



EAUC Conference 2014

# HERDING CATS



**EACH CAT IS DIFFERENT!**

So are our colleagues/champions/peers/friends














**HOW CAN WE BRING THEM TOGETHER?**





What brings us together?



An aerial view of a large stadium at night, filled with spectators. The stadium is illuminated by bright lights, and a massive firework explosion is visible in the sky above the arena, creating a dramatic and festive atmosphere. The text is overlaid on the center of the image.

FUN  
FOOD  
LEARNING  
RELIGION  
PROTEST  
FREEBIES  
SOCIAL MEDIA  
STRUCTURE  
EXPECTATION  
COMPETITION



# WHAT'S THIS GOT TO DO WITH SUSTAINABILITY?





FUN  
REWARDS/INCENTIVES  
DATA  
TARGETS  
STRUCTURE/TASKS  
SMT SUPPORT

TRAINING/LEARNING  
CERTIFICATES  
/RECOGNITION  
FORMAL/INFORMAL  
FOOD/BRIBERY



# **YOUR CHAMPIONS NETWORK**

needs to:

# BRING PEOPLE TOGETHER



You need different types of people to work together!



A man in a black jacket is jumping into a large ball pit filled with pink and green balls. He has his arms outstretched and a joyful expression. In the background, other people are watching the event in a well-lit indoor space with large windows and potted plants. The word "FUN" is written in large, white, bold letters across the center of the image.

# FUN

People are more likely to stay involved if they are enjoying it





# STRUCTURE

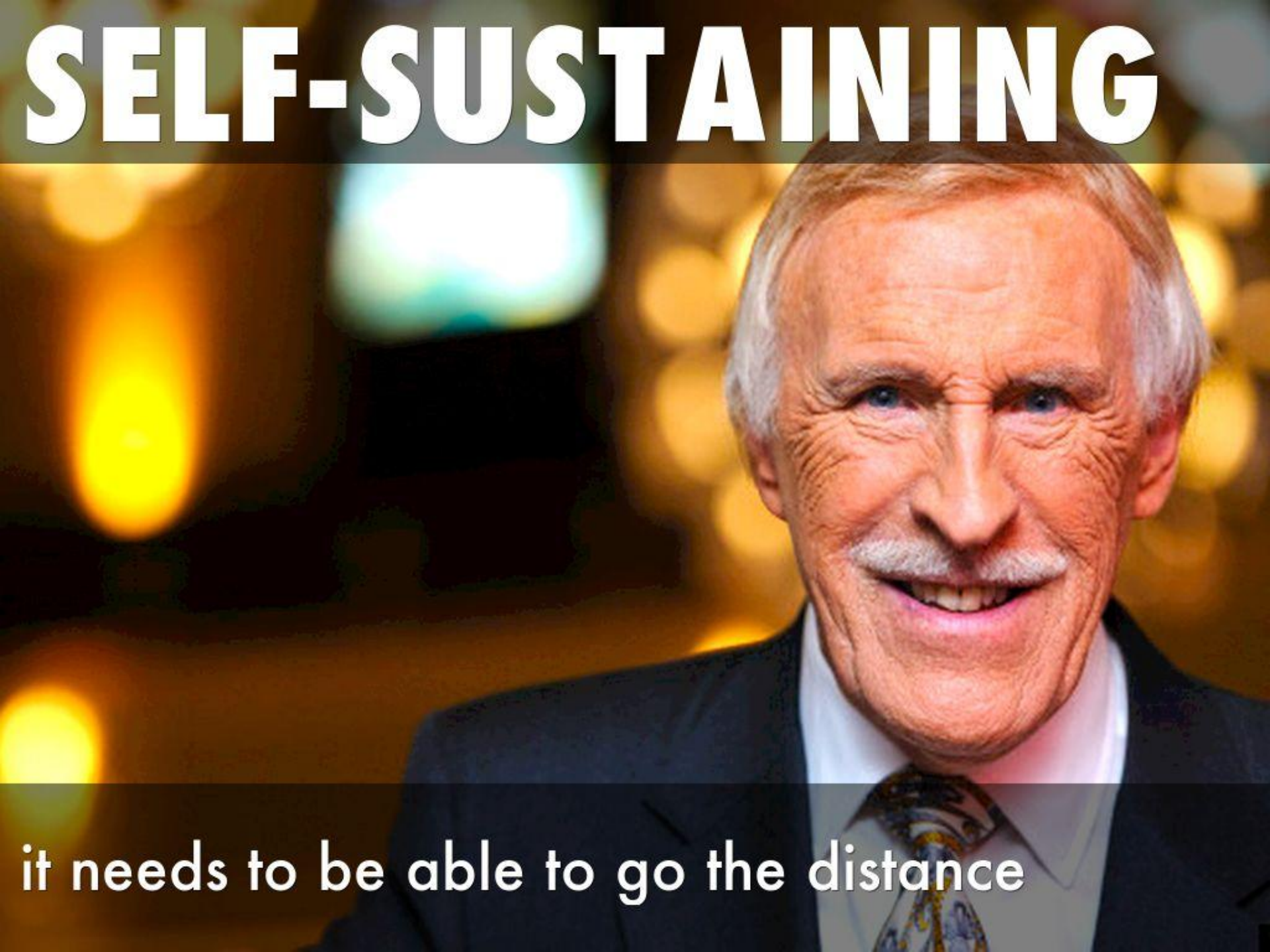
keep everyone moving in the right direction





