



Finalist's case study



University of London Student Engagement Reduce the Juice



Profile

- Higher Education
- Over 170,000 students
- 1,000 staff
- Urban

About the project

Summary

Reduce the Juice is a UK-wide student sustainability engagement programme. It's run as a competition in student accommodation and focuses on three key areas: reducing energy consumption, saving water, and increasing recycling in residential halls. In 2016-2017 academic year we worked with 20 residential halls in 5 Universities, recruited 80 Sustainability Engagement and Action Leaders (SEALs) and saved more than 515 tonnes of CO₂e. Reduce the Juice is run and delivered by the University of London's Sustainability team to Universities and Colleges across the UK.

The results

The problem

Students living in halls have a lot going on and sustainability is often not at the top of their priorities lists. At the same time, for a lot of them, this is the first time they are living away from their parents and establishing new habits. There are many barriers for students to adopt sustainable behaviours and Reduce the Juice engages and educates them in a fun way, all with the aim of them being more environmentally conscious and adopt sustainable behaviours.

The approach

Our engagement activities are well thought out to get students' attention and to offer them something that's at least slightly different to what they've seen before. We've put together a Spotify Playlist for students to time their showers, instead of giving out shower timers; we are avoiding freebies that are destined for landfill – we are giving away succulents and shower gels – things that continue to remind students of the target behaviours throughout the duration of our month-long sprints. We want students to have as much ownership of the programme as possible: we don't have set prizes, students are given a budget and decide what to spend the money on. We've also had new projects spring from the Reduce the Juice engagement. Finally, we champion collaboration and try hard to work closely with as many different stakeholders as possible (accommodation teams, sustainability teams, student unions, PhD students, etc.).



Our goals

- To embed sustainable behaviours
- Reduce overall environmental impact
- Engage students in sustainability

Obstacles and solutions

Engagement in non-catered halls	Run activities in the shared entrances to reach as many students as possible
No access to hall's Facebook Groups	Work closely with Student Unions, accommodation and sustainability teams to access other communication channels, liaise with senior members/hall representatives

Performance and results

- 1,254,134 kWh energy saved
- 4,300 m³ water saved
- Over 518 CO₂e saved
- Recruited and trained 80 SEALs (Sustainability Engagement and Action Leaders)
- Worked in 20 residential halls in 5 Universities
- Organised and delivered over 50 events
- Engaged over 8,000 students

CO₂ savings

Please record the annual carbon savings* you have/will achieve with your initiative**.	
CO ₂ t savings 2016/2017:	_515 (ACTUAL)_____ (State if Actual or Estimated)
CO ₂ t savings 2017/2018:	_____ (Estimated)
CO ₂ t savings over the life cycle of the project:	_____ (Actual/Estimated and over how much time?)



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The future

Top 3 learnings from implementing your project

- 1 The Sprints have proven to be a very successful way of keeping the momentum going throughout the year.
- 2 Hall's closed Facebook groups were a key communication channel.
- 3 The Accommodation Teams' support significantly contributes to successful project delivery.

Sharing your project

Reduce the Juice is delivered in Universities across the UK and we're doing our best to share our learnings as far and wide as possible: we regularly update our social media channels, we shared yearly highlights on the EAUC's mailing list, we had a presentation at the 2016 EAUC conference, a stall at the 2017 EAUC conference, were guest speakers at an ASHEE webinar. We held conversations with numerous UK Universities, as well as with Commonwealth representatives, and US and French Universities.

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

Professor Sir Adrian Smith, *the Vice-Chancellor of the University of London*

'We very proud to be Green Gown Award finalist. The University of London is associated with leading world class teaching, research and innovation around the world. The aim is to achieve this status within the field of sustainability, ensuring that we are open with our successes, failures and lessons learned. The Reduce the Juice was piloted in University of London's Intercollegiate Halls and we are proud it's grown into a UK-wide project, which helps leading the University and higher education towards a sustainable future.'

Further information

https://twitter.com/Reduce_Juice // <https://en-gb.facebook.com/reduce.juice> // <http://reducethejuice.co.uk/>

Get in touch: sustainability@london.ac.uk

www.greengownawards.org.uk

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