

# Case Study: Sustainable Behaviour Assistant

“Kim’s enthusiasm and professionalism has helped deliver significant improvements in behaviour change, one of the key areas of our Energy Strategy.”

## The Brief

The University of Sheffield is a Russell Group University with 26,000 students and 6,000 staff. In line with HEFCE sector-level targets, Sheffield aim to reduce their carbon emissions by 43% by 2020.

On taking up the role of Sustainable Behaviour Assistant, Kim was tasked with delivering Green Impact for the 4<sup>th</sup> year running. Along with building on prior successes of the project, she has also helped plan and deliver other behaviour change initiatives to improve the University’s impacts on the environment.



Working and learning for a sustainable future

## The Partnership

“By working closely with Change Agents UK and staff here at Sheffield, I have made the Green Impact scheme here bigger than ever before. The central focus of my role has been finding ways to get people

excited about changing our current way of working. The support I’ve had from Change Agents UK through **learning workshops, personal advice and networking opportunities** has been invaluable. It all means that my experience here has prepared me for the even bigger challenges that I now face.”

Kim Crosdale SBA, The University of Sheffield.



## The Results

- 37 teams across 43 departments completed almost 2,500 greening actions this year.
- The Arts Tower Blackout, a visible demonstration of the University’s commitment to sustainability, reduced energy usage by 20%; saving £93 in two days.
- A constant programme of new behaviour change campaigns and initiatives.

