

Sustainable Development Strategy of Tomas Bata University in Zlín until 2030

The Sustainable Development Strategy of Tomas Bata University in Zlín until 2030 was discussed at the meeting of the Rector's Advisory Council on 19 November 2024 and approved at the meeting of the Academic Senate of TBU on 10 December 2024.

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PREAMBLE

The Sustainable Development Strategy of Tomas Bata University in Zlín (hereinafter referred to as the “TBU Sustainability Strategy”) is a strategic document of Tomas Bata University in Zlín (hereinafter referred to as “TBU in Zlín” or “TBU”) complementary to the Strategic Plan of Tomas Bata University in Zlín for the Period 21+ (hereinafter referred to as the “TBU 21+ Strategy”). It defines the mission, vision, areas, strategic aims and sub-goals of sustainable development of TBU in Zlín until 2030. TBU in Zlín understands sustainability as a holistic concept including educational, research, economic, social and environmental dimensions. TBU Sustainability Strategy is closely linked to strategic goals at the international, national and regional levels. TBU Sustainability Strategy incorporates the principles of ESG (environmental, social, governance) reporting for the mandatory review of non-financial data according to the sustainability reporting standards set by the European Commission. The aim is to put ESG data on an equal footing with financial data.

BACKGROUND TO THE TBU SUSTAINABILITY STRATEGY

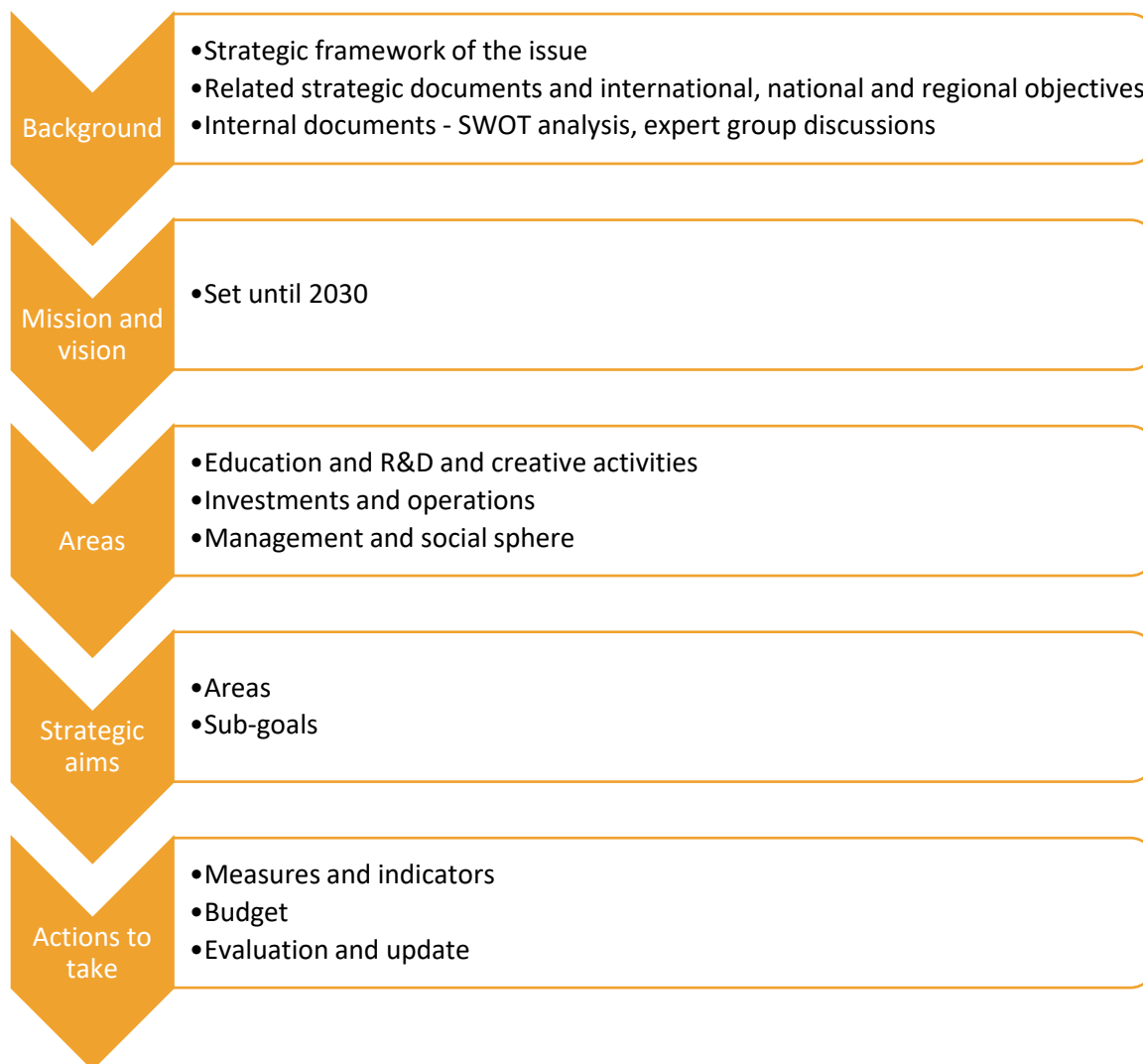
The state of the environment has reached a critical point, and if we do not act, we risk losing valuable natural resources and degrading the quality of life on Earth. It is therefore essential that we actively focus on the complex issues of sustainability and reflect these issues in all of TBU’s activities. A key part of this effort is not only mitigating environmental impacts, but also adapting to changes that have already occurred. Adaptation involves adjusting our society, economy and infrastructure to new environmental conditions, which is essential to ensure long-term sustainability and stability for future generations.

For us, sustainability is not just about caring for the planet, but also for our employees, students and the overall environment in which we work and study. We want to create a healthy and welcoming environment that fosters creativity, efficiency and personal development. TBU in Zlín employs many top experts and scientists whose knowledge and research can help our institution and the region become leaders in this field.

Since the 1980s, universities have taken an active role in addressing the environmental crisis. For top universities around the world, addressing environmental issues is now commonplace. That is why we at TBU in Zlín see it as essential for the future of our planet and society.

THE PROCESS OF DEVELOPMENT OF THE TBU SUSTAINABILITY STRATEGY

The TBU Sustainability Strategy was developed on the basis of a detailed analysis of the current state of TBU; a SWOT analysis was prepared for each area and the basic problems were defined. Subsequently, discussions were held in working groups, in which the part containing proposals was shaped. The TBU Sustainability Strategy was prepared within a broad discussion at the level of the management board of the University and all its component parts, key employees and non-academic experts. It was discussed at a meeting of the Rector’s Advisory Council and a meeting of the TBU Academic Senate as part of the approval process.



The Strategy will be implemented through the preparation, regular evaluation and possible updating of **action plans** for each two-year period, i.e. for 2025-2026, 2027-2028 and 2029-2030. The evaluation will be based on defined annual indicators, which will also be a source of data for ESG or non-financial reporting. The aim will be to implement specific measures to achieve the various objectives set out in this Strategy, including the evaluation of the quantitative indicators set and the establishment of a budget plan for the period.

