

## BAU Sustainability Literacy Measurement

Since 2021, Bahçeşehir University (BAU) has been measuring sustainability literacy and analyzing the results to refine its planning, implementation, and development of academic programs, projects, and activities related to sustainability, demonstrating a long-term commitment to improvement.

BAU conducted this sustainability survey among its students to gauge their awareness, attitudes, and understanding of sustainability practices both at the university and in their personal lives.

The sustainability literacy survey covers a range of topics, including students' familiarity with sustainable development goals (SDGs), their personal sustainability practices, their knowledge of sustainability-related activities at BAU, and their perceptions of BAU's efforts in sustainability.

The results help inform future programs, initiatives, and curriculum changes to better align with BAU's commitment to sustainability and ensure a positive, long-term impact on its community and the world.

The BAU Sustainability Literacy Survey form can be accessed via the following link.

[https://cdn.bau.edu.tr/content/c7fadcu7zjvp0-BAU%20Sustainability\\_Literacy\\_Survey.pdf](https://cdn.bau.edu.tr/content/c7fadcu7zjvp0-BAU%20Sustainability_Literacy_Survey.pdf)

### 2023 Report on the BAU Sustainability Literacy Measurement Results Summary

- 1. Familiarity with Sustainability Concepts:** The survey revealed that **79%** of the respondents were familiar with the concept of sustainability, while **21%** indicated that they were not. This shows a generally high awareness of sustainability, though a significant portion of students still require further education on the topic.
- 2. Understanding of the Sustainable Development Goals (SDGs):** When asked about their familiarity with the United Nations' Sustainable Development Goals (SDGs):
  - **41%** of respondents had heard of the SDGs and knew what they were.
  - **36%** had heard of the SDGs but didn't know exactly what they entailed.
  - **33%** had never heard of the SDGs.

This points to a strong opportunity for BAU to increase awareness and education around these global goals.

3. **What Does Sustainability Include?:** A majority of respondents (**48%**) identified that sustainability includes environmental issues, while **31%** correctly selected that sustainability encompasses environmental, social, and economic issues. However, the results also showed that **21%** of participants are unclear or have misconceptions about what sustainability involves, indicating the need for broader education on this topic.
4. **Most Commonly Used Definition of Sustainable Development:** **74%** of respondents accurately identified the definition of sustainable development as “meeting the needs of today without compromising the ability of future generations to meet their own needs.” This is a positive indicator that a significant majority of students understand the core concept of sustainability.
5. **Recycling Habits:** When asked about recycling, **59%** of participants said they recycle products such as plastic, paper, and metal, while **41%** admitted they do not. These figures suggest that while the majority are engaging in sustainable practices, there remains a sizable group of students who may benefit from further education or encouragement regarding recycling.
6. **Use of Refillable Water Bottles:** **39%** of students reported using refillable water bottles, leaving **61%** who do not. This shows a clear area for improvement in encouraging students to adopt more sustainable habits in their daily lives.
7. **Consideration of Environmental Impact in Transportation Choices:** In terms of choosing transportation to school, **62%** of respondents occasionally consider the environmental impact, while **21%** never consider it. **12%** mostly consider it, and only **5%** always factor in environmental considerations. This demonstrates that environmental awareness is present but not a dominant factor in transportation choices for the majority of students.
8. **Knowledge of Renewable Energy Sources:** When asked to identify renewable energy sources, **47%** of participants selected at least one correct answer without marking non-renewable sources. The most commonly identified renewable energy sources were **solar energy** and **wind energy**. However, a significant number of participants are still uncertain about what constitutes renewable energy, highlighting a knowledge gap.
9. **Carbon Footprint Knowledge:** **48%** of respondents correctly identified the carbon footprint as the measure of greenhouse gases produced by the use of fossil fuels, while **25%** thought it referred to the amount of carbon produced by human footprints, indicating confusion about the concept.
10. **Economic Sustainability:** The majority of students (**59%**) correctly defined economic sustainability as “long-term profitability, considering employee well-being and efficient use of resources,” while **15%** incorrectly chose “maximizing a company’s stock price,” indicating room for improvement in understanding the broader concept of economic sustainability.
11. **Social Sustainability:** **99%** of respondents correctly identified "economic profit maximization" as not being a core principle of social sustainability, showing a high level of understanding of this concept.

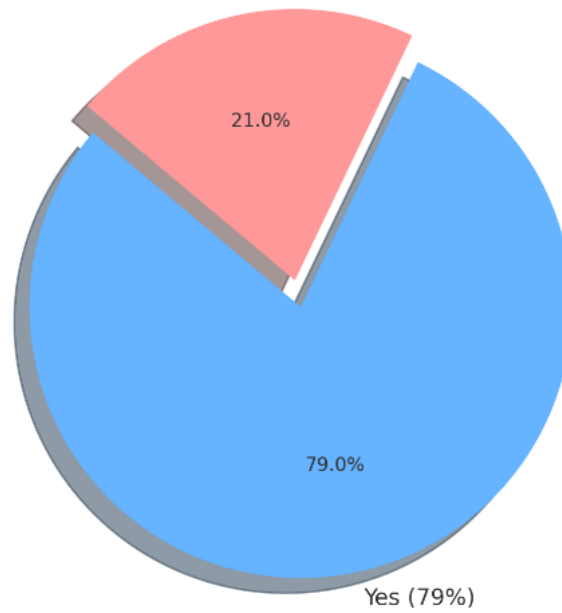
12. **Steps Towards Social Sustainability:** The most recognized step towards social sustainability, selected by **98%** of participants, was “implementing a fair wage policy for employees.” This shows strong recognition of the importance of equitable practices in the workplace.
13. **Knowledge of SDGs:** When asked to evaluate their knowledge of specific SDGs, respondents rated their knowledge highest on **Climate Action** (4.5 out of 5), **Gender Equality** (4.2), and **Reduced Inequalities** (4.0). Other SDGs like **No Poverty** (3.5) and **Good Health and Well-Being** (3.1) were also well recognized, while goals like **Life Below Water** and **Life on Land** received lower scores (2.1-2.5), indicating potential areas for more focus in educational programs.
14. **Sustainability Awareness at BAU:** The top sources for learning about sustainability at BAU were through **courses (72%)**, **BAU’s communication platforms (58%)**, and **campus initiatives (39%)**. This shows that students are receiving messages about sustainability through multiple channels, but there is still room to increase exposure through events and other avenues.
15. **Importance of Sustainability:** Students reported a significantly increased importance of sustainability after joining BAU. Before coming to BAU, sustainability had an average importance rating of **1.6**, but as current members, students rated its importance at **4.1**, and rated the importance of BAU being a strong leader in sustainability at **3.9**.
16. **Agreement on BAU's Sustainability Efforts:**
  - **4.2** out of 5 respondents agreed that BAU implements the right practices in sustainability.
  - **4.5** out of 5 agreed that BAU provides ample opportunities for students to learn about sustainability and participate in relevant initiatives.

