



21st ANNUAL CONFERENCE
28-30 MARCH 2017

 GLOBAL GOALS:
LOCAL ACTION



Swell (Sustainability & Wellbeing) Staff and Student Engagement Programme @Swansea Uni



Headline Sponsor

CarbonCredentials



Overview



- **Staff & Student Engagement @Swansea University** - Heidi Smith (5 minutes)
- **The concept & model behind SWell** – Graham Simmonds (15 minutes)
- **Group Activity:** The activity will involve a group discussion on “Barriers, triggers and motivators of Sustainable behaviour change” (15)
- **SWell in practice and its outcomes** - Ambreen Jahangir & Teifion Maddocks (20)
- **Question & Answer Session** (5 minutes)

Staff & Student Engagement



Staff & Student Engagement



Systematic *'frameworks'*

Audit
Policy
Targets
Strategy
Structures
Monitoring
Procedures
Governance

Systemic *'glue'*

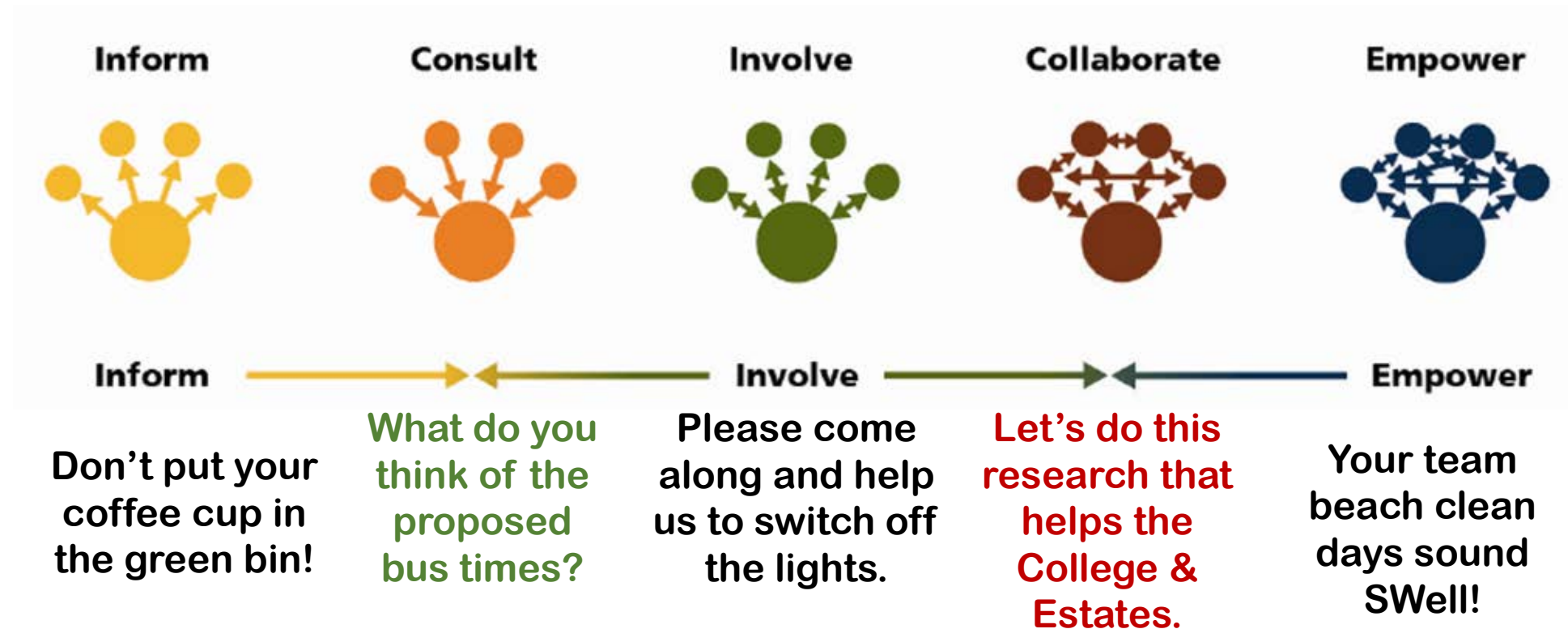
Culture
Ethos
Informal
Networks
Teamwork
Social learning
Social exchange
Self-organisation

CHANGE

convert

enable

HOW?



Staff & Student Engagement



Staff & Student Engagement



+



= **swell**

Embedding sustainability and wellbeing at Swansea University

Graham Simmonds, JUMP



1. About us
2. The SWell concept
3. The SWell model



Embedding sustainability and wellbeing at Swansea University

Graham Simmonds, JUMP



1. About us
2. The SWell concept
3. The SWell model



About JUMP – what we do



- Sustainability and well-being
- Communications and engagement
- Technology and innovation
- Project management



About JUMP – who we work with



- Universities
- Local authorities
- Companies



Behaviour change isn't easy....



Sustainability Behaviours



Sustainability behaviours easier than some....



My entire social life is spent in bars,
so I don't see giving up drinking as a
viable option. Could you see me
saying, 'Tomato juice please?'