The following bodies and persons are expected to be involved in developing and promoting sustainability at TBU in Zlín:

- Management board of the University and of its component parts – Rector, Bursar, Vice-Rectors, Deans, Directors of other component parts
- Academic Senate of TBU in Zlín, Academic Senates of Faculties
- Sustainability Management Board
- Selected persons at individual Faculties and component parts of TBU in Zlín who are responsible for addressing the issue of sustainable development.
- A working group composed of staff from the Rectorate whose work is related to the implementation of the aims of the TBU Sustainability Strategy.

- Student Union
- TBU for Action on the Climate student association
- Employees of TBU in Zlín
- Students of TBU in Zlín

MISSION

TBU in Zlín inspires and guides students and professionals to become leaders of contemporary sustainable development, actively integrating the principles, innovations and technologies of responsible sustainability into all its activities and contributing to solving global challenges and implementing international strategies in this area.

VISION

Tomas Bata University in Zlín is a **HEALTHY UNIVERSITY**, which:

- ✓ incorporates the principles of sustainability into all forms of **education**, including lifelong learning, according to the latest scientific knowledge; provides information on environmental problems and ways of solving them in all accredited programmes with an impact on the development of key competences of students according to the specific objectives of education for sustainable development;
- ✓ supports **R&D and creative activities** that respond to global and regional challenges, and that have a practical impact and strengthen strategic partnerships;
- ✓ contributes to environmental and social awareness as part of its **third role** towards the sustainable functioning of the local community, the region and the general public;
- ✓ enhances the **wellbeing** of students and staff, supports their sustainable lifestyles and encourages them to become actively involved in community and global initiatives that contribute to sustainable development;
- ✓ integrates the principles of environmental, social and economic sustainability through rational, long-term **investment, operational, management and social** measures, monitors technological trends and legislative developments, and implements measures in a timely and effective manner in the University's operations;
- ✓ contributes to the achievement of the **international** sustainable development **goals** through an interdisciplinary approach that seeks to balance environmental, economic and social factors and ensure a better future for all.

SUSTAINABLE TBU BRAND



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INTERDEPENDENCE WITH OTHER DOCUMENTS

This Strategy is based on the following related strategic documents:

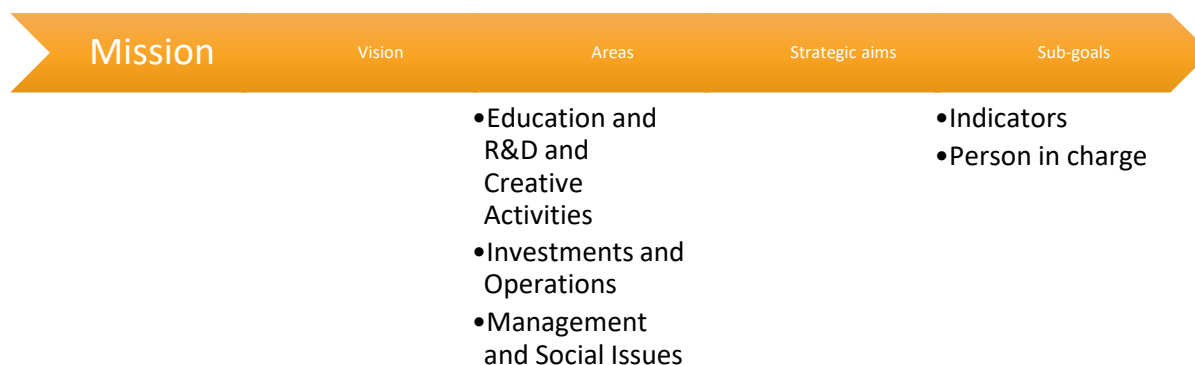
- at the international level – **The Green Deal for Europe**, which will transform the European Union’s economy into a modern, competitive and resource-efficient economy; the **Paris Agreement** adopted by the UN in 2015 and the **Sustainable Development Goals (SDGs)** in Transforming Our World: The 2030 Agenda for Sustainable Development;
- at the European Union level – **EU Regulation 2021/1119 aiming at achieving climate neutrality** in the EU by 2050 and **ESRS standards** (European Sustainability Reporting Directive) for non-financial reporting under Directive (EU) 2022/2464 of the European Parliament and of the Council of 14 December 2022 on corporate sustainability reporting, “**Fit for 55**”: meeting the EU’s 2030 climate change target on the path to climate neutrality;
- at the level of the Czech Republic – **Czech Republic 2030** – the Czech Republic Strategy for Sustainable Development;
- at the regional level – the **Strategy for the Development of the Smart Zlín Region 2030**, which extends the basic strategic development document of the Zlín Regional Authority, i.e. the Strategy for the Development of the Zlín Region 2030, and the Strategy for the Development of the Statutory Town of Zlín until 2030, with its focus on SMART elements;
- at TBU level – **21+ Strategic Plan** and Implementation Plans and other documents listed in the individual areas.

AREAS OF SUSTAINABILITY

TBU Sustainability Strategy is based on three areas that affect all activities of the public university. The priority area is **Education and R&D and Creative Activities**, which is the core mission of the University. Here, TBU will focus on innovations in educational programmes and support for R&D and creative activities that will contribute to sustainable development.

The second area includes **Investments and Operations**, where TBU will emphasize efficient and environmentally friendly investments and resource management.

The third area is **Management and Social Issues**, which includes not only the university management but also all stakeholder groups - students, staff and the wider community.



TBU in Zlín has set strategic aims for 2030 in these three areas. Sub-areas, sub-goals, indicators and responsibilities for achieving each sub-goal are then defined in each area.

AREA 1 Education and R&D and Creative Activities	AREA 2 Investments and Operations	AREA 3 Management and Social Issues
Strategic aim 1. Implement all areas of sustainable development in education and R&D and creative activities with practical impact.	Strategic aim 2. Apply a sustainable approach to building infrastructure.	Strategic aim 3. Manage the University responsibly and support all TBU stakeholders, with an emphasis on applying the principles of long-term sustainability in all activities.
Education Sub-goal 1.A. Integrate sustainable development issues into the accreditation of degree programmes, the content of course units and LL courses across different disciplines and ensure quality education for all students	Infrastructure Sub-goal 2.A. Implement the principles of sustainability in the management of facilities, construction and modernization of existing facilities, including their certification Sub-goal 2.B. Effectively manage the use of facilities and technologies Sub-goal 2.C. Maximise green spaces to support biodiversity Sub-goal 2.D. Provide areas for rest and relaxation	TBU's management principles for sustainable development Sub-goal 3.A. Manage the University effectively and responsibly according to sustainability principles
R&D and creative activities Sub-goal 1.B. Promote scientific research and R&D and creative activities focused on sustainable development, environmental sciences, social responsibility (inclusion, diversity) and innovation in the field of sustainability	Energy and climate change Sub-goal 2.E. Reduce energy intensity and increase energy efficiency, switch to sustainable energy sources, transform energy mix and reduce carbon footprint	Partnerships and third role Sub-goal 3.B. Actively involve students in sustainable development at TBU Sub-goal 3.C. Strengthen relationships with local communities of companies and organizations through educational programmes, corporate social responsibility (CSR) and volunteering
	Water management Sub-goal 2.F. Sustainable water management	Responsible purchasing Sub-goal 3.D. Prepare and implement the TBU Responsible Purchasing Strategy for the period 2025-2030
	Waste and circular economy Sub-goal 2.G. Reduce waste production and apply circular economy principles	Computerization and digitization Sub-goal 3.E. Effectively manage the digitization and computerization of internal and external processes Sub-goal 3.F. Systematically digitize learning support tools across the University

	<p>Transport</p> <p>Sub-goal 2.H. Create a sustainable transport infrastructure</p>	<p>Wellbeing and social issues</p> <p>Sub-goal 3.G. Improve employee satisfaction and health, educate employees on sustainability issues, ensure equal opportunities, prevent discrimination and support disadvantaged groups.</p> <p>Sub-goal 3.H. Develop programmes focused on students' mental and physical health, work-life balance, and support activities focused on preventing discrimination and supporting disadvantaged groups.</p>
	<p>Catering</p> <p>Sub-goal 2.I. Ensure a quality, healthy and balanced diet in line with healthy lifestyle trends</p>	<p>Popularization and communication strategies</p> <p>Sub-goal 3.I. Develop and actively implement a communication strategy for TBU sustainability</p>

AREA 1 – EDUCATION AND R&D AND CREATIVE ACTIVITIES

Strategic aim 1. Implement all areas of sustainable development in education and R&D and creative activities with practical impact.

