

INFLUENCE!

Inspiration and insight to change
minds and policy

19 - 20
June 2019

University of Manchester



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Brum Goes Green Together!

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- Introduction
- Sustainable Travel Roadshow
- Canal Litter Pick
- Brum Goes Waste Free
- Influence
- Lessons Learned
- Summary and Future



How it all began

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- Summer 2018
- 3 universities and 1 college
- Came together to plan Birmingham's first ever collaborative Green Week

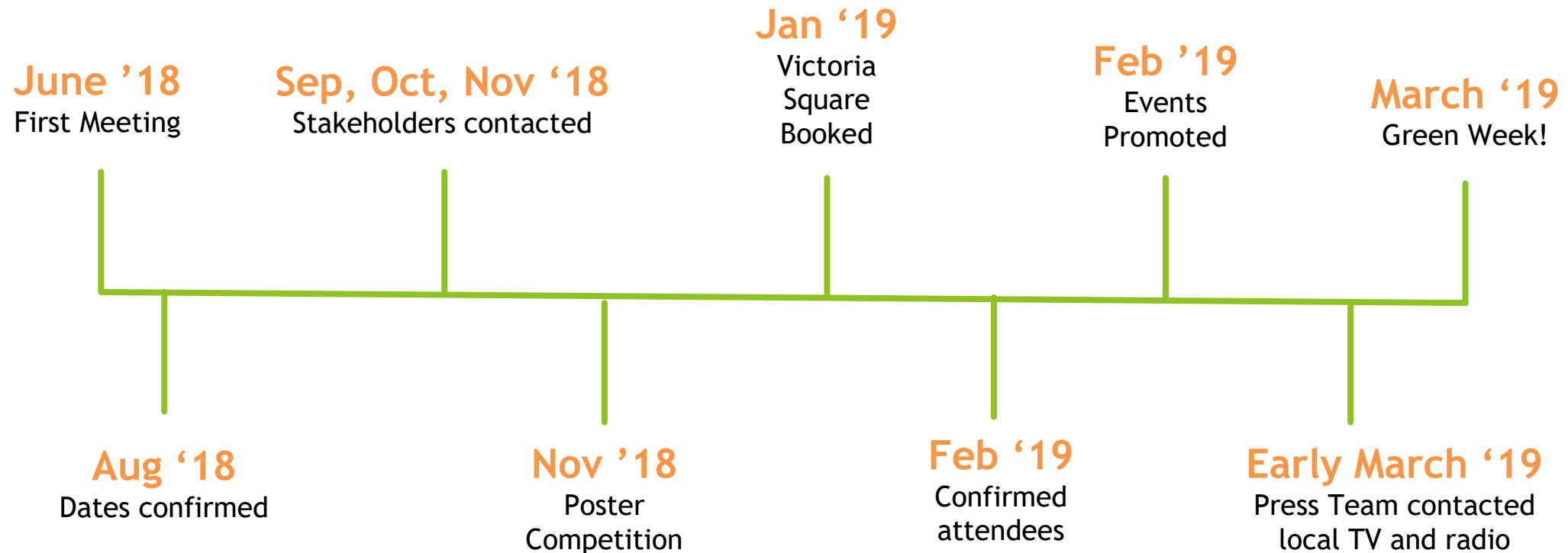
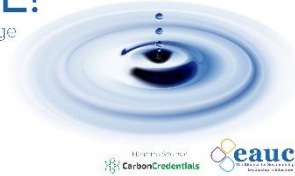


Timeline

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Student Poster Competition

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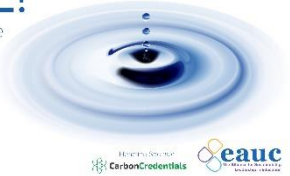


The Winning Design

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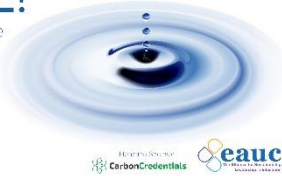


Sustainable Travel Roadshow

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Public Transport



- National Express
- Transport for West Midlands (TfWM)
- West Midlands Trains

Cycling



- Recycled bike sale
- Free bike maintenance
- Bike safety (Security/Police)
- D-Lock Exchange

Environmental



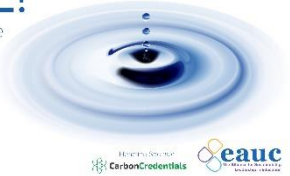
- Sign up - free cycle training
- Sign up - Cycle scheme
- Travel Game

Canal Litter Pick

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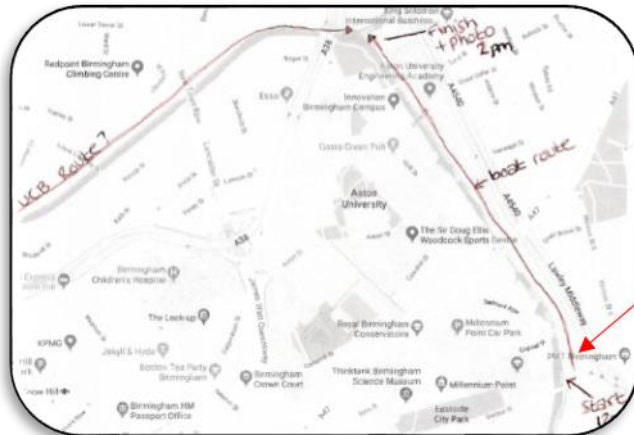
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Canal and River Trust

