



**Nottingham Trent
University**

Integration of SDGs in

- Institutional governance/strategic level
- SDGs in research
- SDGs in campus operations
- SDGs in curriculum development
- SDGs in student engagement activities
- SDGs into community activities
- SDGs at a whole-institution level

Focus on

- Goal 1 - No poverty
- Goal 2 - Zero hunger
- Goal 3 - Good health and wellbeing
- Goal 4 - Quality education
- Goal 5 - Gender equality
- Goal 6 - Clean water and sanitation
- Goal 7 - Affordable and clean energy
- Goal 8 - Decent work and economic growth
- Goal 9 - Industry, innovation and infrastructure
- Goal 10 - Reduced inequalities
- Goal 11 - Sustainable cities and communities
- Goal 12 - Responsible consumption and production
- Goal 13 - Climate action
- Goal 14 - Life below water
- Goal 15 - Life on land
- Goal 16 - Peace, justice and strong institutions
- Goal 17 - Partnerships for the goals

SDG Accord Case Study

Summary: NTU Green Rewards Programme

At NTU we have a good track record of engaging students and staff in sustainability initiatives across our teaching, research, operations, and civic engagement. However, we recognised a need to go even further by empowering students to adopt more sustainable behaviours and lifestyles. This led to the launch of NTU Green Rewards in 2019, a joint venture between NTU and our Students' Union (NTSU).

Through our engaging app, users are signposted to climate positive actions across six key themes, ranging from reducing food waste, to sustainable travel and connecting with nature. Participants can track their progress, take part in monthly challenges, compete with peers, and earn points to win prizes; all of which strengthen the sense of community at NTU. The combination of gamification and personalisation encourages and empowers users to go that extra mile in their sustainability commitments.

Climate action through our individual and collective efforts is now more crucial than ever. Green Rewards forms an important part of NTU's Embracing Sustainability strategy by engaging students and staff from various departments and schools in friendly competition to see who can implement the most sustainable practices. The programme will also form a key part of NTU's commitment to Net Zero Carbon 2040, by delivering the behaviour change support required as we progress our culture of zero carbon working.

Under the Universities for Nottingham Civic Agreement, NTU has been able to share expertise, insights, and best practice with not only the University of Nottingham but also with all local authorities across Nottinghamshire. Each has now launched their own Green Rewards and across Nottinghamshire, over 8,000 individuals have now taken part in Green Rewards. To date 340,000 positive actions have been completed and over 660,000 kgCO₂e have been avoided as result of the positive actions taken by staff, students, and members of Nottinghamshire community.

A short film of Green Rewards [can be viewed here](#).

Outline the 3 key benefits of integrating this theme:

- 1.*** Through Green Rewards we are better preparing our staff and students with the knowledge, skills and abilities to continue to lead a sustainable life and become the sustainability literate leaders of the future.
- 2.*** NTU Green Rewards has greatly increased our dialogue with our student and staff, as we are able to regularly reach 3,000 students and staff through a monthly newsletter, ensuring that key sustainability messaging is reaching more people.
- 3.*** Green Rewards has now been adopted by the University of Nottingham and Nottinghamshire's local authorities which allows for greater partnerships and also collective reporting on carbon savings and positive actions by staff, students and members of Nottinghamshire community.

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Outline the barriers or challenges encountered in integrating this theme and how you overcame these:

1. In the early days of the Covid-19 pandemic, we weren't sure what to expect in terms of our engagement levels once all students and staff began working from home. However, to our surprise we saw an increase in engagement with NTU Green Rewards and because the platform is dynamic and flexible, we were able to create monthly themes that encouraged good wellbeing practices and helped people to be more sustainable whilst at home during lockdown.

Conclusions and recommendations to others:

Launching Green Rewards has proved to be a successful way to get both students and staff engaged with Climate Action, and it has showed us that sustainability behaviour change initiatives can be fun and rewarding. By partnering with NTSU, we were able to ensure that the content, actions, and incentives appealed to students. Since its launch in 2019, over 3,600 staff and students have taken part in NTU Green Rewards, racking up an impressive 250,000 sustainability actions which have enabled the avoidance of 435,000kg CO₂.

We also found that moving to a mass engagement platform has meant we're able to reach more people within a constrained budget. After comparing the cost of other schemes, we identified that a programme like NTU Green Rewards would cost us significantly less per person. This has meant we're able to invest those savings into other areas of sustainability, including expanding our cycle hire scheme and biodiversity on campus.