DESCRIPTION OF THE CURRENT STATE

In the 2023/2024 academic year, TBU offers 278 full-time or part-time Bachelor's, Master's, follow-up Master's, doctoral or lifelong learning programmes, of which 1 is dedicated exclusively to sustainability, namely Sustainable Development Management, which has been accredited in full-time and part-time mode. There are 7,893 course units taught. Of these, 136 course units can be described as related to sustainable development and 51 course units focus directly on a field of sustainability.

R&D and creative activities are carried out within the TBU component parts and are implemented through grants from the Grant Agency of the Czech Republic, the Grant Agency of the Academy of Sciences of the Czech Republic, the Technology Agency of the Czech Republic and grant projects announced by Czech government ministries. As far as publications are concerned, it is difficult to define keywords that would fully cover the areas of sustainable development in the environmental or social spheres. On average, 300 publications per year have been identified at TBU that deal with sustainability.

Among the most important projects with international participation are those of the University Institute and the Faculty of Technology. There are also design and circular economy projects implemented at the Faculty of Multimedia Communications, sustainable management projects at the Faculty of Management and Economics, and social projects at the Faculty of Humanities.

The area of education and R&D and creative activities is anchored in the Strategic Plan of Tomas Bata University in Zlín in the field of education, research, development and innovation for the period 2021-2025 (Pillar A and B), which must be updated for the next period to take into account the areas of

sustainable development in both teaching and R&D and creative activities of all component parts of TBU. An important aspect is ethics in research, which is reflected in the Rector's Directive SR/17/2023 Statute of the Ethics Committee for Research at Tomas Bata University in Zlín and in SR/18/2023 Rules of Procedure of the Ethics Committee for Research at Tomas Bata University in Zlín.

Related strategic national and international documents:

- Innovation Strategy of the Czech Republic 2019-2030: The Country for The Future
- National Research and Innovation Strategy for Smart Specialization of the Czech Republic for 2021-2027 (National RIS3 Strategy)
- The Ministry's Strategic Plan for Higher Education for the period from 2021
- Strategy for the Internationalisation of Higher Education for the period from 2021
- European Strategy for Universities
- Council Recommendation on learning for green transformation and sustainable development
- The Skills Pact
- European Skills Agenda

Related TBU strategic documents:

- 21+ Strategic Plan anchors the Strategy of Tomas Bata University in Zlín in the area of education, research, development and innovations for the period 2021–2025 (Pillar A and B)
- Strategy of the open access to scientific information policy of TBU in Zlín
- Lifelong Learning Strategy of TBU in Zlín for the Period 21+

EDUCATION

Sub-goal 1.A. Integrate sustainable development issues into the accreditation of degree programmes, the content of course units and LL courses across different disciplines and ensure quality education for all students

Develop and obtain accreditation for **degree programmes**, implement **course units, including LL and U3A courses**, incorporating sustainable development. Integrate course units that support the development of green skills in different areas towards sustainability into the curricula according to the specific objectives of education for sustainable development, or dedicate a part of selected course units to sustainable development. Graduates of these degree programmes, course units and courses must be aware of all areas of sustainability, be able to identify opportunities for improvement, challenge the status quo and solve problems through innovation in their working environment in a way that positively impacts the environmental footprint of their partners and customers. TBU must prepare a follow-up Strategy of Tomas Bata University in Zlín in the field of education, research, development and innovation for the period 2026-2030 (Pillar A and B of the TBU 21+ Strategy) or update the TBU 21+ Strategy in this area to emphasize the principles of sustainable development.

TBU will focus on providing accessible education to **special needs students and disadvantaged social groups**. A welcoming environment and climate will be created on the TBU campus to maximise academic freedom and the development of talented students in study and work. For this purpose, the Centre for Special Needs Students already operates at TBU.

The area of education also includes support for the supervision of **academic qualification theses** in the field of sustainable development at all levels of education.

Indicators:

- 1.A.1 – Approved new or updated **Strategy** of Tomas Bata University in Zlín **in the field of education**, research, development and innovation for the period 2026-2030 (Pillar A and B of the TBU 21+ Strategy)
- 1.A.2 – Approved Methodology for the **Definition of Degree Programmes, Course Units, Courses and Academic Qualification Theses** in the Fields of Sustainable Development
- 1.A.3 – Number of newly accredited and upgraded degree **programmes** in the field of sustainable development
- 1.A.4 – Number of students enrolled for first year studies in newly accredited and upgraded degree programmes in the field of sustainable development
- 1.A.5 – Number of new **course units** in accredited degree programmes and number of upgraded course units annotated with learning areas on sustainable development
- 1.A.6 – Number of students enrolled in a new or upgraded course unit annotated with areas of learning on sustainable development
- 1.A.7 – Number of LL and U3A courses held in the field of sustainable development
- 1.A.8 – Number of persons who completed LL and U3A courses in sustainable development
- 1.A.9 – Number of courses or other training events delivered for **special needs students or disadvantaged social groups**
- 1.A.10 – Number of participants in courses or training activities related to special needs students or disadvantaged social groups
- 1.A.11 – Number of defended **academic qualification theses** in the field of sustainability

Person in charge: Rector

Operational support to be provided by: Vice-Rector for Pedagogical Activities and Vice-Rector for Development

R&D AND CREATIVE ACTIVITIES

Sub-goal 1.B. Promote scientific research and R&D and creative activities focused on sustainable development, environmental sciences, social responsibility (inclusion, diversity) and innovation in the field of sustainability

Priority must be given to developing a new or updating the existing **TBU 21+ Strategy**, which anchors the Strategy for Education, Research, Development and Innovation for the period 2021-2025 (Pillar A and B) of Tomas Bata University in Zlín. This Strategy ends in 2025 and it is necessary to have a follow-up strategy that includes elements of sustainable development.

TBU will support and motivate experts and students to produce **R&D and creative** outputs, both those evaluated according to the Methodology of the Government Council for Research and Innovation (especially publications, patents, utility models, etc.) and those registered in the Register of Artistic Outputs (hereinafter referred to as RUV) oriented towards sustainable development topics. The aim will also be to participate in (international) **basic and applied research** projects with a similar focus. R&D and creative activities (including the purchase of materials and technologies) will be carried out with regard to environmental impact criteria.