## **Conclusion:**

The results of this survey show that students at Bahçeşehir University are highly aware of and interested in sustainability, especially in terms of the university’s role as a leader in sustainability. While students are engaged in some sustainable behaviors, there are clear opportunities to expand education and initiatives, particularly around renewable energy, recycling, and the broader principles of economic and social sustainability.

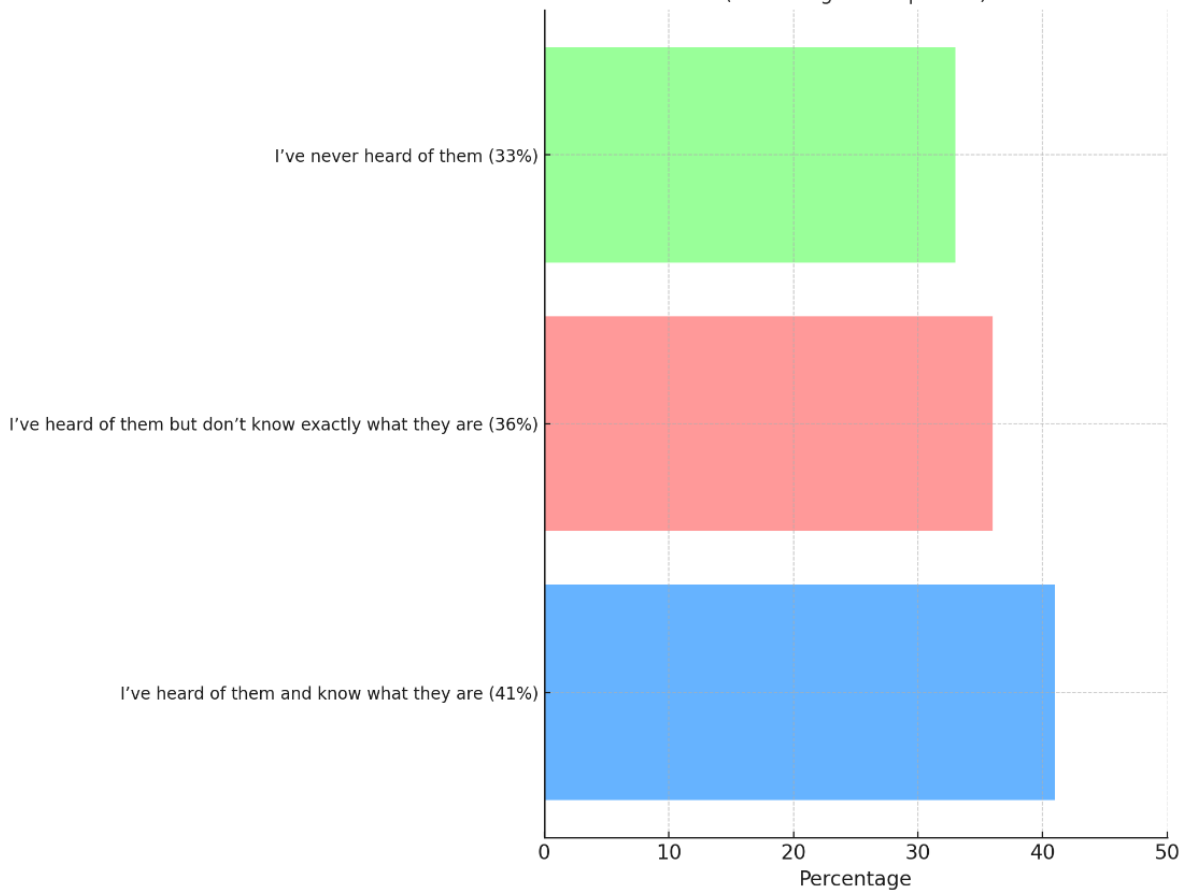
1. Is the concept of 'Sustainability' familiar to you?  
(918 participants)

No (21%)

