

## COLLABORATIONS FOR CHANGE

# Global Goals for Tomorrow's Education, Today

**19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY**



# Sustainable City Challenge: our new staff engagement programme and lessons learnt



Headline Sponsor

# CarbonCredentials

# Welcome

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The illustration features ten stylized human figures of diverse ages and ethnicities arranged around a central text box. The figures include a woman with curly hair and a purple headband, a man with orange hair, a woman with dark hair, a man with grey hair in a suit, a woman with blonde hair wearing a headset, a woman with black hair in a ponytail, a man with a mustache, a woman with dark hair in a braid, a man with a beard, a woman with glasses, and a young person. The central text box is a white rectangle with a blue border and a blue pointer on its right side.

## Staff Engagement

# Sustainable City Challenge

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# SCC – Monthly challenges

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Drop-in events



Organised activities

Calculated your carbon footprint? Tell us here to get Sustainable City Challenge points!  
If you haven't worked out your carbon footprint yet you can use our simple worksheet to find out what it is: [Carbon Footprint Tool worksheet](#) or come along to one of our 30 minute lunchtime sessions where we'll guide you through it - dates and times of the workshops are available [here](#).  
Once you've completed the worksheet, fill out the form below!



Curious about your carbon footprint?

Find out how you can make a difference!

Surveys and quizzes

How to  
**ditch the disposables**  
in your office



Promote the 30p discount for all hot drinks purchased at Northampton Square when you bring a reusable cup.  
At Cass we offer a 20p discount



Always request china for any hospitality orders.

Encouraging team projects



Recycling duel

# Drop-in events

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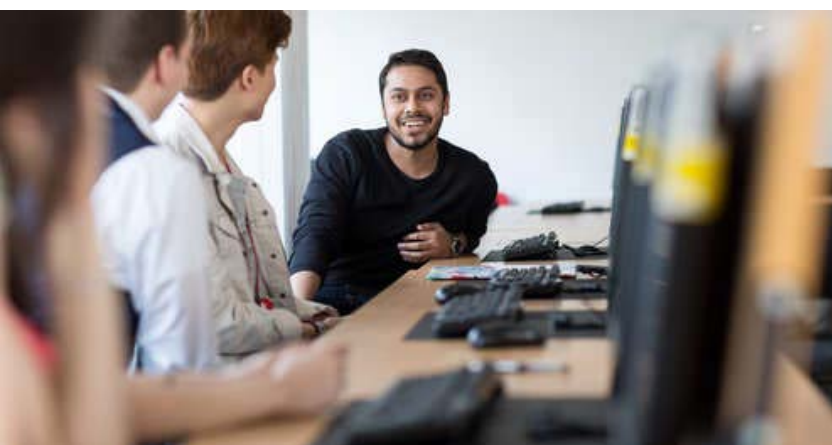
Recycling duel