— Lemmy Kilmister —

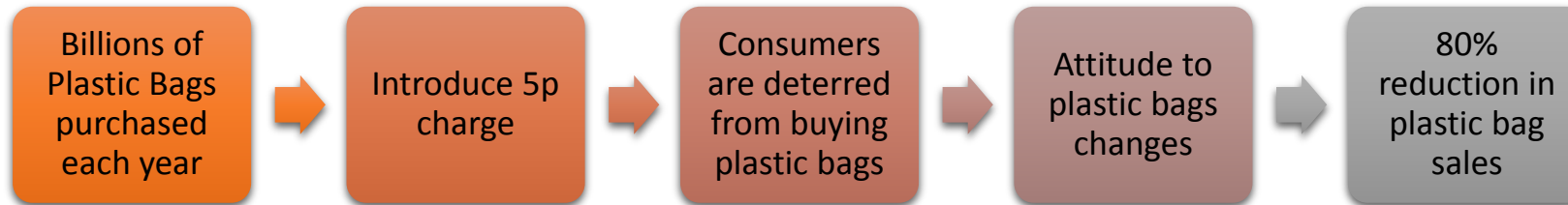
SWell is a practical intervention



Intervention



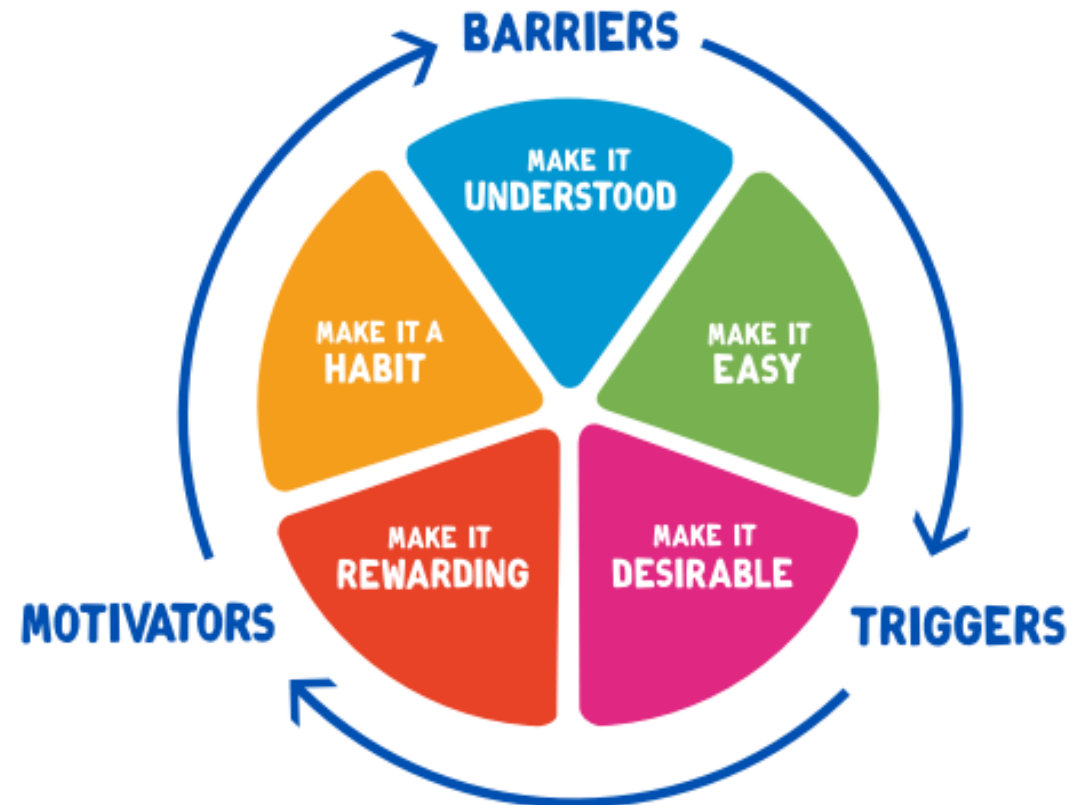
Plastic bag levy exemplifies intervention....



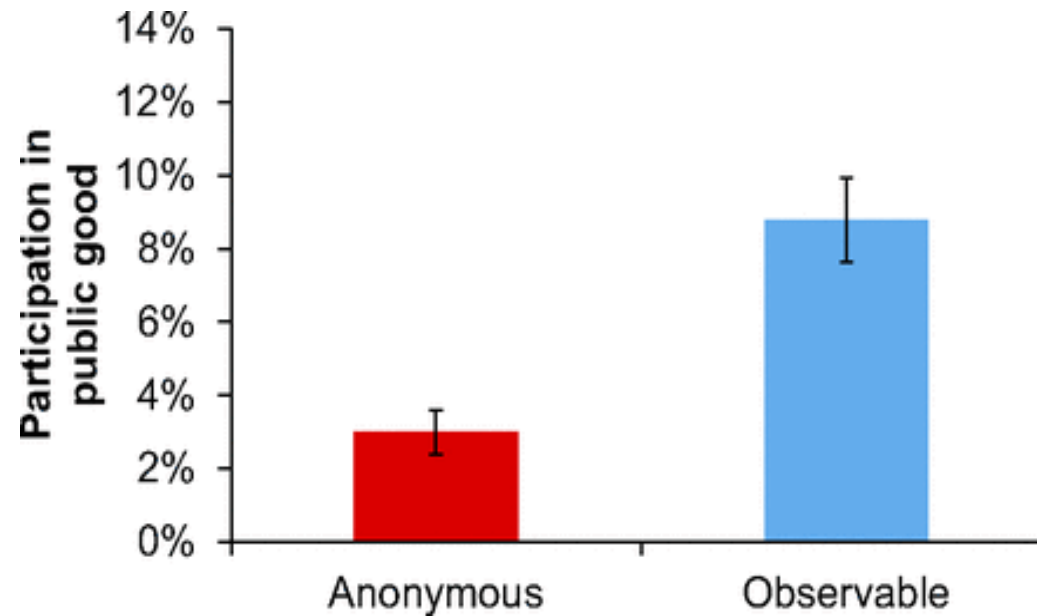
“Five Levers for Change”



SWell follows the “Five Levers for Change”



SWell exploits observability and competition



Research by Erez Yoeli, Moshe Hoffman, David G Rand and Martin A Nowak 2013

Team competition motivates participants



LEADERBOARD

LEADERBOARD: TEAM **DEPARTMENT**

YOU'VE EARNED 13875 POINTS FOR ACADEMIC SERVICES - ACADEMIC QUALITY SERVICES / GWASANAETHAU ACADEMAIDD -

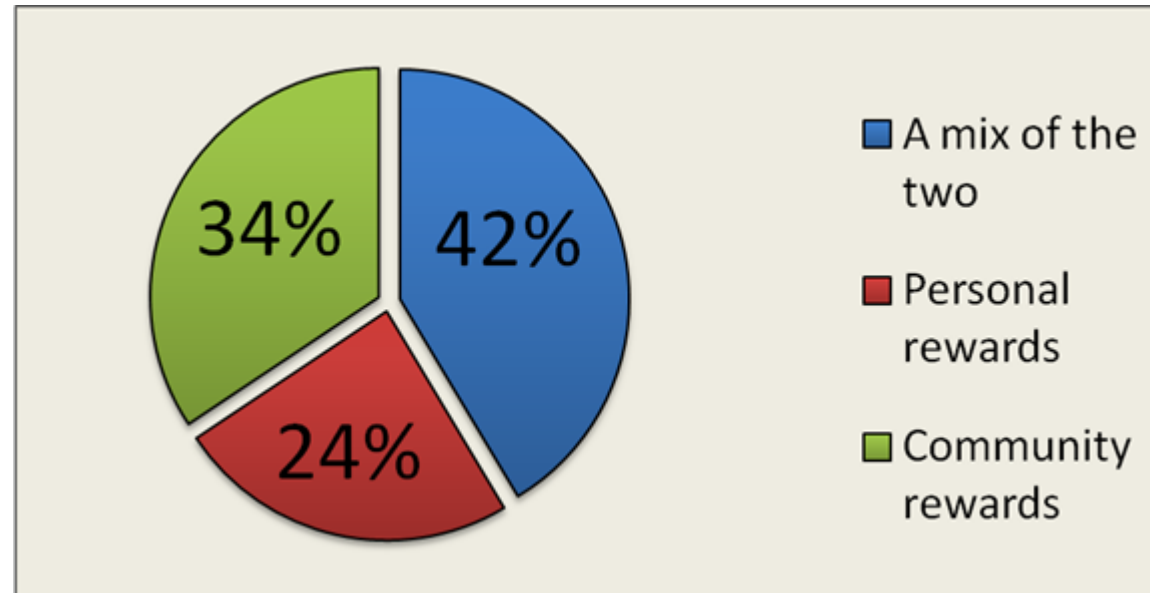
GWASANAETHAU ANSAWDD ACADEMAIDD

DEPARTMENT	TOTAL POINTS	AVG PER PERSON
1 PLANNING AND STRATEGIC PROJECTS UNIT	67,380	4,211
2 INFORMATION SERVICES AND SYSTEMS	250,255	4,036
3 DEPARTMENT OF MARKETING, INTERNATIONALISATION AND DEVELOPMENT	111,160	3,970
4 STUDENT SERVICES	229,370	3,823
5 COLLEGE OF ENGINEERING	206,395	3,621

WIN PRIZES FOR YOU AND YOUR GROUP BY TOPPING THE
LEADERBOARD!