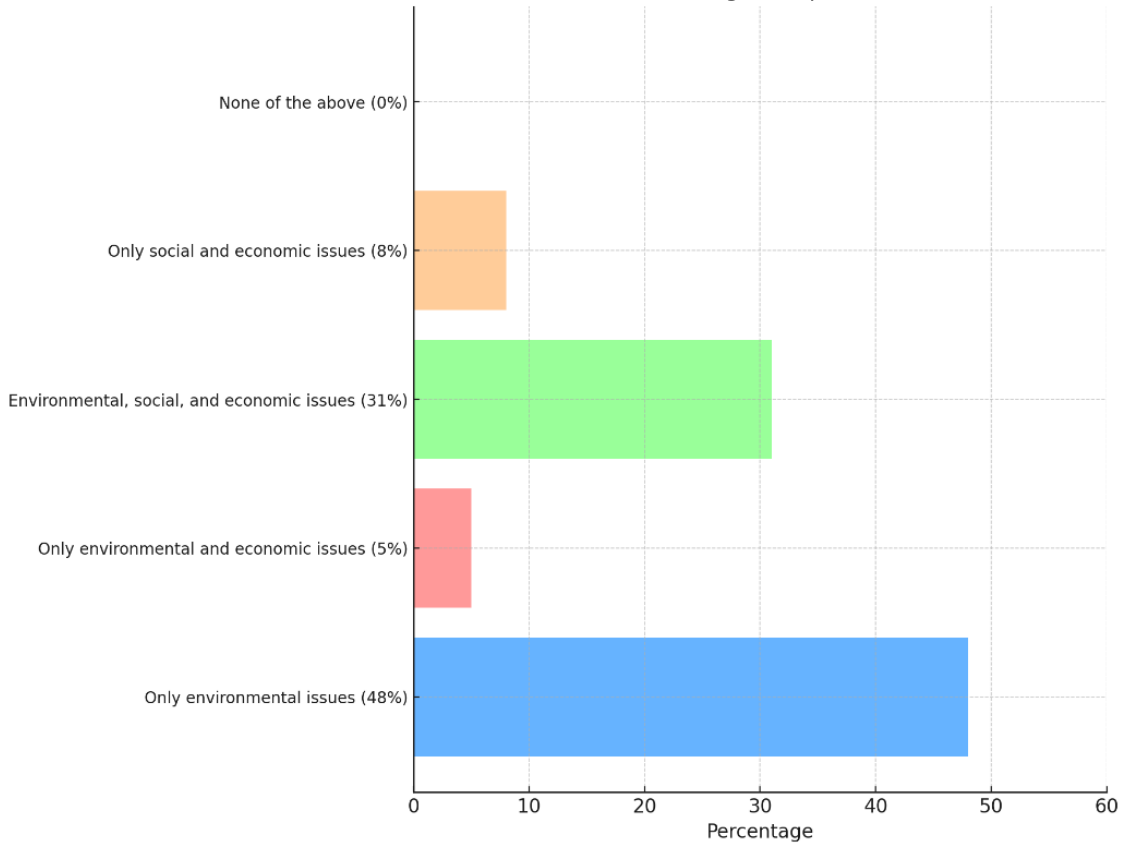


Yes (79%)

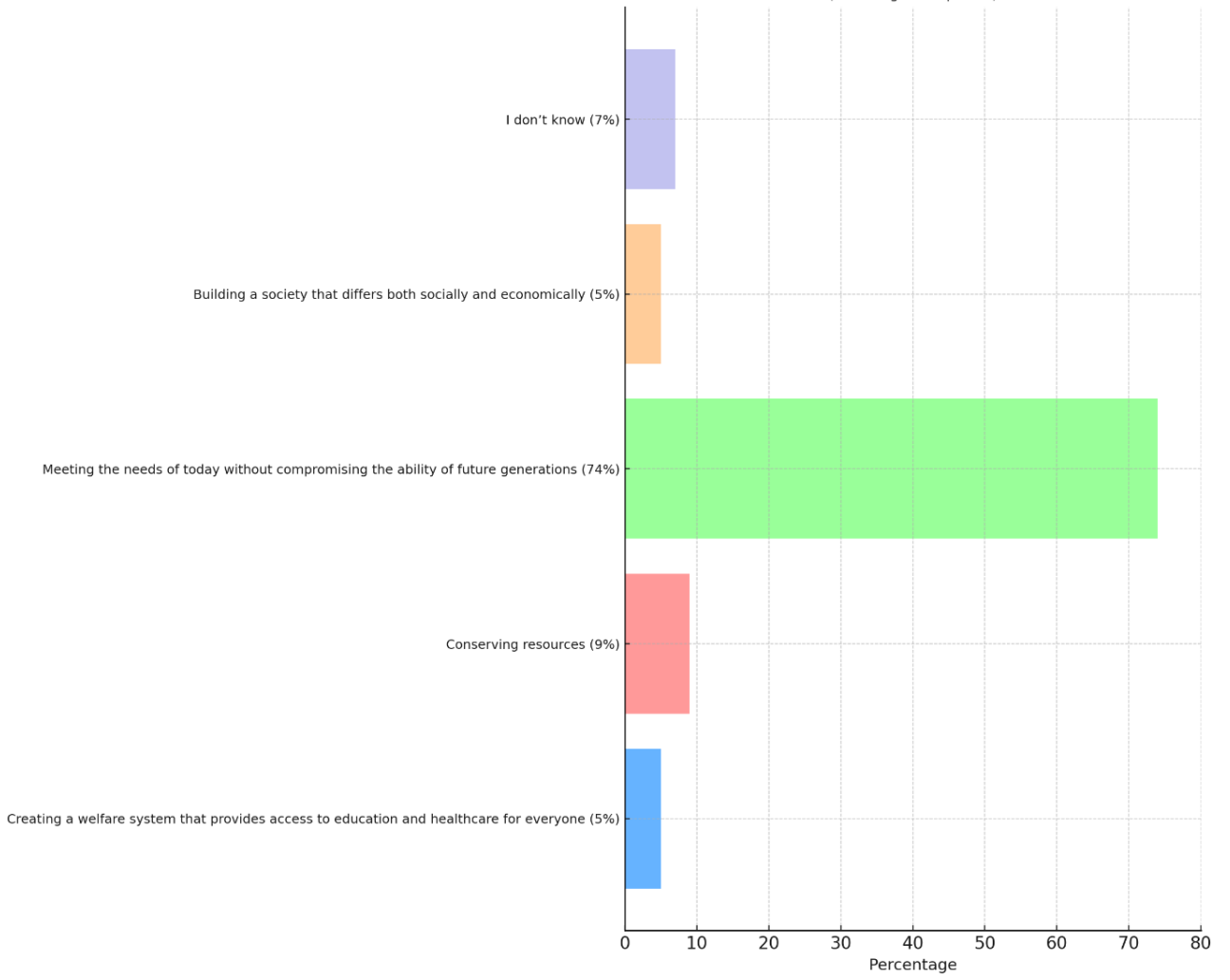
2. Are you familiar with the Sustainable Development Goals?  
(Percentage of responses)



