

## University of Edinburgh

### 'Do Edinburgh' Campaign

#### Summary

The student-led 'Do Edinburgh' Campaign was launched in February 2018 as a month-long competition between university societies. The aim was to use the platform [Do Nation](#), to compete against each other for pledges. The pledges encouraged family and friends to swap to small sustainable behaviours such as cycling to work, driving more efficiently or eating less meat which saves carbon in the long run!

#### Our Goals

To promote sustainability and to encourage people, mainly students, to make small changes to their unsustainable behaviors.

#### The Approach

- We received funding support from [2050 Climate Group](#) and the [University of Edinburgh's Department of Social Responsibility and Sustainability](#) to provide prizes for the best society after the month
- We created partnerships with other outside organizations; including [EAUC](#), the [Edinburgh University Students' Association](#), [MAD Challenges](#), and the [UN House](#) to provide help with promoting the campaign
- In the January 2018 we began looking for societies to join the competition and had a great response with 35 societies signed up to participate by the start of February
- We encouraged the societies by providing them tips and guidelines of posting on social media 3 times during the campaign to raise awareness. The Do Edinburgh team regularly posted to social media about other ways that students can get involved in sustainability than Do Edinburgh. This included the MAD Seat Challenge, the 2050 Climate Group's Young Leadership Development Programme, and different eco-friendly workshops in Edinburgh
- Once launched the campaign hit 300 total pledges by the third day! We continued to blow past milestone after milestone in the next weeks. There was a slow period near the end, but one final push led us to jump from 900 pledges to 1,700 in three days!
- Prizes included £150 voucher to Cafe St Honore (a sustainability restaurant in Edinburgh), a Sustainability Award from the University of Edinburgh Sustainability and Social Responsibility Department, and the winning society also won a year's worth of Ben & Jerry's from Do Nation



#### Obstacles & Solutions

Obstacles	Solutions
People did not follow the rules (over-pledging, making the same pledges twice, etc.)	We took the over-pledged ones off the final number.
Societies which signed up did not engage immediately	We sent follow-up emails with tips and suggestions!

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## Results

- 41 societies signed up for the competition. We received 1666 pledges in total from 1 February - 1 March 2018 which amounts to 52,496 kg of CO<sup>2</sup> if all pledges are completed! That would be 75 trips between Edinburgh and Timbuktu worth of carbon saved.
- The most popular pledges made included 'You Mug' – pledging to ditch disposable cups and also 'Shower Power' – pledging to take shorter showers
- The top 5 societies are:
  - 1<sup>st</sup>: Men's Futsal Club (490 pledges)
  - 2<sup>nd</sup>: Edinburgh University Swimming & Water Polo Club (471 pledges)
  - 3<sup>rd</sup>: Medical Students Council (111 pledges)
  - 4<sup>th</sup>: Edinburgh University Student Architecture Society (95 pledges)
  - 5<sup>th</sup>: Dirty Weekenders Conservation Society (77)
- Do Edinburgh became quite widespread, with students across the university recognizing the logo and the name. Officials from the student union were impressed by the number of pledges received, as they only expected Do Edinburgh to receive ~300 pledges, which showcased how student-driven sustainability could get more students involved than staff-run sustainability can.

## Reflection

- For future events we would like to hold workshops on sustainability or relevant to specific pledges, with the help from SHRUB and SRS.
- We did one case study with [Ethan](#). We were hoping to do more but it was difficult to collect resources from an online campaign.
- As our campaign ran for one month whereas the pledges can only be confirmed after two months, we are not able to gather all the data on how many pledges were completed and therefore how much carbon has been saved.

*"Do Edinburgh isn't just for adults! 9 year old Ethan pledged 'Fantastic Unplastic' to Edinburgh University Sustainable Development Association's campaign because he didn't like the fact that his grapes came in a single use plastic bag! Now he's promised to remind his parents to buy things without the plastic packaging, and is always on the lookout for ways to avoid plastic!"*



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