Green Impact: Building a community of students and staff to change universities from within

A programme by

nus
national union of **students**

Delivered through
rootAbility
green impact

Your speakers today

Anne Spira

- Delivered Green Impact programme at University of East London (UEL) for 2 ½ years

- Supported >100 staff and 20 students in 20 Green Impact teams per year

- Joined rootAbility in September 2017 as Green Impact Coordinator

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rootAbility

Workshop overview

1. Setting the scene and community mapping

2. Introduction to social change theories

3. Introduction to Green Impact as a tool to engage the community

4. Reflection on lessons learned and development of action plan

Setting the scene & community mapping

On average, how many students study at a <u>Belgian</u> university?

18,250

On average, how many staff work at a Belgian university?

4,760

How many of those do you think are actively involved in sustainability at a <u>Belgian</u> university?

0,1 %

Your community engagement activities

What events and projects are you doing to engage students and staff on sustainability at your university?

15'

What are common challenges for the organiser?

Overwhelmed
"Where do I start? I am too busy to contact everyone!"

Disappointed
"10 people came to the event, but then never came back."

Unclear
"10 people are now involved. How do I scale up engagement?"

Ignored
"I organised an event and nobody came!"

Lone warrior
"Nobody seems to care about what I am doing!"

Isolated
"I don't know who to talk to!"

Frustrated
"I never get the vice chancellor's or senior management support!"

What are common challenges for the attendee?

Afraid
"I may lose my job if I get involved with anything outside my work remit!"

Feel judged
"Others may think that I am an eco-weirdo and won't want to talk to me anymore."

Busy
"This deadline just came up; I don't have time to do anything else."

Ignored
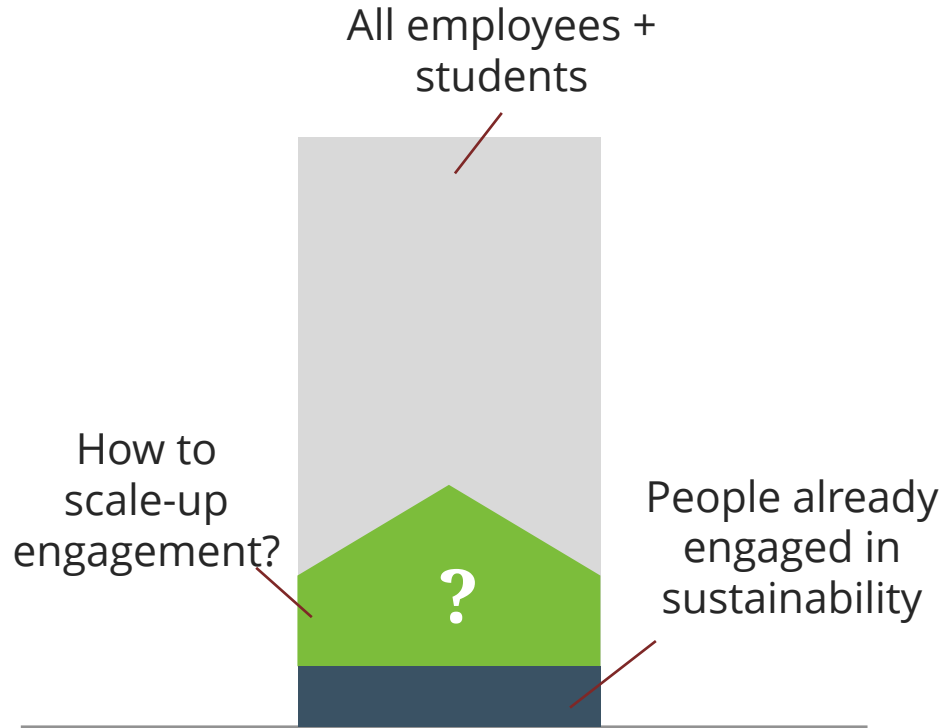"My line manager doesn't see it's important to me!"

