sewer system (promoting water infiltration); support steps to maintain or increase species diversity on campus	2026–2030	MENDELU planting and greenery renewal plan		
		Implementation of new and revitalization of existing green walls and roofs on campus buildings	2025–2030	Implementation of green roofs and walls on MENDELU campuses		
4.4: Green building and infrastructure	4.4.1: Construction and operation of environmentally friendly and climate-resilient buildings	Develop and apply the principles of sustainable, environmentally friendly and climate-resilient buildings to all renovations and new construction within the university, including the creation of an energy standard for building renovation and construction	2026–2030	Continuously updated standard for the renovation and construction of buildings	Bursar	SMSP, university's own resources
	4.4.2: Gradual conversion of all information on objects and infrastructure into digital form	Introduce Building Information Management (BIM), an intelligent process for the creation and management of projects based on a digital model, investment support in connection with other systems and digitalization, link to the university strategic plan 6.1.2.2.	2030	Digital model of MENDELU campuses	Bursar; vice-rector for information and communication technologies	

Pillar 4: UNIVERSITY OPERATIONS AND ADMINISTRATION

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
4.5: Information technology	4.5.1: Continuation of comprehensive computerisation and digitalisation of agendas	Electronization and digitalization of documents and processes	2025–2030	Reduced number of paper documents (2 types of documents per year)	Bursar; vice-rector for information and communication technologies, head of the rector's office	SMSP, university's own resources
		Definition of the functions and scope of the integrated employee portal, creation of the portal	2025–2028	Functional employee portal		
		Supporting the use of the integration platform by individual stakeholders (staff-users, staff-administrators, administrators)	2026–2028	Employees using the employee portal		
		Creation of a common platform to support and coordinate the development and training of all employees	2025–2026	Availability of learning activities from a single platform	Vice-rector for human resources and internal affairs, vice-rector for information and communication technologies, head of the rector's office	
	4.5.2: Use of legislative measures to reduce student administration	Connection to state registers, OOTS – right to digital services	2025–2026	Reduction in the number of paper documents processed, 1 type of document (annexes to applications)	Vice-rector for information and communication technologies, head of the rector's office	OP EU, SMSP, university's own resources
	4.5.3: Applying AI and the smart campus principle	Use of artificial intelligence and modern IoT technologies, investments support in connection to other systems and digitalization, linking to strategic plan 6.1.2.2	2027–2030	Reducing the energy consumption of the campus, 2 technologies deployed	Bursar, vice-rector for information and communication technologies, head of the rector's office	SMSP, university's own resources
4.5.4: Applying sustainable measures in IT infrastructure	Creation and application of a university plan for sustainable use of computer technology (disposal of IT, use of older PCs, etc.)	2026–2027	Established re-use computing system techniques			
	Incorporating new technologies with respect to energy intensity and the use of efficient capacity sharing	2025–2030	Reducing energy consumption and energy consumption per unit of storage			
4.6: Catering	4.6.1: Promote healthy and balanced diets for students and staff not only in the catering facilities but also in their personal lives through education; implementation of a healthy lifestyle and diet education	Maintain and innovate the food offer in the canteens in line with healthy lifestyle trends	2025–2030	Number of "healthy" portions taken by diners	Bursar	University's own resources
		Implement a university-wide campaign in the canteens, possibly including staff training to promote healthy lifestyles and eating	2025–2030	Number of trained chefs, number of events implemented		
	4.6.2: Reduce food waste on the part of the university's catering facilities and diners, reducing food waste overall	Optimize the number of portions according to the expected number of diners; offer unissued portions at a discount during "happy hour"	2025–2030	Bio-waste quantities and comparison standardized and sold meals		
		Implement a university-wide "Don't waste" campaign against excessive food waste	2025–2030	Targeted campaign at reducing food waste		
	4.6.3: Eliminate the use of disposable packaging including beverage containers and utensils (disposable cups, cutlery, plates, PET, and other non-returnable packaging) in all areas of the university	Implement the "Use your own cup" campaign aimed at reducing disposable cups at coffee machines	2025–2030	Number of machines with the possibility of using own cup		
		Purchase and distribute coffee cups made from recycled material to university staff	2025–2026	Quantity of disposable packaging purchased with a decreasing trend		