Indicators:

1.B.1 – Approved new or updated **Strategy** of Tomas Bata University in Zlín in the field of education, **research, development and innovation** for the period 2026-2030 (Pillar A and B of the TBU 21+ Strategy)

1.B.2 – Approved Methodology for the **Definition of R&D and Creative Activities, Projects and Research Plans** implemented at TBU and related to the complex area of sustainability

1.B.3 – Percentage of public tender contracts where sustainability criteria are applied to ensure **conditions for the implementation** of R&D and creative activities

1.B.4 – Number of **R&D and creative results** applied in RIV and RUV related to sustainability

1.B.5 – Number and amount of budget for the relevant year of **projects and research plans** related to sustainability

Person in charge: Rector

Operational support to be provided by: Vice-Rector for R&D and Creative Activities

AREA 2 – INVESTMENTS AND OPERATIONS

Strategic aim 2. Apply a sustainable approach to building infrastructure.

DESCRIPTION OF THE CURRENT STATE

From an ESG reporting perspective, the “Environmental” section is dedicated to this area 2. A key issue is the **high energy demandingness of operating** or heating older buildings, which form part of our facilities. This situation is complicated by our limited ability to influence the **energy mix** of the energy supplied, and at the same time by the lack of resources and opportunities to achieve energy independence.

In addition to energy, **transport** is another source of pollution and carbon footprint. We are faced with a high level of individual car travel by staff and students to the University facilities. This problem is exacerbated by the habits of residents, the lack of infrastructure for **alternative modes of transport** such as cycle lanes, limited access to public transport or a lack of charging points for electric vehicles. Another source of CO₂ emissions is **business and academic travel**, especially air travel. In this area, we still lack an effective system for optimising and compensating for these emissions, while at the same time encouraging such travel for the purposes of quality research, education and creating mutual relations.

The solution is to **adapt new and renovated buildings** and improve the thermal performance of building envelopes, openings and technical equipment. At the same time, **these buildings and their equipment must be used properly and efficiently, reducing energy consumption and changing the energy mix** to low-carbon sources in order to meet the commitment under the Paris Agreement adopted by the UN in 2015 and the EU Regulation 2021/1119 on carbon neutrality by 2050. Currently, TBU is starting the construction of a new building, U1, which will be designed to a passive energy standard, with a category A classification of “extremely energy efficient”.

A passive building is very sensitive to **compliance with the designed operating rules** and to the **technological discipline of the users**. As the **financial volume for renovations** and modifications will not be sufficient from the provider of operating funds for the necessary transformation of the facilities, other forms of funding must be considered.

Related national and international strategic documents:

- European Climate Pact
- Green Deal for Europe
- National energy concept of the Czech Republic

INFRASTRUCTURE

Sub-goal 2.A. Implement the principles of sustainability in the management of facilities, construction and modernization of existing facilities, including their certification

All projects for the **construction and reconstruction of infrastructure** should be assessed not only in terms of meeting the requirements for the effectiveness of the funds spent and compliance with the requirements of the construction process, but equal attention should be paid to aspects of environmental quality, user comfort, sustainability and aesthetics **according to the chosen level of SBToolCZ certification**. The national Czech SBToolCZ certification tool for expressing the quality level of buildings is based on Czech building practice and legislation with a category for tertiary education buildings. A **Construction and Development Master Plan** and a **Renovation Plan** will be prepared for individual buildings to achieve carbon neutrality in 2050, including a budget plan. Climate neutrality will be a priority in building design, including a plan for the installation of renewable energy sources, supported by appropriate economic analysis and subsidy policy.

Indicators:

2.A.1 – Approved document **Construction and Development Master Plan** for individual facilities over a 10-year horizon, including budget

2.A.2 – Approved **Renovation Plan** for individual buildings to achieve carbon neutrality in 2050, including budget plan

2.A.3 – Achievement of SBToolCZ certification for individual building construction or refurbishment projects of more than 50% of the existing building area at or above the ‘high quality building’ level

2.A.4 – Number of SBToolCZ certified buildings with a score of ‘high building quality’ or higher

Person in charge: Bursar

Operational support to be provided by: Head of Investment and Property Management

Sub-goal 2.B. Effectively manage the use of facilities and technologies

TBU will set up a methodology for **monitoring the efficiency of the use of space** in TBU buildings and investments in **modern technologies for infrastructure management**, which will enable long-term cost reduction, increase productivity and contribute to the sustainable development of society. The methodology will have an impact on the actions taken by the TBU Committee on Location Assignments and Scheduling. The aim is to create a flexible and efficient working environment by utilising the floor space and facilities in TBU buildings such as administrative areas, offices, teaching facilities/classrooms, laboratories through digitization of processes and **promoting shared workspaces**. Efforts will be made to achieve **maximum efficiency in the use of facilities and technology**.

Indicators:

2.B.1 – Approved Methodology for the Evaluation of the **Use of Building Areas** and Technologies in TBU Facilities

- 2.B.2– Percentage of use of building and technology areas according to the approved Methodology
- 2.B.3 – Approved **Workspace Sharing** Methodology
- 2.B.4 – Number of shared workspaces

Person in charge: Bursar

Operational support to be provided by: Head of Technical Services

Sub-goal 2.C. Maximize green spaces to support biodiversity

TBU is committed to significantly expanding and improving **green spaces** and water features, creating a healthier, more pleasant and resilient environment for all users. This revitalisation will lead to **increased biodiversity**, improved microclimate and overall **staff and student satisfaction**. The implementation of these measures will also serve as an example of sustainable development for the wider community. TBU will develop a Biodiversity Conservation Programme and identify suitable sites for the creation of biotopes that support a diversity of plant and animal species. The Programme will include a plan to expand TBU's green spaces such as gardens, meadows, indoor greenery in planters, and horizontal walls inside and outside of buildings.

Indicators:

- 2.C.1 – Approved **Biodiversity Conservation Programme** including budget plan
- 2.C.2 – Number of **biotopes** constructed
- 2.C.3 – Number of m² of **green spaces**

Person in charge: Bursar

Operational support to be provided by: Head of Investment and Property Management

Sub-goal 2.D. Provide areas for rest and relaxation

TBU will create diverse networks of **spaces for rest and relaxation**, both outside and inside the buildings. These spaces will be designed to meet the diverse needs of users, encourage social interaction, stimulate creativity and provide opportunities for physical and mental regeneration. A Relaxation Zone Development Plan will be prepared, taking into account the number of indoor and outdoor relaxation zones in each teaching facility, the capacity and space in relation to the total number of students who normally attend classes in that facility.

Indicators:

- 2.D.1 – Approved **Relaxation Zone** Development Plan including budget plan
- 2.D.2 – Number of indoor and outdoor relaxation zones in each building
- 2.D.3 – Personnel capacity of indoor and outdoor relaxation zones in each building
- 2.D.4 – Area in m² of indoor and outdoor relaxation zones in each building

Person in charge: Bursar

Operational support to be provided by: Head of Investment and Property Management

ENERGY AND CLIMATE CHANGE

Sub-goal 2.E. Reduce energy intensity and increase energy efficiency, switch to sustainable energy sources, transform energy mix and reduce carbon footprint

TBU is implementing a **comprehensive energy management system** that will minimize environmental impact and **optimize energy consumption**. This will include regular monitoring, management, evaluation and reporting of energy consumption at all levels of the University's operations.