OPT IN TO ACTIVITIES

SWell mixes community and individual incentives



Green Rewards research 2014 with 2,847 sample size

Local community projects are motivating



CHARITIES AND COMMUNITY PROJECTS



Gofal

CHARITY INFO

VOTE

24% of votes

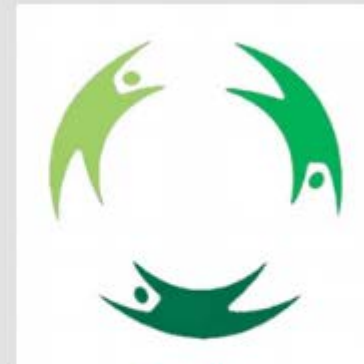


The Wildlife Trust for
South and West Wales

CHARITY INFO

VOTE

45% of votes



Caer Las

CHARITY INFO

VOTE

6% of votes



Discovery

CHARITY INFO

VOTED ✓






25% of votes

Individual Voucher Prizes



Range of individual voucher prizes motivates wide audience

PARTICIPATE MORE AND WIN VOUCHERS

 <p>M&S EST. 1884</p>	 <p>green rewards rewarding positive steps eVoucher</p>	 <p>TALIESIN</p>	 <p>SPORT CENTRE</p>	 <p>campus catering</p>
Marks and Spencer eGift Voucher	Green Rewards Voucher	Taliesin Arts Centre Voucher	Sport Centre Voucher	Campus Catering
MORE INFO	MORE INFO	MORE INFO	MORE INFO	MORE INFO

Exploit technology for easy user experience



Sign in from social media platforms



Google Analytics

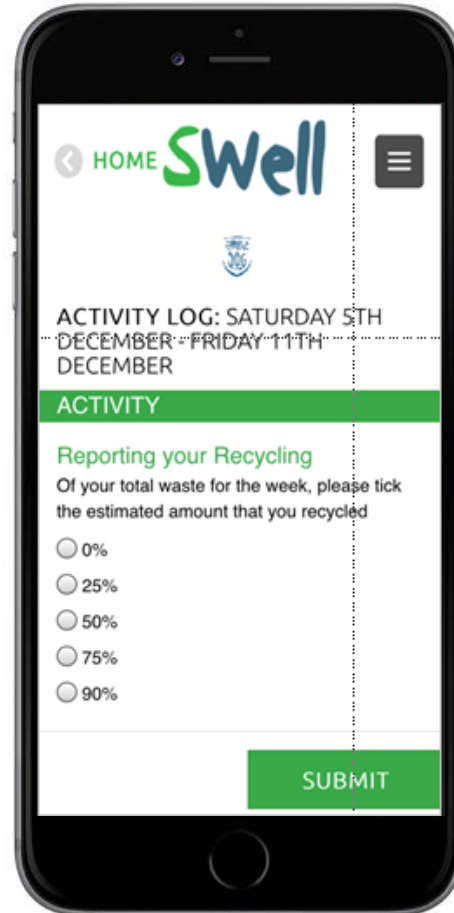


Google analytics track the changing ways participants engage with the programme

Browser ?	Sessions ? ↓
	5,320 % of Total: 100.00% (5,320)
1. Chrome	2,761 (51.90%)
2. Internet Explorer	1,662 (31.24%)
3. Firefox	348 (6.54%)
4. Safari	266 (5.00%)
5. Safari (in-app)	120 (2.26%)
6. Android Webview	64 (1.20%)
7. Mozilla Compatible Agent	47 (0.88%)
8. Edge	41 (0.77%)
9. Android Browser	6 (0.11%)
10. Opera	5 (0.09%)

Operating System ?	Sessions ? ↓
	5,320 % of Total: 100.00% (5,320)
1. Windows	4,643 (87.27%)
2. iOS	345 (6.48%)
3. Android	195 (3.67%)
4. Macintosh	77 (1.45%)
5. (not set)	47 (0.88%)
6. Linux	10 (0.19%)
7. Chrome OS	3 (0.06%)

Weekly submissions through our app



Regular communications builds feedback loop



The 'swell' logo in white and green text on a blue background.

The Swansea University logo, featuring a crest and the text 'Swansea University Prifysgol Abertawe'.

Your wellbeing at work

Welcome to 2017! It's a brand new year and a time to put those New Year's resolutions into action. Research suggests that we spend around 30% of our lives at work, so let's make a positive start by working on your wellbeing during those working hours.

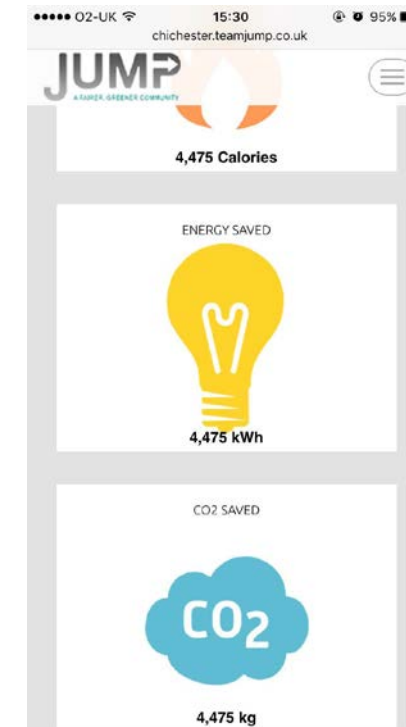
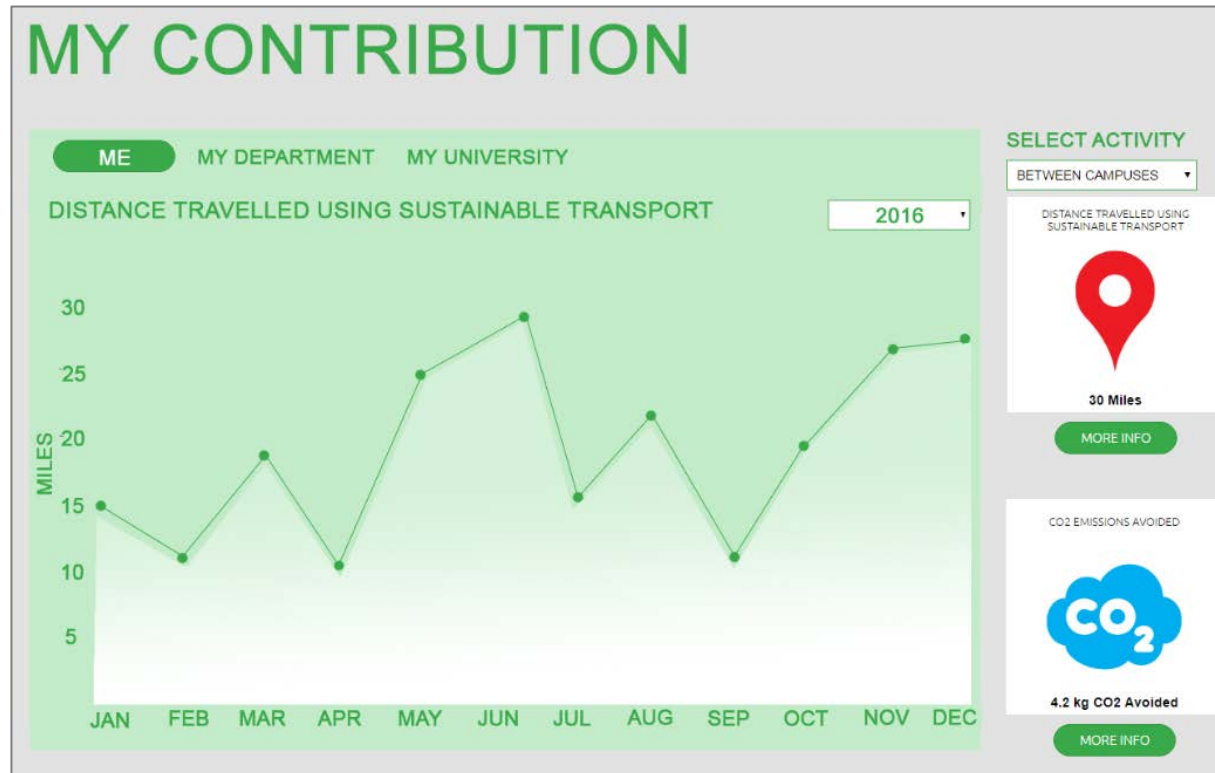
Here are 4 ideas to get you started:

- 1) Make healthier food choices** - nuts over crisps, soup over a sandwich, a banana over a chocolate bar. Leftovers from a wholesome dinner the night before are perfect for an easy, healthy lunch.
- 2) Get your blood pumping** and breathe in some fresh air by taking a walk outside. It feels great to do this after having your lunch.
- 3) Choose to take the [stairs rather than a lift](#)** to burn 7 times more calories. Stair

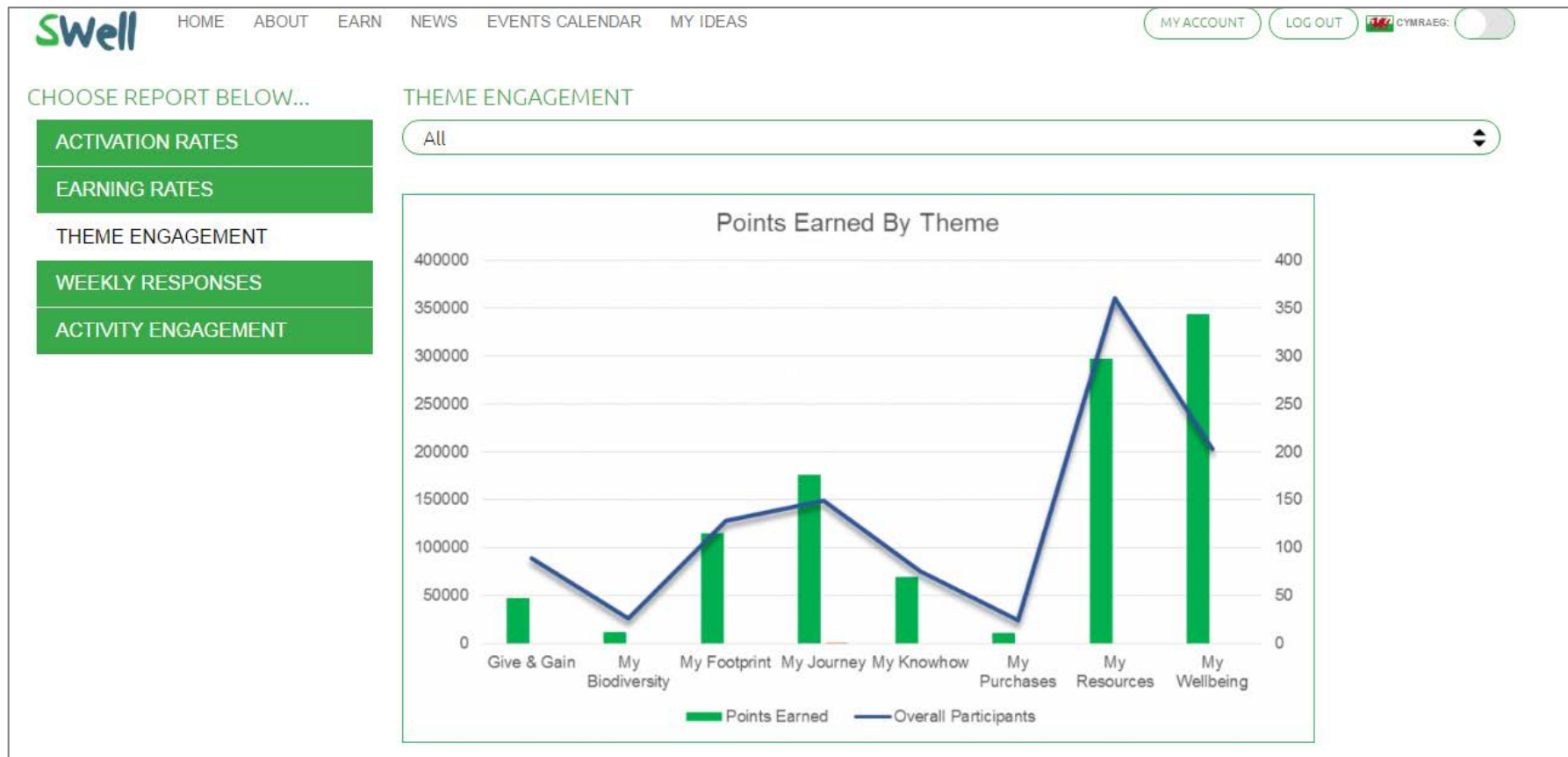


< June 2016 >								
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
	29 SWELL App Laun...	30	31	1	2	3 Wales Biodiversity Week		
	5 Wales Biodiversity ...	6 World Environmen...	7	8	9	10	11 Bike Week	
	12 Wales Biodiversity ...	13	14	15	16	17	18	
	19 Bike Week	20	21	22	23	24	25	

Participants motivated by seeing their impact



Robust management information core to SWell






SWell reinforces the University's sustainability and well-being strategies




EARN POINTS

- GIVE AND GAIN
- MY JOURNEY
- MY BIODIVERSITY
- MY RESOURCES
- MY WELLBEING
- MY KNOWHOW
- MY FOOT PRINT
- MY PURCHASES




RESUSABLE CUPS
Use a reusable cup instead of a disposable cup to earn 100 Green Points per week!

[I'M IN!](#) [MORE INFO](#)




RECYCLING YOUR WASTE
Each week you can earn up to 125 Green Points by letting us know what materials you have recycled.

