

SOPHIA U



## Office of Sophia Sustainability Promotion

# 『Sophia University Students' SDGs & Sustainability Awareness Survey』 Report 2023

2024/2/26

Office of Sophia Sustainability Promotion

# 1. Overview

## Sophia University Students' SDGs & Sustainability Awareness Survey

### Details of Respondents

<b>Research objectives</b>	<ul style="list-style-type: none"><li>Understanding the level of interest and awareness of Sophia University students</li><li>Reference for future action by Office of Sophia Sustainability Promotion</li></ul>	<b>Grade</b>	<b>Number of respondents</b>
<b>Implementation /analysis</b>	Office of Sophia Sustainability Promotion Communications Team	Freshman	192 people (28%)
<b>Research method</b>	WEB survey (Microsoft Forms)	Sophomore	172 people (25%)
<b>Investigation period</b>	October 26, 2023 - November 28, 2023 (30 days)	Junior	113 people (16%)
<b>Number of respondents</b>	695 people	Senior	141 people (20%)
		Graduate Student	77 people (11%)
		Total	695 (100%)

Figures in parentheses are percentages of all respondents.

## 2. Questions

Q1. Student Number

Q2. Grade

Q3. Department Faculty

Q4. Email Address

Q5. What is your level of understanding of the SDGs?

Q6. How did you learn about the SDGs? (Multiple choices allowed)

Q7. Which SDGs do you think are important as a global task? (Multiple choices allowed).

Q8. Which SDGs do you think are important as a domestic task? (Multiple choices allowed)

Q9. Which SDGs do you think are important for you - as a personal task? (Multiple choices allowed).

Q10. Please tell us about the SDGs initiatives you have worked on and/or is working on.

Q11. In your job hunting, are you aware of the SDGs and sustainability initiatives when selecting a company?

Q12. When selecting a university/graduate school, did you focus on how much the university/graduate school committed to "SDGs and sustainability" as a factor in your decision?

Q13. Do you think Sophia University is leading on achieving SDGs?

Q14. Have you heard of "Office of Sophia Sustainability Promotion (OSSP)"?

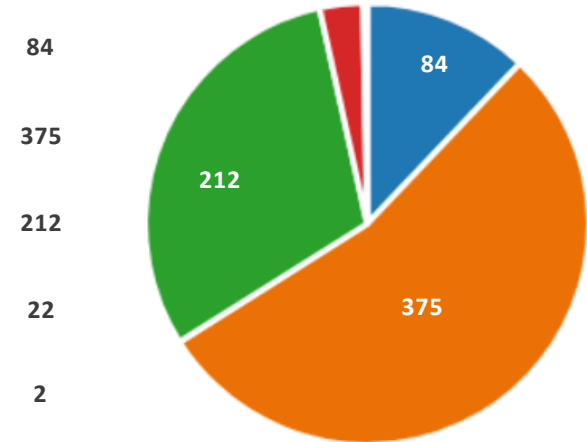
Q15. Please indicate your level of satisfaction with the initiatives implemented by OSSP.

Q16. What kind of activities related to the SDGs and sustainability do you think the university should proactively engage in the future? (eg "plastic bottle cap collection campaign").

## 2. Awareness Survey Results

### Q5) What is your level of understanding of the SDGs?

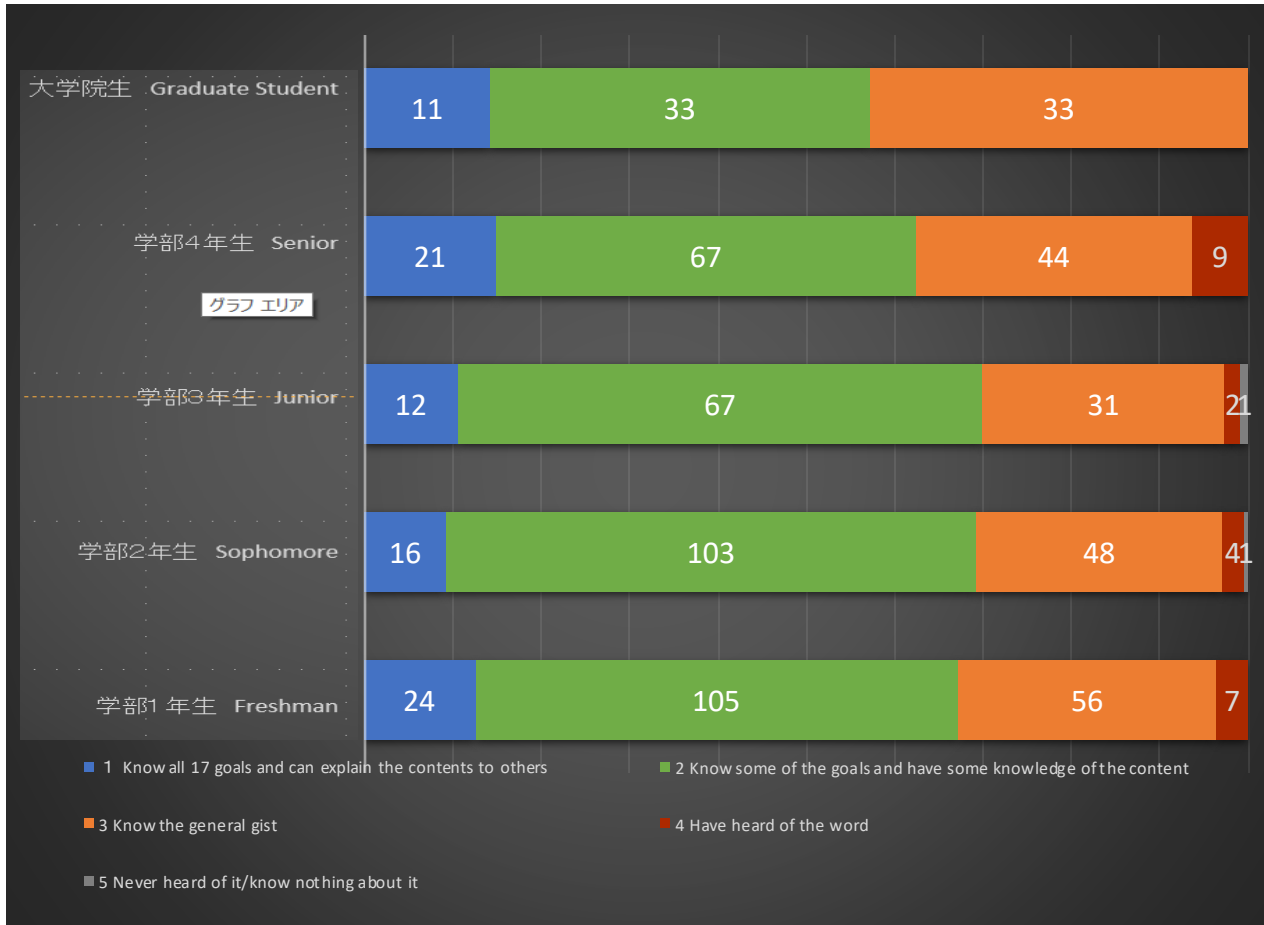
- Know the 17 goals and can explain the contents to others
- Know some of the goals and have some knowledge of the content
- Know the general gist
- Have heard of the word
- Never heard of it/know nothing about it



As a result of investigating the level of understanding of the SDGs, "Know the 17 goals and can explain the contents to others," and "Know some of the goals and have some knowledge of the contents." More than half of the students were.

Two people answered, "Never heard of it/know anything about it." 96.5% of students responded that they know about SDGs.

## Q5 ・ Comparison by grade) What is your level of understanding of the SDGs?

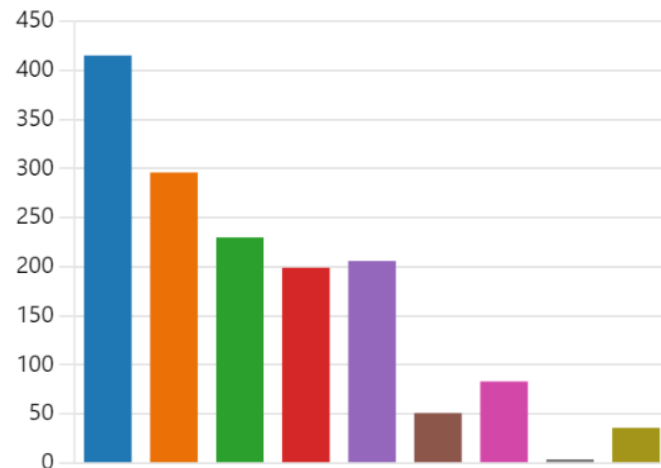


For undergraduate students, there was not much difference in the level of understanding between the years, but for graduate students, there were many who answered "I know the general content" or higher, which suggests that their level of understanding is high.

The percentage of people who answered "I know the 17 goals and can explain the contents to others" was 12.5% of freshman, 0.9% of sophomore, 10.6% of junior, and 14.8% of senior, and 14.2% for graduate students, suggesting that the detailed contents of the goals is not fully understood.

## Q6. How did you learn about the SDGs? (Multiple choices allowed)

1	Classes in High School	415
2	Lectures at the University	296
3	Internet or Websites	230
4	SNS Social Media	199
5	テレビ Television	206
6	家族・友人 Family or Friends	51
7	Extracurricular Activities	83
8	Knew for the first time through this survey	4
9	その他 Others	36

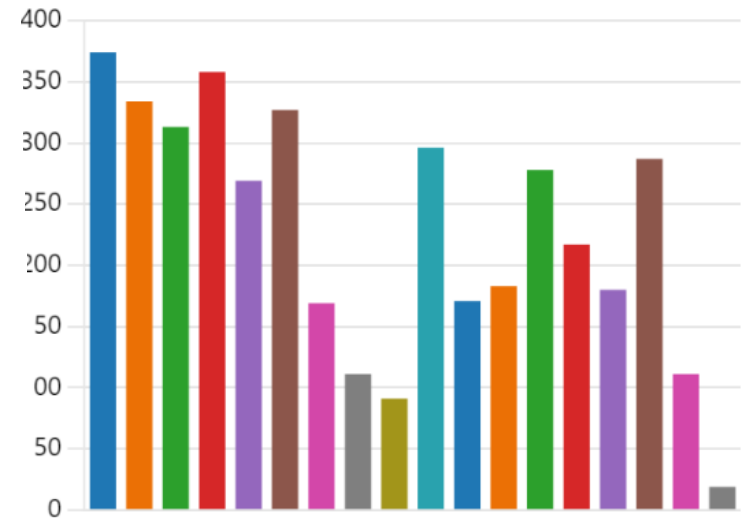


When asked how they learned about the SDGs, the most common answer were "classes in high school," followed by "lectures at university." It can be seen that educational institutions have the strongest influence in raising awareness about the SDGs.

