



21st ANNUAL CONFERENCE
28-30 MARCH 2017

 GLOBAL GOALS:
LOCAL ACTION



Developing mass sustainability engagement programmes for staff and students



Headline Sponsor

CarbonCredentials



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- ‘Global Goals: Local Action,’ recognises the critical role universities and colleges across the planet have to play in finding and implementing solutions to climate change and realising the [SDG’s](#) on a local level within their communities and beyond. Education must have a transformational role in realising every one of the Global Goals.
- Throughout your presentation, please consider how your workshop focus/topic relates to the SDGs.

The University of Manchester



- Largest student community in the UK with almost 40,000 students.
- More than 1,000 degree programmes.
- Over 10,000 staff, one of the largest employers in Greater Manchester.
- Largest estate in UK higher education with 240 buildings across 270 hectares and includes 24 listed buildings.
- 25 Nobel Prize winners among our current and former staff and students.

The University's strategic goals



1

Goal one

World-class research

The University will be one of the top 25 research universities in the world, where internationally-leading researchers produce research of the highest significance and impact. We will be recognised for our interdisciplinary research, for training outstanding researchers and giving parity of esteem to discovery, application, knowledge transfer and impact.

“An impact beyond academia which yields economic, social and cultural benefits.”

2

Goal two

Outstanding learning and student experience

The University will provide a superb higher education and learning experience to outstanding students, irrespective of their backgrounds, and will produce graduates distinguished by their intellectual capabilities, employability, leadership qualities, and their ability and ambition to contribute to society.

“Enthusiastic and engaging teachers who treat students as individuals in a motivating environment.”

3

Goal three

Social responsibility

The University will contribute to the social and economic success of the local, national and international community by using our expertise and knowledge to find solutions to the major challenges of the 21st century, and by producing graduates who exercise social leadership and responsibility.

“Social responsibility will be embedded in our research and learning.”

Social responsibility



Five priorities for social responsibility



www.socialresponsibility.manchester.ac.uk

Signature programmes



Six social responsibility signature programmes have been identified to address these priorities.

ADDRESSING INEQUALITIES

ETHICAL GRAND CHALLENGES

SCHOOLS GOVERNORS INITIATIVE

CULTURAL ACCESS PROGRAMME

THE WORKS

10,000 ACTIONS

www.socialresponsibility.manchester.ac.uk/signature-programmes

Ethical Grand Challenges



Student facing 'signature programme'
Roll out to all UG students beginning Sept. 2016

UNIVERSITY OF MANCHESTER STUDENTS MAKING A DIFFERENCE

SUSTAINABILITY

Helping students to get the knowledge and understanding, skills and attributes needed to work and live in a way that safeguards environmental, social and economic wellbeing, both in the present and for future generations.

SOCIAL JUSTICE

Helping students to promote a just society by challenging injustice, valuing diversity, supporting human rights and a fair allocation of resources. Building fairer communities in Manchester, the UK and across the globe.

WORKPLACE ETHICS

Helping students to get ready for the workplace by exploring the ethical dilemmas commonly faced by graduates in their early years after leaving university. Exploring workplace ethics in different career paths and in different countries.

Sustainability Challenge 2016



- Offered on Welcome Week Day 2 to all 8,000 1st years, after pilots in 2014 & 2015
- Simulation based around development of new campus the fictitious University of Millchester.
- Designed and developed by UoM Academics and PSS staff.
- Based on research at UoM – Millchester is fictitious, but issues are real, research is real
- Working in multidisciplinary groups students make decisions about new campus taking into account environmental, social and economic factors.
- 5,000 students attended, 100 classrooms, 9 buildings, 200 + staff.

Sustainability Challenge 2016



Sustainability Challenge – The Set Up



Working Group Brief



Campus East Working Group - Your Task:

- *Decide on the best package of options for Campus East. You must not exceed your allocated budget.*
- *Prepare and deliver a 5 minute presentation setting out your vision and recommendations for Campus East to the University Board of Governors.*
- *The Board will expect your recommendations to balance: social, environmental and economic impacts of the proposed development.*

You must give your 5 minute presentation in just over an hour.