- Route to connect the universities
- Risk Assessment
- Equipment (additional from the Community Environmental Trust)



Start
Point

T-Shirts

- Engagement – brought all universities together
- Shared hashtag
- Used for other Go Green events
- Low cost



Canal Litter Pick

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Promotion

- Shared hashtag, design & brief
- Lunch session 12-2pm
- Push through SU Societies
- Social media, screens, email, newsletters



Press Coverage

- University press teams
- BBC Midlands Today
- ITV News
- Excitement on the day
- Triggered interest post event, hope to snowball engagement next year

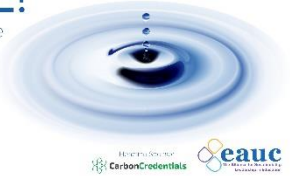


Canal Litter Pick

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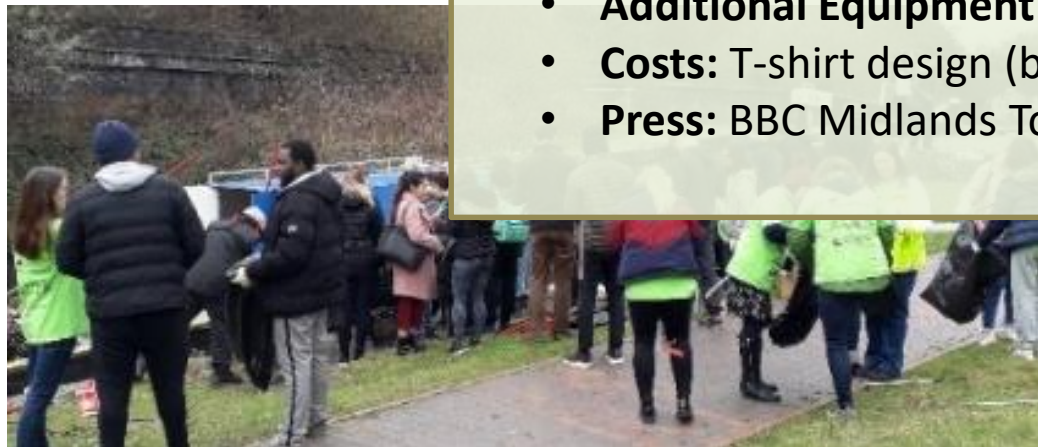
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Results

- **Engagement:** Over 50 students and staff
- **Tonnage Collected:** 2 tonnes
- **Duration:** 2 hours
- **Boat and Support:** Canal and Rivers Trust
- **Additional Equipment:** Community Environmental Trust
- **Costs:** T-shirt design (ballpark £350 / 3)
- **Press:** BBC Midlands Today and ITV News

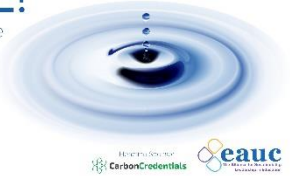


Brum Goes Waste Free

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Food Giveaway

- UCB students cooked meals
- Given out for free to public
- Made from unwanted vegetables
- Veg donated by local markets
- Containers and cutlery donated by Vegware



Waste Info Stands

- Clean Kilo
- Envirocup
- The Vegan Society
- Refill Birmingham
- Suez
- BCU Tote Bag design
- Aston Product Design Academic

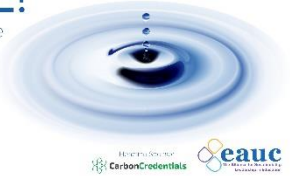


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Promotion

- E-mails and social media
- Student volunteers
- Press coverage – radio and TV



Planning

- Risk assessments undertaken by UCB
- Engaged stakeholders early on
- Students created the recipes



Brum Goes Waste Free

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Results

- **Engagement:** 200 meals given out
- **Duration:** 3.5 hours, 10.30am-2pm
- **Support:** Local companies with stands, food markets
- **Additional Equipment:** Tables and chairs provided by Aston
- **Costs:** Marquee: £143 Square Hire: £675 Tote Bags: £163
- **Press:** WM Radio and BBC Breakfast



Influence

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What?

Increase awareness

Encourage
behaviour change

How?

Raising awareness of local canals
and litter problems

Speaking 1-to-1 with public

Signage on food waste day

Press involvement to reach
wider community

Students as influencers

Who?

Staff

Students

Community

Lessons Learned

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Travel Roadshow

Successful

- Atrium stands
- Free Day Saver
- D-Lock exchange
- Police stand
- Travel game

Improve

Bike sales & maintenance
– lower engagement

Canal Litter Pick

- T-shirt: Buzz & brand
- Press: Excitement
- SU societies
- Volunteers
- Easy to organise
- Low budget
- Waste reduction
- Sense of community

Next year - expand?

Brum Goes Waste Free

- Social impact
- Student volunteers
- Local markets engaged
- Delicious food
- Catering students
- Inspiring stands

Off-campus event

Summary and Future

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