Overwhelmed
"There are too many events; I don't know which one to attend!"

Lone warrior
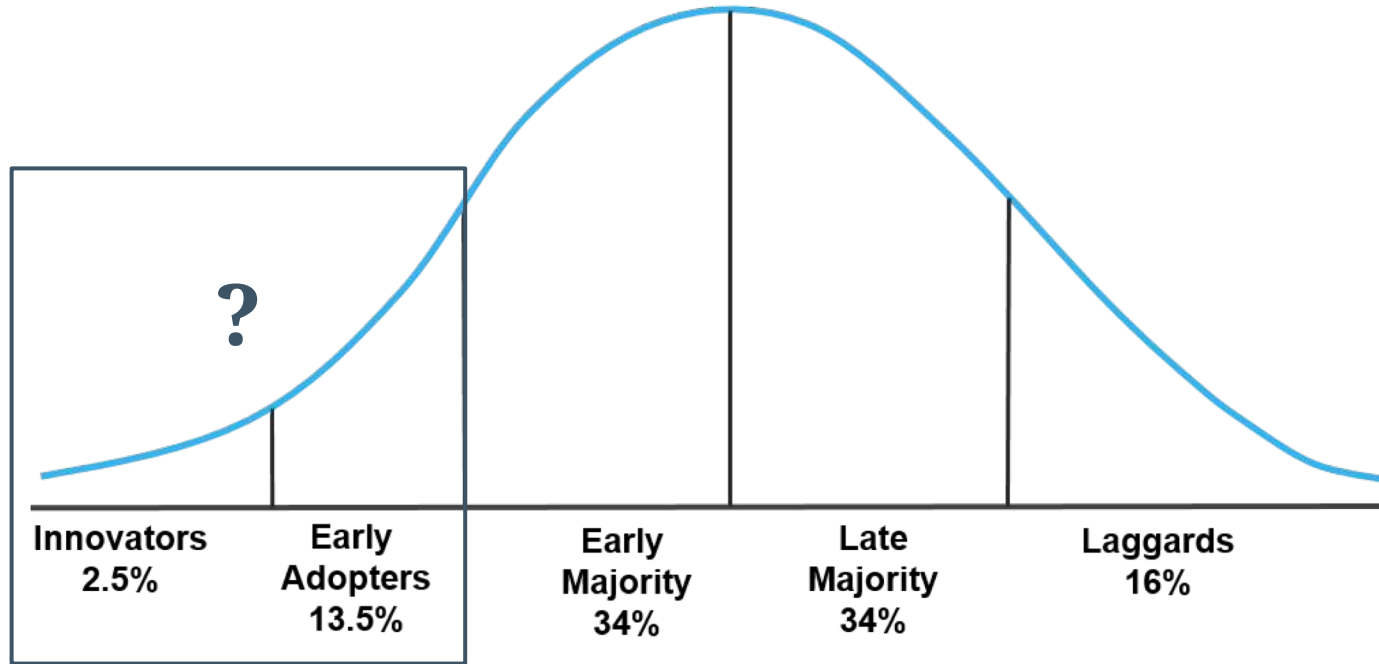"Nobody seems to care about what I am doing, so why should I do anything!"

Introduction to social change theories

Change is a phased approach

Innovators 2.5% · Early Adopters 13.5% · Early Majority 34% · Late Majority 34% · Laggards 16%

(Rogers, 1962)

