



Finalist's case study

University of Winchester Student Engagement

This Changes Everything: 11 songs about Climate Change



Profile

- Higher Education
- 6262,45 students
- 645 staff
- Urban

About the project

Summary

An album of songs focusing on the subject of climate change, written and performed by University of Winchester students. The album was distributed in hard copy to every incoming student in 16/17 and marketed by students in the Faculty of Arts, with Innovation Consultancy and business advice provided by students from the Faculty of Business, Law, and Sport.

Project partners

The album saw engagement with over 40 students, who, in addition to the songwriters and performers were employed in roles such as web content providers, podcasters, Public Relations Officers, Web Auditors, Blog Editors, Marketing Assistants, and Media Managers. We have sold the album through OXFAM and Winchester Action on Climate Change, with profits going to the respective charities.

The results

The problem

Getting people to think and talk about climate change.

The approach

To create an album of engaging contemporary pop songs that don't seek to preach to the listener, but to include them in a dialogue about the issue, and persuade them to further this dialogue among their friends and family.

Our goals

Initially, to distribute the album to other Universities, then to reach the general public, beginning with our local community.



Obstacles and solutions

Obstacles	Solutions
People unwilling to discuss Climate Change, or thinking they can't make a difference	Lyrics that are not preachy, but encourage a dialogue: the starting point toward making positive change.
Getting people to listen to the album	CDs of the album handed out to all first years. Album made available on Spotify, iTunes, and Google Play. Lyric videos created for songs and uploaded to Youtube. Constant marketing drive around campus and live events where songs from album played.
Keeping the conversation going after album's release	Module groups tasked with working on marketing the album. Multi-media exhibition planned for February. Re-mixed and acoustic versions of the songs also planned for release.
Reaching the wider community	Album stocked in OXFAM and local music retailer. Links made with local 6th form colleges to promote album among their students and get them involved in multi-media exhibition

Performance and results

The sound of the album is something that remains a great source of pleasure and pride to all involved, and the reception to the music was more positive than we could have hoped for, with a great many students wanting to get involved with promoting it and spreading its message. The fact that we are able to keep the dialogue going by getting it sold in OXFAM, circulating it around 6th form colleges in Hampshire, and creating new projects like the multi-media exhibition and live events means that the results of the album are still ongoing, and we will work harder still in getting as wide a listenership as possible. Music has long been associated with being able to influence social and political change, and we feel this album can truly make a difference to how we live our lives.



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The future

Lessons learned

Young people are more likely to engage with music via Youtube and Spotify than they are hard copy. Lyric videos are becoming a really effective way to engage audiences. Climate Change is a subject that young people are concerned about, and they are eager to make change.

Top 3 learnings from implementing your project

- The best way for an independent record label to increase revenue stream (and thus feed into future projects) is through live events.
- Visuals are key to attracting an audience. In addition to our lyric videos, we have commissioned music videos for the album tracks.
- FE institutions have been keen to engage with the album, so we will aim to contact more across the UK.

Sharing your project

Our album is stocked in OXFAM and local music retailer 'Bounty Hunters'. The majority of sales have come via our digital distribution, though, where the album has had global exposure.

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

It is an honour to be recognized in this way, and reaching the finals has given us further confidence that our work in this area is valuable and necessary.

Further information

www.splendidfredrecords.com

Spotify link: <https://open.spotify.com/album/3wXDO2upzFWDD4ZmEKPuQ2>

Lyric Videos: https://www.youtube.com/playlist?list=PLrnNjrut2xT5odf5tStLq_wvcO9YUrnZo