In addition, the influence of the media is thought to be equally strong, as "Internet/Web," "Television," and "SNS" account for the highest percentages in order.

## Q7) Which SDGs do you think are important as a global task? (Multiple choices allowed)

● 1 貧困をなくそう NO POVERTY 374	● 10 人や国の不平等をなくそう... 296
● 2 飢餓をゼロに ZERO HUNGER 334	● 11 住み続けられるまちづくりを... 171
● 3 すべての人に健康と福祉を G... 313	● 12 つくる責任 つかう責任 RE... 183
● 4 質の高い教育をみんなに QU... 358	● 13 気候変動に具体的な対策... 278
● 5 ジェンダー平等を実現しよう G... 269	● 14 海の豊かさを守ろう LIFE B... 217
● 6 安全な水とトイレを世界中に ... 327	● 15 陸の豊かさを守ろう LIFE O... 180
● 7 エネルギーをみんなにそしてクリ... 160	● 16 平和と公正をすべての人に... 287
● 8 働きがいも 経済成長も DEC... 111	● 17 パートナーシップで目標を達... 111
● 9 産業と技術革新の基盤をつく... 191	● 18 特に関心のあるSDGs目標... 19

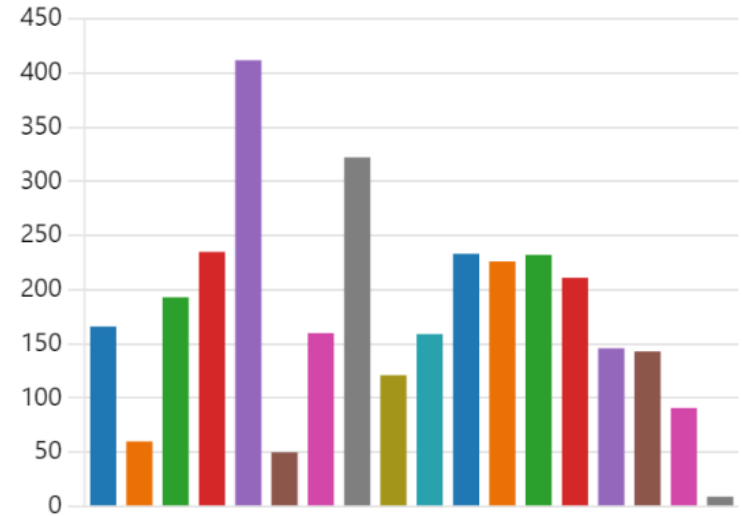


Regarding the SDGs that students think are globally important, the highest voted seven goals included, SDG 1 “No Poverty,” SDG 4 “Quality Education,” SDG 2 “Zero Hunger,” and SDG 6 “Clean Water and Sanitation.” SDG 3: “Good health and well-being”, SDG 10: “Reduced Inequalities”, and SDG 16: “Peace, Justice and Strong Institutions”.

It can be inferred that due to the impact of the recent Russia-Ukraine war and armed conflict between Israel and Hamas, students have a stronger interest in SDG 10, “Reduced Inequalities” and SDG 16, “Peace, Justice and Strong Institutions”

## Q8) Which SDGs do you think are important as a domestic task? (Multiple choices allowed)

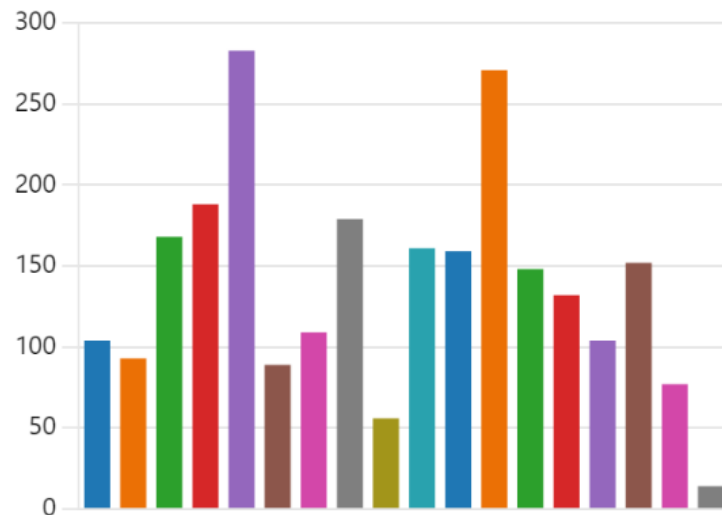
- |                            |                              |
|----------------------------|------------------------------|
| ● 1 貧困をなくそう NO POVERTY 166 | ● 10 人や国の不平等をなくそう... 159     |
| ● 2 飢餓をゼロに ZERO HUNGER 60  | ● 11 住み続けられるまちづくりを... 233    |
| ● 3 すべての人に健康と福祉を G... 193  | ● 12 つくる責任 つかう責任 RE... 226   |
| ● 4 質の高い教育をみんなに QU... 235  | ● 13 気候変動に具体的な対策... 232      |
| ● 5 ジェンダー平等を実現しよう G... 412 | ● 14 海の豊かさを守ろう LIFE B... 211 |
| ● 6 安全な水とトイレを世界中に ... 50   | ● 15 陸の豊かさも守ろう LIFE O... 146 |
| ● 7 エネルギーをみんなにそしてクリ... 160 | ● 16 平和と公正を すべての人に... 143    |
| ● 8 働きがいも 経済成長も DEC... 322 | ● 17 パートナーシップで目標を達... 91     |
| ● 9 産業と技術革新の基盤をつく... 121   | ● 18 特に関心のあるSDGs目標... 9      |



As a domestic task for Japan, SDG 5 “Gender equality” had the highest score, followed by SDG 8 “Decent work and economic growth.” According to the Gender Gap Index 2023, Japan was ranked 125th out of 146th in the world, the lowest among developed countries, and the lowest ever for Japan. In response to the awareness of the issue and the movement regarding same-sex marriage and selective surnames for married couples, there is a movement toward gender equality. It seems that there is a growing awareness of the issue. Furthermore, regarding job satisfaction and economic growth, it can be inferred that people are concerned about the current economic situation in order to play an active role in society in the future.



## Q9) Which SDGs do you think are important for you - as a personal task? (Multiple choices allowed).

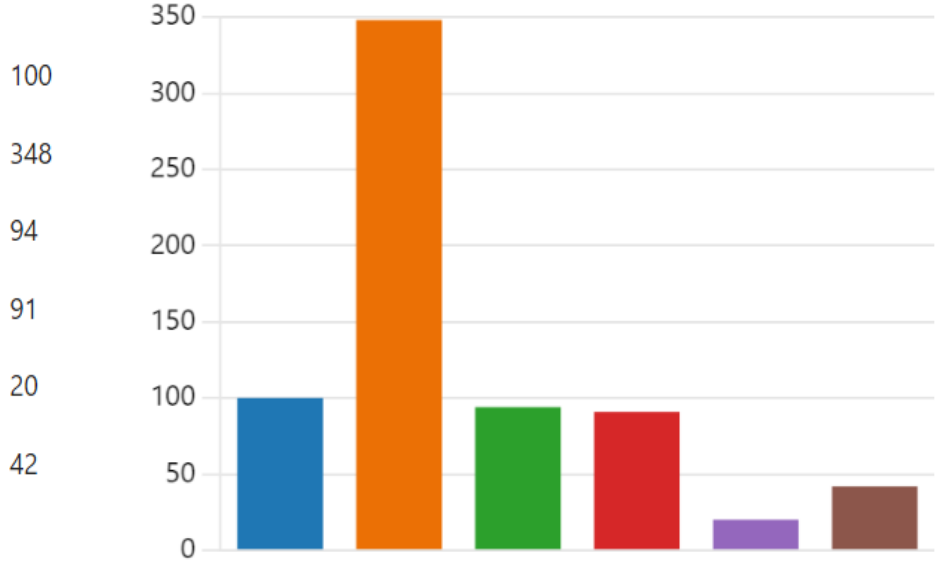


On an individual basis, SDG 5 “Gender equality” and SDG 12 “Responsible consumption and production” were at the top, while SDG 9 “Industry, Innovation and Infrastructure.” and SDG 16 “Peace, Justice and Strong Institution” were at the lowest rank.

This seems to be related to the fact that most of the SDG goals for which more than 150 respondents related to are about people and the environment which tend to be viewed as more personal matters.

