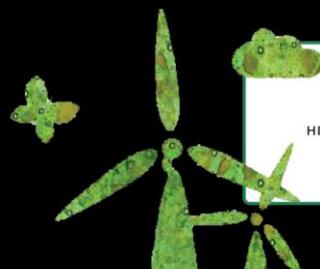




Green Gown  
Awards 2012

**Highly commended  
case study**

Dissemination  
supported by:



## Nottingham Trent University Courses

### Student Eco Videos

#### Section 1 About the project

##### Summary

The Nottingham Trent University (NTU) Student Eco Video project is a work-based learning initiative that enables undergraduates and staff to engage with and promote the university's commitment to ecology and sustainability.

Level 2 Media students work in small groups (3 – 5 people) to produce short videos with the theme of saving energy and reducing carbon emissions which are then disseminated on the NTU YouTube channel and NTU 'Eco Web' for fellow students, staff, and a wider audience to view online.

##### Project partners

The videos are the result of collaboration between NTU School of Arts and Humanities and the NTU Environment team, and other organizations such as Sustrans, Oxfam, Nottingham City Transport, Cow (vintage clothes shop), Gonalston Farm Shop, and local allotments, for example.

#### Section 2 The results

##### The approach

The NTU Eco video project is made to a 'real life' brief. As well as being an educational project, the videos have a 'real' outcome in that they are disseminated via the university's Eco website and YouTube channel to spread the eco message far and wide.

The project is split into 3 phases of pre-production, production and post-production. During pre-production students research environmental issues, sustainability and ecology. They review previous students' projects and consider how successful they are at communicating their 'eco' message. Staff from the NTU Environment team give presentations on the university's crusade and commitment to sustainability. This provides the students with background research. During production and post-production, students learn about effective ways of communicating their message whilst filming and editing their videos. At the end of

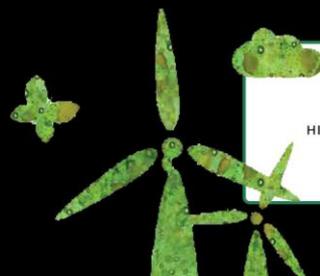
NOTTINGHAM  
TRENT UNIVERSITY

##### Profile

- HEI
- Students 22,581
- Staff 2,542
- Urban



Category sponsored by



the year, awards are given for 'best video' and 'best group work', and students are encouraged to include this project on their CV's.

The project runs annually for approximately 5 months (from January to May) in terms 2 and 3 of the academic year, and students meet with their tutors for 2 hours per week for lectures, progress tutorials and guidance.

### Our goals

The main idea behind the project is for students and staff to learn how to spread a *positive* message about sustainability: If everyone makes small measures to save energy on campus and in the home, this will ripple out and create far-reaching effects for the good of the planet.

### Performance and results

Over the past 3 years 47 videos have been produced by approximately 195 students on a wide range of topics. Links to the YouTube videos are posted on the NTU 'Carbon Elephant' E-bulletins to 1000s of students and staff, and there have been 1000s of hits on the NTU Ecoweb pages that are linked to the videos.

This project is on-going and will run again early next year (2013) for the fourth time. The table below illustrates the wide range of topics that the students have engaged with over the previous 3 years.

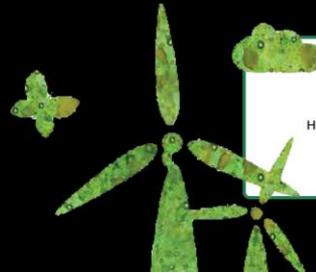
Academic Year	No. of students on module	No. of videos produced	Video topics
2009-10	57 (approx)	15	<ul style="list-style-type: none"> <li>• Saving energy x7</li> <li>• Recycling fashion x4</li> <li>• Benefits of cycling x2</li> <li>• Savvy Savers (eco quiz)</li> <li>• Transition Food (allotments)</li> </ul>
2010-11	69	17	<ul style="list-style-type: none"> <li>• Recycling fashion x4</li> <li>• Benefits of cycling x4</li> <li>• Saving energy x3</li> <li>• Reducing food miles x2</li> <li>• Saving water</li> <li>• Using public transport</li> <li>• Benefits of walking V car</li> <li>• Reducing food packaging</li> </ul>
2011-12	69	15	<ul style="list-style-type: none"> <li>• Saving energy x6</li> <li>• Recycling (paper, plastics, glass etc) x2</li> <li>• Benefits of cycling x2</li> <li>• Reducing consumption of meat</li> <li>• Recycling fashion</li> <li>• Challenging Universities (eco quiz)</li> <li>• Green Police (allotments)</li> <li>• NTU: Greenest University in the UK (NTU green policies)</li> </ul>
<b>Total</b>	<b>195 (approx)</b>	<b>47</b>	



Green Gown  
Awards 2012

**Highly commended  
case study**

Dissemination  
supported by:



## Section 3 The future

### Lessons learned

Students learn about saving the environment via 'deep learning': By focusing on the videos for an extended period of time, they become actively involved in making lifestyle changes for the duration of the project and into the future. They also learn valuable skills in communication and organization by collaborating with external organizations and other departments in the university.

### Sharing your project

This is a project that could be adapted by any other institution and made personal to them. High-end video equipment does not have to be used; the emphasis is on the group work, and communicating an effective message about reducing carbon emissions and saving the environment. Duration of no more than 3 minutes is recommended for videos that are posted online, where viewers' attention spans may be shorter. Videos could also be made purely for the organization involved (and not posted online) simply because the involvement in the project provides a valuable learning experience for the contributors.

Although the NTU Eco video project has a localized theme of saving energy on campus, at home, and around Nottingham, it is hoped that students will continue to care for the environment after graduation, and that the ethos of the project will reach anyone who sees the videos.

The themes addressed by the videos are universal, and do not just apply to Nottingham Trent University students. Reducing the use of energy, reducing the amount of waste through recycling, reducing the amount of road transport to and from work, school or university all create well-being and can save costs for the institutions involved. They also have long-term health benefits due to the encouragement of taking more exercise, reducing carbon emissions, or eating fresh, local produce, for example.

### What has it meant to your institution to be highly commended at the Green Gown Awards?

Winning this award has been a great boost for the students and staff involved in the project. The award recognises the good will and hard work of all students, external organisations, and the wider community who have contributed to this project over the past 3 years, and will encourage future students to promote sustainability through the use of media.

### Further information

Examples of Student Eco Videos can be found on the NTU YouTube channel:

- No Meat Mondays: <http://youtu.be/tHxjkAbRsik>
- Re-Cycle: <http://youtu.be/ReKCws3m44c>
- Saving The Planet From The Comfort Of Your Own Home: <http://youtu.be/7N43vuNxjZY>

For further information contact Dr Matt Kerry: [matthew.kerry@ntu.ac.uk](mailto:matthew.kerry@ntu.ac.uk)

[www.greengownawards.org.uk](http://www.greengownawards.org.uk)

