

**Date:** Tuesday 25th September 2018  
**Time:** 10:00-13:00  
**Venue:** University of Edinburgh



## **MINUTES:**

### **Community Engagement TSN**

#### **Attendees:**

Sarah	Anderson	SA	The University of Edinburgh
Anne-Marte	Bergseng	AMB	The University of Edinburgh
Carolina	Cosramne	CC	The University of Edinburgh
Marcello	De Vitis	MDV	The University of Edinburgh
Sam	Hartley	SH	EAUC-Scotland
Adam	Kesby	AK	Sustrans
Heather	Mclaughlin	HM	KSB
Stewart	Miller	SM	University of Glasgow
Sybille	Rush	SR	Scottish Funding Council
Jessica	Secmezsoy-Urquhart	JSU	The University of Edinburgh
David	Somervell	DS	The University of Edinburgh
Alistair	Soutter	AS	The University of Edinburgh
Calum	Strachan	CS	
Roslyn	Taplin	RT	
Marnie	Thomson	MT	Aberdeenshire Council
John	Thorne	JT	Glasgow School of Art

#### **Apologies**

Pauline	Donaldson		Forth Valley College
Gina	Martin		SRUC
Lyndsay	Mann		Edinburgh College of Art

	<b>SUMMARY OF DISCUSSIONS</b>	<b>ACTIONS</b>
<b>1</b>	<p><b>Welcome and Apologies</b></p> <p><i>John Thorne, EAUC-Scotland Community Engagement TSN Convenor</i></p>	
<b>2</b>	<p><b>Round Table Update on Key Projects</b></p> <p><i>John Thorne, EAUC-Scotland Community Engagement TSN Convenor</i></p> <p>Attendees are asked to introduce themselves and any key projects around community engagement they are currently undertaking</p> <p>MT – Issuing a pilot green champions programme in council, supporting change in line with carbon reduction targets</p> <p>HM – Keep Scotland Beautiful (KSB) community engagement initiatives</p> <p>SH – Running EAUC-Scotland’s networks and events</p> <p>AS – Internship with SRS focused on reviewing the environmental awards</p> <p>SA – Running Edinburgh Local</p> <p>CS– Masters research in psychiatric psychology and looking into Public Policy</p> <p>SM – Currently recruiting a new student sustainability team and running the Community Garden</p> <p>MDV – Project officer at ECCI running EU programmes such as climate-KIC</p> <p>AK – Looking at getting active travel agendas within events</p> <p>JSU – Researching Edinburgh University collections</p> <p>JT – Focusing on sustainability in the curriculum due to recent fire at GSA. Also looking at integrating SDGs, new recycling halls campaigns, freshers week engagement, new cycling officer, bike security</p>	
<b>3</b>	<p><b>Keep Scotland Beautiful’s Community Engagement</b></p> <p><i>Heather McLaughlin, Keep Scotland Beautiful</i></p> <p>Presentation <a href="#">here</a></p> <p>Keep Scotland Beautiful (KSB) engage with 200 community groups, businesses and organisations. In their experience with these groups, community engagement starts with grass roots projects that snowball into something larger, given the correct resources. Celebrating success is key to engaging these communities and sustaining that engagement. This means celebrating everything from small to large ranging from monthly local heroes to awards dinners. Such forms of celebration tend to be easily picked up by the local media and help to spread their message further.</p> <p>Examples of successful community engagement projects KSB oversee are:</p>	

- Brighter Bothwell who aim to keep Bothwell bright and beautiful. They have been running for 16 years and recently knitting flowers to decorate the town that then went on to be sold to local businesses
- East Haven Together group take part in most of KSBs campaigns. They recently took over maintenance of public toilets and turned them into 'The Wee Gallery'. They produced a Litter Prevention Action Plan for the town, this is a place based approach that engages all stakeholders. They also organized the first ever community litter summit in Scotland, this attracted quite a lot of press.

Key advice from KSBs successful initiatives would be the following; Keep it simple, keep going, keep dreaming. This will create a snowball effect.

It is proven that behavior change initiatives only have an effect for 8 weeks, after this it no longer changes their behavior. So continuously growing your activities and communications is vital to maintaining and growing engagement.

KSB specialize in sustainable development education, local environment quality, sustainability and climate change and environmental services.

The Sustainable Development Education projects include:

- Eco-Schools
- Young Reporters Scotland
- One Planet Picnic
- Education Projects

For sustainability and climate change KSB manage and administer the Scottish Government Climate Challenge Fund which has issued £100million over the past 10 years to community groups across Scotland.

The environmental services projects include:

- Environmental auditing and assessments
- National award for environmental excellence
- Training
- LEQ Network
- Corporate social responsibility support
- Carbon Management

Local Environmental quality in decline, this is highlighted in a KSB 2017 update report.