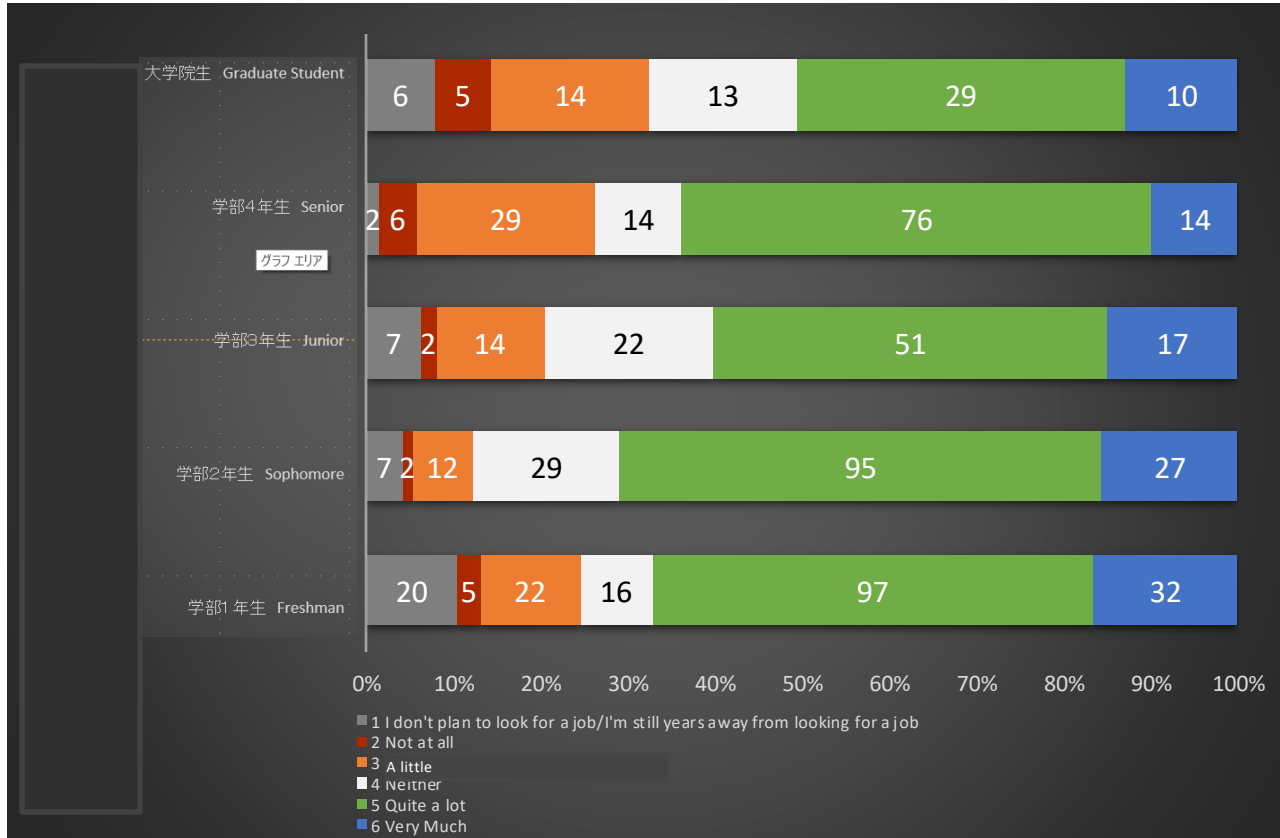
# Q11) In your job hunting, are you aware of the SDGs and sustainability initiatives when selecting a company?

- 6 とても意識する Very Much
- 5 やや意識する Quite a lot
- 4 どちらともいえない Neither
- 3 あまり意識しない A little
- 2 全く意識しない Not at all
- 1 I don't plan to look for a job/I'm still years away from looking for a job



When asked whether take SDGs and sustainability initiatives into consideration when selecting companies during job hunting, approximately 64% of students answered “Quite a lot” or “Very much”. This indicates that the majority of respondents are consider SDGs and sustainability initiatives implemented by companies as criteria for selecting employment.

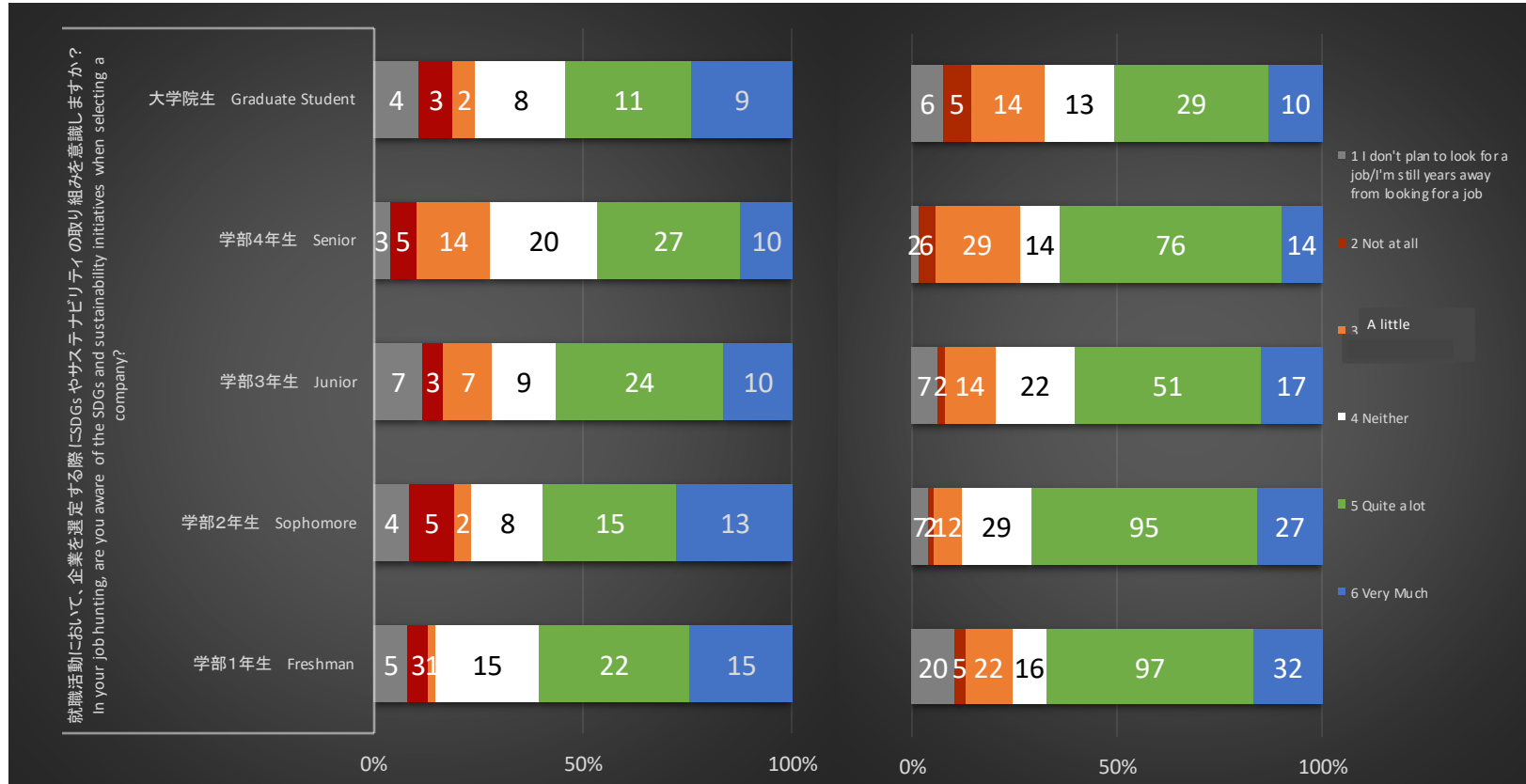
## Q11) (Comparison by grade) In your job hunting, are you aware of the SDGs and sustainability initiatives when selecting a company?



It can be seen that there is a tendency to be conscious of SDGs and sustainability initiatives in job hunting.

In particular, many sophomore answered that they were "Very much" or "Quite a lot" conscious, which hints that the fact that student's attention to SDGs and sustainability initiatives during job hunting are starting from an early stage.

# Q11: (Comparison by grade) Do you pay attention to SDGs and sustainability initiatives when selecting a company during job hunting?



## Q12) When selecting a university/graduate school, did you focus on how much the university/graduate school committed to "SDGs and sustainability" as a factor in your decision?

<FY2022>

● 5	とても重視していた	Very much	24
● 4	やや重視していた	Quite a lot	60
● 3	あまり重視していなかった	A little	87
● 2	まったく重視していなかった	Not at all	43
● 1	意識したことがなかった	Never thought of it in the first place	70



Compared to the previous year, in 2023, a higher number of respondents answered "A little" on the SDGs and sustainability initiatives as a factor in their university/graduate school decision.

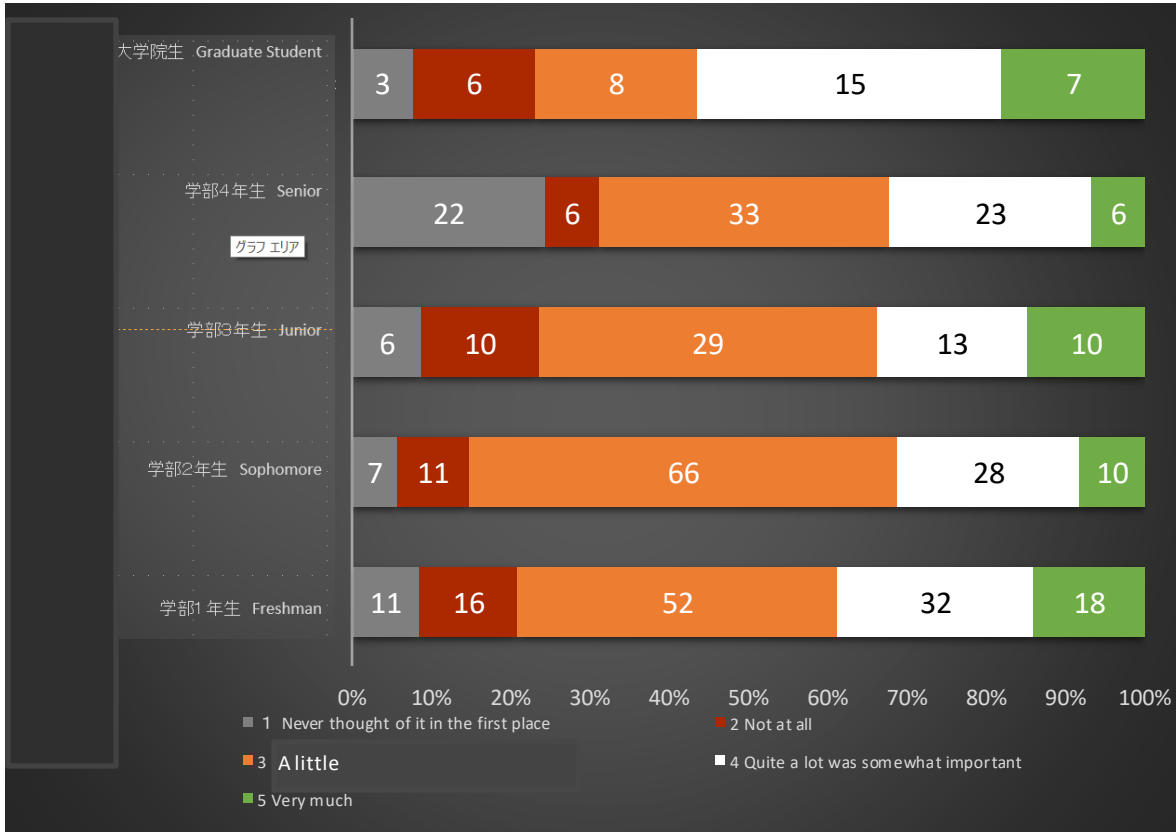
<FY2023>

● 5	とても重視していた	Very much	51
● 4	やや重視していた	Quite a lot	111
● 3	あまり重視していなかった	A little	188
● 2	まったく重視していなかった	Not at all	49
● 1	意識したことがなかった	Never thought of it in the first place	49



On the other hand, there was a slight increase in the percentage of respondents who answered "Very much" and "Quite a lot."