Pillar 4: UNIVERSITY OPERATIONS AND ADMINISTRATION

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding	
4.7: Mobility and transport	4.7.1: Analysis of the needs, attitudes, barriers and opportunities of staff and students with regard to their mobility	Conduct a survey on aspects of staff's and student's mobility	2028	Updated mobility audit with the campus			
	4.7.2: Optimising transport between campuses and to other destinations	Build a reservation system for other passengers within the same service vehicle	2028	Car sharing	Bursar	SMSP, university's own resources	
	4.7.3: Motivation to reduce the share of individual car transport and promote more environmentally friendly forms of transport	Engage in campaigns and challenges, explore benefit options to motivate and define sustainability in terms of business travel		2025–2030	Campaign involvement, benefit analysis, travel regulations		
Provide and build infrastructure for charging electric vehicles and prepare rules for its use			2028	Electric cars in the service fleet			
4.8: Responsible public procurement	4.8.1: Use of standardised designs taking into account sustainable purchasing aspects	Update model procurement documents and contracts to reduce the administrative burden of procurement, ensure decent and fair conditions in the supply chain and promote environmentally friendly solutions	2025	Pattern updates			
	4.8.2: Environmentally and socially responsible purchasing	Utilize tools to ensure access of small bussiness to the university's public contracts (splitting contracts into parts, DPS, reducing administrative burden)		2025–2030	Orders in DPS or split into parts	Bursar	University's own resources
		Prefer environmentally friendly solutions (emphasis on recyclability and use of secondary raw materials)		2025–2030	Contracts using responsible aspects		
		Require contractors to pay their employees fairly and equitably for their work, and demand fair treatment of subcontractors, including timely payments		2025–2030	Procurement using responsible aspects		
		Procure supplies and services from social enterprises		2025–2030	Contracts awarded to social enterprises		
	4.8.3: Quality-oriented purchasing	Collaborate with other universities to create examples of good practices		2025–2030	Contracts using responsible aspects		
	Promote the use of qualitative evaluation criteria		2025–2030	Contracts with qualitative evaluation criteria			
4.9: Responsible production of goods and services	4.9.1: Local products and services	Ensure quality local production and opportunities for its expansion	2026–2030	Certified products, production and services	Vice-rector for strategy and sustainability, directors of the university enterprises	University's own resources	
	4.9.2: Animal welfare	Continue to maintain animal welfare	2025–2030	Setting criteria and their implementation			
	4.9.3: Use of own production	Use own production in the university's operations	2025–2026	Scope of production offered with regard to the potential of enterprises	Vice-rector for strategy and sustainability, directors of the university enterprises and university canteens, bursar		



PILLAR 5:
SOCIAL RESPONSIBILITY
AND THIRD ROLE
OF THE UNIVERSITY

Pillar 5: SOCIAL RESPONSIBILITY AND THIRD ROLE OF THE UNIVERSITY

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
5.1: Community for sustainability	5.1.1: Development and support of the activities of the CSR MENDELU	Update the CSR concept in relation to the strategic plan of the university and all units	2025–2026	Involving all parts of the university in the CSR concept	Vice-rector for strategy and sustainability	SMSP, NPO, university's own resources
			2025–2030	Student/student associations involvement in the CSR concept		
		Support selected events with CSR concept	2025–2030	Organising 4 CSR events per year		
	5.1.2: Promoting volunteering and engagement	Implement campaigns promoting volunteering	2025–2030	Staff and students participation in campaigns (number of people involved)	Vice-rector for human resources and internal affairs, head of the rector's office, vice-rector for strategy and sustainability	
			2025–2026	Establishment of the volunteer portal/application		
		Promote volunteering through a reward and recognition systém, practical placements and volunteer days	2025–2030	Number of events (activities with volunteers)		
5.2: Healthy lifestyle and community care	5.2.1: Care for the university community in the areas of career development and work-life balance	Provide career and psychological counselling and awareness of this activity at the university	2025–2030	Offer of advice	Vice-rector for personnel development and internal communication	University's own resources
		Promote work-life balance and cultural development university staff		Staffing of care for community and number of interventions		
	5.2.2: Creating conditions for leisure activities and for the development of community life at the university	Offer sports, health and wellness programs		Offer of programmes	Vice-rector for personnel development and internal communication, vice-rector for strategy and sustainability	
		Regularly organize university-wide sports and cultural events		Number of events		
5.3: Equal opportunities for all	5.3.1: Analysis of the situation in the field of equal opportunities between employees and students, updating of the <i>MENDELU Gender Equality Plan</i> and implementation of activities to develop and promote equal opportunities in all aspects	Conduct a questionnaire survey among staff and students regarding the situation of equal opportunities and gender equality at the university	2025–2030	A questionnaire survey among students and employees at equal opportunities	Vice-rector for personnel development and internal communication	SMSP, university's own resources
		Update and ensure the implementation of the <i>MENDELU Gender Equality Plan</i> (GEP)		Successful implementation of specific measures of the revised GEP		
		Return grant support		Annually implemented return grant to support parents on maternity/parental leave		
		Actively combat bullying and sexual harassment in the workplace (Safe MENDELU)		Annual training of Safe MENDELU counsellors, 1 information campaign implemented – prevention of inappropriate behaviour		
	5.3.2: Diversity in the workplace and social integration of all population groups	Apply a diversity and inclusion policy in recruitment and ensure flexible working conditions to meet the specific needs of the employee		Methodological manual for the implementation of age management principles in the context of strengthening diversity		
		5.3.3: Sport for people with special needs		Sports events will be open to people with special needs	Number of people with specific needs playing sports, set measures	

