

GREEN CAMPUS AWARENESS AMONG DIPLOMA STUDENTS IN UTM KUALA LUMPUR: PRELIMINARY INVESTIGATION

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ABSTRACT - Towards the end of 2014, Universiti Teknologi Malaysia has made its fourth entry into the UI World Universities Ranking Base on Green Metric – an international ranking system of universities from around the world based on their environmental performance. The UI Green Metric World University Ranking measures the university's effort to keep the environment green and sustainable, and the ranking purpose and intended groups. The motivation spread among the UTMSPACE community needs to be enhanced in order to create a balanced understanding of the campus sustainability highlighted by UTM. Apart from that, it is important to determine the level of green awareness among the UTMSPACE community and find effective green approaches in order to increase green awareness in the campus community. Therefore, a preliminary investigation was done among Diploma students from the Centre for Diploma Studies, SPACE UTM Kuala Lumpur. From 132 students, only 43 (32.6%) have participated in the green awareness campaign and 57 (43.2%) of them agree that green awareness implementation in UTMKL Campus is at a moderate level. The survey also includes suggestions for increasing green awareness through social media campaigns, encouraging the younger generation through education through video, games, and competitions, and developing a mobile app for green reward points.

Keywords: Green campus, green awareness, sustainable campus

1. INTRODUCTION

Green Campus awareness has significantly gained momentum since the declaration on Sustainability in Higher Education (SHE) during The Stockholm Declaration, 1972. The declaration urged to focused on finding ways in which universities, their leaders, lecturers, researchers, and students can engage their resources in responding to the challenges of balancing between economic and technological development with environmental preservation [1]. Practices and tools were designed related to environmental preservation. In addition, the term “greening” of classes and teaching courses has recently emerged as future

enterprises which intended to green education, such as green schools and universities [2].

A sustainable university is defined as a higher educational institution, as a whole or in part, that addresses, involves, and promotes, on a regional or global level, the minimization of negative environmental, economic, societal, and health effects generated in the use of its resources in order to fulfil its functions of teaching, research, outreach and partnership, and stewardship in ways that assist society in making the transition to sustainable lifestyles [3]. It also focused on the educational process with the techniques, applications, strategies, and practices associated with the concept of green education, and many countries have started to adopt it in their institutions and educational systems. [4].

UTM enVision 2025 emphasized their strategic priorities, which include inculcating UTM core values such as integrity, synergy, excellence, and sustainability into the work and management ecosystem. It also outlined the vision of providing a sustainable campus experience to UTM's students, staff and surrounding community. Apart from that, UTM Sustainable Campus has played a critical role in enabling the institution to function as a sustainable community that practises responsible resource consumption and waste management. It also serves as a sustainability research centre, bringing together experts from diverse disciplines to better understand and address issues linked to sustainability on a local, national, and international scale [5]. Therefore, the awareness among UTMKL students comes across as the highlight of the research, which allows UTM and UTMSPACE to understand the awareness levels of different backgrounds of students and bring in the correct methods to enhance their green awareness as well as increase their participation in green campaigns and programmes.

2. MATERIALS AND METHODS

An online survey was conducted through Google form with a total of 132 students from the Centre for Diploma Studies, SPACE UTM and they consist of different backgrounds. The brief questions are intended to identify on students' green awareness and their participated in prior campaigns. The students are then asked on how they have done with the campaigns. In addition, through this survey we ask students on their suggestions on how to increase green awareness through online application. At the end of the survey, students have to rank the level of green awareness implementation in campus. The data was analysed in a

descriptive manner, with the percentages that each question yielded included. The results of this preliminary investigation are very important in order to understand students' green consciousness and obtain input from them on how to enhance green awareness on campus. With the various techniques and tools of environmental knowledge, this may lead to personal behavioural changes and raise green awareness [6].

3. RESULTS AND DISCUSSION

From the total of respondents, 63 (47.7%) are female students and 69 (52.3%) are male students. The results in Figure 1 show that 93 (70.5%) of the respondents are aware of green awareness campaigns, while 39 (29.5%) are unaware. As a result, we may deduce that the majority of students are well-versed in environmental consciousness. However, the results given in Figure 2 show that only 43 (32.6%) of them have participated in green awareness campaigns, while 50 (37.9%) have not participated and 39 (29.5%) were not sure. This result shows an indicator that green awareness needs to be widely engaged among students and the campus community.

