



From Vision to Visibility: Green Campus Initiatives at Ankara's Universities

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Abstract

In the face of the escalating climate crisis, universities worldwide are adopting the "green campus" model to integrate sustainable practices into their operations, aligning with global goals like the United Nations Sustainable Development Goal 13 on climate action. As knowledge hubs, universities play a vital role in addressing environmental challenges by promoting sustainability and preparing future leaders. This study focuses on Ankara, Turkey, analyzing how universities such as Middle East Technical University (METU), Hacettepe University, Ankara University, and Bilkent University represent their green campus efforts on their official websites. By examining mission statements, sustainability programs, research projects, and student engagement activities, the research evaluates the visibility and scope of these initiatives. University websites serve as essential tools for communicating institutional commitments to sustainability with diverse audiences. Preliminary findings reveal significant variation in the extent of environmental initiatives displayed online. For example, METU stands out with robust green campus efforts, including reforestation projects and energy-efficient infrastructure, while other universities provide more limited information. These variations reflect institutional priorities and highlight challenges such as financial constraints, regulatory limitations, and the need for a stronger environmental culture in academia. This analysis offers insights for policymakers and university leaders on enhancing the visibility and impact of green campus practices. By prioritizing transparency and integration of sustainability efforts, Ankara's universities can strengthen their role in advancing environmental action, fostering greater awareness and engagement across academic communities.

Keywords: Green Campus, Sustainability, Higher Education, Climate Action, Environmental Responsibility