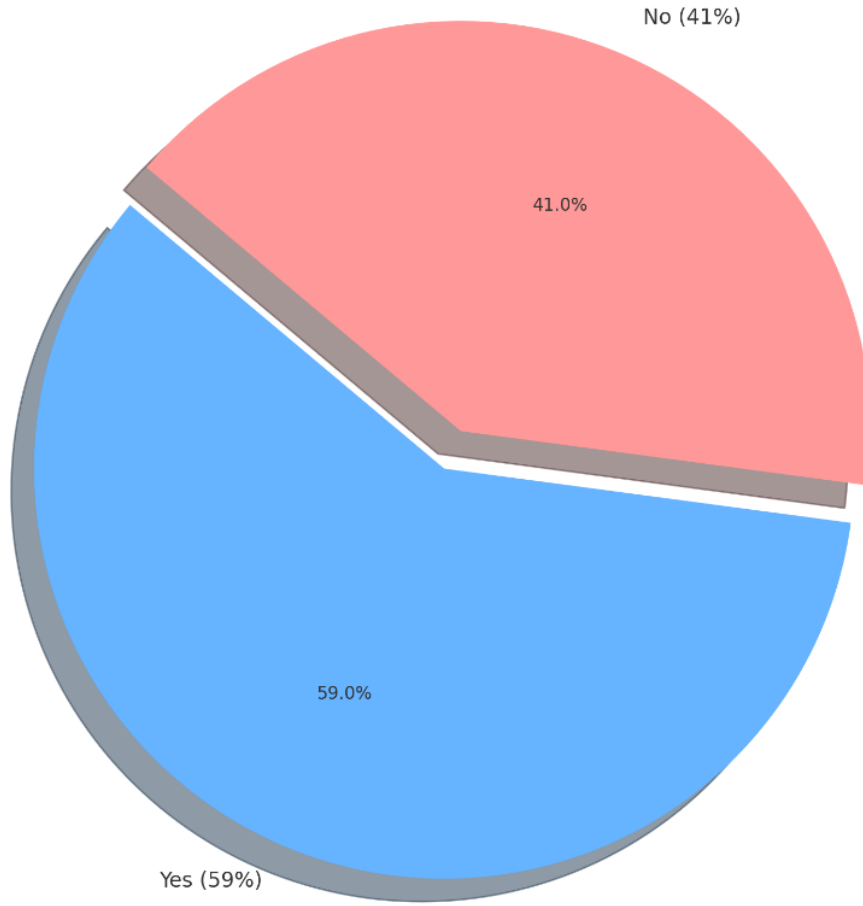
3. Which of the following does sustainability include?  
(Percentage of responses)



