

GREEN CAMPUS: BUSINESS CANVAS MODEL, SWOT ANALYSIS & OBSTACLE

Mohamad Azeem Azhar Aweng¹ and Noor Hidayah Abu²

¹⁻²*School of Technology Management and Logistics, College of Business, Universiti Utara Malaysia, 06010 UUM Sintok, Kedah*
mohamad_azeem@stml.uum.edu.my¹

Abstract: Green campus project contribute to positive impact and widely related with environment. In completing this study, the problem statement is identified 33,590,000 kWh consumption of electricity in UUM, RM 8 million per year or RM 666,666 per month UUM spend for electric bill. This study aims to explore the green campus project activity at University Utara Malaysia. Besides that, this study to develop business model canvas of green campus project at UUM. However, there are many other problems encountered in implementing the green campus project. Thus, this study focused on the obstacle during green campus implementation at UUM. Qualitative has been used as data collection method. The interview has been conducted among Project Director for each project. The result show that each project have their own weaknesses, strength, opportunities and threats. The lack of knowledge from students lead to few participate because no disclosure about green campus environment. In this study business model canvas are used to identify who's involved in this project, the advantages of the project, the value of the project and what kind of green campus activities that has been done. The result in this study provide a solution to the obstacles faced by UUM with less exposure and implementation of green campus projects. This study also provides a solution to implement green campus projects and to identify barriers to implementing green campus projects in orders to identify effective strategies for solving problem during implementation of the projects. In conclusion, this green campus project has a positive impact, but its implementation is still at a low level in UUM.

Keywords: Green campus, project green campus, obstacle, Universiti Utara Malaysia

1. INTRODUCTION

The green campus development can be tracked back to 1990s, and it takes nearly two decades from the beginning of green school advocacy, to the energy and resource efficient campus development, to the current green campus development in 1996, the State Environmental Protection Administration, the Ministry of Education and the Propaganda Department of CPC Central Committee jointly promulgated the "Action Outline of National Environmental Publicity and Education". A Green Campus is a place where environmentally friendly practices and education combine to promote sustainable and eco-friendly practices in the campus. Green Campus rewards long term commitment to continuous environmental improvement from the campus community. Green Campus status is achieved by making significant progress in cross campus community collaboration under energy, water, travel & transport, biodiversity and waste. UUM also not left behind in arranging to implement the green campus which is contribute to practice sustainability culture healthy environment.

2. METHODOLOGY

This qualitative research included past research data (secondary data). Moreover, semi-structured interview which three respondents from students and staff of University Utara Malaysia UUM to acquire data with voice recording (primary data). After that, the collected data will be analysed by transcript.

3. RESULT AND DISCUSSION

To collect the data of the project SWOT analysis are used to get result of the study. SWOT analysis are used to analyse the strength, weakness, opportunity and threats. The strength of the project is increase level of awareness, knowledge, and practice towards sustainable and eco-friendly life style more efficient in managing and minimizing solid waste. Reduce UUM's environmental impact to the locality through better management of natural resources, greening and foresting. Weaknesses of the projects not focused on prudent in use of energy, particularly are, water, electricity and fuel for transport. The opportunity of the project is adopt best practices to ensure prevention of air, water, electric and waste pollution for future project collaborate with external institution (government & private sector and society) external engagements with local community and industries. Conduct and encourage more research in UUM under themes that include Energy Efficiency, Biodiversity, Sustainability, Renewable Energy Technologies, and Sustainable Indigenous Technologies, as well as the importance of Sustainability and Environmental Protection in teachings. Make Energy Efficiency, Environment and Carbon Reduction Initiatives as important agendas in UUM. Threats of the project is initiatives not continues by another staff and students. Not received adequate support from employer and audience.

4. CONCLUSION

Objective of this research is to explore green campus project at UUM. To develop business model canvas of green campus project at UUM. To identify the obstacle during implementation of green campus project at UUM .The higher education or university need to devise and implement a construction program the ability to sustain its community to achieve the university's wish for forming a sustainable campus by 2020. The establishment of a sustainable campus is important for guaranteeing a comfortable life and a healthy environment to its community and to the community local adjacent. Direct and comprehensive community involvement is important in improving the sustainability of the campus.

5. REFERENCES

- Abraham, P., (2007, April). *Creating a "Green Campus"*.
<https://academic.oup.com/bioscience/article/57/4/321/220317>
- Alshuwaikhat, M.H., & Abubakar, I. (2008). An integrated approach to achieving campus sustainability: assessment of the current campus environmental management practices. *Journal Clean Production*, 16, 1777–1785
- Balsas, C.J. (2013). Sustainable transportation planning on college campuses. *Transportation Policy*, 10, 35–49
- Foo, K.Y. (2013). A vision on the role of environmental higher education contributing to the sustainable development in Malaysia. *Journal of Cleaner Production*, 61, 6–12.