# LEARNING

give your champions new knowledge



# SELF-SUSTAINING

it needs to be able to go the distance





# **ALIVE**

champions need to be constantly engaged

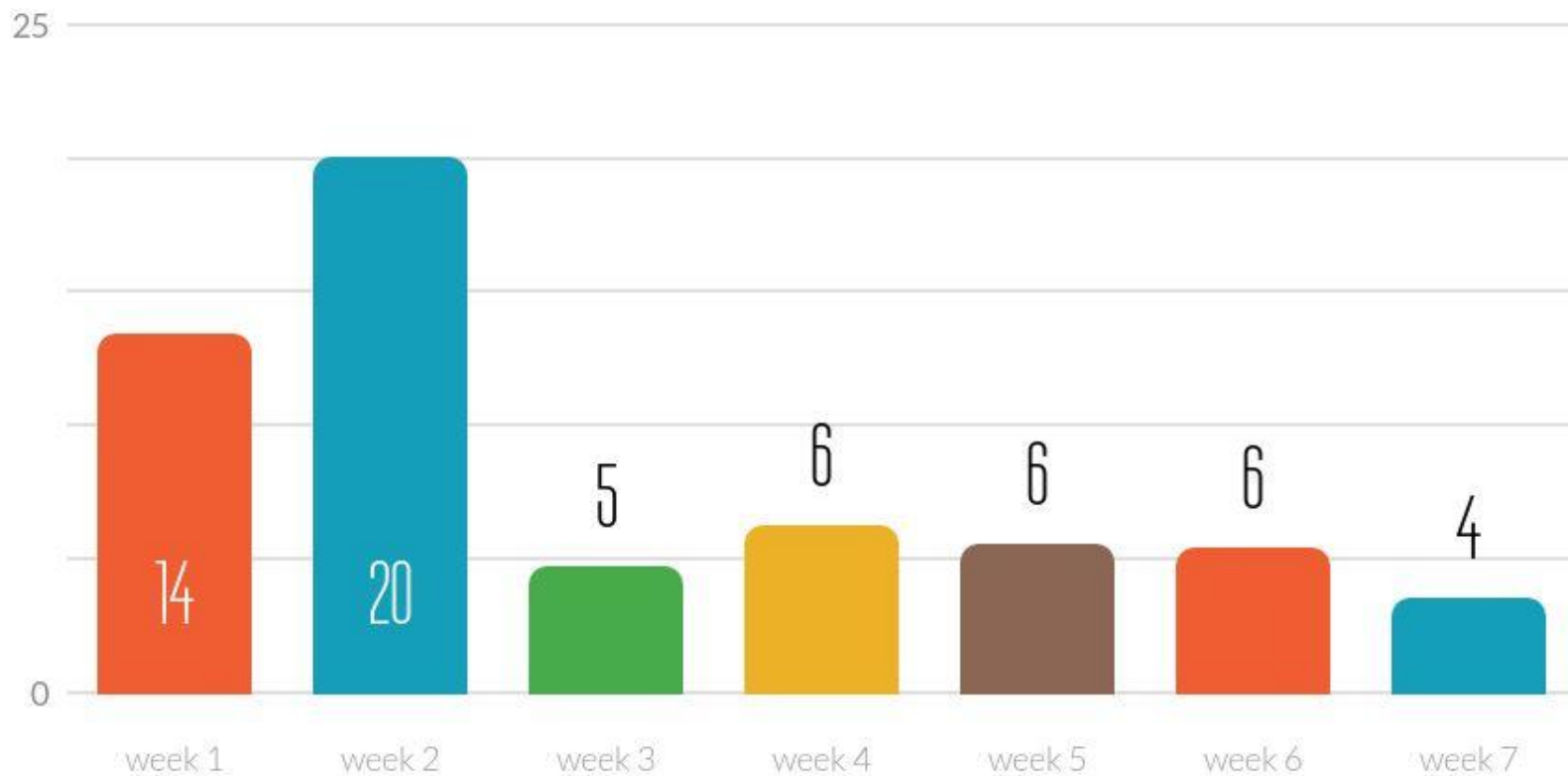


**EASY**


keep it simple for the champions!



# ACHIEVE SOMETHING



# Share your experience...

- 
- The Challenges
  - The Benefits
  - Things that have worked well
  - Things that haven't...



UoL & ZapCarbon  
are we onto something?



# **BIG ENVIRONMENTAL ENGAGEMENT SYSTEM**

**B.E.E.S.**



bring people together  
fun

structure

learning

self-sustaining

alive

easy

achieve something



To start:  
really good FREE food  
fun session  
really easy mission





# JUST SAY NO!

to the enormous workload

[Make a suggestion?](#)[Logout](#)[Home](#) [About](#) [What can I do](#) [Pledge](#) [Post of the week](#)

## What can I do?

The University of London spent over £2.5 million on energy last year; that's £7,000 per day! Every single light, computer, monitor, piece of electrical equipment or cup of tea contributes to this total.