4. Which of the following is the most commonly used definition of sustainable development?  
(Percentage of responses)

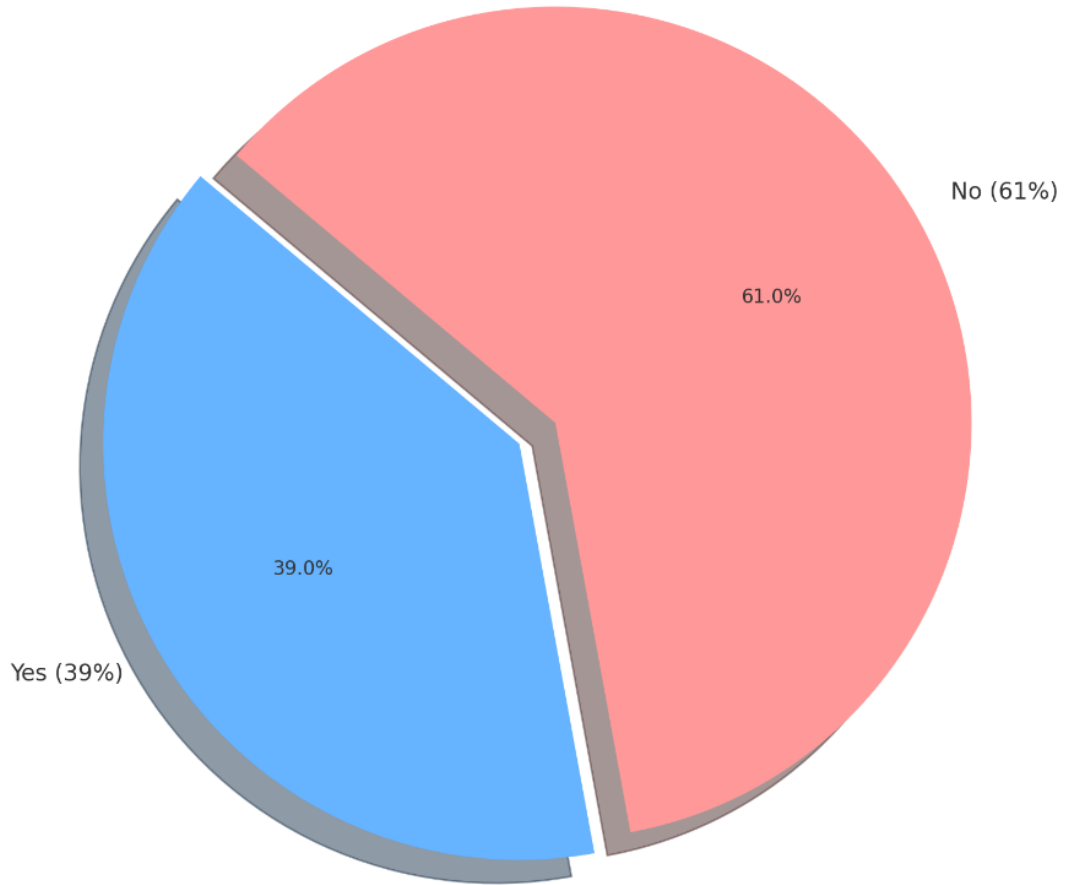


5. Do you recycle products such as plastic, paper, and metal?  
(Percentage of responses)

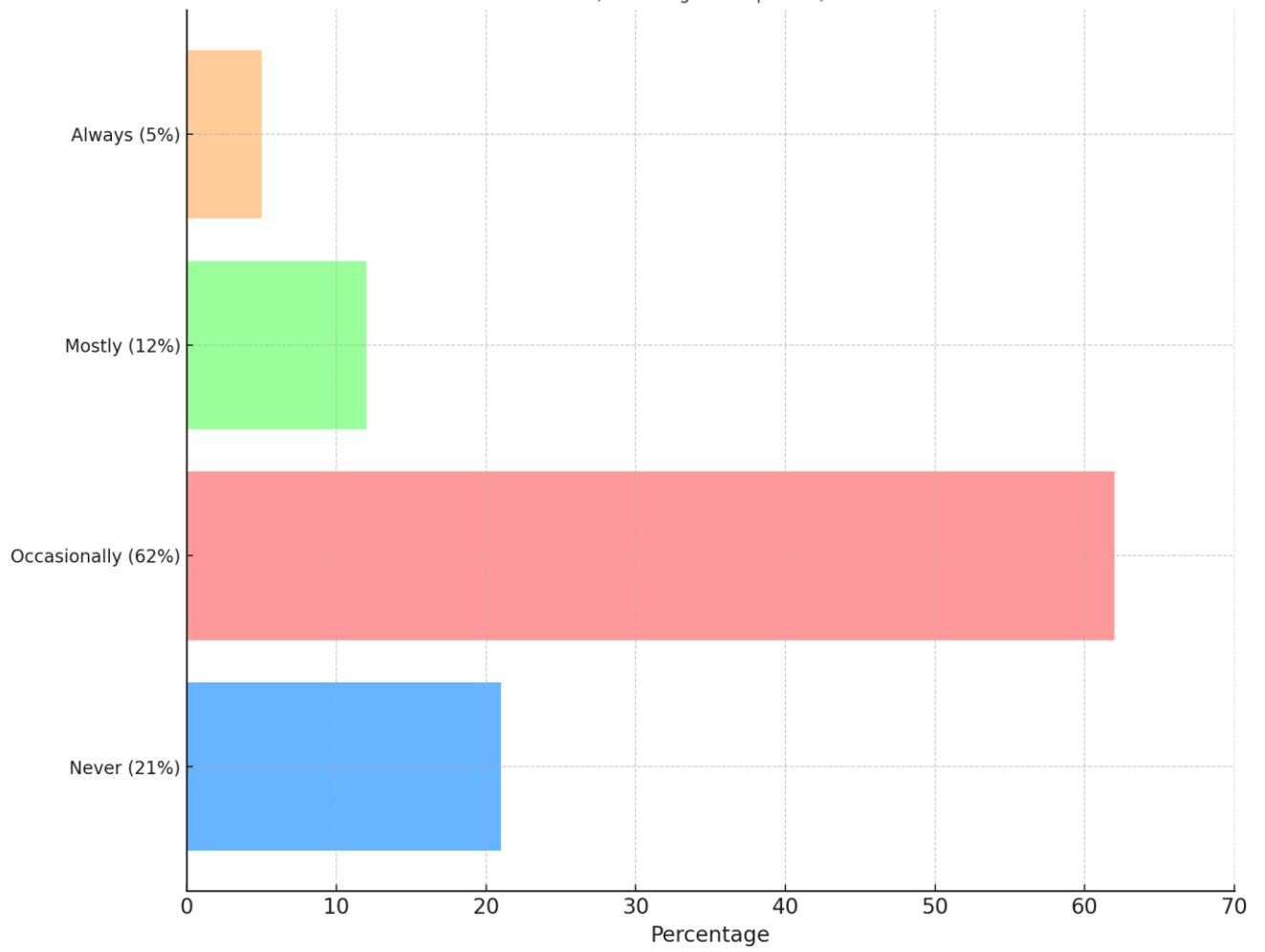




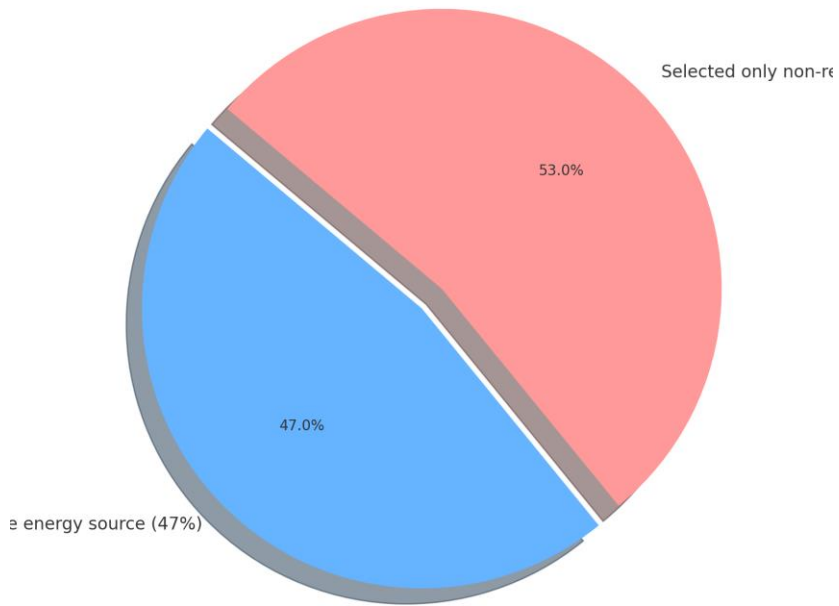
6. Do you use refillable water bottles?  
(Percentage of responses)



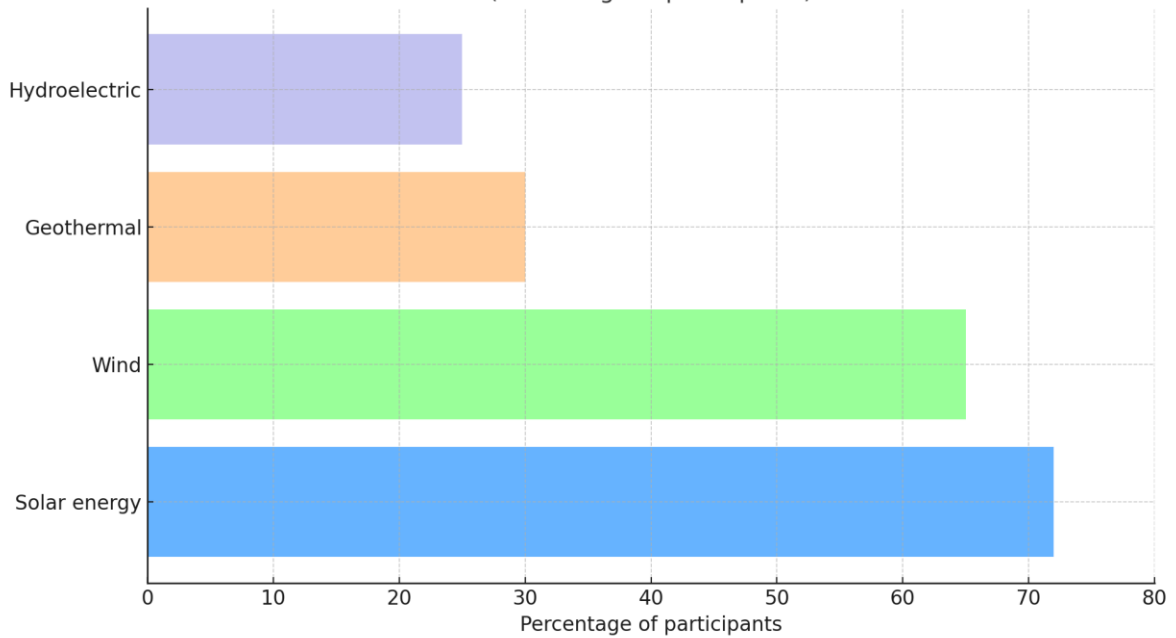
7. How much do you consider the environmental impact when choosing your mode of transportation to school?  
(Percentage of responses)