Through the introduction of energy management, TBU will strive to **significantly improve the energy efficiency of all university buildings** and significantly reduce energy costs, creating a more comfortable and healthier working environment for students and employees. Energy management will also help achieve targets for modernisation and intelligent control of lighting, air conditioning and heating. Optimising the operation of the premises in terms of energy efficiency. Implementing **energy efficient technologies, devices and equipment** in various types of operations, such as laboratories and food processing kitchens, with a focus on reducing energy consumption.

At the same time, TBU is committed to a gradual **transition from fossil fuels to renewable energy sources** and to maximizing energy recovery. The long-term goal is to achieve an energy efficiency standard for all University buildings ranging from low-energy to energy-active buildings.

The aim is to fundamentally **transform the energy mix** of energy consumed towards zero-emission energy sources, thereby significantly reducing the carbon footprint by 2030. This will be achieved by actively influencing the energy mix, participating in **community energy**, strategically **purchasing clean energy** and switching to renewable energy sources directly in TBU facilities.

This comprehensive approach to energy management aims to **reduce the carbon footprint of energy**.

Indicators:

- 2.E.1 – Approved Project for the Implementation of a Comprehensive **Energy Management System**
- 2.E.2 – Preparation of the **energy policy** of TBU
- 2.E.3 – Energy consumption of each building (in kWh)
- 2.E.4 – Number of m² of installed **solar panels**
- 2.E.5 – Percentage of air handling units equipped with **heat recovery technology**
- 2.E.6 – Approved **Energy Mix Optimisation Plan** including budget
- 2.E.7 – Establishment of, or participation in, a **local community energy cooperation** platform
- 2.E.8 – Proportion of **green energy** in total University's electricity consumption
- 2.E.9 – Percentage of on-campus **renewable energy** in the TBU's total electricity consumption
- 2.E.10 – Approved Methodology for **Reinvesting** Financial Savings in Additional Energy Efficiency Projects
- 2.E.11 – Percentage of financial savings reinvested in additional energy efficiency projects
- 2.E.12 – Approved Methodology for **calculating energy carbon** footprint
- 2.E.13 – Energy carbon footprint

Person in charge: Bursar

Operational support to be provided by: Head of Investment and Property Management, Head of Technical Services

WATER MANAGEMENT

Sub-goal 2.F. Sustainable water management

Based on the water audit, implement a comprehensive **water management** system within the University's facilities to optimize the use of water resources and minimize our impact on aquatic ecosystems. This approach involves the systematic collection and analysis of water management data,

including **water consumption** in individual buildings and facilities, **water supply** and distribution, **wastewater records**, **stormwater management**, and the condition and efficiency of **water facilities and infrastructure**.

Implementation of **innovative technologies and practices** to reduce overall water consumption, increase water use efficiency, maximize water recycling and reuse, and improve wastewater quality prior to discharge. Implementation of measures to protect the water environment, including prevention of pollution of water resources.

Increasing the **landscape retention capacity** of the University's facilities.

Indicators:

2.F.1 – **Audit report on water management**

2.F.2 – Percentage of consumption points where **water consumption**, including wastewater and rainwater, **is monitored**

2.F.3 – **Potable water consumption** in m³

2.F.4 – Number of buildings with **water leakage detection systems** installed

2.F.5 – Number of **water features**

Person in charge: Bursar

Operational support to be provided by: Head of Investment and Property Management, Head of Technical Services, Director of the Halls of Residence and Refectory

WASTE AND CIRCULAR ECONOMY

Sub-goal 2.G. Reduce waste production and apply circular economy principles

The aim of TBU is a comprehensive transformation of waste management within buildings towards a circular economy. This objective will be achieved through a thorough **mapping of waste streams** to identify key areas for intervention. TBU will focus on **reducing waste production**, with an emphasis on **preventing** unnecessary waste, e.g. by changing the purchasing system to make the TBU Refectory more predictable, and by prioritising **reusable and packaging-free alternatives**. Where waste generation is unavoidable, TBU will seek to **maximise its use in circular processes**. This approach will not only minimise the impact on the environment, but also create a model of good waste management that can inspire other institutions and contribute to wider societal change towards responsible consumption and resource efficiency.

Indicators:

2.G.1 – Analysis of **waste streams** and identification of key areas in the circular economy

2.G.2 – Amount of **waste generated** in tonnes per year for each waste category, group and subgroup according to the waste catalogue, including HRR facilities.

2.G.3 – Proportion of **separately collected waste**

2.G.4 – Number of **circular economy projects** implemented

Person in charge: Bursar

Operational support to be provided by: Head of Technical Services, Director of the Halls of Residence and Refectory

TRANSPORT

Sub-goal 2.H. Create a sustainable transport infrastructure

The aim of TBU is to create a comprehensive and sustainable transport infrastructure within and around University buildings. In the area of transport, the solutions lie in further technological innovations, but above all in changes in behaviour and processes throughout the University community. TBU will focus on systematically **reducing the use of cars** and other forms of transport that have a negative impact on the environment. At the same time, it will gradually **renew its own vehicle fleet, focusing on environmentally friendly alternatives** and their efficient use. A **car park optimisation** plan will be developed and implemented, including possible changes to be made. Priority will be given to the **promotion of active mobility** (walking, cycling) through the construction of bike racks, facilities in TBU buildings, participation in or creation of the University's own events such as Cycling to Work, **use of public transport** and integration of innovative solutions for **shared mobility**. Efforts will be made to conclude an agreement with the Municipality of Zlín on the conditions of use of public transport for staff and all students of TBU, and to collaborate on the town's zoning plan. With this comprehensive approach, TBU aims to create a model of sustainable transport infrastructure that will not only reduce its carbon footprint, but also contribute to a healthier and more pleasant environment for the entire university community.

Indicators:

- 2.H.1 – Approved TBU Fleet Renewal Plan with emphasis on environmentally friendly alternatives and their efficient use
- 2.H.2 – Proportion of TBU vehicles with alternative propulsion compared to those with internal combustion engines
- 2.H.3 – **Fuel consumption** of TBU vehicles per kilometre
- 2.H.4 – Fuel consumption of TBU vehicles per passenger kilometre
- 2.H.5 – Approved Methodology for Calculating the Carbon Footprint of TBU Car Fleet
- 2.H.6 – **Carbon footprint** of TBU car fleet
- 2.H.7 – **Transport optimisation plan** for TBU, including a plan to build facilities for active mobility of staff and students and a budget for doing so.
- 2.H.8 – Number of **mobility projects** implemented to support active or alternative mobility of staff and students
- 2.H.9 – Approved Methodology for calculating the carbon footprint of **business and study travel**
- 2.H.10 – Carbon footprint of business and study travel

Person in charge: Bursar

Operational support to be provided by: Head of Technical Services, Secretary to Faculty, Director of component part

CATERING

Sub-goal 2.I. Ensure a quality, healthy and balanced diet in line with healthy lifestyle trends

The aim is to provide students and staff with a high quality, healthy and balanced diet in line with healthy lifestyle trends. Emphasis will be placed on **purchasing from local food producers**. In addition,

TBU will aim to reduce waste in growing, transporting and preparing food, and to motivate diners to **reduce food waste**.

Indicators:

2.1.1 – Proportion of **food with organic/eco or similar certification** in the total amount of food

2.1.2 – Proportion of **regional suppliers** in total food purchases

2.1.3 – Number of policies or **programmes to reduce food waste** and wastage

2.1.4 – Volume in tonnes per year of unconsumed leftover food (not consumed by diners)

Person in charge: Director of the Halls of Residence and Refectory

Operational support to be provided by: Director of the Halls of Residence and Refectory

AREA 3 – MANAGEMENT AND SOCIAL ISSUES

Strategic aim 3. Manage the University responsibly and support all TBU stakeholders, with an emphasis on applying the principles of long-term sustainability in all activities.