You are key to the University of London's success in sustainability! With your help we can reach our targets for reducing carbon emissions, reduce waste, increase recycling, establish sustainable procurement practices and make the university a more efficient and enjoyable place to work, live and study!

Have a look around you now, where are the opportunities to make a difference? Do those screens or machines really need to be on? Or have you seen people not recycling as they should? There are actions you can take in whole load of areas that will improve the University's environmental performance.

A great place to start is to think about what you would do at home; what do you and your colleagues do differently at work? Check out the pages below, such as Energy & Carbon, and Waste & Recycling for some quick ideas.



Energy  
Information



Travel  
Information



Waste  
Information



Health  
Information



Procurement  
Information



Communication  
Information



Food  
Information



# Champions profiles


[Make a suggestion?](#)[Logout](#)

[Home](#) [About](#) [What can I do?](#) [Pledge](#) [Post of the week](#)




**Aisha Memon**

**Energy**




**Actions: 13**  
Last Completed: 4/2/2014 2:31:37 PM

**Communication**




**Actions: 0**  
Last Completed: NA

**Food**




**Actions: 0**  
Last Completed: NA

**Procurement**



**Actions: 0**  
Last Completed: NA

**Travel**




**Actions: 0**  
Last Completed: NA

**Waste**



**Actions: 4**  
Last Completed: 5/6/2014 9:34:41 AM

**Water**



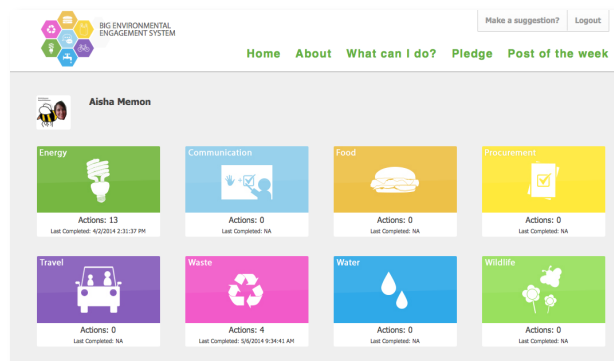
**Actions: 0**  
Last Completed: NA

**Wildlife**



**Actions: 0**  
Last Completed: NA

# Champions profiles



## My Background

### How long have you been at the University of London?

Around 5 years in one capacity or another!

### What made you want to get involved?

The ridiculous amount of waste in terms of resources I see around me, from paper to sandwiches, to lights etc Oh, and the heating in Stewart House!

### What do you do at the University of London?

I'm currently a Commissioning Manager for Health Education South London, based in Stewart House (but employed by UoL)

### What do you hope to achieve in this programme?

Get the heating turned down and get people to actually use the recycling bins in my area

### Tell us something that not many people know about you!

I was sacked from the Olympic Opening Ceremony by Danny Boyle :(



# Live activity...



**Frances Milne** Woohoo just turned the Zips and microwaves off on our floor, now off to put little stickers on them to tell people how to turn them back on again... Have a wonderful Easter all.

2 weeks ago • [Like](#) • [Comment](#)

[John Bailey](#) and [Aisha Memon](#) like this



**Pip Sadler** Happy Easter all, hope you have a lovely break!

2 weeks ago • [Like](#) • [Comment](#)

[John Bailey](#) and [Aisha Memon](#) like this



**Clare McSheaffrey** Just finished a meeting in the Senate Room and eventually found the light switches - all off now! :-)) Not sure why they were on in the first place on such a gloriously sunny day!

3 weeks ago • [Like](#) • [Comment](#)

[John Bailey](#) and [Aisha Memon](#) like this



**Elaine Lancaster** I've started switching off at the wall the two microwaves in our kitchen.

I turn them off around 4.30-ish and have so far not managed to cause anyone to have a nervous breakdown/call facilities when they can't turn them back on...success!

3 weeks ago • [Like](#) • [Comment](#)

[John Bailey](#) and [Frances Milne](#) like this



**Aisha Memon** Good plan! I'll go to our kitchen and switch off the microwave too.

2 weeks ago



**Dale Holroyd** NEW ACTION Available: Easter Switch Off Check

Go ahead and claim it.

# Live activity...

## ...Lots of it !

 Frances Milne Woohoo just turned the Zips and microwaves off on our floor, now off to put little stickers on them to tell people how to turn them back on again... Have a wonderful Easter all.  
2 weeks ago • Like • Comment  
John Bailey and Aisha Memon like this

 Pip Sadler Happy Easter all, hope you have a lovely break!  
2 weeks ago • Like • Comment  
John Bailey and Aisha Memon like this

 Clare McSheaffrey Just finished a meeting in the Senate Room and eventually found the light switches - all off now! :-> Not sure why they were on in the first place on such a gloriously sunny day!  
3 weeks ago • Like • Comment  
John Bailey and Aisha Memon like this

 Elaine Lancaster I've started switching off at the wall the two microwaves in our kitchen.  
I turn them off around 4.30-ish and have so far not managed to cause anyone to have a nervous breakdown/call facilities when they can't turn them back on...success!  
3 weeks ago • Like • Comment  
John Bailey and Frances Milne like this  
 Aisha Memon Good plan! I'll go to our kitchen and switch off the microwave too.  
2 weeks ago

 Dale Holroyd NEW ACTION Available: Easter Switch Off Check  
Go ahead and claim it.