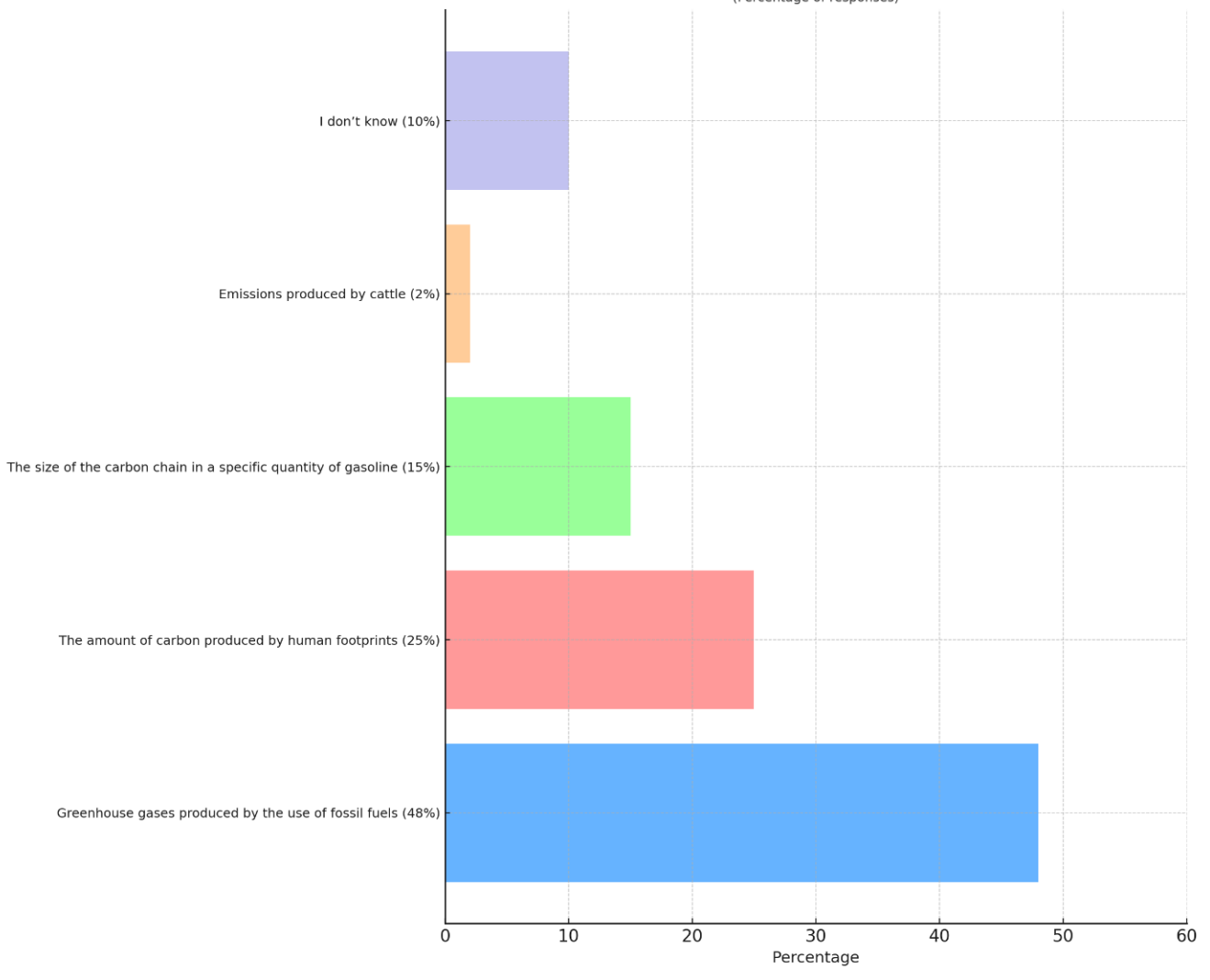
47% of participants marked at least one renewable energy source  
(Percentage of responses)

