



Green Gown  
Awards 2016



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# Finalist's case study

## University of Brighton Institutional Change 'c-change' is in the air!

### About the project

#### Summary

The University of Brighton has been addressing and committed to embedding sustainability across the whole institution for over 6 years. This commitment has been shown through the development of an Environmental Team in Estates and Facilities Management, establishment of the Carbon Management Programme Board, adoption of a number of sustainability related strategies and policies, and the inclusion of sustainability as one of the core values within the University's Strategy.

Over the past year the university's 'c-change' campaign, our bespoke behaviour change campaign focused on carbon reduction launched in October 2012, has developed significantly to more effectively engage with staff and students across the institution. Additionally, a range of carbon reduction projects have been implemented over the past year, such as the installation of a large PV array, LED lighting upgrades, and an e-bike hire scheme, with the overall aim of working towards our target of reducing our carbon emissions by 50% in 5 years.

#### Project partners

The university works across all its departments and schools to embed sustainability, as well as working with the Students' Union. External project partners who are involved in events and projects throughout the year include Brighton and Hove City Council, the Brighton & Hove Food Partnership, Sustrans and local charity 'Now!'.

### The results

#### The problem

The university has campuses stretching across Brighton, Eastbourne and Hastings, with a wide variety of buildings – old and new. Changing the infrastructure and engaging with staff and students across all campuses can be challenging, and different approaches can be needed for different sites.

#### The approach

The Carbon Management Programme Board was formed in 2010 and provides high level strategic oversight and support for all operational sustainability issues, and communication and behavior change campaigns. Further to this the c-change campaign is very successful in engaging with staff and students across all 5 of our campuses, through interactive, face to face engagement - encouraging staff and students to reduce their carbon emissions and consider sustainability in their working lives.

#### Our goals

Ambitious sustainability goals include cutting carbon emissions by 50% in 5 years, achieving a 75% recycling rate and achieving BREEAM excellent for all new constructions.



#### Profile

- Multi-site urban HEI
- 25,000 students (includes full and part time students)
- 3,500 staff
- 5 campuses over 3 cities/towns



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## Obstacles and solutions

Obstacle	Solution
<ul style="list-style-type: none"> <li>Engaging with students and staff across five individual campuses.</li> <li>Challenging and changing 'business as usual' behavior.</li> <li>Gaining support for campaigns and projects from all levels at the university.</li> </ul>	<ul style="list-style-type: none"> <li>c-change, an engaging, recognisable campaign is a great tool which fosters engagement from staff and students and spans all the campuses.</li> <li>Setting and pursuing ambitious targets drives institutional change.</li> <li>Having strong senior management support, and the inclusion of sustainability as a core value in the University Strategy, fosters support from across the university.</li> </ul>

## Performance and results

The university is also becoming increasingly well known locally and nationally for its extremely positive approach to sustainability. Our ranking in the Green League has maintained 'First Class' status over the past 5 years, including achieving 3<sup>rd</sup> place in 2012 and 5<sup>th</sup> place in 2013. The university has also achieved the Silver Eco Campus award for Environmental Management Systems. c-change has become the overarching brand for sustainability projects at the university and its distinctive branding has been used across numerous projects, fostering recognition and momentum of the campaign. This can be shown through the c-change campaign's engagement statistics (the number of staff and students who we have actively engaged with) for some of our key events: Green Weeks – 3,463 over the past three years; Travel/Bike Weeks – 2,198 over past four years; and Freshers Weeks – 2,197 over past four years.

## The future

### Lessons learned

We have learnt, through implementing projects and developing our strategies and plans:

- reducing carbon emissions is challenging when you have a growing estate, and demand for longer opening hours.
- creating our strong c-change brand raises awareness and participation in the behavior change campaign, but campaigns and initiatives need to be kept simple to maximize engagement.

### Sharing your project

The Environment Team work closely with our Marketing and Communications department to disseminate, encourage involvement, raise awareness and share the success of our projects within the university community. The university also won the Sustainable Business Award in this year's Cateys awards (national awards for the Hospitality Sector) and second place in the 'Regional Small Scale Project of the Year' category at the Energy Efficiency Awards for the South East, for the success of the solar panel installation at the Falmer campus. Both of these allow us to publicly disseminate the success of our projects.

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

Sustainability is, and will continue to be, a core value of the University of Brighton - and therefore a consideration in all we do. Being a finalist recognises the commitment and continuing success of our students and staff in reducing our carbon emissions from all areas of the university.

### Further information

Website: [www.brighton.ac.uk/sustainability](http://www.brighton.ac.uk/sustainability)

Facebook: [unibrightoncchange](https://www.facebook.com/unibrightoncchange)

Twitter: [@\\_cchange\\_](https://twitter.com/_cchange_)