 Frances Milne OK frustrated by the Zip - I thought I was turning them off by finding where the big white box plugs in to the wall and hitting the switch there. However checked it this morning and it's still cheerfully running while apparently being turned off. Can anyone describe where exactly the Zip on/off switch should be and what it looks like??  
1 week ago • Like • Comment  
 John Bailey Hmmmm..... how bizarre! I wonder what it is that you did switch off?  
I have just spoken to a colleague who has told me that they do not have on/off switches at all - apparently they are constantly powered. That seems ridiculous to me but it turns out that's how they are all installed.....  
1 week ago  
 Pip Sadler No way? That's weird. So what are we turning off when we hit that switch I wonder?  
1 week ago

 Frances Milne Woohoo just turned the Zips and microwaves off on our floor, now off to put little stickers on them to tell people how to turn them back on again... Have a wonderful Easter all.  
2 weeks ago • Like • Comment  
John Bailey and Aisha Memon like this

 Pip Sadler Happy Easter all, hope you have a lovely break!  
2 weeks ago • Like • Comment  
John Bailey and Aisha Memon like this

 Clare McSheaffrey Just finished a meeting in the Senate Room and eventually found the light switches - all off now! :-> Not sure why they were on in the first place on such a gloriously sunny day!

We're into the final week now, so a reminder that to gain the ZapCarbon Certification you need to have at least 20 completed actions on your profile. If you haven't got there yet, there are 6 days left!

5 days ago • Like • Comment

Clare McSheaffrey likes this



Aisha Memon I forgot to mention that our recycling push must be going well as people keep asking me whether various items can be recycled (all items were a yes apart from shoes - which we said either charity shop or put in a clothing bank near Russell Sq.)

5 days ago



Pip Sadler Sorry i can't make it to the group meeting in the morning - after being out at the beekeeping lesson all morning my boss will need me back in the office. However i can report that the recycling is going well, and I'm compiling a list of bins to get extra signs on them to stop people throwing away recyclable things in the wrong bins!

6 days ago • Like • Comment

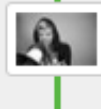
John Bailey likes this



Andrew Smith No problem Pip - great to hear that the Recycling is going so well.

Do let John know if you need any help with signage, extra bins, etc

5 days ago



Elaine Lancaster Has anyone got any good links to why people should recycle? i.e. something like the "a computer left on over night produces enough carbon to fill a double decker bus" sorta thing?