DESCRIPTION OF THE CURRENT STATE

From the perspective of ESG reporting in the area of “Governance”, TBU has established a basic structure for the **management of the University** in accordance with the Higher Education Act (TBU bodies). At the same time, at the level of the Rector and Deans, the positions of Vice-Rectors and Vice-Deans have been created, with responsibilities defined in accordance with internal legislation. In addition, the Rector’s advisory bodies have been established at TBU: the TBU Management Board, the Rector’s Advisory Council, the International Board, the Cyber Security Management Committee and the Ethics Committee. TBU has adopted basic strategic documents for management until 2030. Within the component parts, departments and offices, the positions of directors and chief executives are defined.

For **non-financial reporting**, it is necessary to set up a system for collecting and processing relevant data, and, furthermore, the processing and use of data resulting from the independent evaluation as well as the monitoring reports on the implementation of the strategic aims. Currently, there is no position in the organisational structure of TBU related to the management of sustainable development of TBU.

The priority of the management is now to establish a **risk management** system at TBU, to create key documentation for identifying and managing risks at TBU and to establish competencies, which should be reflected in the organisational structure of TBU. So far, TBU has developed the document entitled Risk Map 2019-2023. The risk management system has not yet been fully developed.

As part of the implementation of the **transparency principles**, TBU has established the basic principles for individual activities in internal legislation. At present, however, the area of anti-corruption is not fully developed (more significant implementation of identification and prevention of conflicts of interest, fraudulent behaviour or clear anti-corruption measures), including training of employees in this area.

In the context of **public procurement**, TBU follows the applicable legislation and internal rules. In this area, it is necessary to improve the incorporation of the 3E principle (Effectiveness, Economy, Efficiency) into individual internal procedures for public procurement and to ensure their monitoring

and enforcement (CR Government Resolution of 7 July 2016). In addition, the Do No Significant Harm (DNSH) principle is still rather formally written into the documentation for individual contracts, and TBU does not have any control mechanisms in place to verify the affidavits. In this context, TBU will endeavour to implement the principles of the National Public Procurement Strategy with a focus on environmentally and socially responsible procurement.

Computerization and digitization of some areas of activity is progressing very slowly, resulting not only in bureaucratic burdens but also in increasing costs. It has not been possible to move some of the recurring internal approval processes with links to accounting processes, human resources work, work in the area of the systems of studies' administration, etc. into an electronic environment.

Related TBU strategic documents:

- Statute of Tomas Bata University in Zlín, including the TBU Code of Ethics
- 21+ Strategic Plan of TBU, which anchors the Strategic Plan for Education, R&D and Innovations of Tomas Bata University in Zlín for the Period 2021–2025 and the Internationalization Strategy for the Period 21+
- Plan of Investment Activities of Tomas Bata University in Zlín for the Years 2021 to 2030
- Third Role Strategy of TBU in Zlín
- Marketing and Communication Strategy for Popularization of R&D at TBU in Zlín

From the perspective of ESG reporting in the area of “Social”, the establishment of the Human Resources Development office at the Rectorate of TBU in 2021 is important. Subsequently, the **Strategy for Human Resources Development of Tomas Bata University in Zlín** (hereinafter referred to as the “HRD Strategy”), including an action plan for the period 2022-2025, was prepared and approved by the TBU authorities as a key document for the area of human resources management. The action plan included a commitment to begin systematic work on **staff training**. As part of the requirements of the TBU Sustainability Strategy 2030, staff training should include the activity of mandatory staff training in sustainability topics, both for teachers of the concerned course units across the whole TBU, as well as for the administration and technical staff. In 2022, the implementation of individual goals and measures of the **Gender Equality Plan** at TBU (hereinafter referred to as the “GEP”) was also initiated in accordance with the timetable set out in the action plan. Preparatory work on updating both documents for the period 2026-2030, with a focus on sustainability, is expected to start shortly. Two component parts of TBU – the CPS and the CEBIA-Tech – have been awarded the HR Award, fulfilling the requirements to retain it, and have defended this certification in the last audit period.

TBU has adopted the **TBU Code of Ethics** for discussing unethical behaviour or complaints from employees, and the Rector has appointed the TBU Ethics Committee. In addition, a position of **ombudsperson** has been established, who is responsible for resolving misunderstandings and conflicts between employees or co-participating in the resolution of labour conflicts. He/she also reviews complaints from employees and students. Employees and students can also use the services provided by the TBU Counselling Centre, where they can receive psychological, legal and social counselling. Since 2023, a **Physical Security Manager** has been working at TBU.

The **working conditions and the rights and obligations** of all three categories of employees: academic staff, research staff and other staff, are regulated and enshrined in internal legislation. There are two trade unions operating at TBU, and a collective agreement is concluded annually which extends certain rights of employees and provides for certain benefits.

TBU offers its employees a wide range of benefits, such as a contribution to meals in its own catering facilities, a contribution to pension insurance, contributions to sports, health, culture, relaxation, recreation or education through a benefit card. This support is provided by the TBU Social Fund.

At present, some tools for **reconciling personal, family and professional life** are being implemented, including new obligations brought about by the amendment to Act No. 262/2006 Coll., the Labour Code, e.g. the possibility of using telework for groups of employees defined by the Labour Code in accordance with the Rector's Directive SR/33/2024 Rules Governing Telework Policy (the so-called "Work from Home") at Tomas Bata University in Zlín. However, TBU does not make full use of shared workplaces or even part-time work according to the legal possibilities.

The regular **evaluation of employees** and their work performance is only defined in the form of an internal standard for academic staff and researchers. So far, there are no clearly defined rules for more objective evaluation of work performance and thus transparent **remuneration** for other employees. The relations with employees and the related obligations of TBU are described in the Work Regulations of Tomas Bata University in Zlín, the Salary Regulations of Tomas Bata University in Zlín and the Rules Governing Selection Procedure for Academic Staff Positions at Tomas Bata University in Zlín. Binding rules of occupational health and safety and fire prevention at Tomas Bata Technical University are issued through internal regulations.

Employee satisfaction is generally assessed every two years (2019, 2021 and 2023). TBU employs people with disabilities and sets specific conditions for their work performance.

TBU has established conditions and rules for the **protection of personal data**, and the position of Data Protection Officer has been created. Within the framework of establishing rules in the area of cyber security, individual policies are established. This area is managed by the **Cyber Security Manager**.

TBU is preparing the implementation of **whistleblower protection** legislation and an internal whistleblowing system for receiving complaints, as well as processes for handling them, including setting up a protection system.

Related TBU strategic documents:

- TBU Code of Ethics
- Strategy for Human Resources Development of Tomas Bata University in Zlín and Action Plan 2022-2025
- Gender Equality Plan of Tomas Bata University in Zlín and the Action Plan 2022-2025
- Physical Security Strategy of TBU in Zlín for the Period 23+

TBU'S MANAGEMENT PRINCIPLES FOR SUSTAINABLE DEVELOPMENT

Sub-goal 3.A. Manage the University effectively and responsibly according to sustainability principles

The institution's conduct is influenced by its **ethics and culture**, its compliance with established rules, including **anti-corruption** and anti-bribery, **whistleblowing protection**, and the institution's activities and commitments to exercise its political influence, including lobbying. In its governance, the institution will base its decision-making processes on **risk management** and apply the principles of transparency, integrity and professionalism. Tools shall be put in place to combat fraud, corruption, conflicts of interest and other negative phenomena affecting decision-making processes and the management of public resources.

