

King's College London Enterprise and Employability King's of Commerce: employability for a sustainable eco-nomy

About the project

Summary

A series of events at King's College London providing students with a host of opportunities to learn more about the opportunities available to them to pursue careers in the sustainability sector.

Project partners

King's College London Environment Society, Sustainability Team and Careers Department. Made possible by alumni donations to King's Community Fund.

The results

The problem

There is a major lack of information and guidance for students seeking careers in sustainability. The sector is still quite new, so jobs are few and there are a lot of applicants for each position. Identifying opportunities and developing the key skills required to impress at interviews is therefore very difficult for students.

The approach

We developed a series of events on different aspects of careers in sustainability throughout the year. The first event focused on environmental start-up businesses, which was followed by a series of talks on how people could be agents of change, from an individual to an organizational level, and finally how sustainability can be integrated into education. The programme culminated in the main event of the year, the Environmental and Ethical Careers Conference; a day-long event featuring panel events on sustainability in different sectors, from big-business to law, media, finance and NGOs and government, and a careers fair.

Our goals

We had 3 main goals:

- 1) To publicise the opportunities for careers in sustainability to a diverse range of King's students.
- 2) To enable students with an interest in careers in sustainability to get better access to information and support about available opportunities.
- 3) Reach out beyond the core 'eco' students in the College to generate greater interest in Sustainability careers.



KING'S
College
LONDON

Profile

- HEI
- 26,000 students (includes full and part time students)
- 7000 staff
- Urban

Category supported by



**Higher Education
Academy**

Finalist's case study

Obstacles and solutions

'Green' deters people	We took green out of the title of everything we did, and focused on bringing a diverse range of speakers beyond traditional 'green' themes and companies to attract a wider audience.
Lack of Careers Information	We received support from IEMA to provide quality information on careers in sustainability, including a years free membership to IEMA for students. King's careers department now has a careers consultant with expertise on the Sustainability sector to provide a point of contact for all students interested in the sector.
Marketing	Marketing the event proved difficult because we were trying to reach out beyond the core 'green' audience to attract a wide range of people. We needed to highlight the benefits of careers in sustainability, which we did well but need to do more in future years, particularly focusing on employability skills to draw students in.

Performance and results

We had over 400 students attend our events, and very good feedback form then. The project was deemed such a success by all involved that it has now become an annual event on the King's calendar, integrated into the Sustainability team's budget and planning. The students union has now also introduced a 'green stripe' that all societies can apply for to demonstrate their commitment to sustainability.

The future

Lessons learned

We have to reach out beyond the core 'green' and 'eco' students to provide information about careers in sustainability. A key component of this is getting speakers from large organisations not traditionally associated with sustainability to highlight that sustainability is increasingly no longer an option, but a necessity, for business, so an awareness of the topic is a vital employability skill.

Sharing your project

We advertised our project around the College, through the student's union, careers department, sustainability team and environment society. We've also put up a page with resources on the King's website for future reference, and for this year's event are launching a major marketing push at the start of the Spring term, including seeking to reach out to other University of London institutions.

What has it meant to your institution to be a Green Gown Award finalist?

A huge benefit to reassert the impact of our project and demonstrate the value of supporting sustainability within the College. It has also been a major benefit for the environment society to demonstrate their popularity with students and justify the grant to run the event, made possible by Alumni donations to King's Community Fund,

Further information

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