1 week ago • Like • Comment

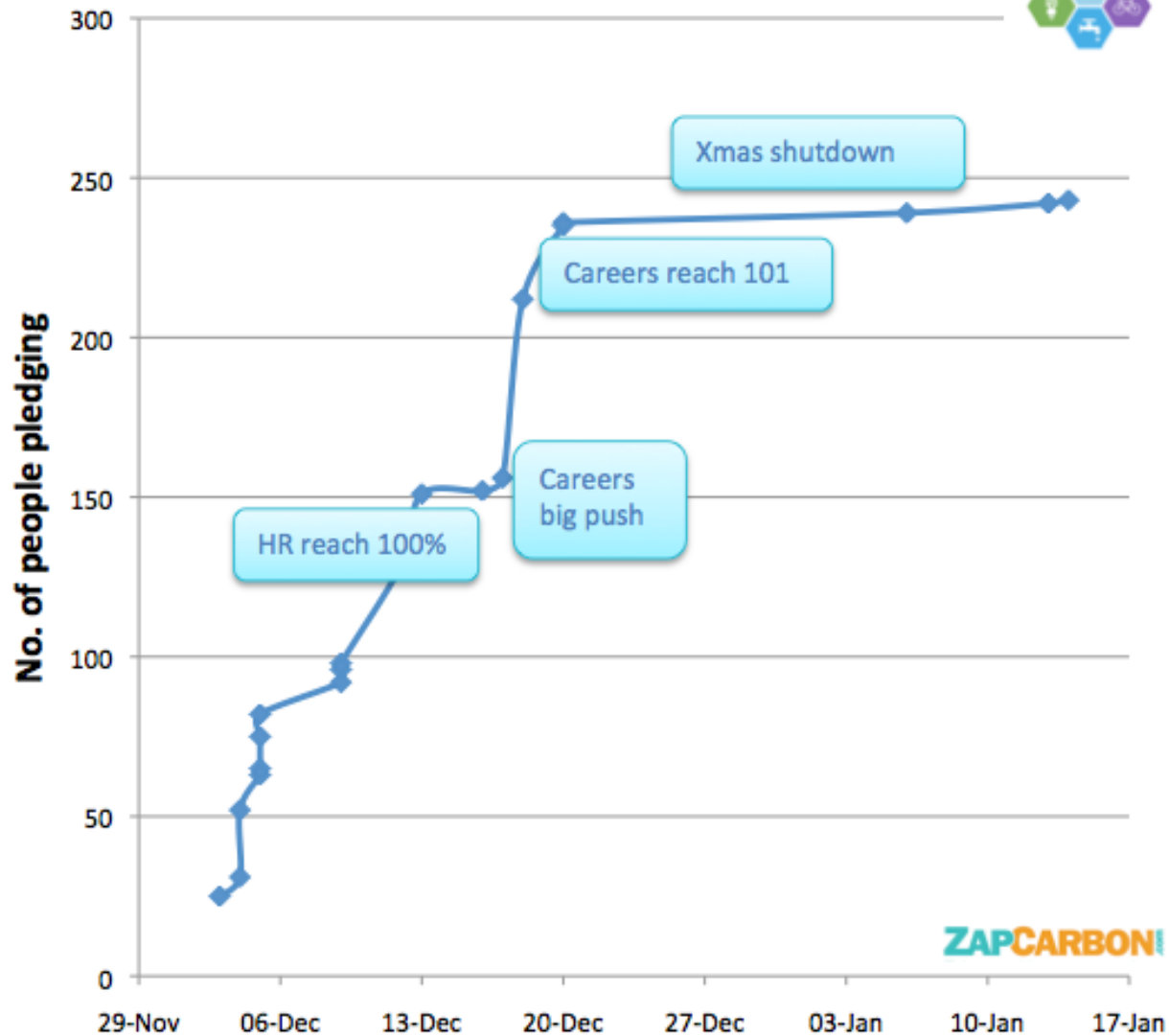


Pip Sadler Some nice stuff here - <http://www.recyclerecycle.org.uk/recyclingfacts.aspx>

5 days ago



## University of London pledges



[www.beeslondon.co.uk](http://www.beeslondon.co.uk)



# Dreaming of a Green Christmas

The effect of involving staff:



2011/ 12 – Baseline year

(subsequent years corrected for Degree Days / changes)