[I'M IN!](#) [MORE INFO](#)



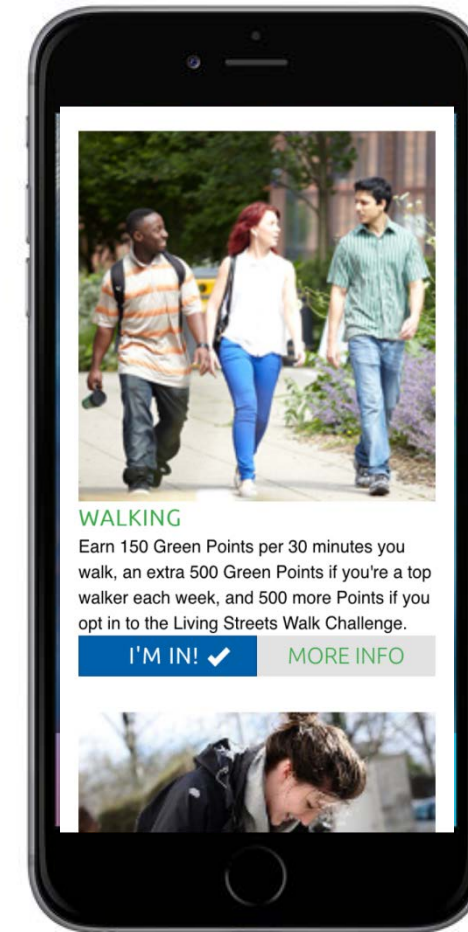
FURNITURE REUSE
Earn 125 Green Points for reusing unwanted furniture or equipment on community pages or other means.

[EARN](#) [MORE INFO](#)



PRINTING SMART
Let us know when you have minimised your printing and you will be rewarded 100 Green Points.

[EARN](#) [MORE INFO](#)



Summary of SWell concept



- Practical intervention or attitude?
- Observability and competition
- Enticing and relevant “carrots”
- Maximise technology
- Feeding back to participants is vital
- Robust data monitoring

Staff & Student Engagement



Come and talk to us on our EAUC stand



Group Activity



Discuss **Barriers**, **Triggers** and **Motivators** of Sustainable behaviour change for these scenarios

Group A: Volunteering during working hours

Group B: Outdoor and walking meetings

Group C: Arranging events sustainably & printing smart or no printing

BARRIERS:
Time

MOTIVATORS:
Social rejection

TRIGGERS:
Corporate policy

10 MINS

SWell in practice and its outcomes



by Ambreen Jahangir & Teifion Maddocks


- Transition from Green Impact to SWell
- Targets and Outcomes
- Challenges and Learning

Green Impact to Swell



Stakeholder engagement

Learning from Swell Pilot

 95% talk positively about SWell and agree it reduces University Impacts

50%
Preferred
Individual
Competition

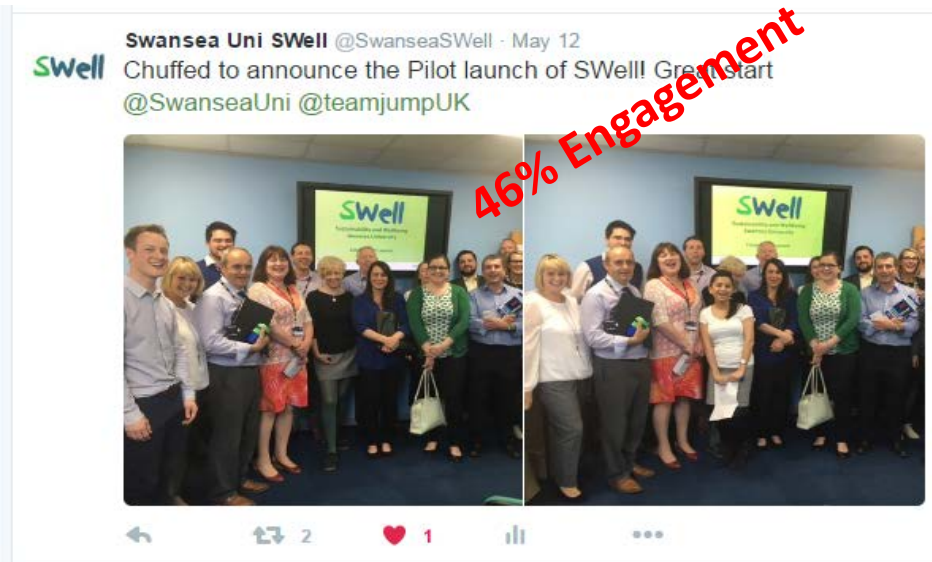
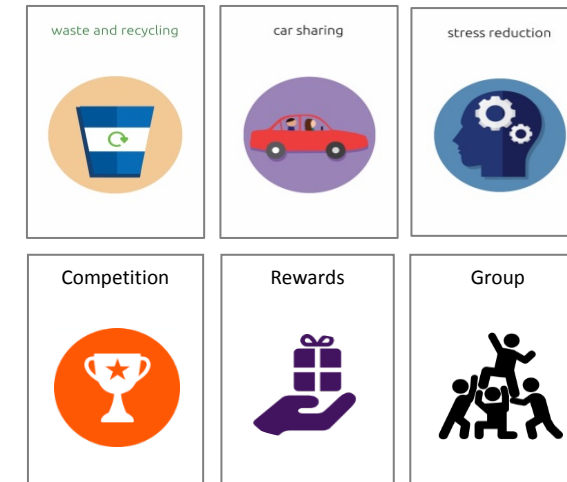


60%
Preferred
Individual
Rewards

50%
Preferred
Team
Competition



40% Team
Donations



SWell Engagement Campaigns



- College & PSU Roadshows
- SWell Student Reps
- College SHE Steering Groups
- College Exchange meetings
- Emails & Social Media
- Fruity Fridays
- Surveys for staff feedback