Sustainability Challenge

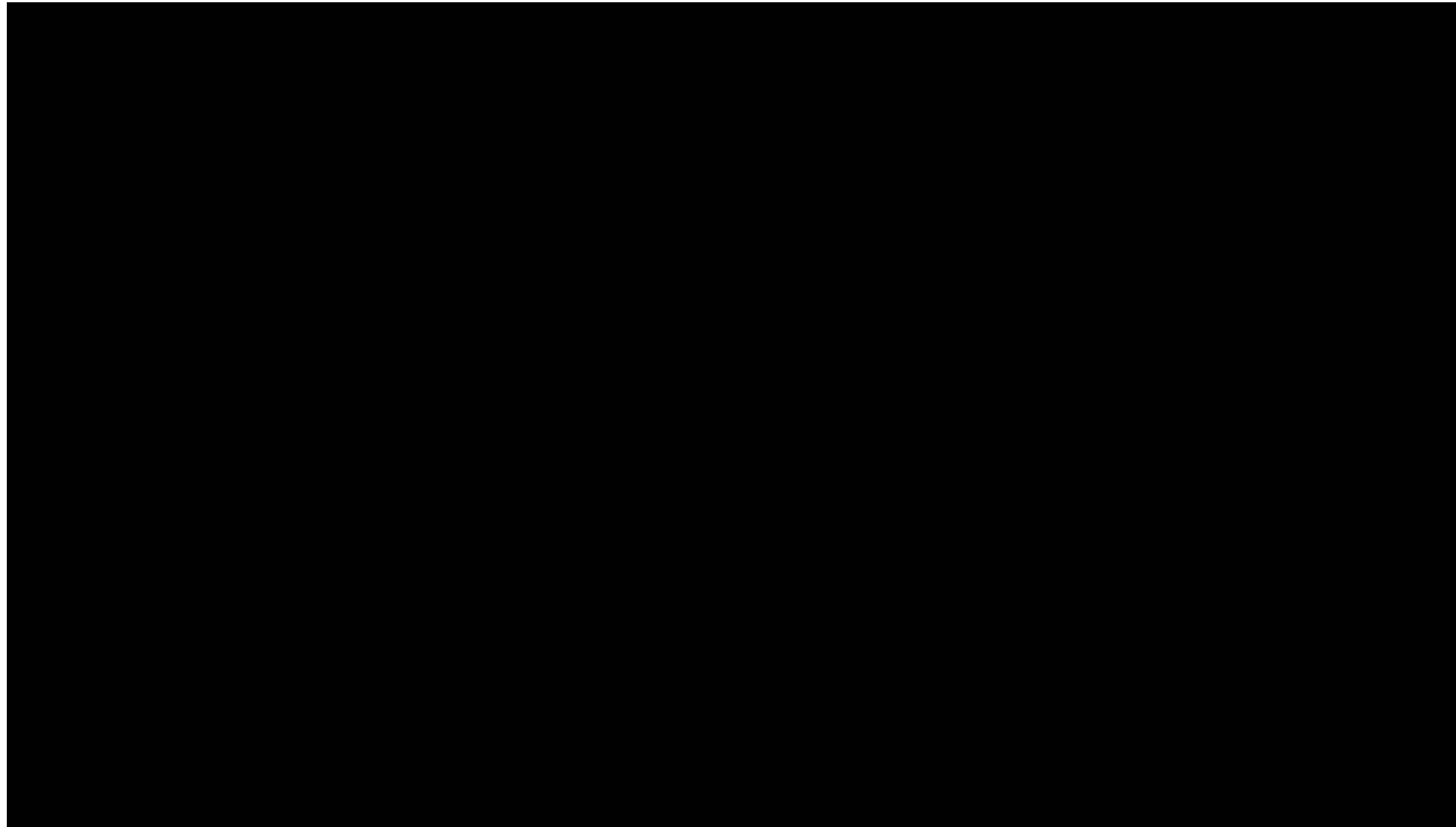
The Brief



Sustainability Challenge - The Game Changers



Sustainability Challenge 2016: What happened. . .



Sustainability Challenge Plenary Session



Positive feedback from students



- 85% enjoyed the Challenge
- 82% agreed they were more aware of the complexity of sustainability issues
- Surprises
 - Attendance slightly better in the morning than the afternoon
 - The power of flapjacks!

•



Sustainability Challenge – Sector Feedback



‘It wasn’t an ordinary classroom. It was one for 2016 and beyond. All entrenched in modern communication. . . . it was about global perspectives too - so whilst the battleground was land in a northern English city, the implications stretched out to the planet’s melting ice caps’

Jim Tudor, 2016



Sustainability Challenge – Institutional Feedback



“What the Sustainability Challenge teaches, in my view, is firstly that it is imperative, and fun, to make research accessible, through....an engaging activity which makes palpable the outputs of research funding, and will stay with the participants for a long time to come. . . . setting a clear task which can only be solved through collaboration sets free surprising abilities to cooperate, innovate and trust in the jointly produced solutions which no one could have devised alone.”

Dr Judith Kraus, Global Development Institute



Sustainability Challenge Student Feedback



“The Sustainability Challenge in the first week of my course helped me realise that I really wanted to do something related to environmental sustainability and get to know the community I would be living in for next four years of my life. Hence, I started volunteering with Incredible Edible Manchester . . . “