2012/13 – ZapCarbon led staff campaign: 22.5% savings

2013/14 – **Champion led** staff campaign: **38.3% savings**

# MISSION 1:

1 task: pledging

**JOIN YOUR COLLEAGUES  
NOW & PLEDGE  
YOUR SUPPORT**







# MISSION 2:

5 tasks: heating

# MISSION 3:



12 tasks: switch off



# MISSION 4:

## LAST-RESORT BIN



**polystyrene**



**used tissue**



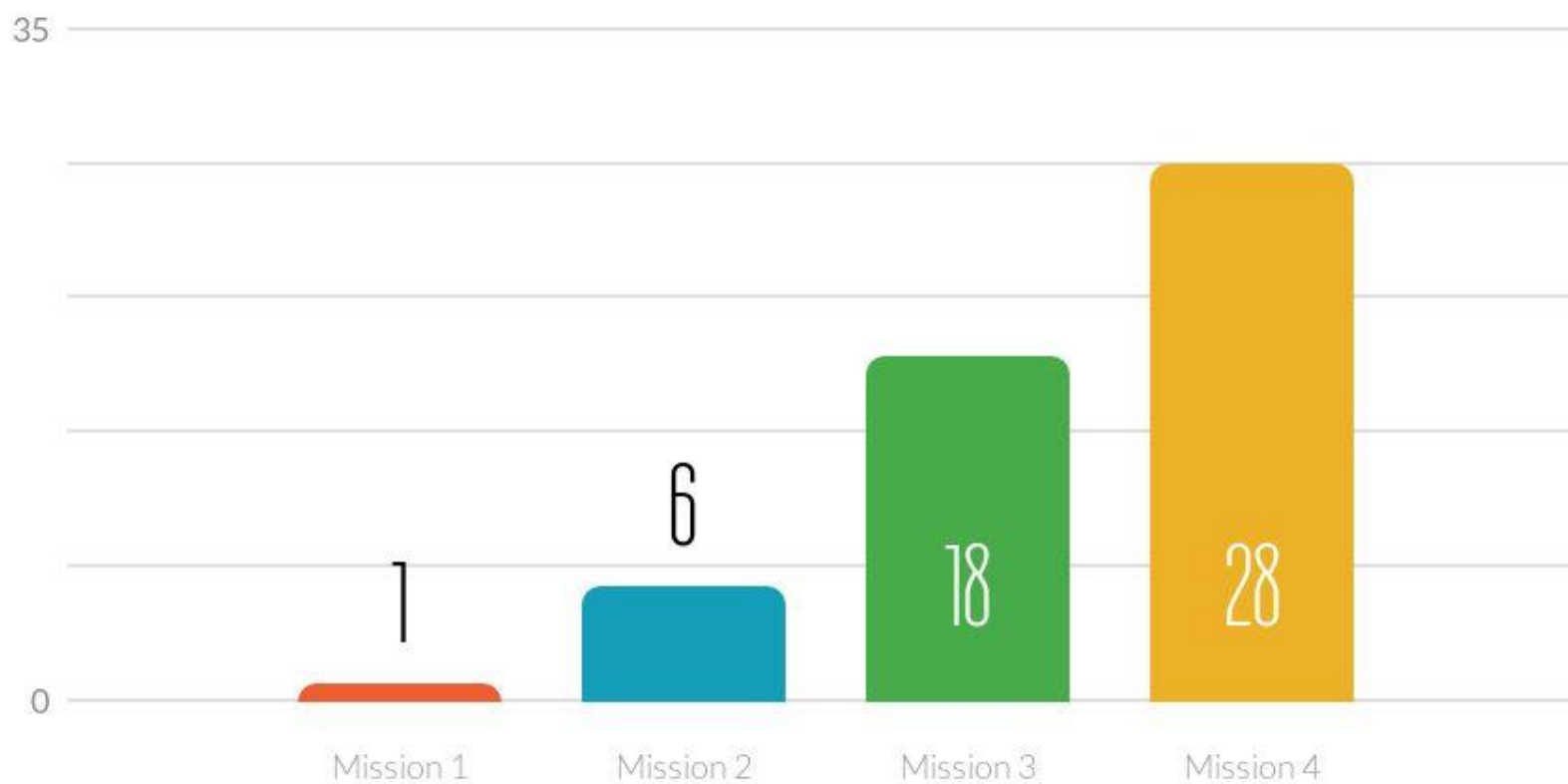
**food waste**



**sweet  
wrappers**

**10 tasks: recycling**

# Nos. of tasks







Turn down heaters at weekends - 462 mins



Draw blinds at night & weekends - 132 mins



Draughty window audit - 40 mins



Switch off lights - 37 mins



Switch off computers & monitor - 49 mins



Visual bin audits - 90 mins



Default Printer settings - 90 mins

**TOTAL: 2029 mins**  
**= 24 mins/ champion/ week**

1	Careers Group	100.0 %
2	Conference Office	100.0 %
3	Property and Facilities Management	100.0 %
4	Human Resources	100.0 %

# LEAGUE TABLES

get the competitive ones going

5	Vice Chancellor	75.0 %
6	Cofley GDF Suez	38.7 %
7	UL International Academy	37.6 %
8	Senate House Libraries	37.3 %
9	School of Advanced Study (Senate)	25.0 %
10	Institute of Advanced Legal Studies	23.9 %



The background of the image is a collage of several 'Throw a Seedbomb for the Bees' cards and seedbomb packages. The cards are white with a colorful border of flowers (orange, yellow, blue) and bees. They feature the text 'THROW A SEEDBOMB FOR THE BEES' in large, bold letters. Below this, there is a smaller text block that reads: 'Please throw this seedbomb somewhere lacking in floral colour and watch for the seeds to grow into a beautiful foraging ground for bees'. At the bottom of each card, there is a list of plants: 'Field scabious, Corncockle, Wild Carrot, Cornflower, Ox-eye daisy'. The seedbomb packages are made of clear plastic and contain a brown paper bag of seeds. The text 'PRIZES' is overlaid in large, white, bold letters across the center of the image.

# PRIZES

for lots of people





# CHOCOLATE

for all the goodies

**WHAT'S HAPPENING NOW?!**

# UoL programme in stats

Staff pledges:



(out of about 750 – ie: over 50%)

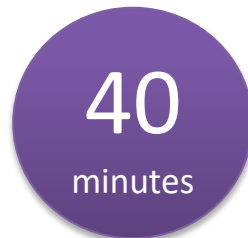
Champion Actions:



in 7 weeks (78 since Friday)