Pillar 5: SOCIAL RESPONSIBILITY AND THIRD ROLE OF THE UNIVERSITY

Sub-objective	Key activity	Proposed action	Timeline	Key performance indicator (KPI)	Responsibility	Funding
5.4: Support of the region	5.4.1: Cooperation with the Statutory City of Brno and the South Moravian Region on developing all pillars of sustainable development	Actively maintain strategic partnerships with the City of Brno (municipal districts) and other institutions in the city (schools and other educational institutions, associations)	2025–2030	Number of projects involving MENDELU and participation in activities	Vice-rector for strategy and sustainability	SMSP, university's own resources
		Active cooperation with the South Moravian Region, local action groups, institutions of the regional innovation ecosystem, companies and other stakeholders				
	5.4.2: Cooperation with non-profit organizations operating in the South Moravian Region and beyond	Initiate new strategic partnerships with non-profit organisations		Number of new partnerships formed		
		Actively maintain already established cooperations with partners	Number of joint activities			
5.5: Strategic partnerships and memberships	5.5.1: Membership in platforms that offer the opportunity to exchange experiences and good practices in the field of sustainability and social responsibility (e.g. A-CSR, INCIEN, NCA, ...)	Participate in meetings, conferences and workshops; collaborate on projects; share experience and promote learning	2025–2030	Number of events with MENDELU participation; number of projects with MENDELU participation	Vice-rector for strategy and sustainability	SMSP, university's own resources
	5.5.2: Strategic national and international partnerships ensuring that knowledge and experience transfer in the field of sustainable development	Actively engage in formal and informal collaborative platforms at the national and international level in order to gain incentives and/or partners for closer cooperation in the field of sustainability; further expand cooperation with domestic and foreign universities and practices abroad	2025–2030	Number of new partnerships, signed memorandum of cooperation		
	5.5.3: Participation in platforms for responsible public procurement	Subscribe to platforms for responsible public procurement and implement their vision in the procurement process at MENDELU	2025–2030	Memberships in platform for responsible public procurement	Bursar	University's own resources

LIST OF ABBREVIATIONS

A-CSR	Association of Social Responsibility
AI	Artificial Intelligence
BIM	Building Information Management/Modelling
CO ₂	Carbon Dioxide
CSR	Corporate Social Responsibility
CSR MENDELU	Centre for Social Responsibility and Sustainability at Mendel University in Brno
Ref. n.	Reference Number
DPS	Dynamic Purchasing System
EBI	Enterprise Buildings Integrator
ESG	Environmental, Social and corporate Governance
EU	European Union
PV plant	Photovoltaic Power Plant
GEP	Gender Equality Plan
INCIEN	Institute of Circular Economy
ILL	Institute of Lifelong Learning
IoT	Internet of Things
IT	Information Technology
JINAG	South Moravian Agency for Public Innovations
LED	Light-Emitting Diode
MENDELU	Mendel University in Brno
NCA	National Cluster Association
NPO	National Recovery Plan
OOTS	Once-Only Technical System
OP EU	European Union Operational programme
UN	United Nations
PET	Polyethylene Terephthalate
Ph.D.	Doctor of Philosophy (degree)
QS	Quacquarelli Symonds, Company Publishing International University Ranking
SDGs	Sustainable Development Goals
SEF	State Environmental Fund
SMS	Sustainable Marketing Strategy
SMSP	Strategic Management Support Program
SPIS	Strategic Plan Implementation Scheme
SS	Sustainability Strategy
THE	Prestigious Times Higher Education University Ranking
TV	Television
UI GreenMetric	International "Green" University Ranking
UNESCO	United Nations Educational, Scientific and Cultural Organization

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