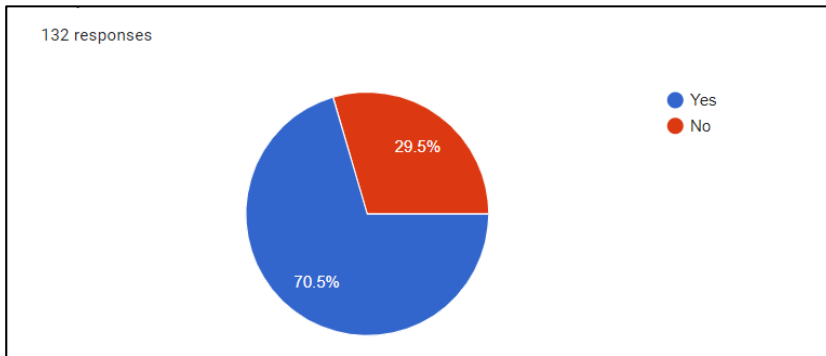


Figure 1. Students' Green Awareness

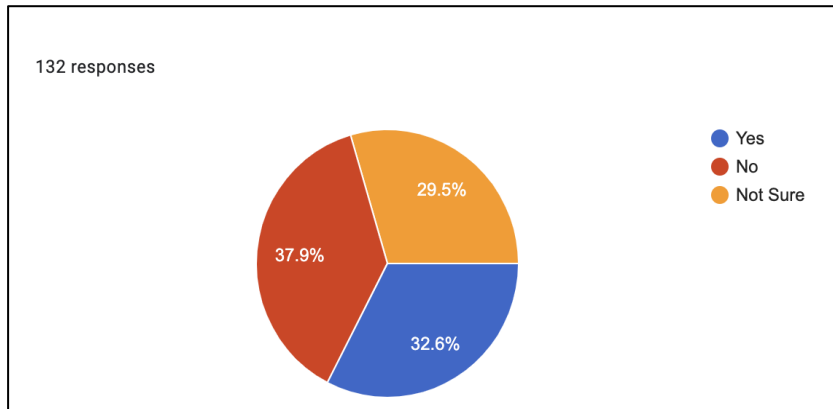


Figure 2. Students' Green Awareness Campaign Participation

The result in Figure 3 shows that 68 (51.5%) of students are inclined to participate in the campaign with their self-motivation activities such as recycling items on their own. 44 (33.3%) of the students are inclined to participate in community activities, while 22 (16.7%) prefer to be involved in an online campaign, and another 14 (10.6%) are inclined to participate in a green campaign event. From these findings, we can conclude that students are more likely to self-motivate themselves to engage in green activities.

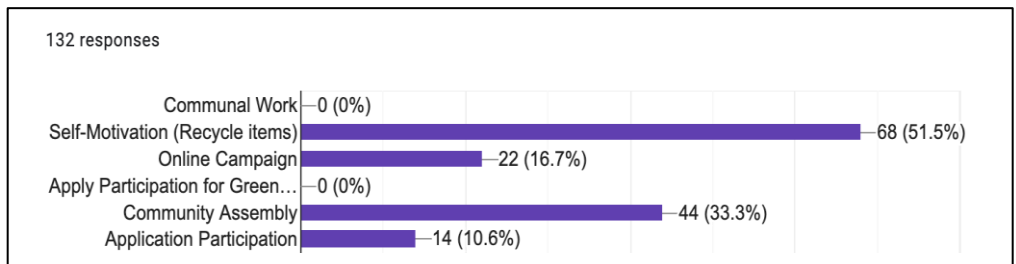


Figure 3. Types of Campaigns Participated by Students

Figure 4 below shows the results for the level of green awareness implementation perceived by students on campus was at a moderate level, which is represented by 57 (43.2%) of respondents. 39 (29.5%) of respondents rated the level of green awareness as good and 31 (23.5%) rated it as excellent. While 5 (3.8%) claimed that the green awareness on campus was at a poor level. Apart from this survey, we compiled a list of respondents' suggestions on how to increase green awareness on campus. Some of their suggestions are to create awareness through online

campaigns on social media, video competitions, forums and conferences, green reward points, games and quizzes, and many more.

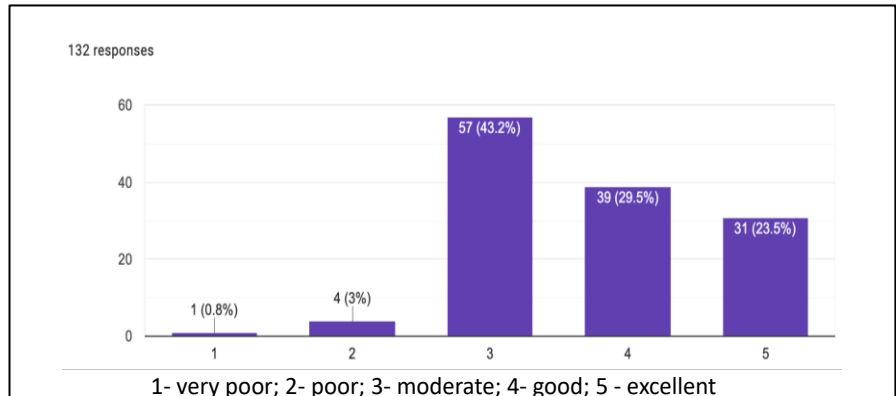


Figure 4. Green Awareness Implementation Level on Campus

4. CONCLUSION

From this preliminary survey, we can conclude that green awareness at UTMKL campus is at a moderate level among the campus community, especially students, whereby their engagement in green awareness campaigns is still low. Apart from that, from suggestions given by students, we noticed that students were inclined to participate in green awareness campaigns through online media and using digital platforms such as mobile apps. This supports research findings from a survey conducted among Ericsson employees at its headquarters in Kista Campus, Sweden, that stated digital applications are a major player in fostering sustainability in the workplace by changing behaviour and raising green awareness [7].

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