12 Champions on track for ZapCarbon Certification

Champions: give



per week

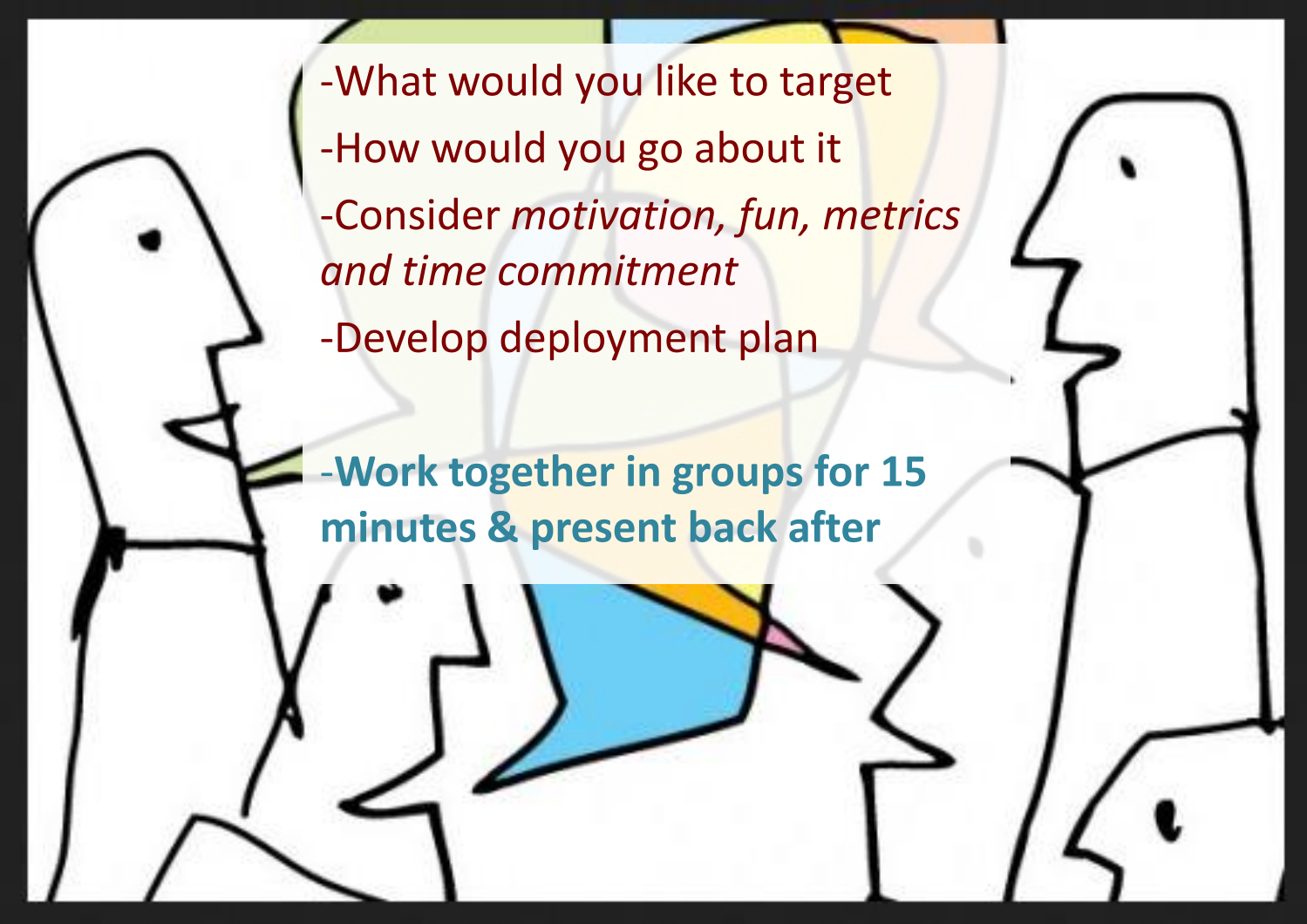
Management:



input spread over 12 weeks



# Creating a plan for change – right now

- 
- What would you like to target
  - How would you go about it
  - Consider *motivation, fun, metrics and time commitment*
  - Develop deployment plan
  - Work together in groups for 15 minutes & present back after