The ISM Model
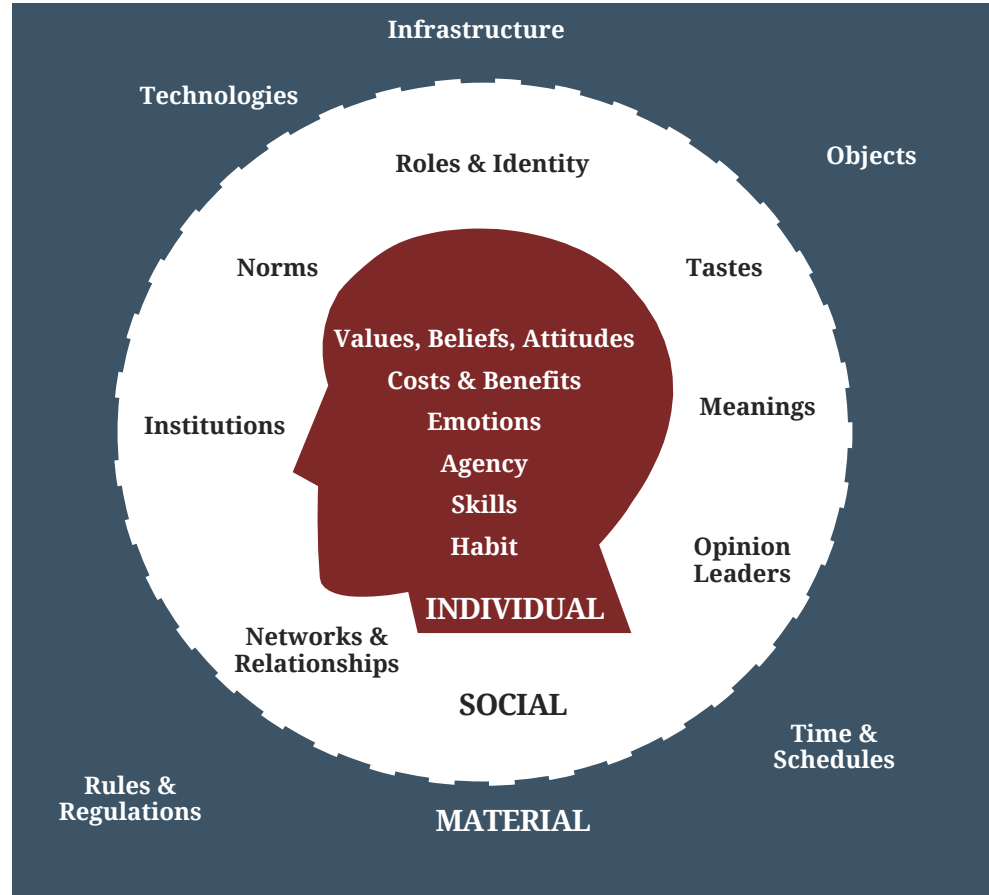
(Southerton et al, 2011)

Schwartz' theory of basic values

(Schwartz, 1994, 2012)

Schwartz' theory of basic values
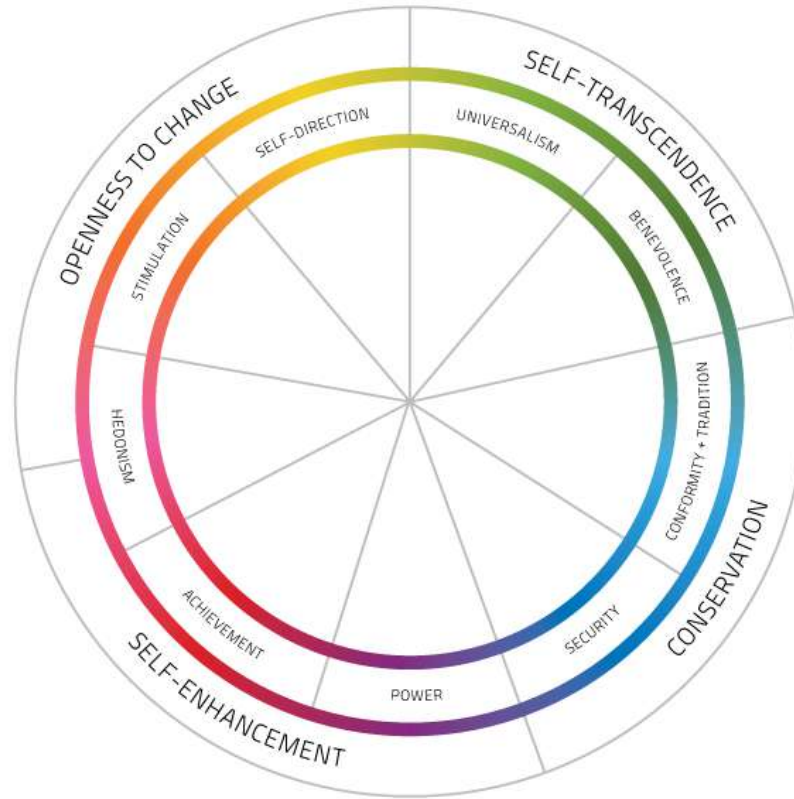
Pick two of the pictures on the tables that best describe sustainability for you

