



# *How to run a multi-agency city wide Go Green Week*

EAUC Conference 2018

# Introductions and welcome



# A quick survey

- How many people run GGWs?
- Internally?
- With other stakeholders?

# Coventry GGW





## Green Week Business Health Check

Calling all Coventry Businesses ..

Green Week is a Coventry city wide partnership bringing together the community, Universities, schools and businesses to promote sustainability and create a green, healthy vibrant city.

5th –11th March 2018

Why not complete our Green Week Health check below, run an event to engage staff in sustainable practices and let us know what you are doing through our Facebook page:

<https://www.facebook.com/GreenWeek2018>

- <https://www.youtube.com/watch?v=82rbbMwi7WE>



- <http://susthingsout.com/>

# Benefits

- Create new links
- Broaden impact
- Alignment to University/ Local community based objectives
- Opportunity for students to connect with the community
- Skills for students
- Increase engagement in your University



# Our learning and experiences

- Set a date early!
- Pre plan marketing materials – logos etc
- Communicate a lot!
- Work out your partners and keep building new relationships
- Look for key strategic links

# Could you also go city wide?

- In groups plan your own a city wide GGW, consider:
  - Your target audience
  - Who you can partner with?
  - Types of activities and themes
  - Outcomes – what would you like to achieve
  - Timescales and project management ‘pre-planning’
  - Finances, resources and booking of facilities.
  - Marketing and promotion.

Present your (very draft!) idea/ plan to the group