# Surveys and quizzes

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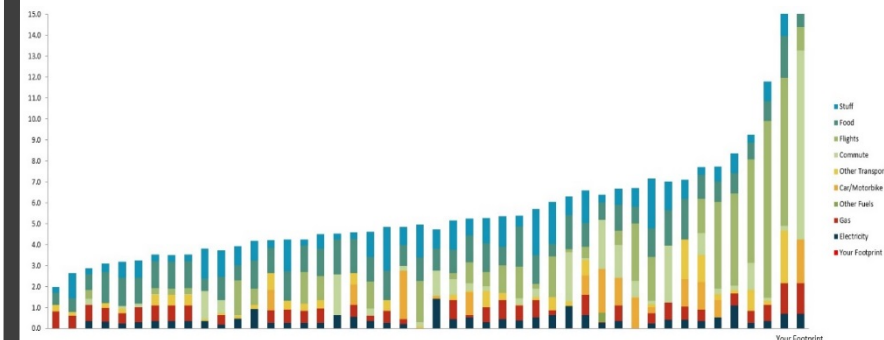
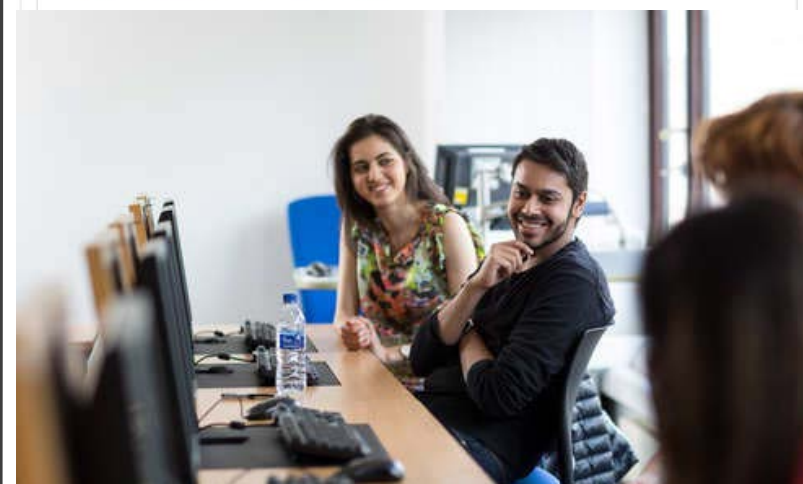


## Sustainable City Challenge: Global Goals



Do the Global Goals feature in your interactions with students? \*

- ☐ Yes, we talk about the Global Goals and/or a specific Global Goal
- ☐ No, but we talk about topics which have a clear link to the Global Goals
- ☐ No, they are not relevant
- ☐ Not sure
- ☐ Not applicable, I don't interact with students



## Sustainable City Challenge: Carbon Counts!

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## Sustainable City Challenge: Christmas energy quiz!

Take our  
**Christmas  
Energy Quiz!**

Entries accepted until 31 December

Enter your details below and then answer our 5 festive-themed questions on the next page!

Full name \*

Email address \*

Sustainable City Challenge Team (based on Schools and Professional service departments) \*

Please select...

Core Business School

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Encouraging team projects



Recycling duel

# Encouraging team projects



## How to ditch the disposables in your office



Promote the 30p discount for all hot drinks purchased at Northampton Square when you bring a reusable cup. At Cass we offer a 20p discount, and you can also find similar offers at many high street outlets



Always request china for any hospitality orders. Simply add a note in the "Event Instructions/Special Comments" box on the online form.



Promote your local bottle refill points. Tell staff and students where they can find their nearest kitchen or water cooler machine



Raise the issue at a team meeting and explain how staff can help reduce the amount of disposables they use



Set up a plastic bag collection and reuse point in your office



Remind staff to say no to plastic straws



Run a competition in your office for someone to win a keep cup. Let the Sustainability team know what you're planning (or ask them for ideas) so they can organise the prize.



Put a sign up in the office and remind staff to say no to plastic cutlery, encouraging them to borrow it from the office instead

## Send evidence of 5 completed actions to the Sustainability team to earn extra mile points!

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Recycling duel

# Recycling duel

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# Flexible structure



Looking for  
inspiration  
elsewhere, bringing  
in challenges from  
other teams

Extra Mile provides  
an opportunity for  
deeper  
engagement

Varying challenge  
styles to manage  
resources  
throughout the  
year

Careful challenge  
design, clear aims for  
each challenge

# Flexible structure



## Key points

- Link pre-existing or other sustainability initiatives to increase participation (e.g. travel survey)
- Timely gathering of useful information – linking to hot topics and information as and when it's needed
- Adapt and align to organisational priorities (e.g. community)



