



## About Us

**Name:** Typical Irish University  
**Industry:** Education & Research

## Target Audience

- Faculty and researchers prioritizing sustainable innovation.
- Partner universities and academic institutions with aligned goals.

## Sustainability Goals

- Develop and implement organization-wide green strategies, such as waste reduction and resource reuse.
- Promote the Use of Reusable Materials to Reduce Reliance on New Resources

## Stakeholders

- Staff and faculty at University.
- External collaborators such as the National trust that may work with the university.

## Sample Scenario

- An organization decides to implement a significant sustainability initiative requiring collaboration across multiple departments, such as facilities management, finance, and leadership. The project involves high initial costs, making budget approval challenging. Additionally, concerns arise from stakeholders about potential disruptions to current organizational operations during the implementation process. Resistance from employees, who are concerned about changes affecting normal workflow, further complicates the execution of the initiative.

## Pain Points

- **Lack of Awareness:-** Insufficient understanding among staff about the importance of sustainability and their role in upcoming sustainability efforts.
- **Funding Challenges:-** Difficulty securing consistent funding for long-term sustainability programs.
- **Complexity in Sharing Ideas:-** Staff face delays in proposing and executing sustainable initiatives as a result of organizational Bureaucracy. This prolonged process discourages innovation and slows the organization’s sustainability progress.
- **Interdisciplinary Coordination:-** Difficulty fostering collaboration among diverse departments for sustainability-focused research and projects.