3'

Sell the Sizzle

- The Sausage vs. The Sizzle

- The Dream vs. the Nightmare

- Focus on the positives and make it FUN!

SIZZLE
the new climate message

futerra
sustainability
communications

Unilever's 5 levers of change

make it a HABIT

make it REWARDING

make it DESIRABLE

make it UNDERSTOOD

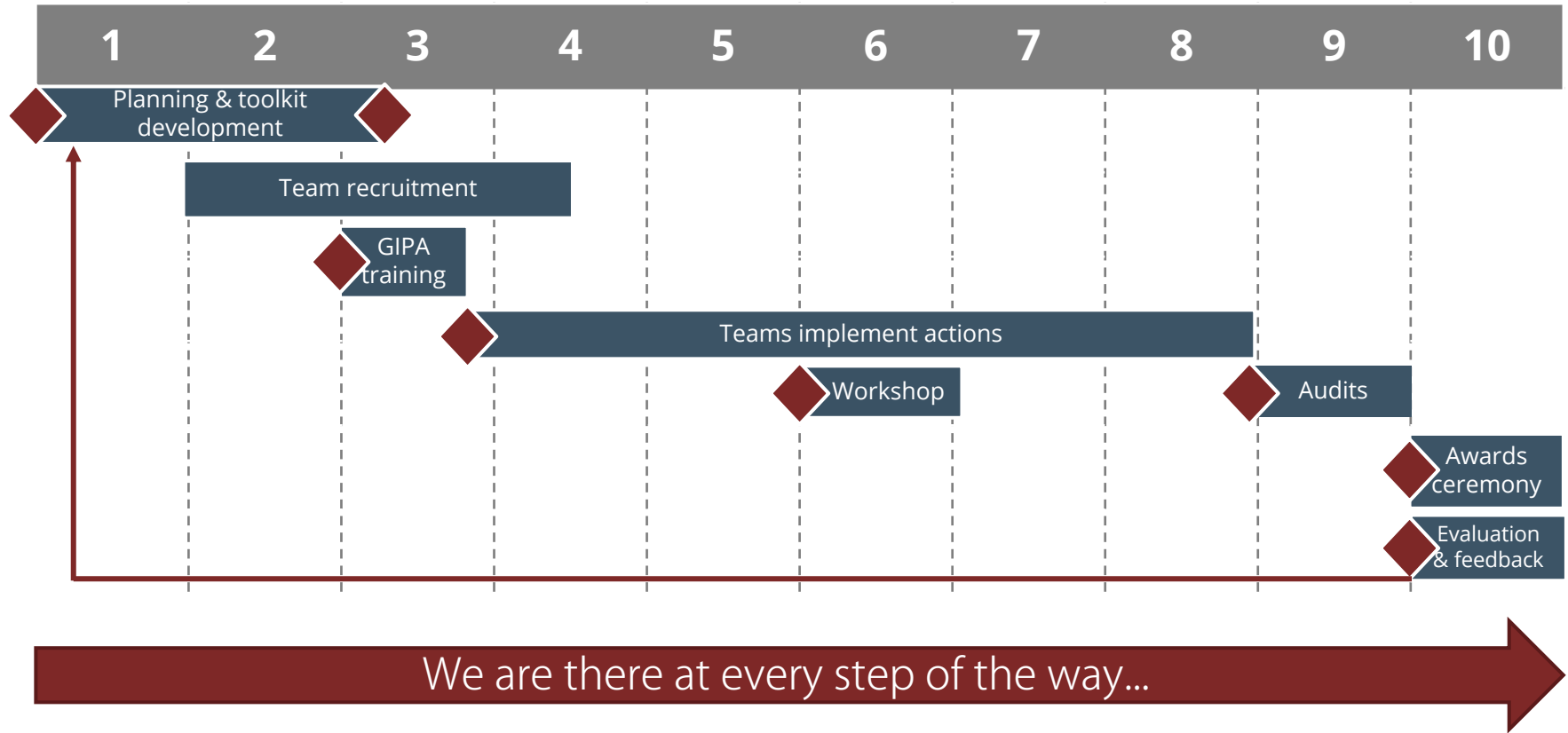make it EASY

(Unilever, n.d.)

Introduction to Green Impact

Green Impact is a one-year engagement programme exciting staff to contribute to your organisation's sustainability agenda
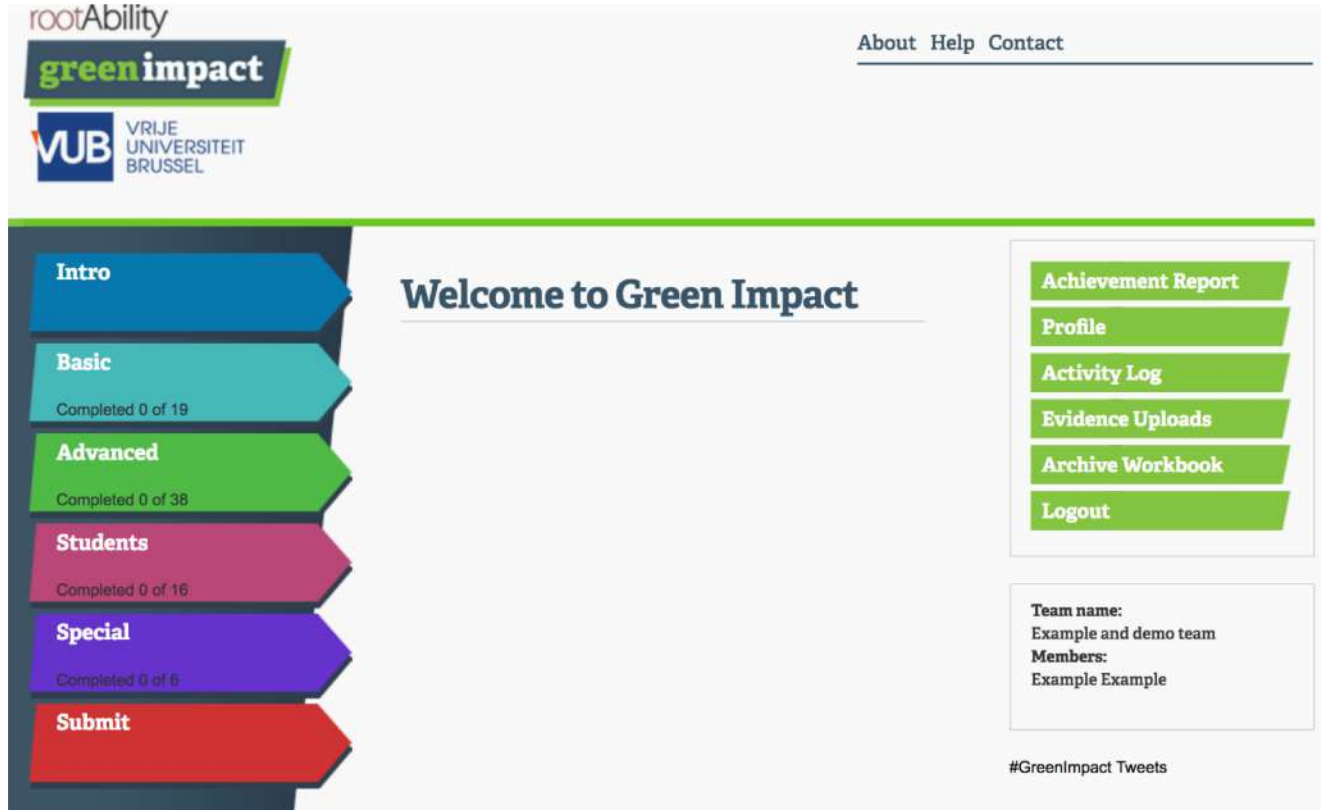
The programme's characteristics:

TEAMS

MONITORING
TOOLKIT

AUDITS

AWARDS

Green Impact works in an annual cycle

1	2	3	4	5	6	7	8	9	10

Planning & toolkit development

Team recruitment

GIPA training

Teams implement actions

Workshop

Audits

Awards ceremony

Evaluation & feedback

We are there at every step of the way…

Online demo of a toolkit

www.greenimpact.org.uk/vub

What do others think?

Green Impact is a well-established programme

Continuously improved by National Union of Students UK since 2006
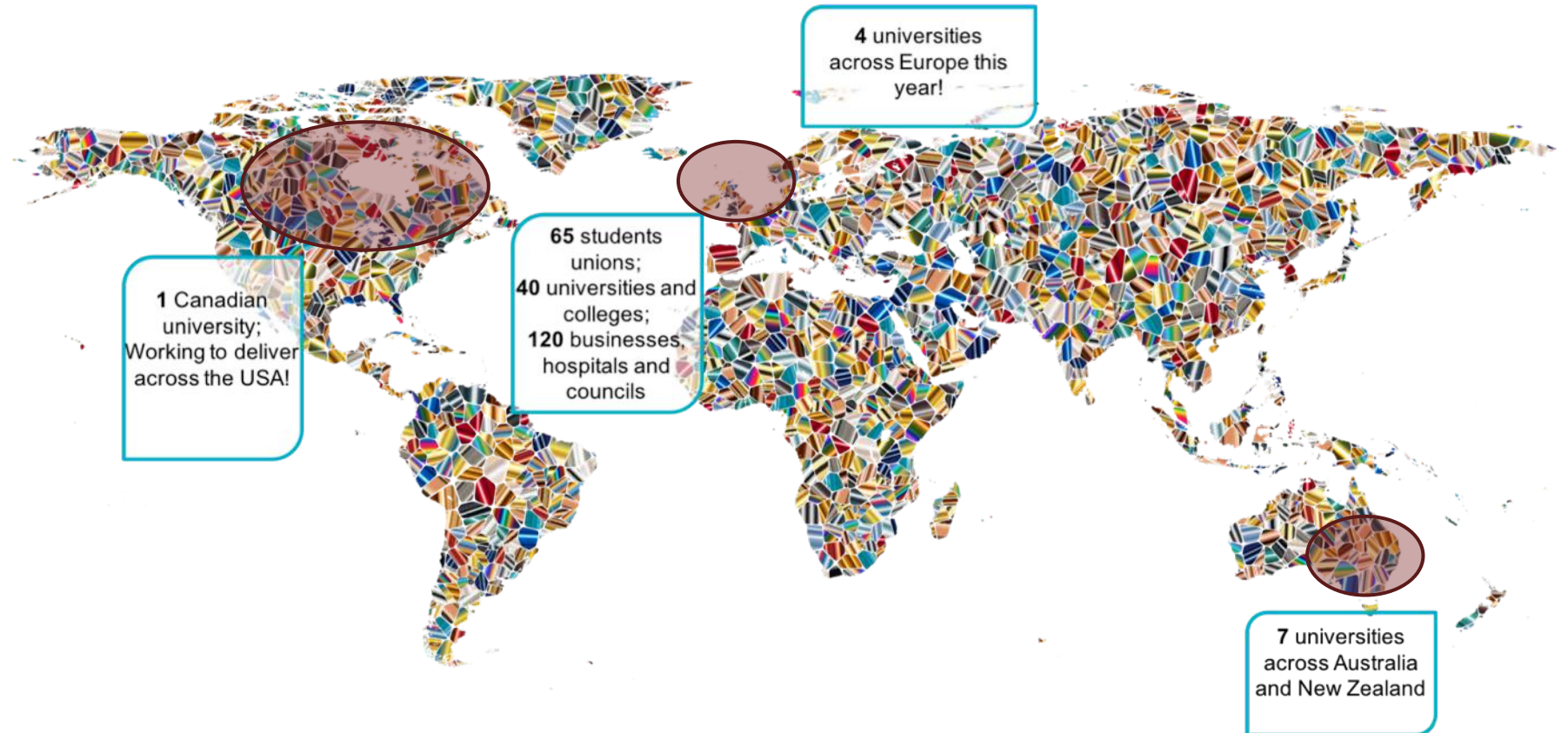
rootAbility now delivers Green Impact in NL, BE and DE