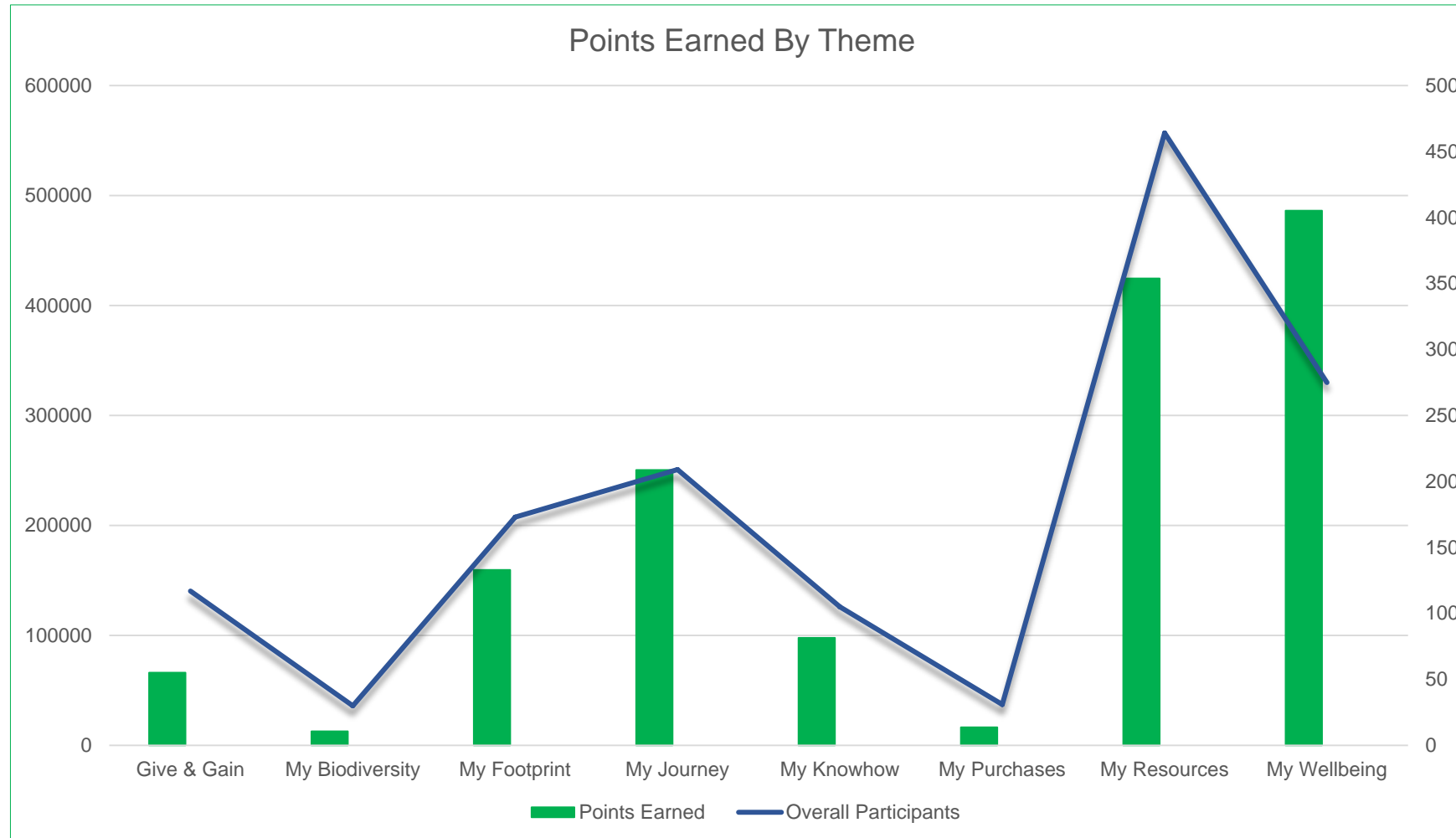
SWell has made me more aware of what I do and don't do.....

27% staff thinks "Maybe their habits have changed positively"



47% staff thinks their habits have changed positively

Engagement Outcomes

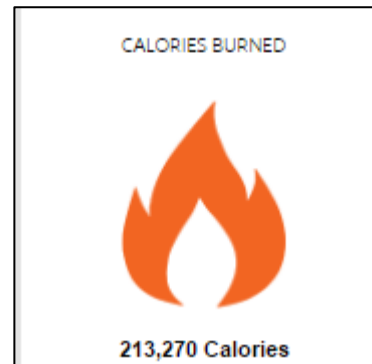
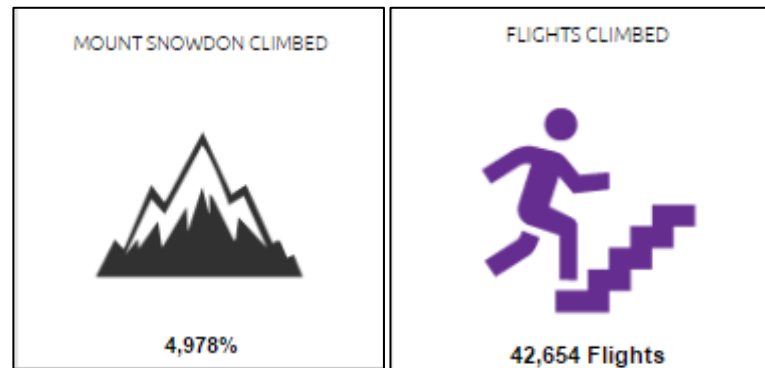


Local Actions: Creating a community to work towards common sustainability goals

Wellbeing Outcomes



Number of times stairs were used over lift: **1629 times**

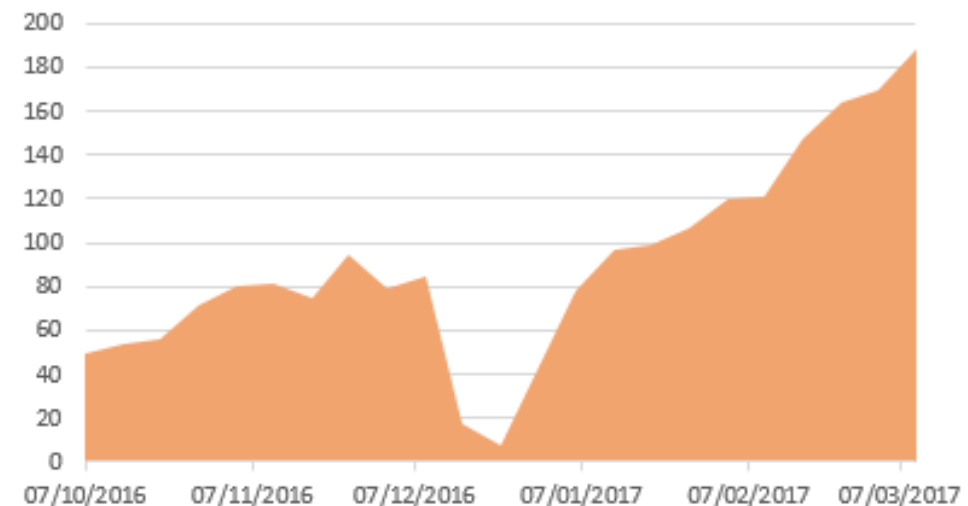


STAIRS OVER LIFTS
Save energy and improve your fitness by walking up stairs rather than taking the lift and we will reward you up to 100 Green Points per week!