# Accessibility and Participation

Using different  
methods of getting  
involved

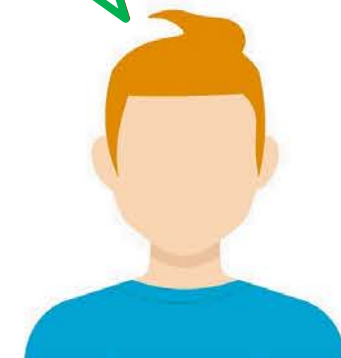
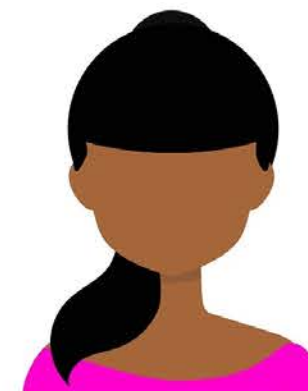
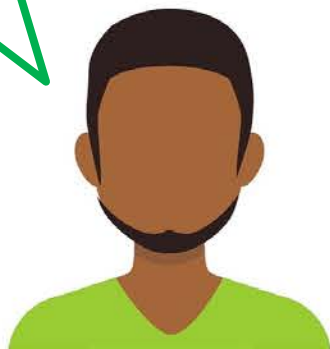
Different challenges  
throughout and  
between years, but  
being selectively  
repetitive

Extra Mile  
provides control  
and ownership for  
teams and  
individuals

Performance is  
linked to team  
participation

Engage managers,  
team roadshows

Variety in  
challenges





# Accessibility and Participation

## Key points

- Variety of opportunities to get involved
- Different styles of actions attracts a wider audience
- Make it inclusive
- University wide challenges provide legitimacy and authority to actions
- Timings

# Communication



Limited access to  
University wide channels

Linking to other University initiatives and strategic  
priorities

Communicating the right  
message

Good planning, multiple activities which reinforce  
the same message, speaking to many people

Maintaining staff motivation

Live leader board and mid-month updates

Engaging disinterested teams

Roadshows, recruiting SLs, direct emails to managers

Ensuring consistency of SLs

Regular communications, recruitment

???

Engaging academics

???

# Communication

## Key points

- Use Sustainability Leaders
- Word of mouth (e.g. unusual activities)
- Link to other University initiatives
- Range of mediums