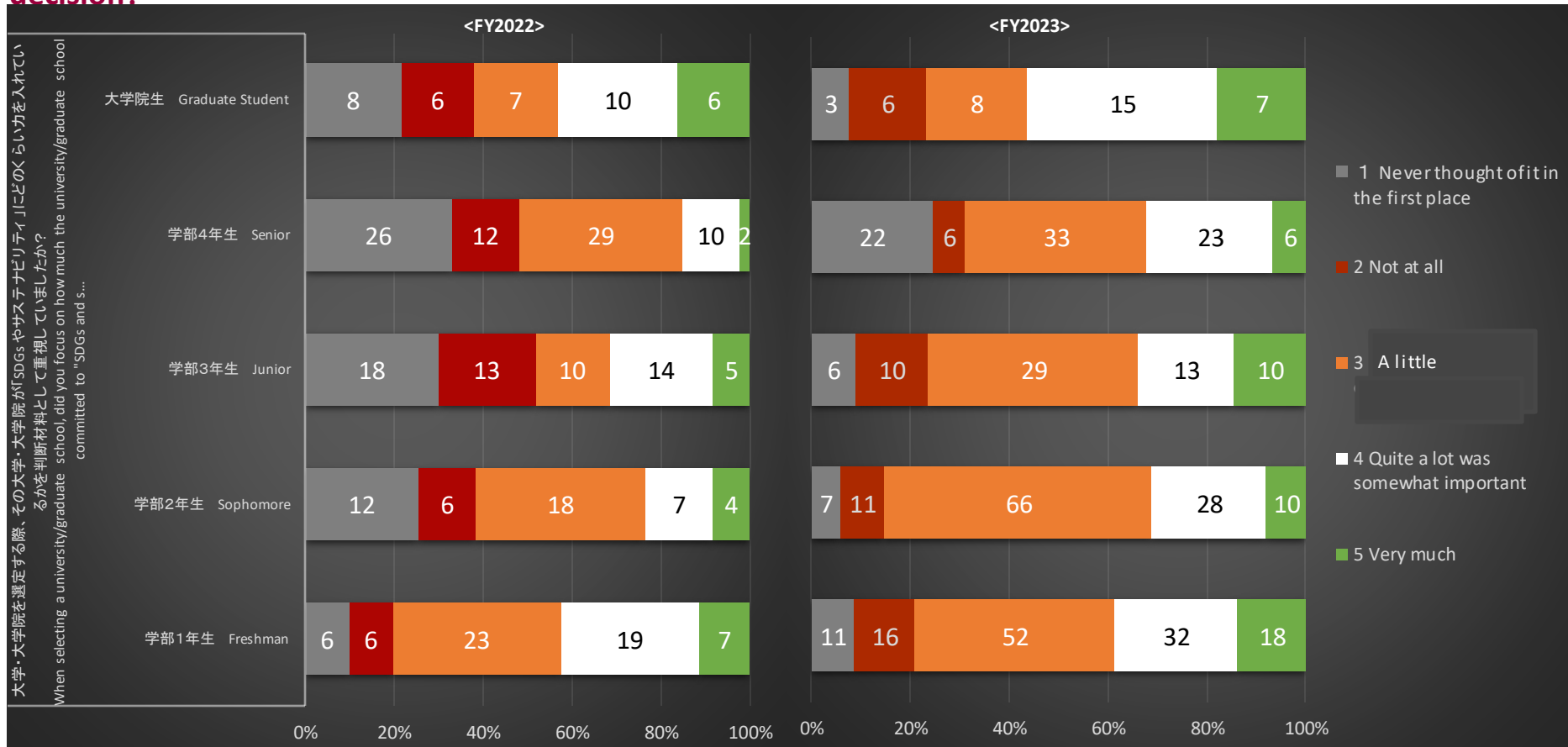
## Q12) When selecting a university/graduate school, did you focus on how much the university/graduate school committed to "SDGs and sustainability" as a factor in your decision?



Compared to the previous year, the percentage of people who place importance on whether the university they will attend focuses on sustainability initiatives as a deciding factor has decreased.

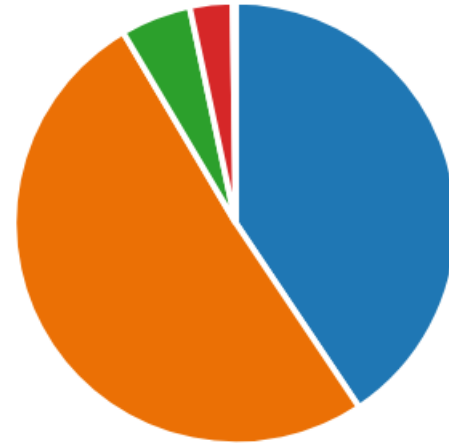
On the other hand, graduate students place importance on the sustainability initiatives of their universities, and one of the reasons for this may be the establishment of Sophia University Graduate School of Global Environmental Studies (GENV).

## Q12 ・ Previous year/ Comparison by grade) When selecting a university/graduate school, did you focus on how much the university/graduate school committed to "SDGs and sustainability" as a factor in your decision?



## Q13) Do you think Sophia University is leading on achieving SDGs and sustainability?

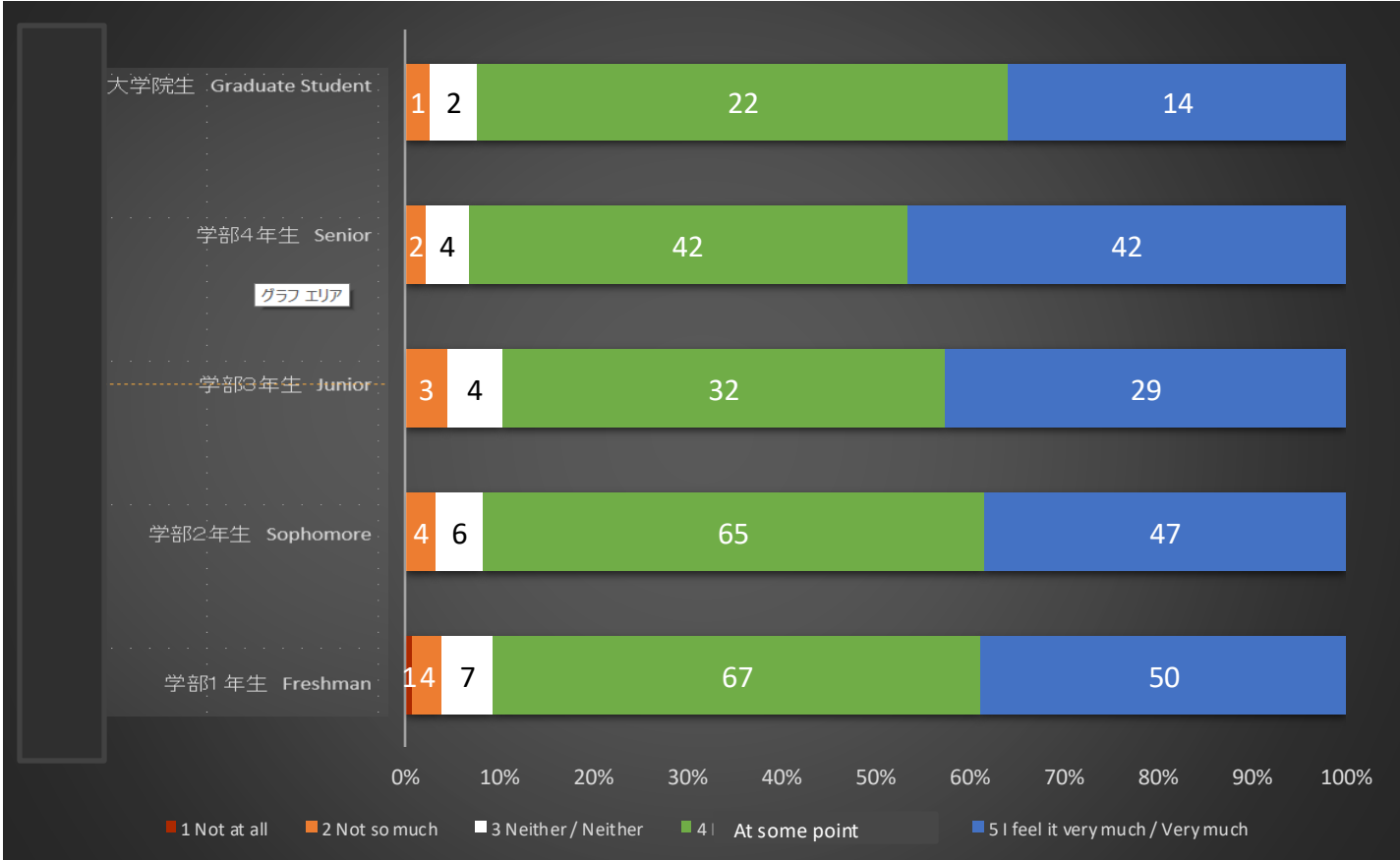
● 5	とても感じる / Very much	182
● 4	やや感じる / At some point	228
● 3	どちらでもない / Neither	23
● 2	あまり感じない / Not so much	14
● 1	まったく感じない / Not at all	1



More than 90% of respondents answered that Sophia University is highly motivated to work on SDGs and sustainability initiatives. One of the reasons for this is that Sophia University provides many opportunities for students to get in touch with SDGs and sustainability, including classes, research and field-work on SDGs and sustainability, as well as the increased activities of student groups and on-campus awareness campaigns by the Office of Sophia Sustainability Promotion, Environment Management Group and more.



# Q13 Comparison by grade) Do you think Sophia University is leading on achieving SDGs and sustainability?



There were no major differences in perception between grade, and overall, many respondents said they felt that Sophia University was actively working towards SDGs and sustainability to a reasonable extent .