Local Environmental quality projects include:

- Clean up Scotland
- Green Flag award
- It's your neighbourhood
- Beautiful Scotland
- Beach Awards

	<ul style="list-style-type: none"> <li>• Community Projects</li> </ul> <p>Next month KSB will be launching a clean up the Clyde campaign at the end of October in line with highlighting the causes of marine litter being from land.</p>	
4	<p><b>Developing a Community Garden at the University of Glasgow</b>  <i>Stewart Miller, Sustainable Environment Officer, University of Glasgow</i>  Presentation <a href="#">here</a></p> <p>The community garden at the University of Glasgow originally started due to their student sustainability group, GUEST. The group held a sustainability festival utilizing unused green spaces around the campus. Following this the group proposed that these spaces could be better utilized as a community garden space, the initial proposal was drafted by GUEST’s biodiversity promoter in 2015.</p> <p>From the initial proposal senior estates management were happy to go ahead with the plans, ensuring that all staff in adjacent buildings to the land were consulted first. Small funding pots came from CSGNT and Grow for it and the rest was from the estates budget.</p> <p>The community garden ticks a lot of boxes with regard to policy for the university and engaging different groups such as hospitality and HR. There are a few relevant strategies such as:</p> <ul style="list-style-type: none"> <li>• University sustainability strategy</li> <li>• Biodiversity strategy and action plan</li> <li>• Sustainable food Strategy and action plan (Under development)</li> <li>• Climate Change Adaptation Plan</li> <li>• Health and wellbeing – staff and student away from desk time</li> </ul> <p>The site itself is based across 6 townhouse gardens along the back of University avenue. The original Vision included:</p> <ul style="list-style-type: none"> <li>• Community garden in the heart of the campus</li> <li>• Food growing (for fun and for Hospitality Services)</li> <li>• Outdoor space for teaching and learning</li> <li>• Outdoor space for events</li> <li>• Outdoor space for relaxing</li> <li>• Enhance campus biodiversity</li> </ul> <p>The garden is now functioning fully and many stakeholders are involved in its maintenance and facilities. Postgraduate research students were a surprise engagement audience as they are quite isolated in their work and they are around all year round, compared to undergraduates who are difficult to engage in summer when most work is needed. Social events were held for the students in the gardens, resulting in some very engaged gardeners who volunteer their time. Included in this is a lunchtime PGR gardening session every Thursday which has progressed massively.</p>	

	<p>Primary schools are now involved and bring the children along to take part in outdoor learning. Links with hospitality services have been founded as the garden produces food that is cooked by the catering team in the Fraser building next door. This has also started a conversation with these teams around local and seasonal produce. The beekeeping society have utilised the space and relocated 5 beehouses to the gardens due to their central location at the heart of the campus.</p> <p>Problems:</p> <ul style="list-style-type: none"> <li>• Consulting staff in adjacent buildings</li> <li>• Health and safety risks (Repair walls in gardens, conservation area issues)</li> <li>• Access issues due to uneven and sloping ground</li> <li>• Planning work sessions, this is surprisingly time intensive</li> <li>• Support from grounds team (budget, tools, joinery)</li> <li>• Watering! Installing a hose was necessary</li> <li>• Victim of success; demand for more sessions for staff and UG students</li> </ul> <p>Key learnings:</p> <ul style="list-style-type: none"> <li>• Enthusiasm over gardening knowledge</li> <li>• Expansion</li> <li>• Regular gardening sessions to more people</li> </ul>	
	<p><b>Plastics – The Blame Game</b></p> <p><i>John Thorne, Community Engagement TSN Convenor/ Glasgow School of Art</i></p> <p>Presentation <a href="#">here</a></p> <p>The plastics problem is now very present in popular culture, but is the emphasis or message correct?</p> <p>Marketing has been utilized throughout the 20<sup>th</sup> and 21<sup>st</sup> century to shift the responsibility from large corporations to the individual consumer, this may be a way for them to continue to act in damaging ways in spite of public awareness around environmental issues. An example is given of Keep America Beautiful, and organisation founded by coca-cola, delivery adverts shaming consumers for ruining a landscape by littering from cars (Video link in presentation). This process of shifting the blame is likened to birth of ‘Jay walking’ in America, where huge marketing campaigns were launched to demonise pedestrians in a bid to increase speed limits for cars and in doing so social spaces were transformed into car-only zones.</p> <p>The problem with organisations such as soft drinks associations blaming consumers for the problem of plastic pollution is that it relies on an opinion that items such as plastic bottles can be infinitely recycled in an efficient and fully functioning system. However most plastic does not get recycled and if it does it will most likely only be recycled twice before being burnt or landfilled. Recycling can be seen as a form of relieving consumer guilt for the plastics damage.</p> <p>Attempts to change plastics consumption such as ‘incentives’ for bringing your own cup or bag in the past have not worked, and corporations know this but still continue</p>	