# Measurement and Outcomes

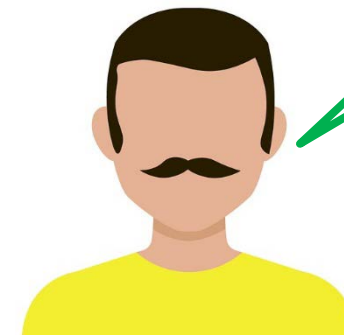


Requiring  
registration

Designing  
challenges well

Monitoring  
participation  
levels

Including  
questions in  
surveys and  
feedback





# Measurement and Outcomes

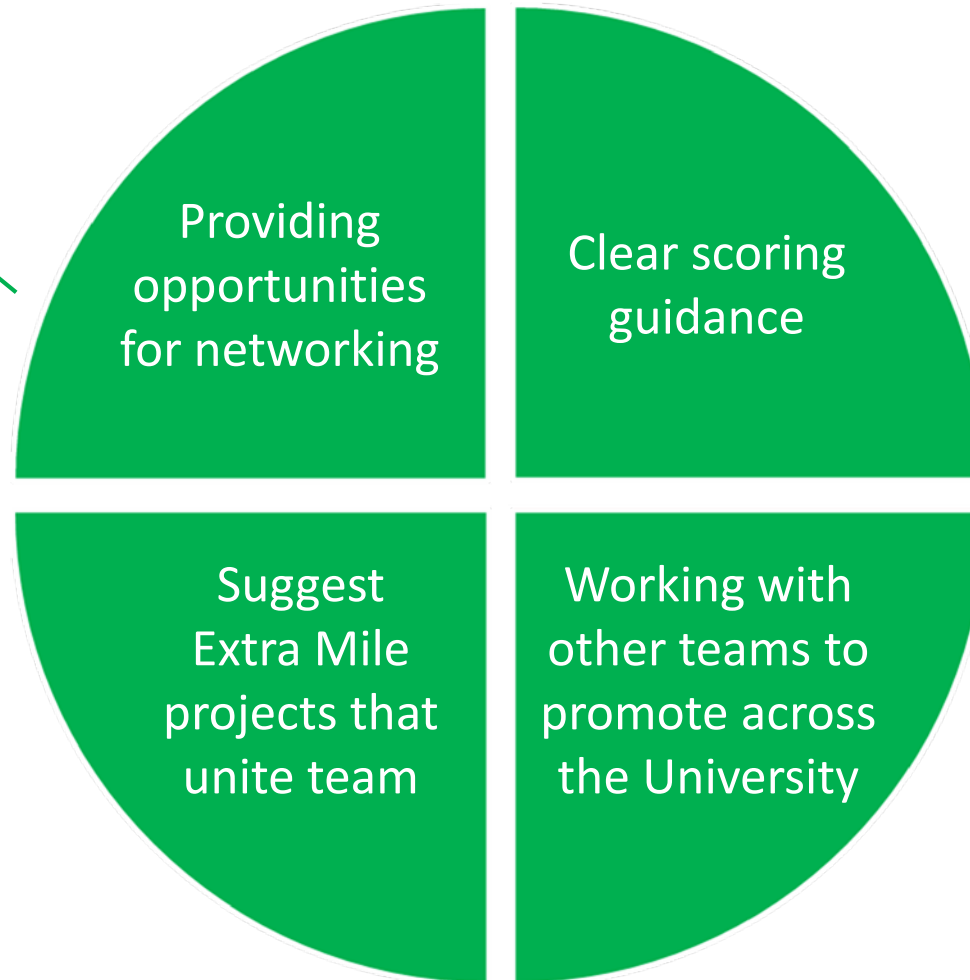
## Key points

- Design challenges that provide statistics for each month (e.g. unique participations, team participation)
- Set clear guidelines (e.g. for Extra Mile projects)
- Survey questions
- Feedback sessions to gather qualitative feedback from participants

# Collaboration



e.g. Sustainability Leader  
workshops, event based  
monthly challenges



e.g. Organisational  
Development  
and Communications  
team

# Collaboration



## Key points

- Collaboration within large, geographically spread departments
- Departments working together through Extra Mile and 'event' challenges
- Collaboration with local community (e.g. Extra Mile gardening project)
- Bringing in challenges from other departments (e.g. IT and virtual meetings)

# Shareboard



Sustainability engagement

padlet

Sustainable City 1m


## Sustainability engagement

What good examples do you have/ what are you doing now that works well?

Sustainable City 10m

### Engaging offline staff

We leave printed copies of surveys in the kitchens or use "voting buckets" if they don't have regular access to a computer as part of their job.



What problems have you come across?

Sustainable City 5m

### Different sized teams

There is a big discrepancy between the size of our teams - this makes it easier for the small teams to get high participation numbers and easier to win prizes!

To try and resolve this we adjust the scoring for the large and small teams. We've also tried putting some of the smaller teams together but it doesn't really work!

What would you like to see your colleagues doing in the future?

Sustainable City 9m

### Collaborating

We would like to see our teams working together more on projects!

Other

Sustainable City 1m

Any extra comments that don't fit into the first three categories!

0

Add comment

Staff need to shout about what they're doing!

Sustainable City 1m

Some teams are doing really great projects but no-one ever hears about it!

# Shareboard

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1. What is successful in your staff engagement programme?
2. What problems have you come across?
3. How would you like your staff engagement programme to develop in the future?

[www.padlet.com/EAUC/engagement](http://www.padlet.com/EAUC/engagement)

# Thank you

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[www.padlet.com/EAUC/engagement](http://www.padlet.com/EAUC/engagement)

[Jessica Lobo](#), Sustainability Engagement Coordinator

[Ellie Simes](#), Sustainability Officer



# The SDG Accord

*The University and College Sector's Collective Response to the Global Goals*



*End extreme poverty, inequality and climate change*

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[www.sdgaccord.org](http://www.sdgaccord.org)