I'M IN! ✓

[MORE INFO](#)

Stairs over lifts participation



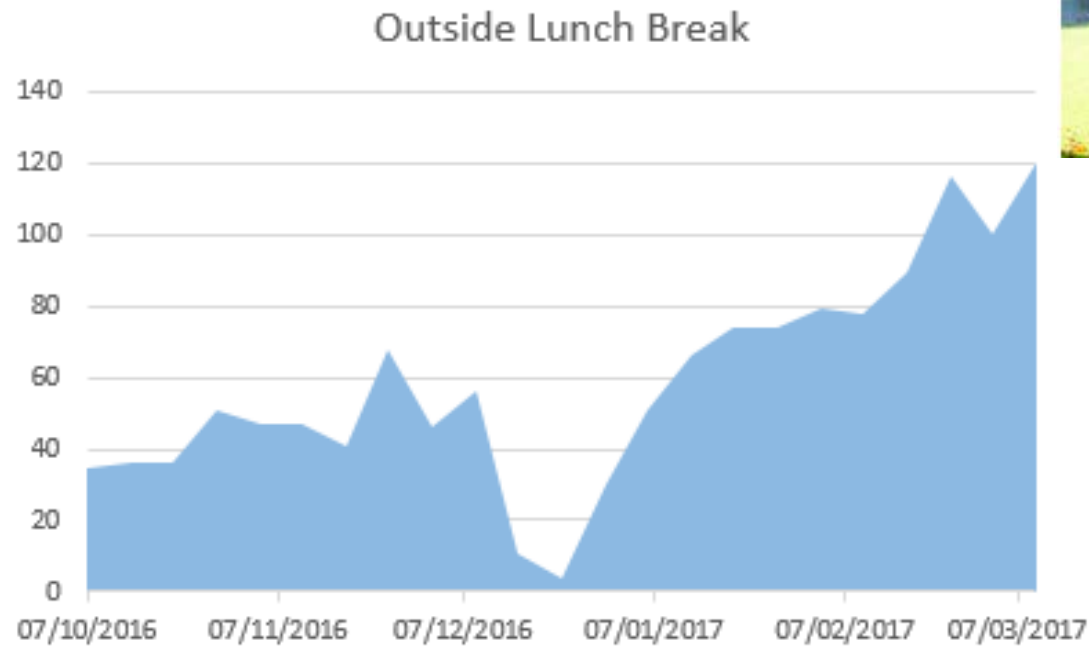
Local Actions:

1. Impacting staff wellbeing by improving their cardiovascular fitness
2. Reduced carbon emissions and energy consumption from lift usage

Wellbeing Outcomes



Number of times people took outside breaks: **1054 times**



OUTSIDE BREAK

Spend your break being active outside in the beautiful campus surroundings to earn up to 100 Green Points per week.

I'M IN! ✓

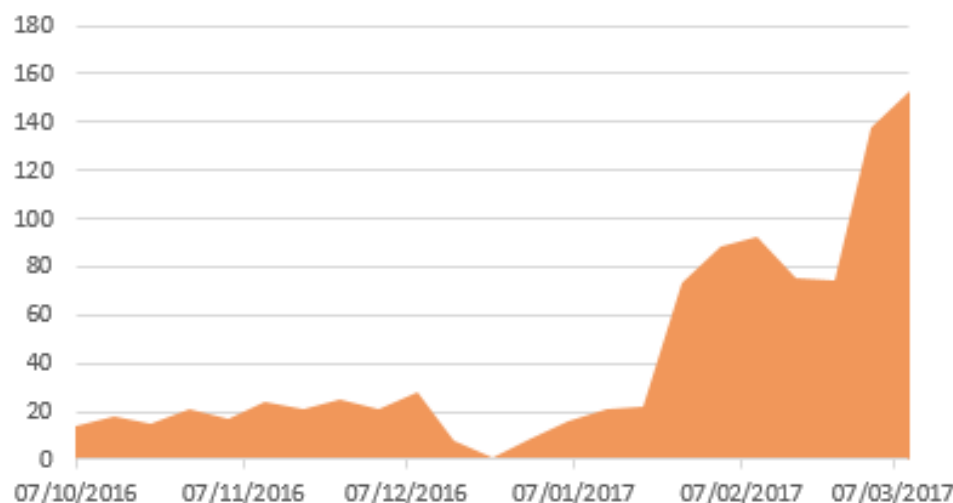
[MORE INFO](#)

Local Actions: Impacting staff wellbeing by improving their focus and productivity and protecting staff from eye strain

Environmental Outcomes

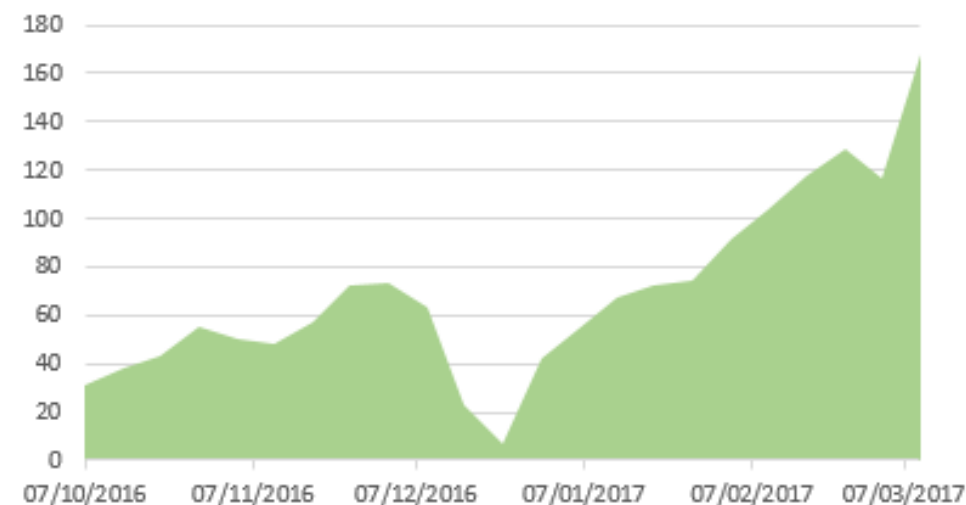


Sustainable travel between Campuses



626 sustainable journeys reported between two campuses

My energy & carbon footprint

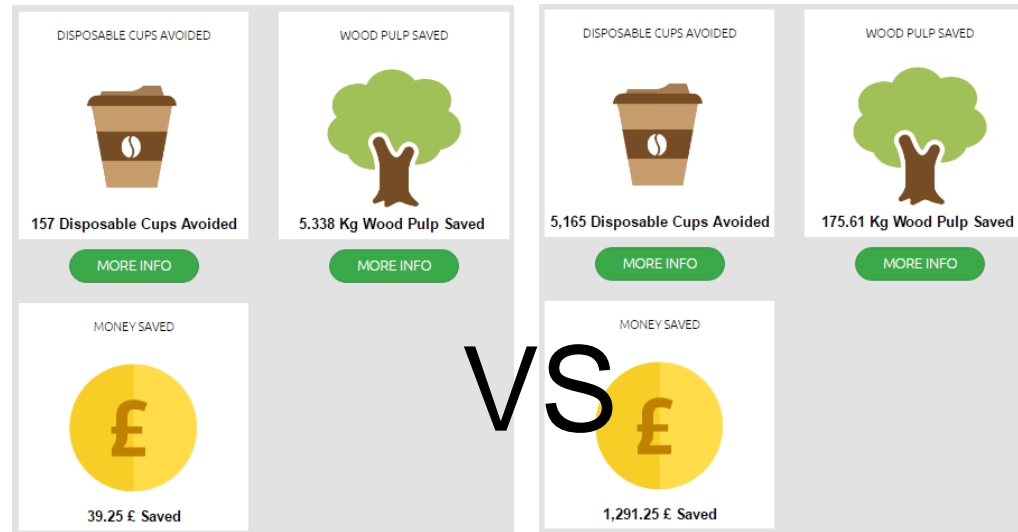


Improved switch off rates. 1145 times switch off reported

Local Actions:

1. Less staff cars on roads, reduced pollution and congestion
2. Potential decrease in carbon emissions from the use of electricity for equipment