## Q14) Have you ever heard of "Office of Sophia Sustainability Promotion (OSSP)"?

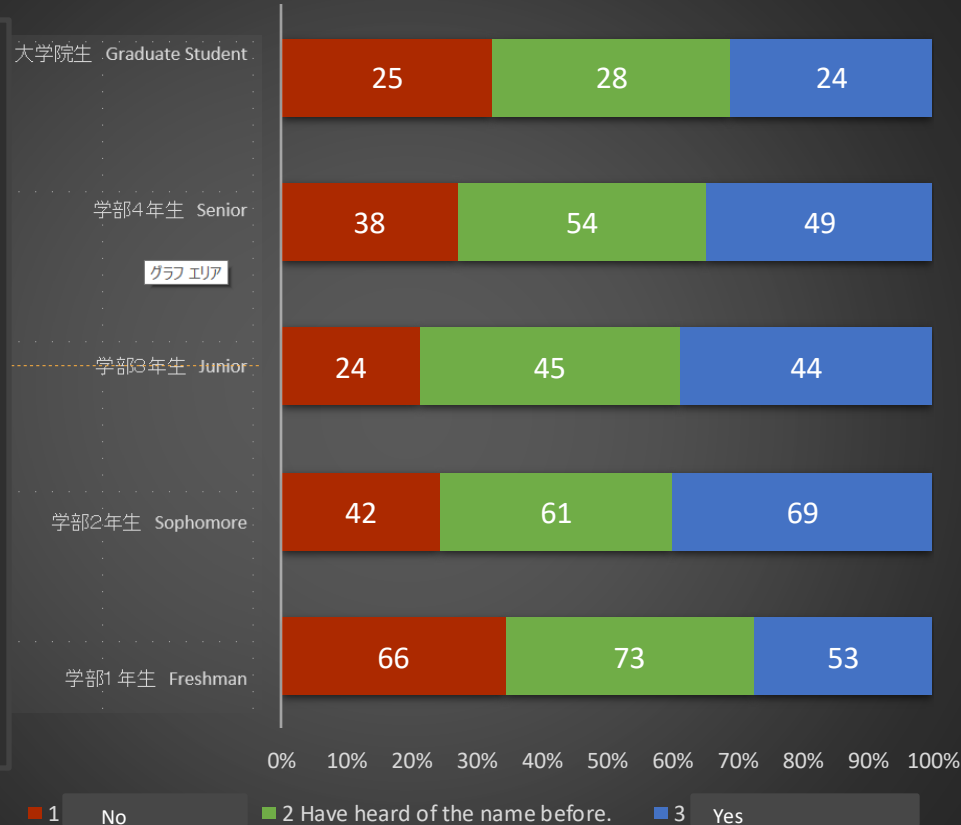
● 3	知っている Yes	239
● 2	名前を聞いたことがある Have heard of the name	261
● 1	知らない No	195



Regarding the level of awareness of the "Office of Sophia Sustainability Promotion (OSSP)," the highest number of respondents answered that they "have heard of the name."

The fact that 70% of the respondents were aware of the existence of OSSP is a positive result for the third year since its establishment in July 2021.

## Q14) Have you ever heard of "Office of Sophia Sustainability Promotion (OSSP)"?

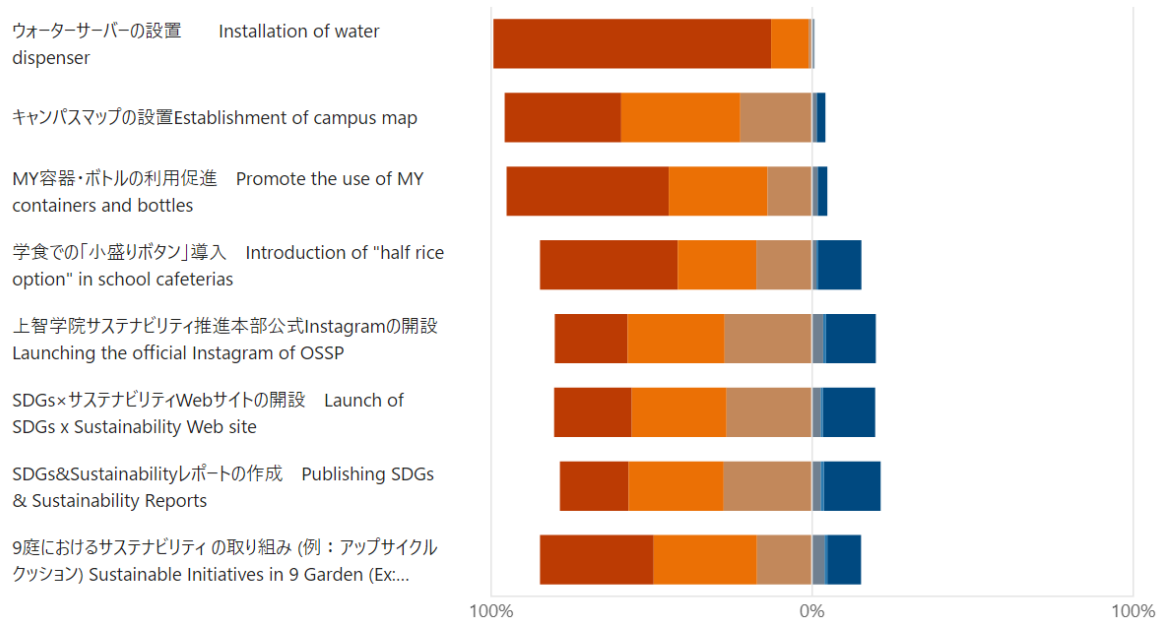


Overall awareness remains at the level of "I've heard the name".

The results show that the grades with the highest level of awareness are sophomore and junior, while freshman have the lowest level of awareness, followed by graduate students.

## Q15) Please indicate your level of satisfaction with the initiatives implemented by OSSP. (Excerpt from some initiatives)

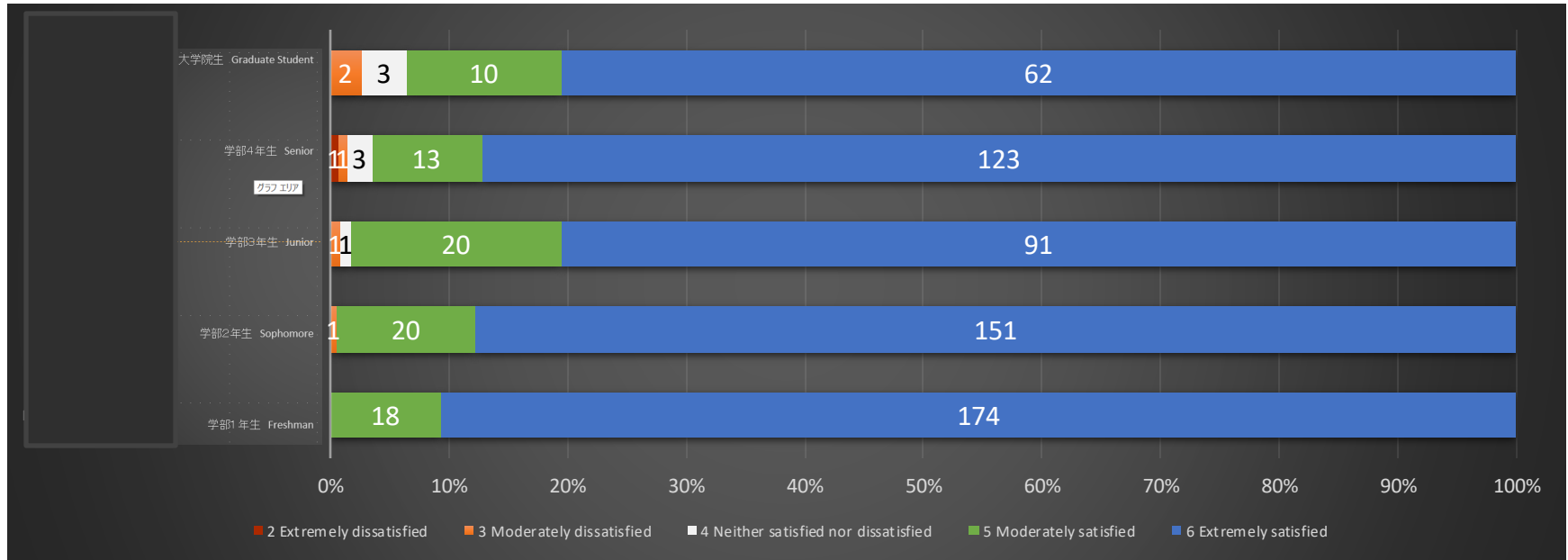
- 6 非常に満足 Extremely satisfied    ■ 5 やや満足 Moderately satisfied
- 4 どちらともいえない Neither satisfied nor dissatisfied    ■ 3 やや不満 Moderately dissatisfied
- 2 非常に不満 Extremely dissatisfied    ■ 1 存在を認知していない Not recognized



The results showed that satisfaction was high for "Installing a water server" and "Promoting the use of MY containers and bottles," as well as "Introducing a small portion button in the university cafeteria."

This finding hints at the tendency of students having more interested in initiatives related to food and water.