Green Impact since 2006:

- **476 organisations in the UK, NL, BE, AU and CA**

- **4,100 students and staff** participated in ca. 4,000 teams

- **358,000 actions** realised – 62% as a direct result of Green Impact

- **UNESCO**-Japan Prize on Education for Sustainable Development

UNESCO-Japan Prize on Education for Sustainable Development

Green Impact internationally

4 universities across Europe this year!

1 Canadian university; Working to deliver across the USA!

65 students unions; 40 universities and colleges; 120 businesses, hospitals and councils

7 universities across Australia and New Zealand

Why do we run Green Impact?

- Large organisations have large environmental and social impacts – positive and negative

- Structural changes can only make some of the difference

- Changing behaviours and attitudes is really important

- *"Involving the public in decision making and in the design of projects can improve people's acceptance of and commitment to sustainable living"* (Green Alliance, 2011)

Green Impact gets individuals working together to change their ideas and practices and share them with each other to make a **massive combined impact!**

Where has Green Impact worked best?

University of Melbourne

- Within 'Sustainable Campus' programme
- Ambitious targets
- Fun and easy focus
- Students as volunteers
- Senior staff buy in
- **274 individuals**
- **30 teams**
- **588 actions taken**

Where has Green Impact worked best?

University of Manchester

- Tried different ways of accrediting teams
- Changed their approach every few years – Project Plus
- Building team confidence to lead
- Taken on graduate and student support to deliver
- **70 teams**
- **8 years of Green Impact!**

First European GI programme outside the UK

Vrije Universiteit Brussels (VUB)

- Led by students in the GreenTeam
- 2016/17: 6 Teams completed 181 actions
- 2017/18: 11 teams completed 228 actions
- 2018/19: ?
- **3rd year of Green Impact!**

"Green Impact has allowed green-minded people at the VUB to catalyse their enthusiasm and ideas towards real change and concrete actions. It also helped them to connect with each other and they feel supported by each other and by us." The VUB GreenTeam

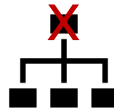# Where is Green Impact challenging?

