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Global Goals for Tomorrow's Education, Today **19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY** 



# Using Collaboration to Communicate the Value of Campus Greenspace



Outline



- Values and threats to campus greenspace
- Quantitative approaches to valuing campus greenspace
  Examples from the University of Manchester
- Experiential approaches to valuing campus greenspace
  - Examples from the University of Manchester
- Over to you...
  - Scenarios for valuing greenspace
- Feedback
- Close

### Why is Campus Greenspace Important?



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### **Greenspaces Under Threat**



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# Importance of Communicating the Value of Campus Greenspace





• What do we mean by value?

-Quantitative

#### -Qualitative / experiential

### **Quantitative Approaches**



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• Greenspace audit

• Biodiversity audits

• Ecosystem service assessments

#### Quants Collaboration: Students and Experts









 $\underset{City}{\texttt{Manchester}}$ 







### i-Tree Eco: Findings

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DBH Class (cm)



17 trees per ha





### UMAPIT







Please select an image to find out more or record a sighting.



Holly Blue This butterfly is quite small with a wingspan of approximately 35mm. It has bright blue upper wings and pale blue underwings with small black spots.



Peacock Butterfly One of Britain's most striking and beautiful butterflies, the Peacock can be identified by its red background and striking pattern of bright blue, black and yellow eyespots on all four wings.



European honey bee They are usually 10-15mm long with a black head and a golden brown and black body. The tail end (abdomen) has yellow and brown stripes. All four wings are clear. They are covered in short hairs – although they are much less 'furry' than bumblebees.



Tree Bumblebee This bumblebee has a ginger front end (thorax), a black tail end (abdomen) and a white bottom. The queens, workers and males all



Common Carder Bumblebee This bumblebee looks almost completely pale ginger, and it's front end (thorax) has the same uniform colour.



Common Toad The common toad is between 8-15cm in length and has bumpy or warty skin, which is usually quite dry in appearance.

#### http://www.umapit.org/

😭 Summary About

### Opportunities and Challenges of Quantitative Approaches



Opportunities	Challenges
Produces powerful, attention grabbing headlines	Take-up of citizen-science schemes can be limited
Engages different groups in campus activities	Does not capture more qualitative values
Helps to drive specific targets for campus management	Often requires assistance from experts

### Qualitative / Experiential Approaches



• Living Campus Champions

• Lunchtime Strollers

• Tree Trail

### Collaboration: Who Can Get Involved?





### **Examples of Qualitative Approaches**



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### **Examples of Qualitative Approaches**





### **Examples of Qualitative Approaches**



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# Opportunities and Challenges of Qualitative Approaches









### Over to You...Threatened Greenspace Scenarios



- Group Task
  - Provided with a scenario and photo of campus greenspace
- As a group, explore the following questions
  - 1. What ways would you want to measure the value of this space?
    - Quantitative
    - Experiential
  - 2. Who can you collaborate with to assess value(s)?
  - 3. How might you go about communicating the identified value(s) to relevant audiences?

### Take Home Messages



- Campus greenspace is a vitally important component of our Universities and Colleges
- To protect it from a variety of threats, we need to be able to communicate the value it provides
- Is this being undertaken adequately at your University or College?
- If not, consider how you might assess and communicate the value of campus greenspace in your own institution
  - 1. What greenspace do you have and what value does it provide?
  - 2. Who is your audience?
  - 3. How might you assess value (think both quantitative and experiential)?
  - 4. Who can you involve in the assessment of value?
  - 5. What is the best way of communicating this value?

### Thank you for attending!





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