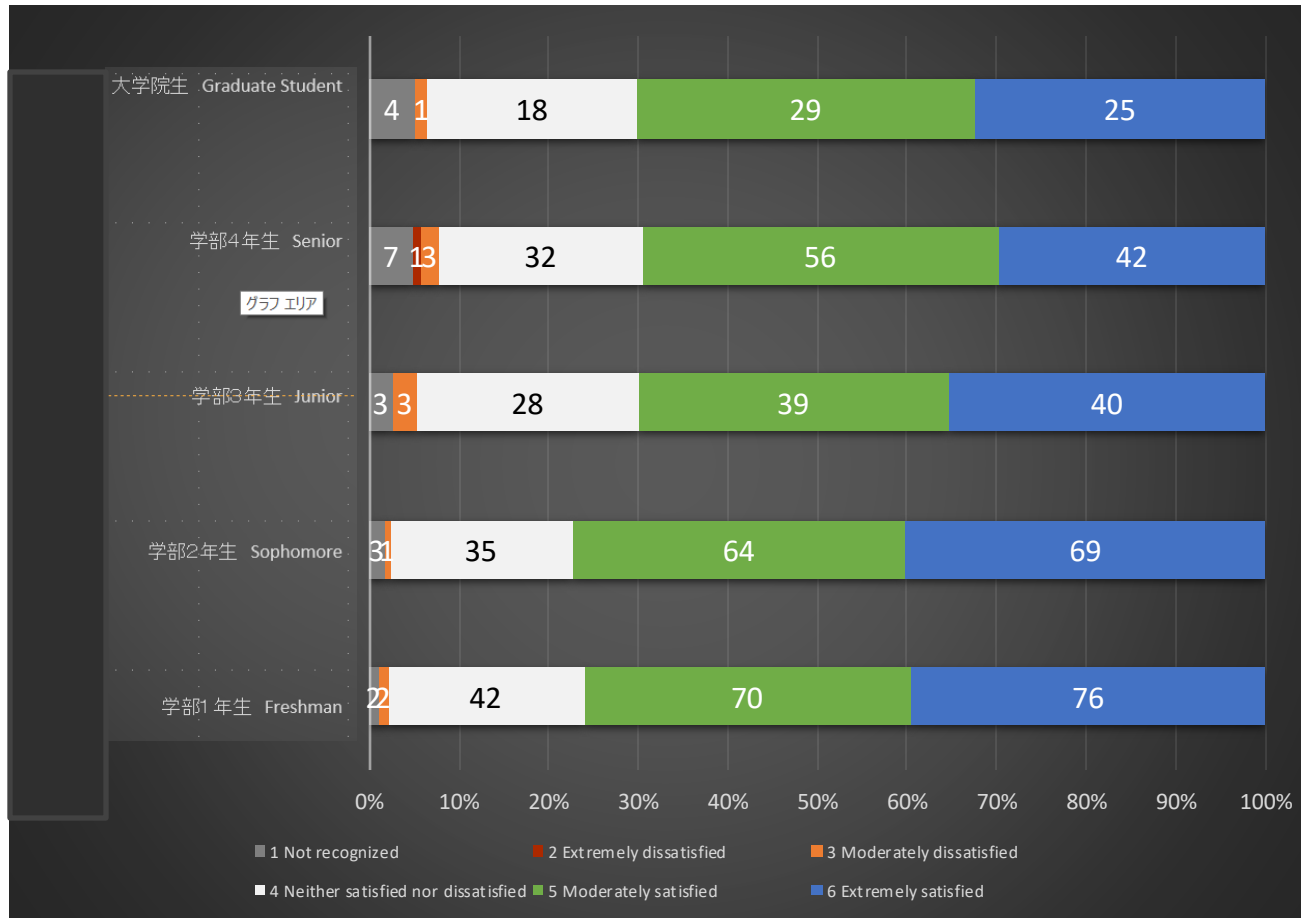
## Q15 (1) Installation of water server (Comparison by grades)



More than 80-90% of students in all grades answered that they were "very satisfied," indicating that the water server installation was very popular among students. Based on the result that zero people responded that they were not aware of its existence, it can be said that the level of awareness is quite high. A certain number of people answered that they were "somewhat dissatisfied" or "very dissatisfied," indicating that they feel inconvenienced by the congestion during break times and the fact that some buildings are structurally unable to install water servers.

(Reference) [【Survey on Water Server Usage Frequency and Rate of MyBottle Users \(FY2023\)】](#) was conducted

## Q15 (2) Installation of campus map (Comparison by grades)

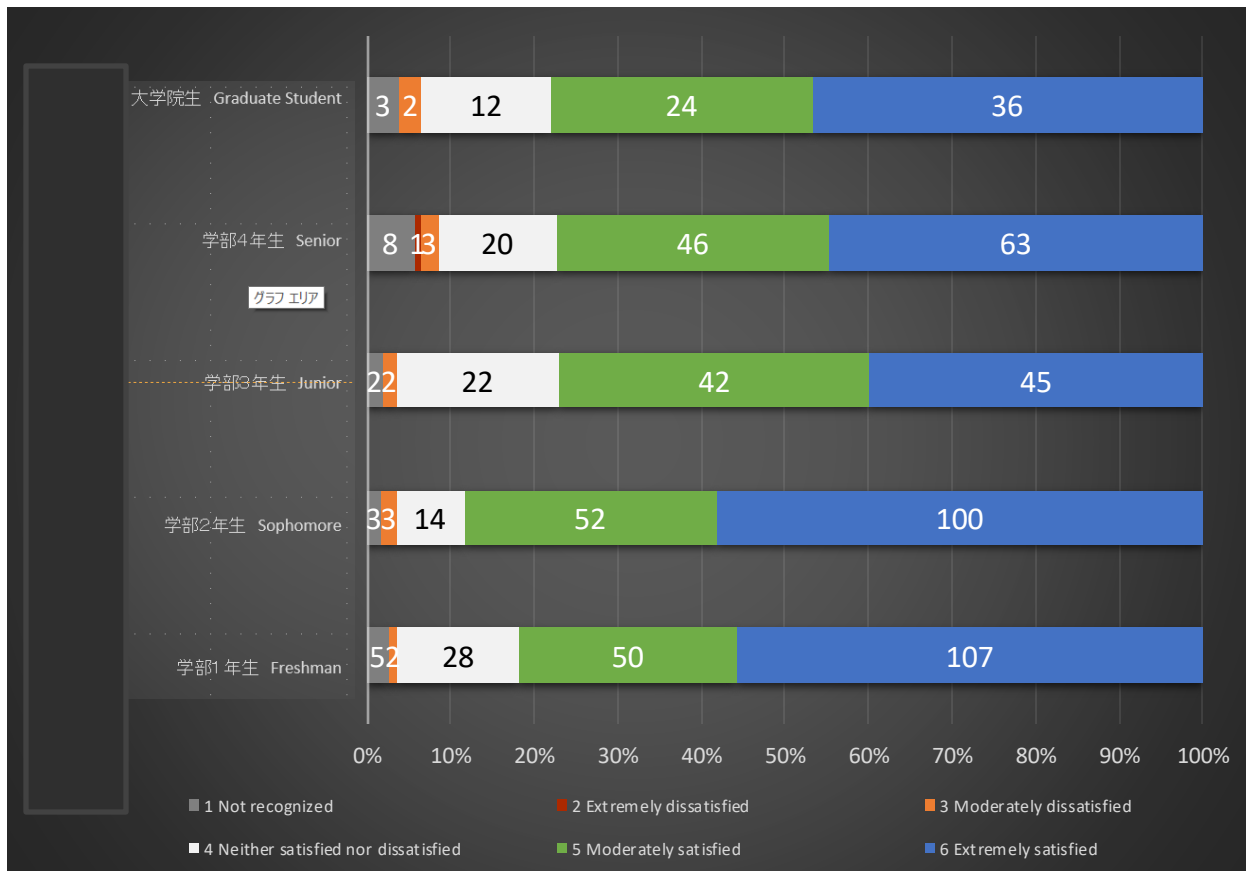


Comparison by grade level, the overall level of satisfaction was high.

Office of Sophia Sustainability Promotion is working to improve information barriers by promoting the universal design of Yotsuya Campus signage, with the goal of allowing all users to move around the campus safely and without getting lost. As part of this effort, we updated the "Accessibility Map" in 2022.

(Reference)[Yotsuya Campus Accessibility Map has been updated](#)

## Q15 (3) Promotion of the use of MY containers and bottles (Comparison by grades)



"Promoting the use of MY containers and bottles" received the second highest level of satisfaction after "Installing a water server."

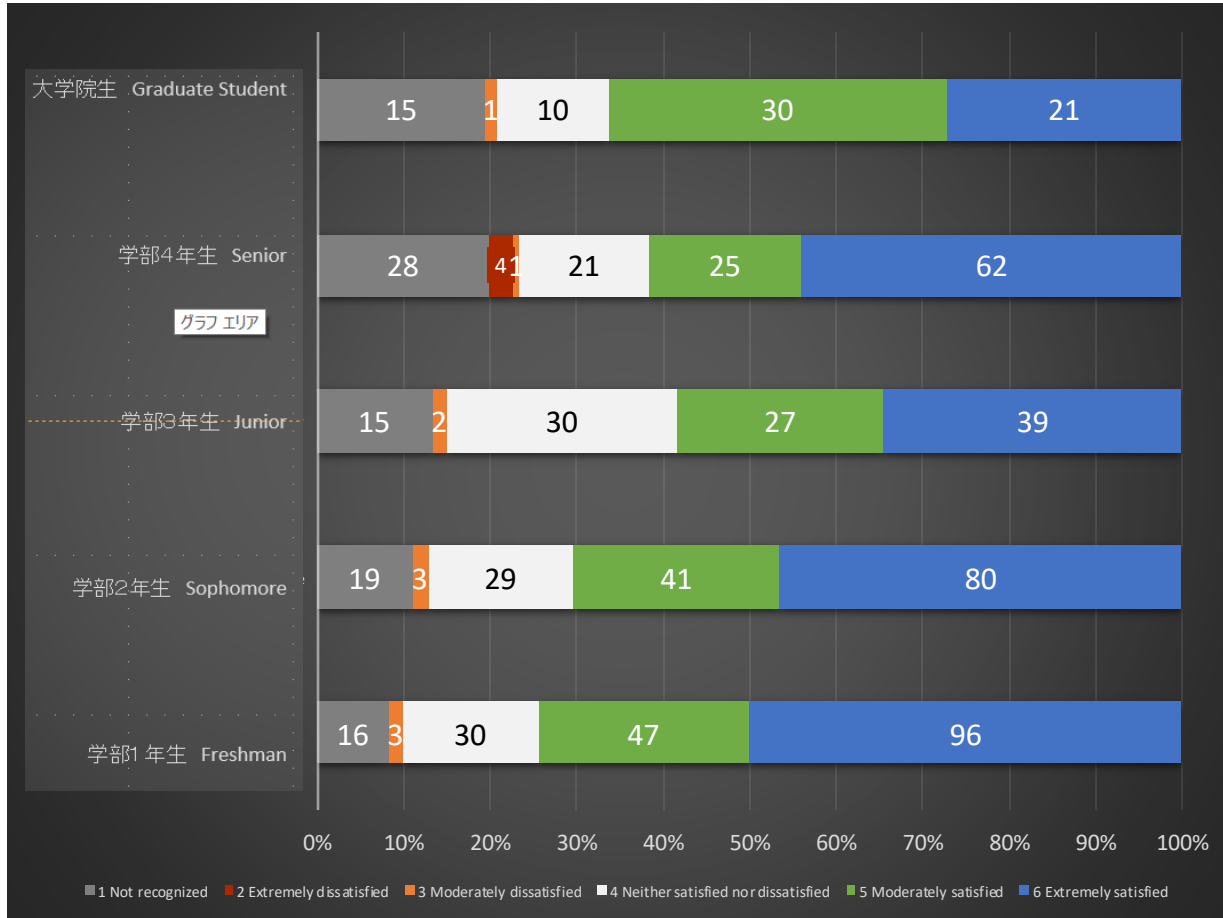
Few people (4.9%) answered "somewhat dissatisfied" and "very dissatisfied," and a small number of people answered "not aware of its existence."