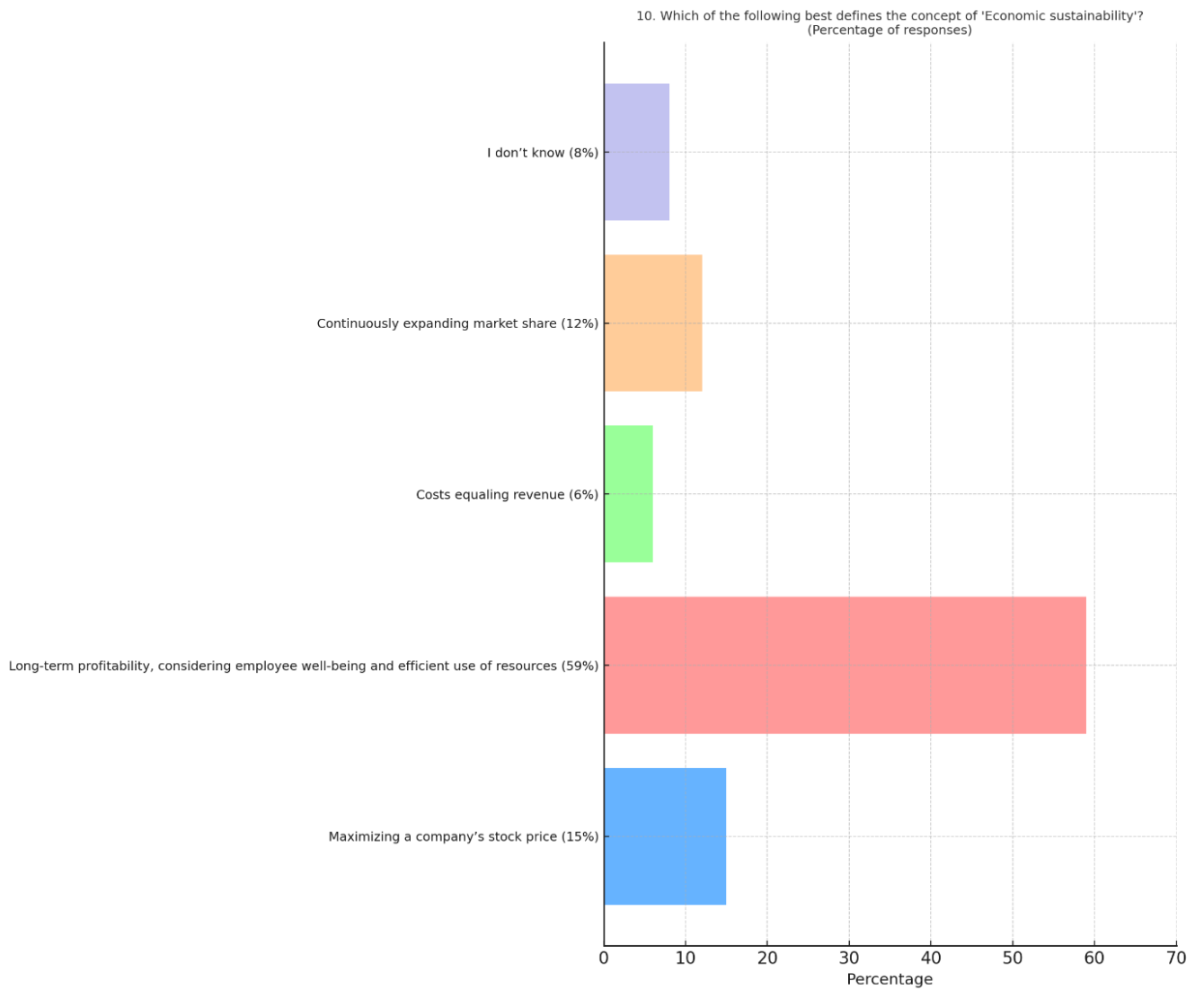


Most selected renewable energy sources  
(Percentage of participants)



9. What does the carbon footprint measure?  
(Percentage of responses)

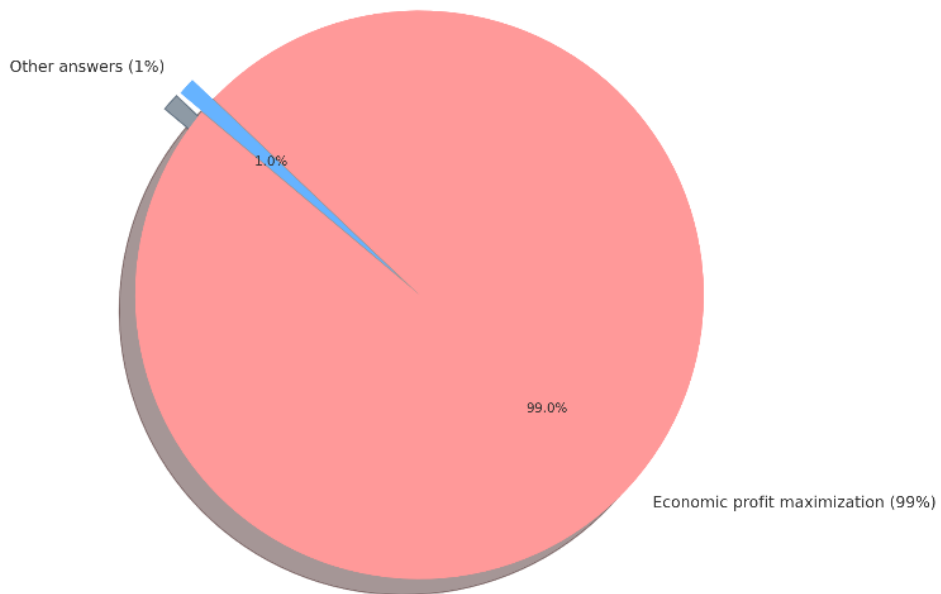




**11. Which of the following is not a core principle of social sustainability?**

- ( ) Equality and social justice
- ( ) Respect for cultural diversity
- ( ) Economic profit maximization
- ( ) Gender equality
- ( ) Intergenerational equity

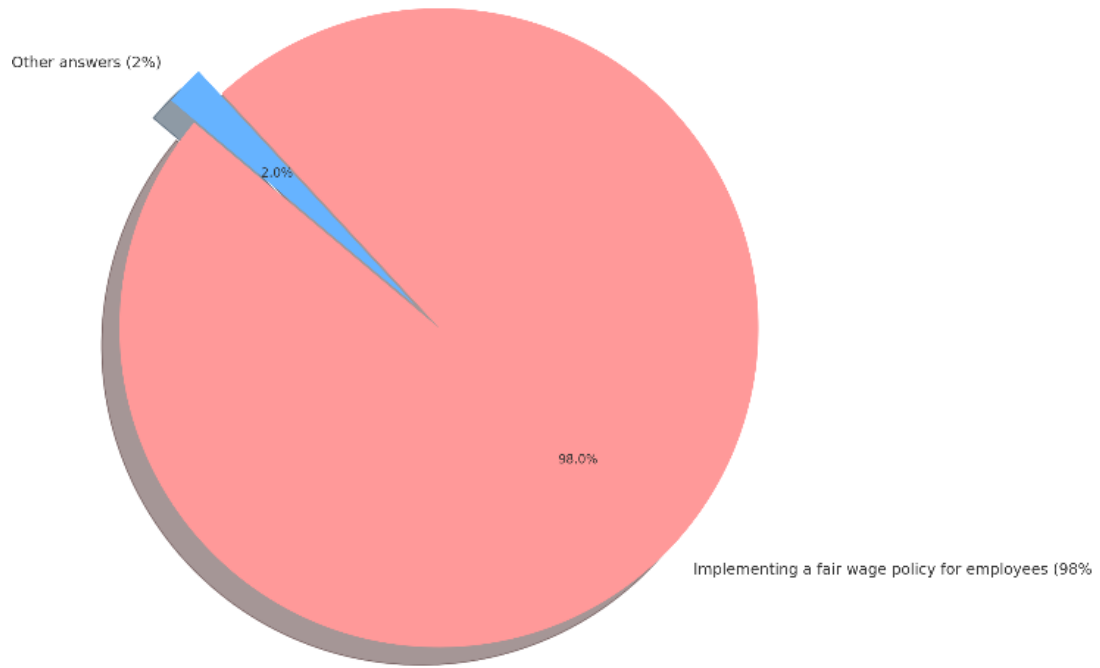
99% of participants selected 'Economic profit maximization' as not a core principle of social sustainability



