



Green Gown
Awards 2013

Finalist's case study

Dissemination supported by:



Manchester Adult Education Service

Best Newcomer

Growing a Greener Generation

Section 1 About the project

Summary

A project where sustainability skills and knowledge are developed with adults and children in a variety of settings, so learning is crossing the generations to provide a strong foundation for these to grow.

Project partners

Manchester City Council and Cooler Projects-who developed the Carbon Literacy certificate in response to the city's carbon emission reduction programme. Manchester Education Environmental Network and Heald Place primary school.

Section 2 The results

The problem

The organization was looking at ways to promote the sustainability agenda among staff and learners in order to promote best practice within the organization, develop awareness and changed behaviour with learners and assist the City Council's carbon emission reduction programme.

The approach

In November 2011, MAES launched a sustainable development strategy for the Service identifying four priority Cs: **Culture**, supporting behaviour change, **Centres**, reducing the environmental impact, **Curriculum**, promoting sustainable development and **Community**, developing local projects. MAES established a Sustainable Development Group with members acting as Champions across the organisation. In June 2012, MAES staff was the first cohort to achieve Carbon Literacy certification, with staff taking their learning forward across all teams.

Our goals

To embed sustainable practices within the organisation's culture and learning programmes.



Profile

- ALC
- 10,000+ part time students
- 250 staff
- Urban

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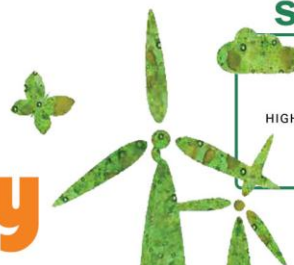




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Obstacles and solutions

<ul style="list-style-type: none"> Staff and learners spread across the City 	<ul style="list-style-type: none"> Regular communication via Green Flash email update to all staff. Green champions within teams
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Performance and results

The project has enabled sharing of best practice, improved communication between staff and increased intergenerational learning. The project has driven behaviour change across the organisation and harnessed distributed leadership network around Carbon Literacy. The project has led to reduced energy, printing, photocopying and materials costs in the Service, and most crucially feedback from learners informs us of reduced energy costs in homes, bulk buying and increased recycling. The project has meant that the Service has been recognised within MCC by a Silver award in the Green Impact Programme, has contributed to one of our partners meeting its Green Flag criteria and is recognized as a key partner in Manchester A Certain Future-the City's carbon reduction project.

Section 3 The future

Lessons learned

The planned approach was effective in moving forward with the Service goal.

Sharing your project

We have opened up the Green Quarter of our VLE so that there is public access to materials and information. We have set up a MAES Green Quarter Facebook page to promote Service activity. We shared information on the project at the LSIS North West Regional Sustainability Network and intend to use National e.g. (HOLEX), Regional e.g. (NW LEAFEA,) and local networks e.g. (Manchester Community Central and Cooler projects) to further disseminate information so that other institutions can replicate the project using our methods and materials. Raised our profile within the Council enhanced partnerships and created new links.

What has it meant to your institution to be a Green Gown Award finalist?

Being a Green Gown finalist has crystallised the progress that has been made and given further impetus to the formidable challenge that lies ahead in making MAES not only a sustainable institution but fulfilling the Manchester City Council Strategy of achieving sustainable neighbourhoods with Carbon literate residents.

Further information

Mark Law, Resource & Performance Manager: m.law@manchester.gov.uk

Kath Castle, Curriculum Manager: k.castle@manchester.gov.uk

Manchester Adult Education Service Online Learning (Green Quarter):

<http://www.man-adulted.org.uk/>

Facebook: MAES Green Quarter

Website: http://www.manchester.gov.uk/a_to_z/service/2392/manchester_adult_education_service_maes

www.green gownawards.org.uk