In particular, a high percentage (44%) of freshman and sophomore responded that they were satisfied.

(Reference)[A Campaign to Bring Your Own Container for Food Truck Purchases](#)

(Reference)[Bring MY bottle and tumbler \(9-CAFE, S-CAFE by PRONTO\)!](#)

## Q15 (4) Introduction of “small food portion buttons” in school cafeterias (Comparison by grades)



Among all grades, many students (67%) answered "extremely satisfied" or "moderately satisfied," suggesting that the "small food portion buttons" has caught attention of the frequented university cafeteria.

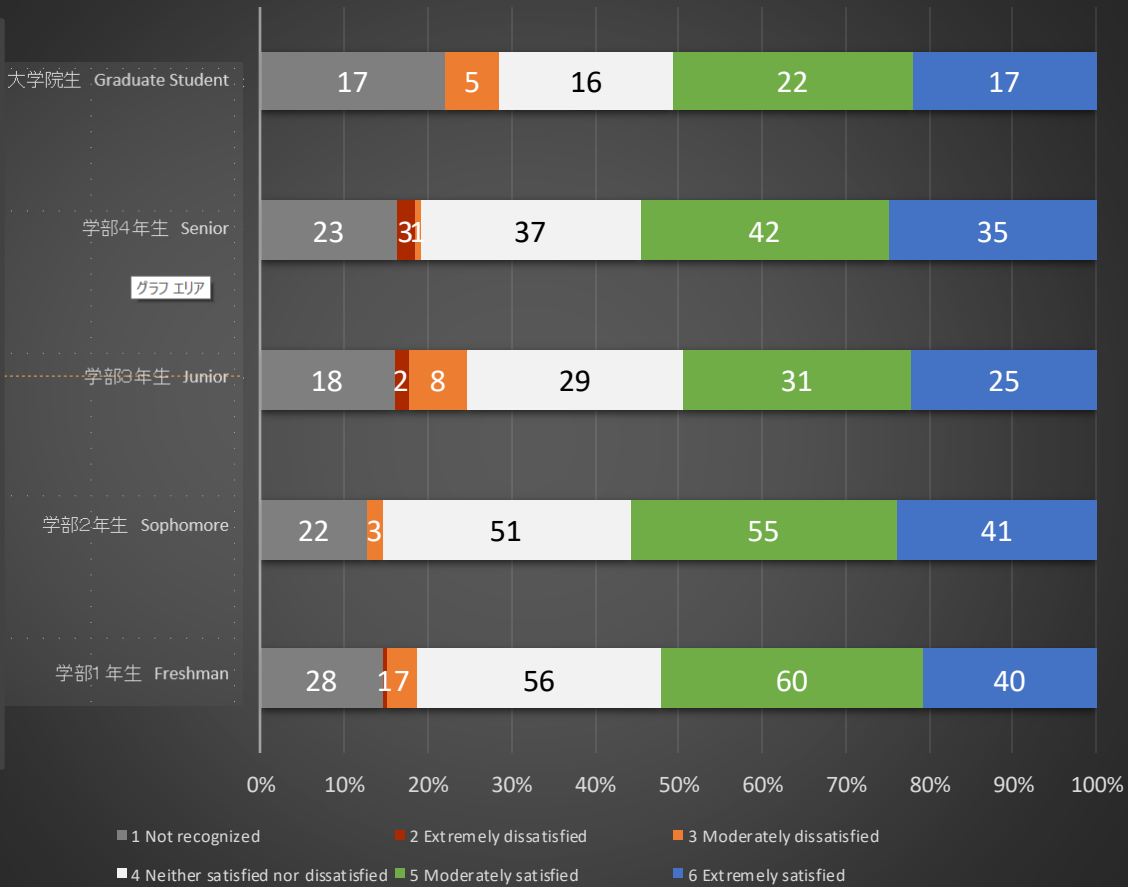
However, there were a certain number of students (13%) who answered that they were not aware of its existence.

(Reference) [A “Small Rice Button” to Reduce Food Loss](#)





# Q15 (5) Office of Sophia Sustainability Promotion Official Instagram (Comparison by grades)



Overall, a high percentage of respondents said they were "somewhat satisfied," and when compared with last year, sophomore students were more satisfied.

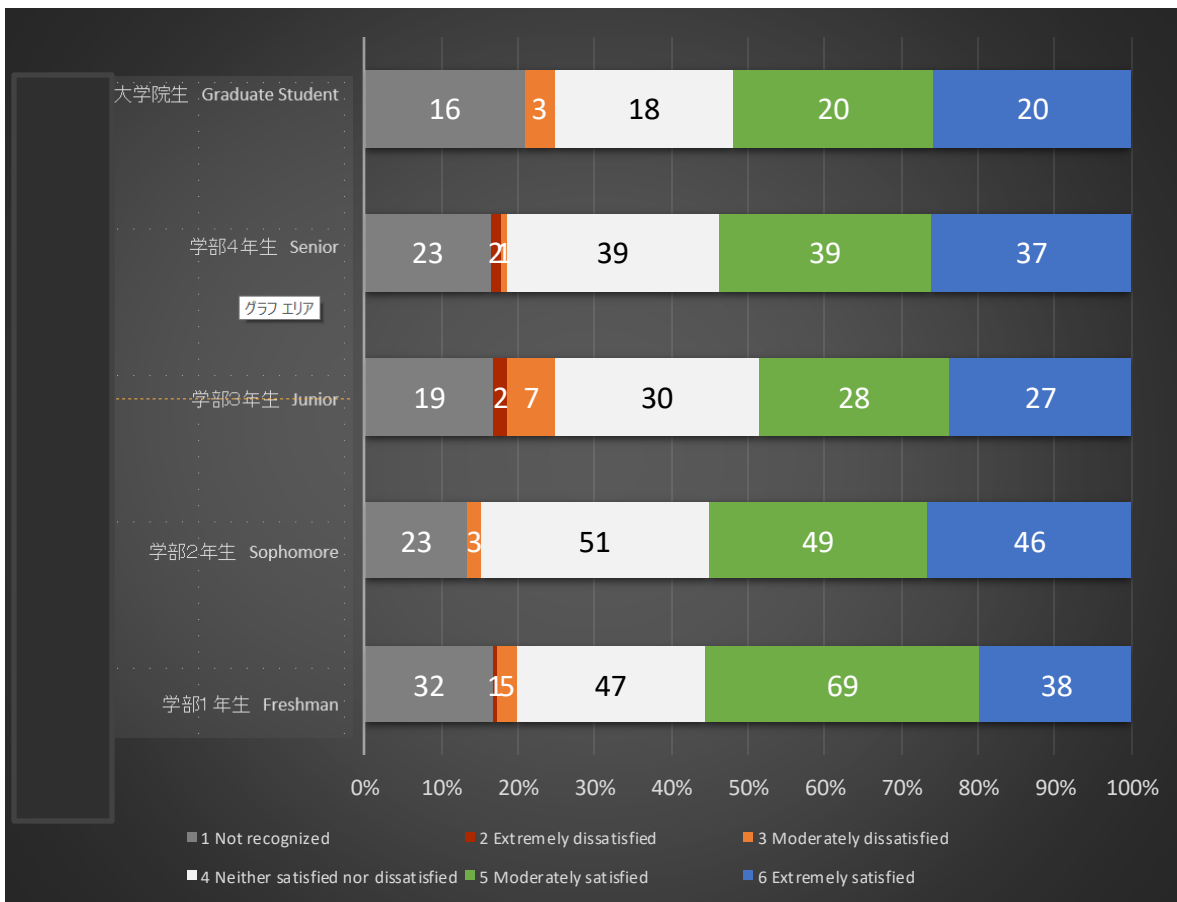
Additionally, since a certain number of respondents said they were not aware of the Instagram's existence, there is a need to work on activities aimed at increasing awareness and engagement of OSSP Instagram.



Official Instagram Account Opened for the Office of Sophia Sustainability Promotion

[https://www.instagram.com/sophia\\_osspp/](https://www.instagram.com/sophia_osspp/)

## Q15 (6) Establishment of SDGs • Sustainability Website (Comparison by grades)



Sophomore had the highest number of respondents who answered "very satisfied," followed by senior.

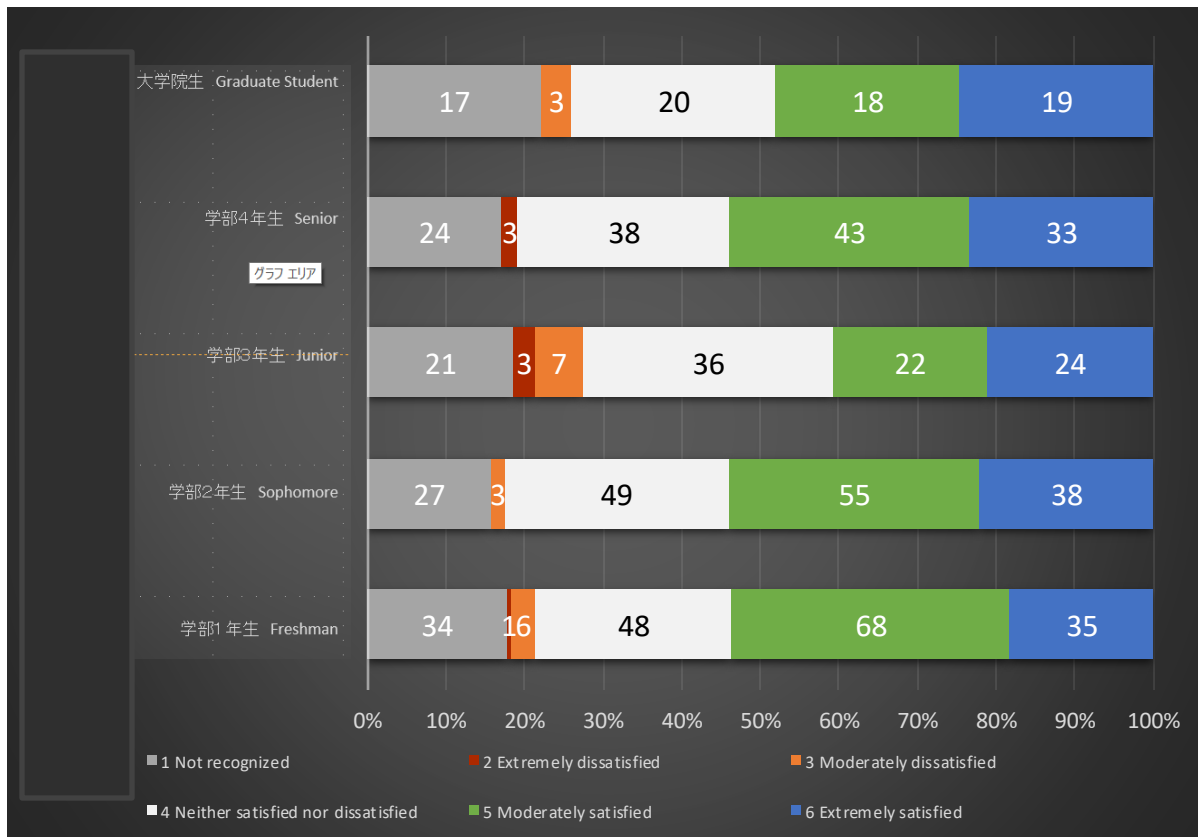
Given the high level of satisfaction among freshman, we presume that they are making use of event information and interview reports with student organizations on the website.