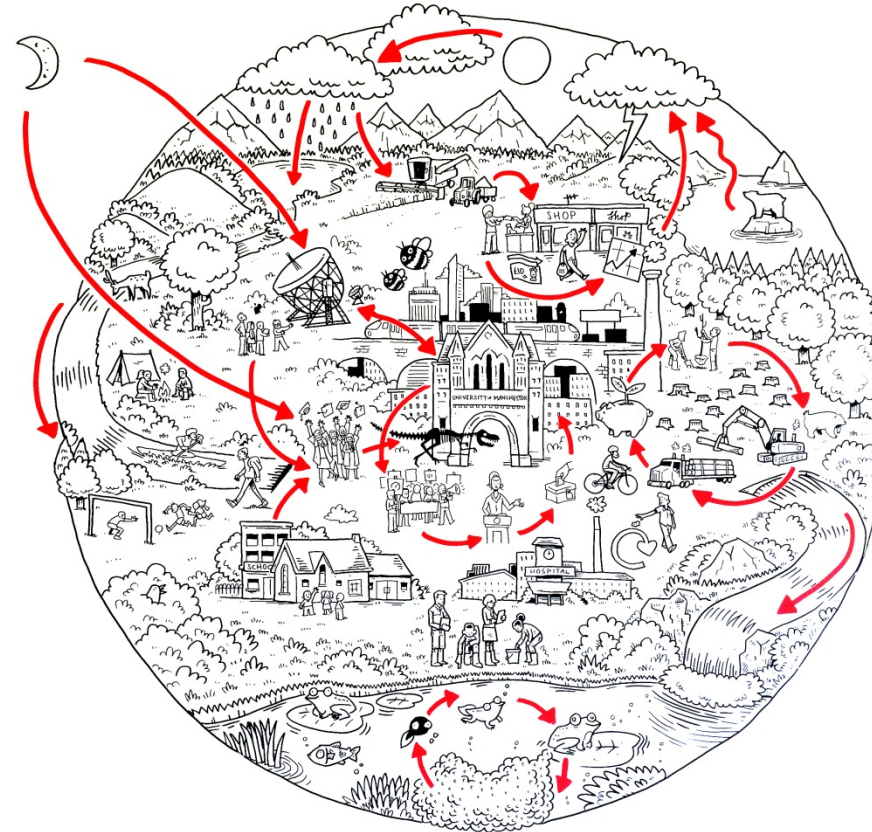


10,000 Actions



- An environmental sustainability learning and engagement programme for staff.
- Learning is through videos based on the University's own research.
- Staff are able to plan how to manage their environmental impact and track their progress.
- 10,000 Actions is for *all* staff at the University.
- Devised to engage all members of staff rather than just those who are enthusiasts.
- Most ambitious sustainability programme for staff in higher education.

Introductory video



https://www.youtube.com/watch?v=MDjSkf_m55I

Data so far



Since 10 November 2016

- Over 40% of our staff have engaged with the programme compared to the 3% who were involved with previous schemes such as Green Impact and Sustainability Enthusiasts.
- 23,509 actions have been pledged with 4,603 in progress or already completed.
- 351 members of staff who do not have access to a computer attended face-to-face sessions.
- 29 members of staff have completed the evidence required for their official Carbon Literacy certificate.

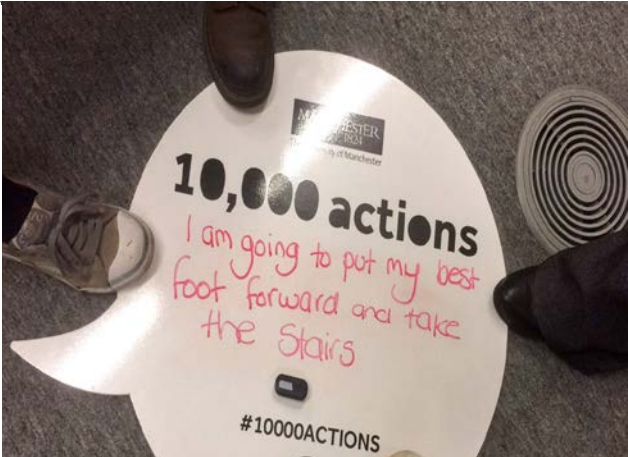
Impact



“It’s interesting, it’s educational and it might be the push you need to make one or two really positive changes which will impact on you and the environment! A lot of little actions can make a huge difference!”

“I think 10,000 Actions is a great initiative and helps get you thinking about small (and big) things you can do to help the environment. I’ve enjoyed going on some of the lunchtime walks when I get chance to – getting a bit of fresh air, exercise and learning about the local area. It helps you come back to your desk with a fresher mind”

Communications



Lessons from institution-wide engagement



- An institution which involves everyone in sustainability
 - Professional development.
 - Volunteering.
- Relationships
 - Collaboration
 - Communications and Marketing.
 - Office of Social Responsibility.
 - Estates and Facilities.
- Sharing skills.
- Way to market the University (Ambition & Identity)
- Institutional learning.
- Build into reporting processes.
- Starting with a huge ambition helps (but is challenging!)

Discussion and Q&A



1. What factors do you think are preventing similar whole institution engagement?
2. What can be taken away to use in your own staff and student engagement programmes?

Contact details



Thank you for your time today!

Ethical Grand Challenges	10,000 Actions
www.manchester.ac.uk/egc	www.manchester.ac.uk/sustainability
@EGC_Manchester	@UoMSust
egc@manchester.ac.uk	10000actions@manchester.ac.uk