



LEARNING AND LEGACY THE ROLE OF EDUCATION IN CREATING HEALTHIER, HAPPIER CITIES
EAUC 20th Annual Conference 25th - 26th May 2016

How to Gain Leaders' Recognition and Engage Students



Green Gown Awards



What is new this year

- **Sustainability Reporting Award - NEW** - Awarded by PwC
- **Research and Development - Student - NEW** - revised Institution category & new Student category
- Never applied before or been selected as a Finalist? Then the **Best Newcomer** category is for you with judges given the discretion to award up to **2 winners - one for Colleges and one for Universities**

Jane Davidson

Associate Pro Vice-Chancellor for
Sustainability and Engagement

University of Wales Trinity Saint
David



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



**Best Newcomer
Sustainability Champion - Staff
Leadership Award**



Green Gown
Awards 2015

Winner





Get your
efforts
recognised
Internally,
externally and
by students



Winning, celebrating & networking

With those
passionate about
sustainability



Top Tips

How to make a
winning
application

Shout loud and clear about your achievements

Don't be a wallflower, make sure that your entry highlights the sense of pride you have in the things you have achieved! Always back up your claims with evidence, and provide proof of:

- Innovation
- Positive impact on stakeholders
- Return on investment
- Strategic success
- Outperforming the sector
- Customer focus
- Leadership
- Social responsibility

Time Management

Don't leave your submission to the last minute:

- Start planning your application
- Consider the category criteria in your planning – you may need to request certain data from others which may take time to collect
- Involve your students – ask them to help and delegate tasks to them
- Set clear objectives from the outset

Abigail Dombey

Environmental Manager

University of Brighton

GreenGrowth PLATFORM



University of Brighton



Built Environment
Enterprise & Employability
Food & Drink



Green Gown
Awards 2015

Highly commended





eco

Inspire,
motivate &
replicate

Showcasing
sustainability best
practice



Bring together partners

Partner with
industry and
community



Top Tips

How to make a
winning
application

Numbers – facts and figures

- On the category page is a check list of figures to include in your application
- Use real figures which you can substantiate, so they provide an accurate representation of your achievements
- Statistical evidence is one of the most important factors in all successful awards submissions!

***Provide compelling before and after data,
wherever possible***

Keep it simple!

Focus on what the judges are actually asking for in the category criteria:

- Don't fill your submission with the contents of existing sales and marketing materials – instead address the questions being asked
- Make sure your submission is succinct, clear and easy to understand
- Use headings and subheadings to structure your submission
- Do not provide web links as judges will not visit them. Instead try and include all your important data within the application form itself
- ***Stick to the page limit and font size! The word count is given as a guide only. You must not exceed the page limit.***



Applicants

The Awards are
open to any
tertiary education
establishment

What next...?

- Visit the website and read the guidance notes and frequently asked questions
- Get inspiration from the case studies and videos of past winners, highly commended and finalists
- Read the category and criteria and find the one best suited to you
- Engage with your students to help you with the process
- Start collating your data
- Provide clear information backed up with figures
- Don't leave it too late – allow plenty of time

Organisational Categories:

Best Newcomer
Built Environment
Carbon Reduction
Community*
Continuous Improvement: Institutional Change*
Enterprise & Employability
Facilities & Services
Food & Drink
Learning & Skills
Research and Development
Student Engagement*
Sustainability Reporting

Individual Categories:

Sustainability Champion Award
Sustainability Professional Award
Leadership Award

** inclusion in the International Green Gown Awards*

Enter now!

Stage 1 closes 8 June 2016



www.greengownawards.org.uk
Awarding sustainability Excellence since 2004