	<p>to pseudo act as if they do. Similarly single-use replacements such as biodegradables can be seen as an easy switch to a more ethical product, relieving the consumer guilt. However, energy and resources are still being used to produce and item that is used once and thrown away and this is mostly for the organisations convenience to package and process items. There are various issues associated with biodegradables listed in the slides.</p> <p>Other attempts to legitimize excessive consumer culture such as fast fashion is donating clothes to charity shops, however the clothes gifted to these shops will most likely end up in African markets, killing local textile industries.</p> <p>Due to these issues positive action must be taken to tackle systems, not symptoms, and reduce consumerism.</p> <p>Although plastics recycling is of negative benefit to the planet due to its support of the fossil fuel economy it can be a gateway topic to engage local activists. Such examples as KSB's work with beach cleans and other community groups raises awareness and gets people asking questions about the fossil fuel economy, and how we might make the required move to a clean energy economy</p> <p>Universities &amp; colleges educate and equip students to enter sectors that harm the environment and the future effect of alumni far outstrip effects of campus operations, so the curriculum and engagement should be focused on more heavily.</p> <p>We should ask not "What should we use instead" but "How Shall We Live".</p>	
5	<p><b>Launching the community group - 'Edinburgh Local'</b></p> <p><i>Sarah Anderson, Community Engagement Manager, The University of Edinburgh</i> Presentation <a href="#">here</a></p> <p>'Contributing locally' is one of four university of Edinburgh development themes. Edinburgh Local is a product of this goal. It primarily focusses on social responsibility but does interact with environmental responsibility. The project delivers benefits for both the university and local communities through various initiatives. Examples listed in slides.</p> <p>The project was launched in 2017 and has a 3 year programme. Within this first year they launched community grant schemes of up to £50,000 to go to local Edinburgh organisations, this gave an enlightening insight into the scale of worthy projects in the region requiring funding.</p> <p>The challenges</p> <ul style="list-style-type: none"> <li>• Partnering to promote inclusive growth in the local area which transforms the lives of the many not the few</li> <li>• Future-scoping</li> <li>• Engaging and mobilizing hard-to-reach groups</li> <li>• Transforming the academic role from 'pedagogy' to co-production</li> </ul>	

	<ul style="list-style-type: none"> <li>• The internal culture change is going to be by far the hardest part</li> </ul> <p>Characteristics of flagship projects are included in the slides. Two of these projects were:</p> <ul style="list-style-type: none"> <li>• Digital Ambassadors is a programme delivered by student volunteers, in partnership with City of Edinburgh Libraries to engage various groups of individuals to improve their digital skills</li> <li>• Design for wellbeing is a project that initially started from an email from a local police officer about public disturbances in a local area due to drinking. The spaces were redesigned to discourage antisocial behavior without excluding people. This model is being used again for new spaces such as Nicholson square</li> </ul> <p><u>Comments</u></p> <p>SH – Was inspiration for this model taken from any other institutions?</p> <p>SA – The University of Manchester are delivering a lot in the area of community engagements so a lot of inspiration and guidance has been taken from them.</p> <p>DS – Other examples can be found at De Montford University Leicester and Seattle University experiential learning.</p>	
6	<p><b>New Dialogics project -Broadening engagement: Using art to account for climate change</b></p> <p><i>John Thorne, Community Engagement TSN Convenor/ Glasgow School of Art</i></p> <p>Presentation <a href="#">here</a></p> <p>Website <a href="#">here</a></p> <p>New Dialogics is a project done in partnership between the University of Glasgow and Glasgow School of Art. The project focused on interpreting complex data and presenting this in a more accessible and understandable way to make it useful. Glasgow city council are a lead client and involved a mix of partnerships including social accountants, sustainability &amp; environmentalists and communication designers.</p> <p>The objectives of the research to understand how the general public in Glasgow would like to receive information on carbon emissions. To identify the advantages and disadvantages of using graphic art to disclose on carbon emissions. To explore the responses of the public when receiving information on carbon emissions via graphic arts. It was a 3 stage approach involving interviews, group discussions and workshops. The project encountered some problems and benefits, listed in slides.</p> <p>The project tried to keep the complex data for those interested but also engage through emotive responses and clear messages. The first year involved giving the raw data from the council to the students, however this was adapted for the second year to just be a one page summary.</p> <p>Examples of the communications produces are viewable in the slides.</p> <p>Feedback received from the public is available in slides.</p>	

9	<p><b>AOCB</b></p> <ul style="list-style-type: none"> <li>• The EAUC-Scotland conference is coming up on the 16<sup>th</sup> October. More information and booking available <a href="#">here</a>.</li> <li>• 8<sup>th</sup> October report being released by IPCC focusing on halting warming to 1.5degrees.</li> <li>• Transition Edinburgh will be hosting a meeting to discuss the IPCC report on the 10<sup>th</sup> October at 17:30 (ECCI). Look out for booking details available shortly. (Contact David Stutchfield)</li> <li>• Zero Waste Scotland Deposit Return Scheme consultation is closing today. Individual responses are encouraged.</li> </ul>	
10	<p><b>Next meeting:</b></p> <p>SUSTRANS would be keen to discuss their community links projects.</p>	<p>All: Advise on next meeting location and discussion topics</p>
11	<p><b>THANKS AND CLOSE</b></p>	

Minutes prepared by Samantha Hartley, EAUC-Scotland Programme Administrator, September 2018