Additionally, there are a certain number of people in each grade who answered that they are not aware of the existence of the website, and efforts need to be made to increase awareness.



<https://sophia-sdgs.jp/>

## Q15 (7) Creation of SDGs&Sustainability report (Comparison by grades)



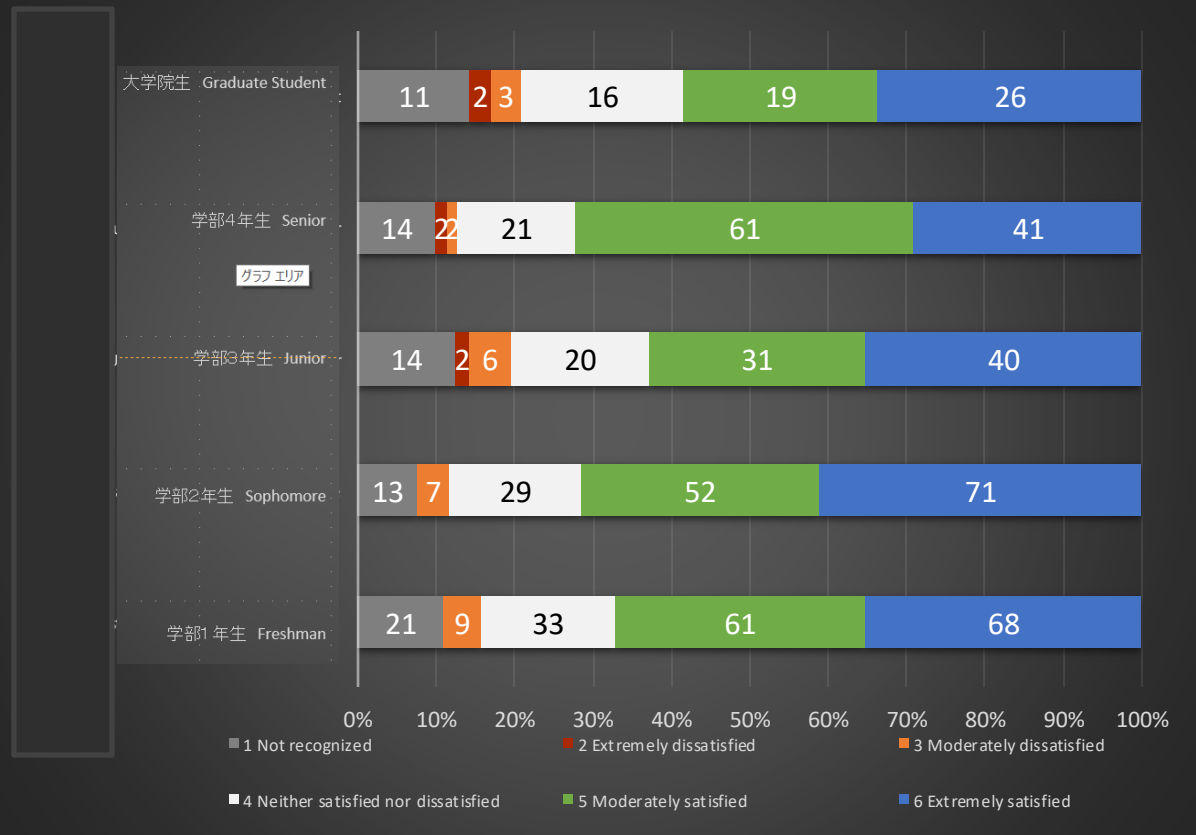
Regarding "Creation of SDGs & Sustainability Reports," last year the largest number of respondents answered "I am not aware of its existence," but this year the percentage was lower, and overall awareness have improved.

(Reference) [Sophia University's Student SDGs & Sustainability Awareness Survey Report 2022](#)

Looking at the results by grade level, freshman and sophomore students had a high level of satisfaction, and we believe that the report, which allows them to understand Sophia University's sustainability research and initiatives, is found useful for students who are about to embark or are embarking on their academic journeys.

(Reference) [SDGs & Sustainability Report 2021-2022 \(English Edition\)](#)

# Q15 (8) Sustainability initiatives in the Active Commons Rooftop Garden in Building 9 (e.g. upcycled cushions) (Comparison by grades)



Overall, all grades were highly satisfied with the sustainability initiatives at the Active Commons Rooftop Garden in Building 9 (commonly known as 9 Garden). It is thought that it is used as a place for students to study, socialize and relax.

On the other hand, approximately 10% of all grade levels answered that they were not aware of the existence of the gardens, therefore, we will work on providing information on the locations of the nine gardens, the sustainable fixtures installed in the nine gardens, and the background behind the creation of the nine gardens.

(Reference) Active Commons rooftop garden (9 gardens) finally grand opening (May 19, 2023) <https://sophia-sdgs.jp/efforts/3989/>

## Q16) What activities related to SDGs and sustainability do you think Sophia University and Office of Sophia Sustainability Promotion should actively engage in in the future?

This page is part of the free text section of an awareness survey regarding SDGs and sustainability conducted among Sophia University students. Students write about activities they would like Sophia University to engage in and things they can do. The points are summarized in 10 points below.

- ① **Plastic Zero Campaign:** Students are conscious of the issue of plastic use and disposal, and have made concrete proposals such as installing more water servers and collecting plastic bottle caps. The Zero Plastic Movement is an important initiative to address environmental issues such as ocean pollution and climate change.
- ② **Activities related to gender equality:** Students want activities such as education and awareness regarding gender, support for the LGBTQ+ community, and improvement of facilities such as toilets and health checkups. Activities related to gender equality are necessary efforts to contribute to social issues such as respect for human rights, diversity, and social inclusion.
- ③ **Reducing food loss:** Students are proposing activities such as preventing leftover food from university cafeterias, distributing and selling waste food. Food waste reduction initiatives will contribute to sustainable development, such as food security and effective use of resources.
- ④ **Saving electricity/energy:** Students are asking for activities such as saving electricity such as air conditioners and lights, and introducing clean energy. Power saving and energy conservation are important initiatives to address environmental issues such as energy access, efficiency and the reduction of greenhouse gas emissions.

## Q16) What activities related to SDGs and sustainability do you think Sophia University and Office of Sophia Sustainability Promotion should actively engage in in the future?

- ⑤ **Garbage separation/recycling:** Students are proposing activities such as increasing the number of trash bins, improving their design, thoroughly separating and subdividing trash, and collecting and distributing recyclable items. Garbage separation and recycling are effective efforts to promote sustainability cities through improved waste management and resource circulation.
- ⑥ **Preservation and increase of greenery:** Students want to engage in activities such as greening the campus and creating a green community in the local area. Preserving and increasing greenery is a necessary initiative to address environmental issues such as protecting biodiversity and mitigating climate change.
- ⑦ **Barrier-free:** Students are requesting activities such as improving facilities such as elevators and ramps, and installing Braille blocks and hand-washing stations. Barrier-free construction is a necessary initiative to address social issues such as improving accessibility and participation opportunities for socially vulnerable groups like people with disabilities and the elderly.
- ⑧ **Providing high-quality education:** Students proposed activities such as increasing and diversifying education and lectures related to SDGs and sustainability, using the 3Rs and recycled paper in textbooks and teaching materials, and reducing inequalities in entrance exams. Providing quality education is an important initiative to contribute to sustainable development, including the acquisition of knowledge and skills and the raising of awareness on the world pressing issues.
- ⑨ **Eradication of poverty:** Students are proposing activities such as fundraising, food banks, and children's cafeterias. Eradicating poverty is a necessary effort to address social issues such as people's living standards, health status and social inclusion.
- ⑩ **Building partnerships:** Students are looking for activities such as cooperation and exchange with organizations and companies outside the university, and the exchange of opinions with international students and people who are familiar with international affairs. Building partnerships is a valuable initiative that contributes to sustainable development, including sharing diverse perspectives and experiences and working together towards common goals.

\*The text in the free text field was compiled by Office of Institutional Research staff (affiliated with Office of Sophia Sustainability Promotion).  
Summarized using Microsoft Copilot. (The input contents will not be learned by LLM)

## 5. Summary

- Among the respondents to this survey, awareness of SDGs and sustainability was high, with 96.5% of students answering that they were "aware." (However, there is also the view that students with high awareness have greater tendency to respond)
- The number of students who take into account companies' SDGs and sustainability initiatives has increased when looking for jobs compared to the previous year, and in particular, about 70% of sophomore students who are preparing for job hunting answered that they are aware of them.
- It appears that freshman and sophomore students have a high level of awareness of sustainability, and many of them are "satisfied" with the various initiatives of the Office of Sophia Sustainability Promotion, indicating that they have a positive impression of campus sustainability overall.
- Although there are differences in satisfaction and awareness of the initiatives of Office of Sophia Sustainability Promotion depending on the content of the initiatives, there are some issues such as "Installing water servers," "Promoting the use of MY containers and bottles," and "Small portion button in university cafeterias." There is a high level of awareness and satisfaction with initiatives that are closer to students, such as introducing the "Small portion button" in cafeterias, which can be seen and benefitted by many students.
- The number of respondents increased from 284 in 2022 to 695 in 2023, but it cannot be concluded that awareness remains high. An ongoing challenge is to raise awareness of Office of Sophia Sustainability Promotion, ultimately to promote behavioral changes among members of Sophia School Corporation.

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上智大学  
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