The Net Zero Journey:
A Guide for Universities with KINTO Join

INTRODUCTION

In today's changing landscape, universities face increasing pressure to achieve sustainability goals and reach net zero emissions. Sustainable commuting, paired with digital solutions like KINTO Join, is key to success. **Our comprehensive guide provides insights and strategies for universities committed to a greener future, showcasing the real-life impact of the KINTO Join implementation.**

Prequel to Success:
Understanding the Net Zero Imperative

With climate change impacts increasing, the call for net zero emissions extends to businesses and institutions, including universities. Universities must adopt sustainable practices because of their crucial role in educating future generations.

Universities and colleges have the unique opportunity and responsibility to build strategies to reduce operational emissions and champion climate research, knowledge, and action in the wider community.

Unsurprisingly, a significant portion of total carbon emissions at the universities comes from transportation. The constant flow of employees, staff, and students commuting to campus contributes heavily to their overall carbon footprint. This means that:

Net Zero on campus can only be achieved by decarbonising commuting habits.

The campus decarbonisation journey is scattered with challenges, which is why universities and colleges are weighing their options before committing to net zero targets. We're here to guide you through all these obstacles, offering KINTO Join as the perfect solution.

Chapter 1:
The Lack of Commuter Data

After acknowledging that commuting to the campus contributes significantly to carbon emissions, the university must collect data on current commuting habits. Addressing transportation-related emissions is crucial for universities to reduce their overall carbon footprint. The university's absence of commuter data may escalate into an even bigger issue, particularly as it hinders compliance with upcoming 2025 emission tracking mandates.

How does KINTO Join solve it?

Our mobility insights feature allows you to run surveys to effortlessly collect commuter data and get a comprehensive overview or the current commuting habits and resulting emissions. The survey is anonymous: the data will not be linked to employees' and students' identity.

Importantly, the platform leverages GHG protocol and AI based predictions on the way people commute, ensuring the accuracy of the report.

Chapter 2:
The Complexity of ESG Reporting

Meeting ESG (Environmental, Social, Governance) reporting requirements necessitates accurate tracking and reporting of emissions data. Universities must invest in tools and processes to streamline ESG reporting and demonstrate their commitment to sustainability. Failure to comply with ESG reporting requirements may result in penalties that can be more difficult to deal with than the reporting itself, affecting the university's workflow, budget and reputation.

How does KINTO Join solve it?

Our unique technology verifies sustainable journeys in real-time, allowing you to track and highlight the real-life impact of your sustainable commuting programme. Reporting is compliant with the CSRD reporting requirements in the EU and seamlessly integrates with our planning and tracking modules.

Success Story

In March 2024, we onboarded two new university clients, adding a total of 273 active users to the KINTO Join platform within just one month.

In anticipation of mandatory reporting on Scope 3 emissions, our university clients have proactively taken steps to collect necessary data on greenhouse gas (GHG) emissions associated with commuting to and from the university.

In just one month on the KINTO Join platform, the two universities collectively reduced their carbon footprint by saving 134.25 kg of CO2 and 48.1 g of NOx through carpooling, cycling, and walking commutes.

Chapter 3:
Underwhelming Employee and Student Engagement

Overcoming resistance to change and promoting sustainable commuting habits is a significant challenge.

Universities must invest in education, and awareness campaigns, foster a sustainability culture, and incentivise sustainable commuting practices among staff and students.

Active participation from employees and students is essential for driving success in sustainable commuting initiatives.

How does KINTO Join solve it?

Gamification. Admin can easily set up campaigns within each community to promote carpooling, walking or cycling.

Participants can be additionally encouraged to practice sustainable commuting with custom, automated rewards, such as extra-curricular points, dedicated parking spots, etc.

By incorporating fun and rewarding elements into campaigns, we've seen a surge in student and staff engagement in sustainable commuting initiatives.

Success Story

The power of incentives is undeniable! At one of our university clients, we observed a significant increase in carpooling among staff after the university implemented a dedicated parking area for carpoolers.

On the student side, engagement skyrocketed with a program offering extra curriculum points for participation.

CONCLUSION

As universities strive to meet their Net Zero goals and lead the way in sustainability, the role of digital solutions cannot be overstated. With KINTO Join as a trusted partner, universities can confidently and efficiently navigate every challenge on their Net Zero journey.

Are you curious about how we can support you in achieving your specific net-zero goals?

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