And a final  
thank- you to our  
champions

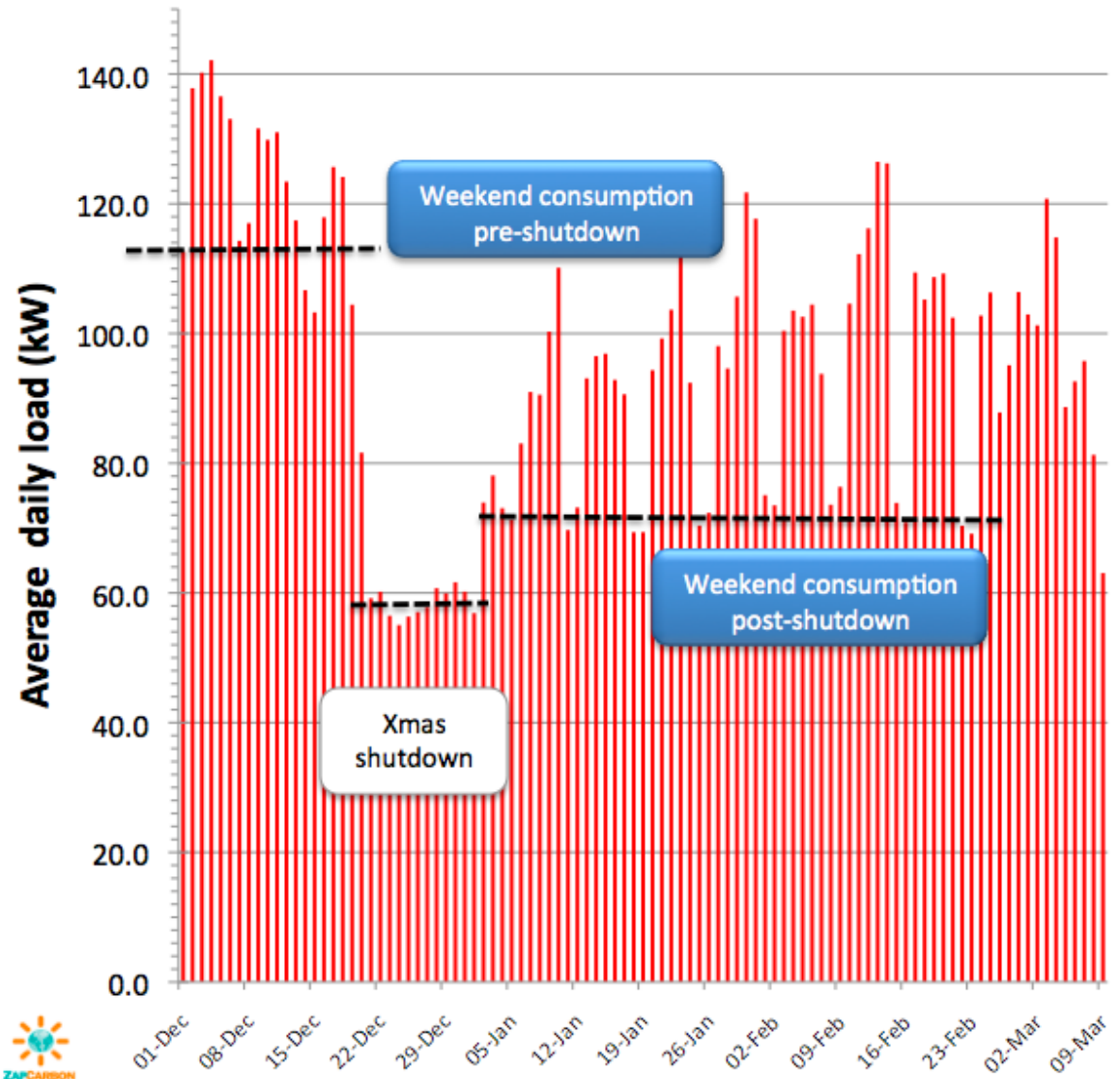


Champions...

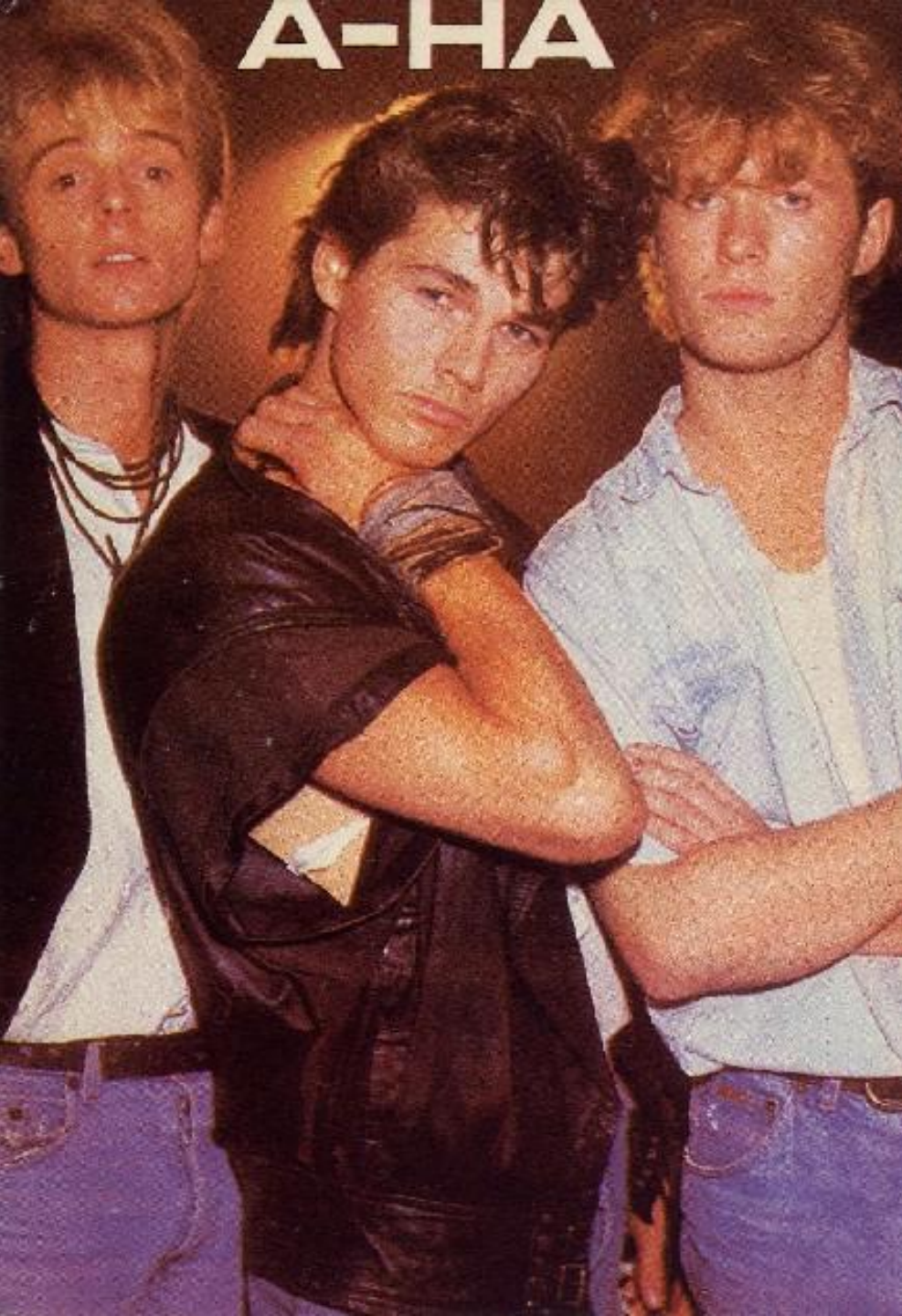
and their present  
that just keeps  
on giving...

## Building 83 electricity consumption

Effect of Champion-led actions







# Let's keep in touch

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@londonenviro

Andrew@zapcarbon.com



University of London



**ZAPCARBON**  
Take positive steps today