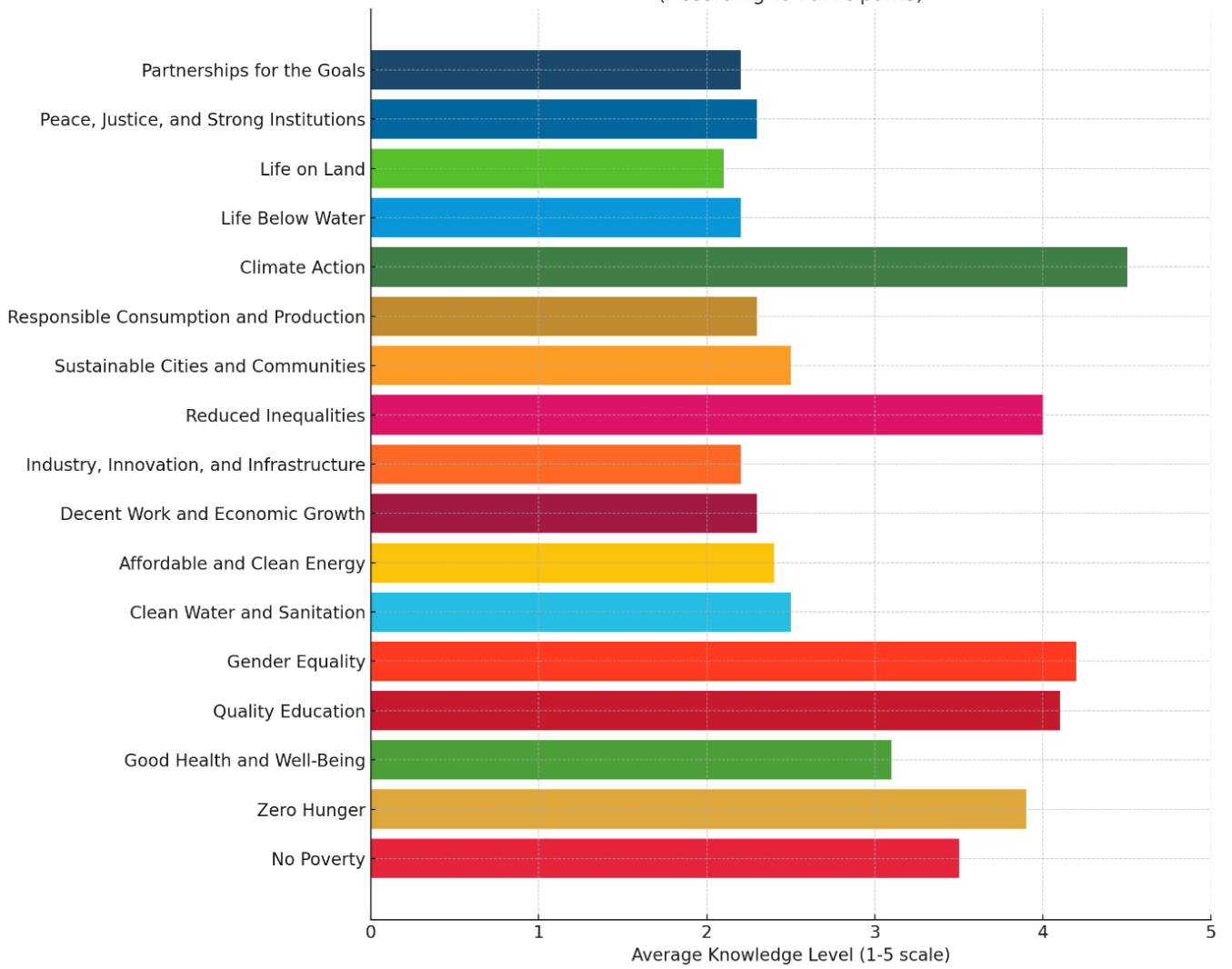
**. Which of the following can be considered a step a company takes toward social sustainab**

- Reducing water consumption in production processes
- Implementing a fair wage policy for employees
- Using recyclable materials in product packaging
- Investing in renewable energy sources to reduce carbon emissions
- Implementing waste management and recycling programs

98% of participants selected 'implementing a fair wage policy for employees' as a step toward social sustainability



Average Knowledge Levels for United Nations Sustainable Development Goals  
(According to Participants)





16. How much do you agree with the following statements about sustainability at BAU?  
(According to Participants)

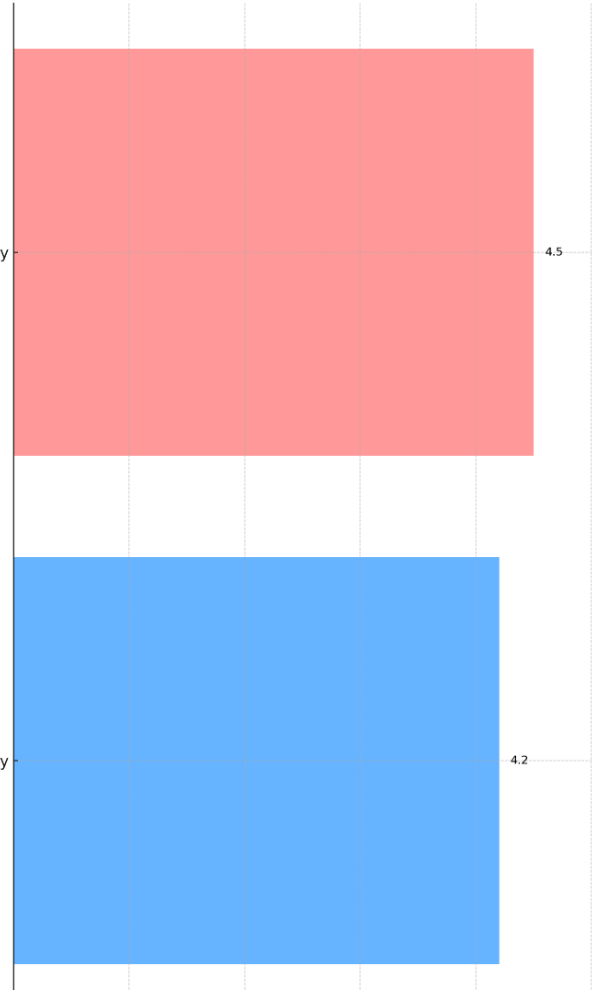
BAU provides opportunities for students to learn about and participate in sustainability

4.5

BAU implements the right practices in sustainability

4.2

0 1 2 3 4 5  
Average Agreement Rating (1-5 scale)



14. Where have you heard the concept of sustainability at Bahçeşehir University?  
(Top Responses)