Payment behaviour is monitored within the SAP information system for financial management, and TBU's overdue liabilities are also monitored as part of the evaluation.

TBU will actively participate in promoting the principles of sustainable development at all levels of its management and will support the management of sustainable development throughout the University. All activities related to analysis, planning, coordination, communication, cooperation, control and feedback in the implementation of the TBU Sustainability Strategy will be managed in a comprehensive and strategic manner. The **Sustainability Management Board** will ensure the implementation of action plans, their monitoring, evaluation and proposals for the next level of implementation of strategic aims, coordination of educational activities and cooperation in marketing communication. A long-term **budget for sustainability** will be established from internal and external sources. TBU will participate in **international sustainability rankings**. Annual analysis of the status according to ESRS indicators for **non-financial reporting** according to EU guidelines and publication of a sustainability report shall become a reporting standard.

Indicators:

- 3.A.1 – Regular annual monitoring of **compliance** at all levels of TBU
- 3.A.2 – Approved **risk management** system at TBU
- 3.A.3 – Approved internal control system for **anti-corruption measures**, including incorporation of warning signals and an internal regulation setting whistleblower protection processes
- 3.A.4 – Number of confirmed cases of corruption and whistleblowing and method of settlement
- 3.A.5 – Average time to **pay invoices**
- 3.A.6 – Number of newly issued or updated internal documents related to the integration of **sustainability management** and related competencies in the organizational structure of TBU and internal documents, internal rules and regulations
- 3.A.7 – Allocation in CZK for sustainable development within the **TBU budget**

Person in charge: Rector

Operational support to be provided by: Bursar, Vice-Rector for Internal and External Relations

PARTNERSHIPS AND THIRD ROLE

Sub-goal 3.B Actively involve students in sustainable development at TBU

TBU will support the creation, development and mutual cooperation **with student organizations and associations** that will be established for the purpose of promoting sustainable activities among students. Emphasis will be placed on mutual interaction and inspiration in planning activities and **inclusion of students in events**. Sustainable development is primarily intended to have an impact on the future and students are seen as the ones for whom this process is implemented and who will benefit from our decisions. The rules of student associations are governed by the Rector's Directive No. 30/2023 Rules for the Support of Student Associations Registered at Tomas Bata University in Zlín.

Indicators:

- 3.B.1 – Number of **meetings** per year with representatives of student organisations
- 3.B.2 – Number of joint or supported sustainability **events** organized by students in accordance with TBU internal rules

Person in charge: Rector

Operational support to be provided by: Vice-Rector for Internal and External Relations, Director of Marketing and Communications

Sub-goal 3.C. Strengthen links with local communities of companies and organizations through educational programmes, corporate social responsibility (CSR) and volunteering

On 9 April 2024, TBU and representatives of the Zlín Regional Authority, the Ministry of Labour and Social Affairs and TESSEA signed a Memorandum of Cooperation on the project “Development of the Social Entrepreneurship Ecosystem”. The aim of the Memorandum is to support further development of social entrepreneurship in the Zlín Region. One of the key activities of the project is to join the SPoint network. A consultant will officially start working in the region, from whom those interested in social entrepreneurship from the region will get inspiration and all the necessary information.

TBU will build on this cooperation and further develop cooperation with **municipalities, local companies, associations and non-profit organisations** that support sustainability, especially with institutions in the region. Analysis, evaluation and implementation of external projects suitable for linking with TBU will be carried out. Activities will be initiated to promote sustainability outside TBU and to promote R&D and creative activities with a focus on sustainability. TBU will support the **organisation of educational programmes, CSR events and volunteering activities** involving employees and students in this area with the aim of raising awareness and reducing negative impacts on the environment and society. Development of cooperation with the Municipality of Zlín and the Zlín Regional Authority.

Indicators:

3.C.1 – Analysis of opportunities for cooperation with municipalities, local companies, associations and non-profit organizations in the field of sustainability

3.C.2 – Number of **collaborations and partnerships supported** by contract, memorandum or other document in the field of sustainability

3.C.3 – Number of **meetings** held by working groups or joint meetings on sustainability

3.C.4 – Number of new **training courses or educational events** provided by sustainability experts employed in business and industry

3.C.5 – Number of CSR or volunteering **events**

Person in charge: Rector

Operational support to be provided by: Vice-Rector for Internal and External Relations

RESPONSIBLE PURCHASING

Sub-goal 3.D. Prepare and implement the TBU Responsible Purchasing Strategy for the period 2025-2030

Improve the environmental and social sustainability of all public procurement activities. In addition, public tender procedures will take into account the **application of qualitative criteria** related to sustainability and the 3E principles. These are public tender procedures that take into account, in particular, quality, technical parameters relevant to the functionality and productivity of the subject of the contract and, where relevant, one or more aspects of sustainability and responsibility. These include in particular the following aspects: employment opportunities, decent working conditions,

respect for social and labour rights, social inclusion (including for people with disabilities), equal opportunities, accessibility, tailor-made conditions for all, consideration of sustainable development criteria including environmental impact issues (throughout the life cycle of the investment/service purchase), the environmental footprint of the supplier/product, business ethics and wider voluntary compliance with the social responsibility of suppliers while respecting the principles enshrined, inter alia, in the Treaty on the Functioning of the EU.

TBU will implement the principles of the Czech National Procurement Strategy 2024-2028 and ISO 20400: Sustainable Purchasing. It will monitor compliance with the Do No Significant Harm (DNSH) principle, check suppliers for greenwashing and introduce qualitative evaluation criteria related to sustainability.

Indicators:

3.D.1 – Prepared **Responsible Purchasing Strategy** at TBU for the period 2025-2030 and implementation plan for the internal environment of TBU

3.D.2 – Percentage of public tenders using **sustainability criteria**

3.D.3 – Percentage of **suppliers with certificates** proving the environmental character of their products or services or **social enterprises** or other beneficial companies.

Person in charge: Bursar

Operational support to be provided by: Head of Corporate Services, Head of Legal Services

COMPUTERIZATION AND DIGITIZATION

Sub-goal 3.E. Effectively manage the digitization and computerization of internal and external processes

At present, the **circulation of accounting documents and part of the payroll administration system** is digitized, namely requests, supplier invoices, travel reimbursements, outgoing invoices, payroll and pay slips. The aim of effective digitization of processes is to reduce the economic intensity of process management, administrative and environmental burden, to make the management of TBU and its assets more efficient, including increasing the efficiency of financing TBU operations. Problems include the financial costs required for implementation and subsequent operation, insufficiently described and often unclear processes throughout TBU, the need to acquire and regularly renew HW infrastructure and the lack of professional staff.