👉 Limited capacity to engage
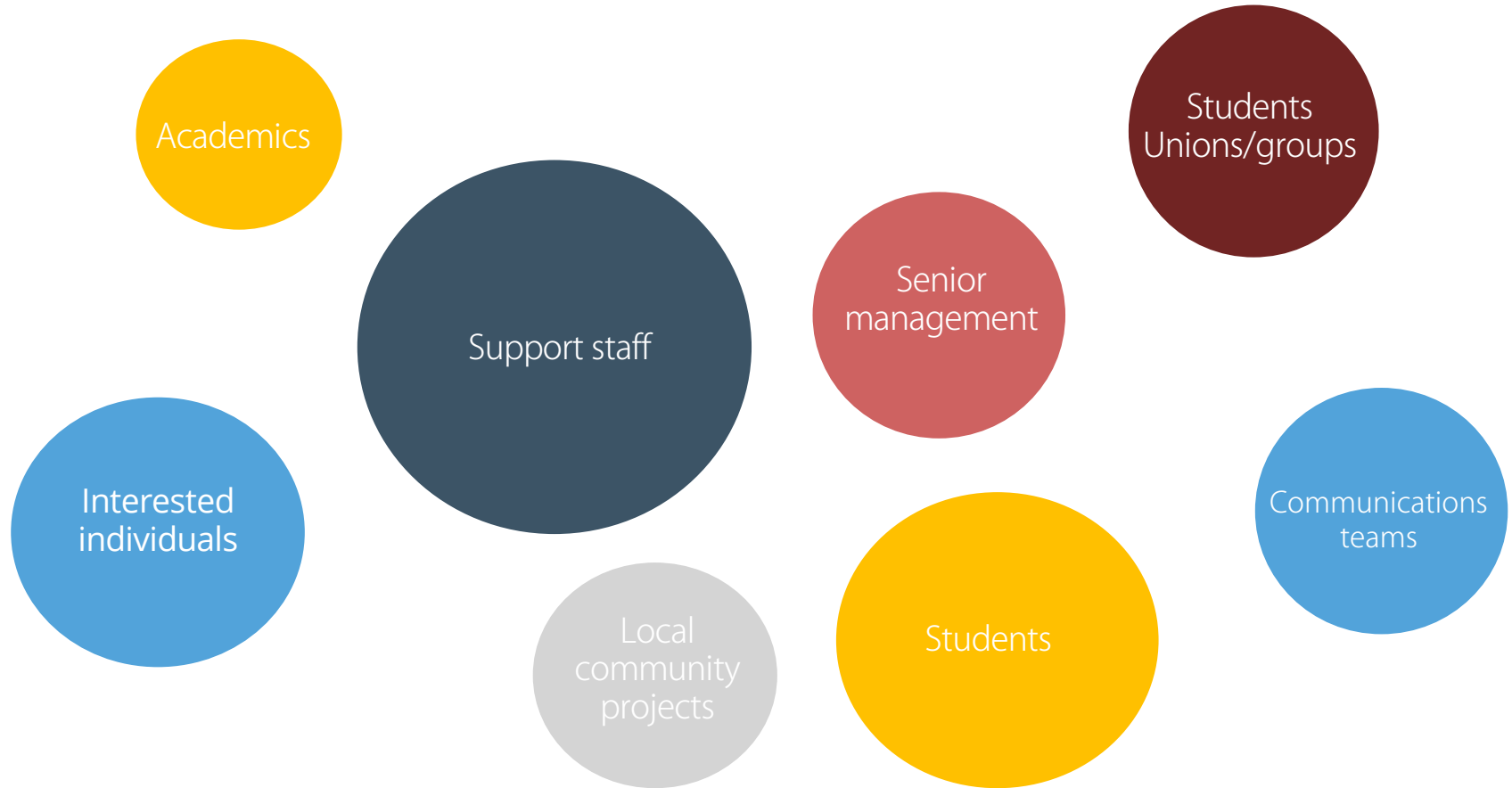
😠 Serious approach

Lack of innovation year-on-year

Competition with other programmes

Lack of senior support

What communities does GI reach?

It's time to revisit your community engagement maps

What are the conditions of success for your events and projects?

Closing round

In a word, describe what you are taking away from today's session.

Contacts

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(https://www.facebook.com/RootAbility/)