Indicators:

3.E.1 – Approved **Plan for Computerization and Digitization** at TBU, including the determination of the necessary tangible and intangible equipment and budget

3.E.2 – Number of **accounting and administrative processes** in the economic information system that are digitized

Person in charge: Bursar

Operational support to be provided by: Head of Information Technology Centre

Sub-goal 3.F. Systematically digitize learning support tools across the University

TBU also focuses on the **systematic digitization of study support tools** across all component parts. A key activity is the creation of educational videos and other digital learning materials that are integrated into courses on the Moodle platform, thus increasing their accessibility and usability for current students. A Study Support Tool Digitization Plan will be developed, which will also include examining the effectiveness of these materials using qualitative and quantitative methods, including gathering feedback from students. The main objective of digitizing study support tools is to improve the quality of teaching, promote modern methods of education and ensure the sustainable development of the University through independence from printed materials. Challenges in this area remain the financial cost of producing and managing digital materials, motivating academic staff in innovative learning formats, and setting up a unified structure for the digitization of learning support tools.

Indicators:

3.F.1 – Approved **Study Support Tool Digitization Plan** at TBU including schedule, methodology of processing and responsible persons

3.F.2 – Number of **study support tools that have been digitized** and made available to students through recommended university platforms

Person in charge: Rector

Operational support to be provided by: Vice-Rector for Internal and External Relations

WELLBEING AND SOCIAL ISSUES

Sub-goal 3.G. Improve employee satisfaction and health, educate employees on sustainability issues, ensure equal opportunities, prevent discrimination and support disadvantaged groups

TBU will focus on the **wellbeing of its employees**, with the aim of ensuring that they are mentally and physically well and therefore more effective. A healthy working environment promotes better concentration, creativity and reduced error rates. When employees feel valued and supported, their morale and motivation increases, leading to greater loyalty and teamwork. Well-being and lifestyle have a positive impact on employee health, resulting in fewer absences through sickness or exhaustion. Taking care of mental and physical health helps to prevent stress and burnout. Creating a healthy and friendly environment will help TBU retain talented employees. **Equal opportunities and inclusion** play a key role in the functioning, structure and culture of TBU. TBU will concretise the tools and measures to fulfil the basic pillars of wellbeing.

Not only will TBU employees be professionally **educated** and competent in their work, but they will also have an awareness of the **principles of sustainability**, both in their work and in their personal lives. A sustainable approach includes efforts to minimise negative environmental impact, maximize efficient use of resources and responsible behaviour in economic, social and environmental matters. This can be achieved through educational programmes on sustainability, promoting sustainable work practices in the work environment, creating a corporate culture focused on sustainability, sustainability in personal life and promoting a healthy lifestyle.

Indicators:

3.G.1 – Updated **Strategy for Human Resources Development** of Tomas Bata University in Zlín 2026-2030 including an action plan containing tools and measures for the implementation of wellbeing

- 3.G.2 – Updated **Gender Equality Plan** of Tomas Bata University in Zlín including the action plan 2026-2030 containing tools and measures for the implementation of wellbeing
- 3.G.3 – Proportion of jobs held by **men and women**
- 3.G.4 – Distribution of employees by **age group**: under 30, 30 to 50, over 50
- 3.G.5 – Number of new or updated **internal documents** on reconciling personal, family and working life or promoting equal opportunities, preventing discrimination and supporting disadvantaged groups
- 3.G.6 – Number of updated internal rules and regulations that implement tools for reconciling personal, family and working life
- 3.G.7 – Newly developed annual **training plans** including mandatory training of employees on sustainable behaviour
- 3.G.8 – Number of **trainings** conducted for staff on sustainability, prevention of discrimination or harassment and gender equality
- 3.G.9 – Number of **activities, workshops or training events** contributing to employee wellbeing and healthy lifestyles
- 3.G.10 – Number of **creative and R&D outputs shared** on the website udrzitelnost.utb.cz to promote sustainability.

Person in charge: Rector

Operational support to be provided by: Head of Human Resources Development

Sub-goal 3.H. Develop programmes focused on students' mental and physical health, work-life balance, and support activities focused on preventing discrimination and supporting disadvantaged groups

TBU aims to ensure that students feel mentally and physically well at the University. A healthy and safe (supportive) environment enables them to manage stress and prevent burnout during their studies, develops their creativity, increases their concentration and thus their ability to achieve better academic and R&D and creative results. When students feel valued and supported, their motivation and engagement increases, leading not only to better academic performance, but also to a more meaningful involvement in university life. TBU has the opportunity to improve **student wellbeing** by introducing measures to promote physical and mental health, such as sustainability educational programmes, promoting sustainable lifestyles on campus, organising events focused on students' physical and mental health (workshops on stress management, exercise, mindfulness, counselling) and building student associations focused on sustainability and wellbeing.

Indicators:

- 3.H.1 – Number of new or updated **activities, trainings, workshops or events** focused on sustainability, especially on healthy lifestyle, wellbeing and prevention of discrimination of students implemented at TBU
- 3.H.2 – Number of students participating in and completing activities, courses or training on sustainable behaviour
- 3.H.3 – Number of **student societies and initiatives** focused on sustainability and wellbeing
- 3.H.4 – Number of students involved in student societies and initiatives focusing on sustainability and wellbeing

3.H.5 – Number of **student projects and R&D and creative outputs** focused on sustainability promoted on the sustainability.utb.cz website

Person in charge: Rector

Operational support to be provided by: Vice-Rector for Development

POPULARIZATION AND COMMUNICATION STRATEGIES

Sub-goal 3.I. Develop and actively implement a communication strategy for TBU sustainability

TBU will develop a **sustainability communication strategy** that will be integrated into the TBU communication mix and will include the use of modern communication channels, the creation of a sustainability logo at TBU and a website. Creation and **marketing support of activities** related to the promotion of sustainability within and outside TBU.

R&D and creative activities with an emphasis on sustainability will be promoted. TBU must **regularly inform staff and students** about activities in this area with the aim of raising awareness and reducing negative impacts on the environment and society.

Indicators:

3.I.1 – Issue of the TBU **Communication Strategy** on Sustainability

3.I.2 – Number of modern **communication tools** and other promotional elements containing sustainable development themes used

3.I.3 – Percentage of **marketing messages** containing sustainability and bearing the sustainability logo

3.I.4 – Number of sustainability **promotion campaigns** per year

Person in charge: Rector

Operational support to be provided by: Director of Marketing and Communications

LIST OF ACRONYMS

3E	effectiveness, efficiency, economy
ATS	administration and technical staff
CEBIA-Tech	Centre for Security, Information and Advanced Technologies
CO ₂	carbon dioxide
CPS	Centre of Polymer Systems
CR	Czech Republic
CSR	Corporate Social Responsibility
DNSH	Do No Significant Harm principle
ESG	Environmental, Social, Governance
ESRS	European Sustainability Reporting Directive
FS	fire safety
GEP	Gender Equality Plan
HR	Human Resources
HRD Strategy	Strategy for Human Resources Development of Tomas Bata University in Zlín
HRR	Halls of Residence and Refectory of Tomas Bata University in Zlín
HW	hardware
ISO	International Organization for Standardization
kWh	kilowatt hour
LL	Lifelong Learning
OHS	occupational health and safety
PT	public transportation
R&D	research and development
RIS3	Research and Innovation Strategy for Smart Specialisation
RIV	Information Register of R&D Results
RUV	Register of Artistic Outputs
SAP	SAP information system for financial management
SBToolCZ	Sustainable Building Tool
SDGs	Sustainable Development Goals
SMART	Specific, Measurable, Achievable, Relevant, Time Specific
SR	Rector's Directive
SWOT	Strengths, Weaknesses, Opportunities, Threats
TBU	Tomas Bata University in Zlín
U3A	University of the Third Age
UN	United Nations

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