My Impact Department Vs My Organisation



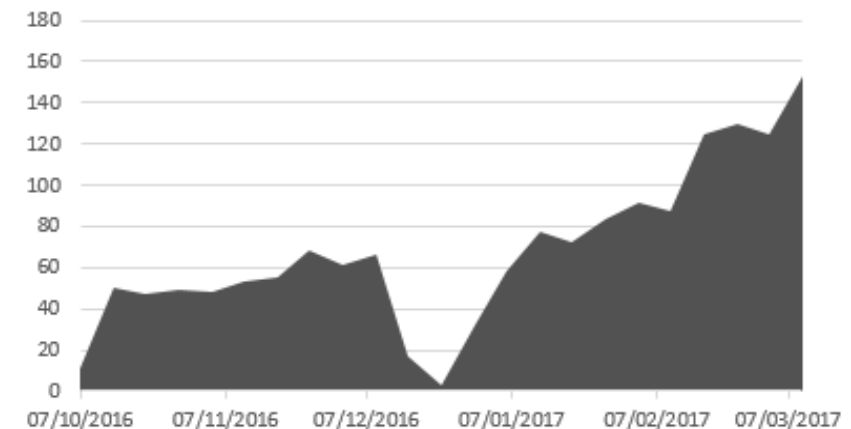
VS



Local Impact:

1. Personal contribution to the University's sustainability targets
2. Reduced waste generation
3. Financial savings for University staff, students and visitors

Use of Reusable Cups



Leaderboard (My team Vs Dept.)



LEADERBOARD

LEADERBOARD: TEAM **DEPARTMENT**

YOU'VE EARNED **18130 POINTS** FOR **ESTATES - SAFETY HEALTH & ENVIRONMENT / YSTADAU - IECHYD A DIOGELWCH**

AMGYLCHEDD

DEPARTMENT	TOTAL POINTS	AVG PER PERSON
1 PLANNING AND STRATEGIC PROJECTS UNIT	88,155	5,510
2 STUDENT SERVICES	326,475	4,598
3 DEPARTMENT OF MARKETING, INTERNATIONALISATION AND DEVELOPMENT	155,515	4,320
4 INFORMATION SERVICES AND SYSTEMS	465,565	4,311
5 COLLEGE OF LAW AND CRIMINOLOGY	28,450	4,064

Local Actions: Creating a sense of ownership and contribution to the University's sustainability targets

Individual Milestone Rewards





Sustainable Staff CHAMPIONS

SARAH



Estates & Facilities Management

SWell is an important reminder each week of what I have done that is SWell and how I can improve for the next week. I recommend everyone to get involved because even the littlest of things like making coffee for your whole team or taking a 20min walk at lunch can make a big difference.

19,905 POINTS

MAHABOOB



Marketing, Internationalisation and Development

Swell is my favourite app which I use to remind myself of sustainable and wellbeing activities at work and home. I would recommend everyone to download the SWell app and get rewarded for it

17,100 POINTS

JOE

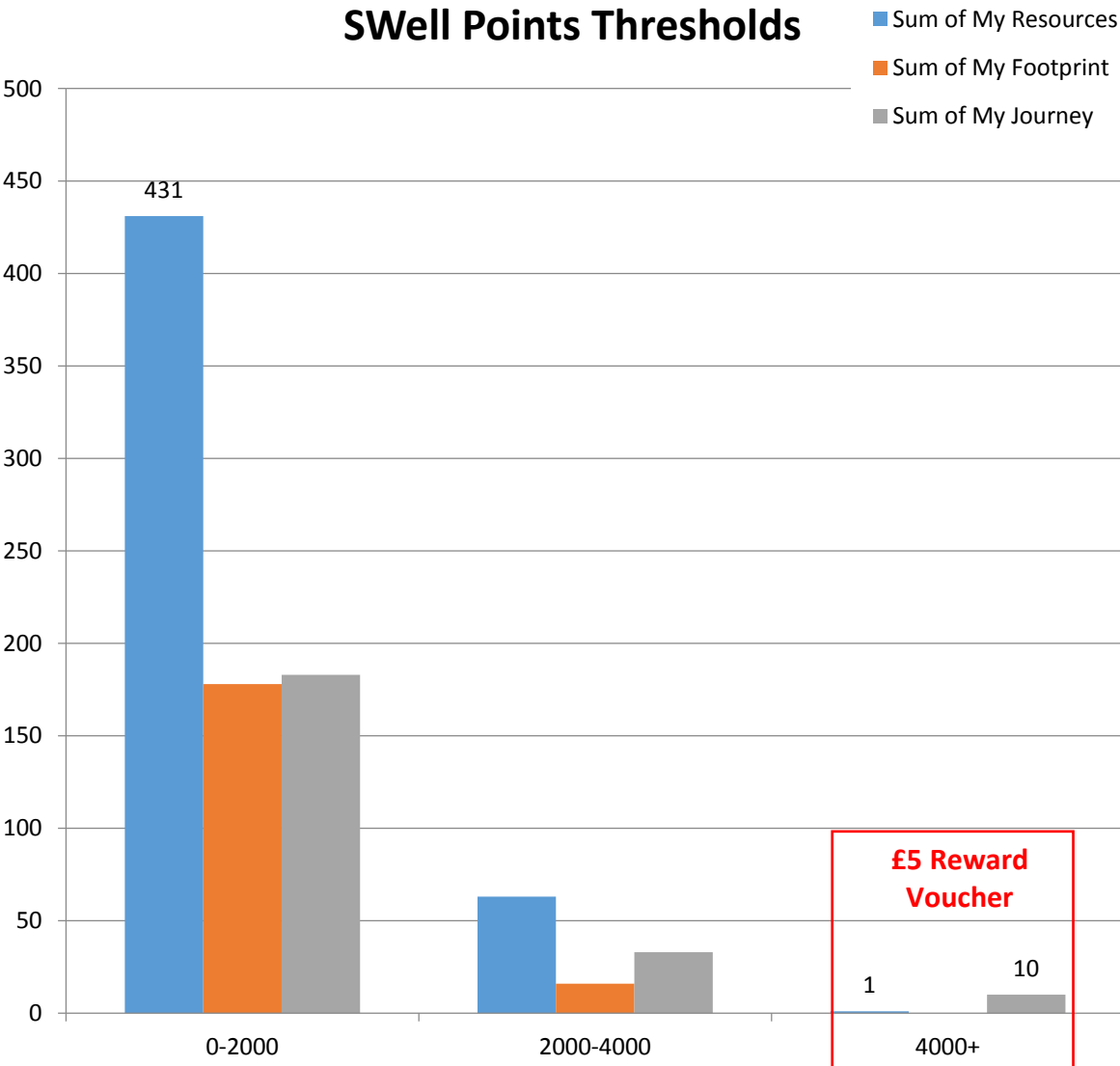


College of Human and Health Sciences

The greatest threat to our planet is the belief that someone else will save it – Robert Swan

16,545 POINTS

SWell Points Thresholds



Individual Milestone Rewards



Uncover the winning habits

Identify, track and promote the winning behaviours



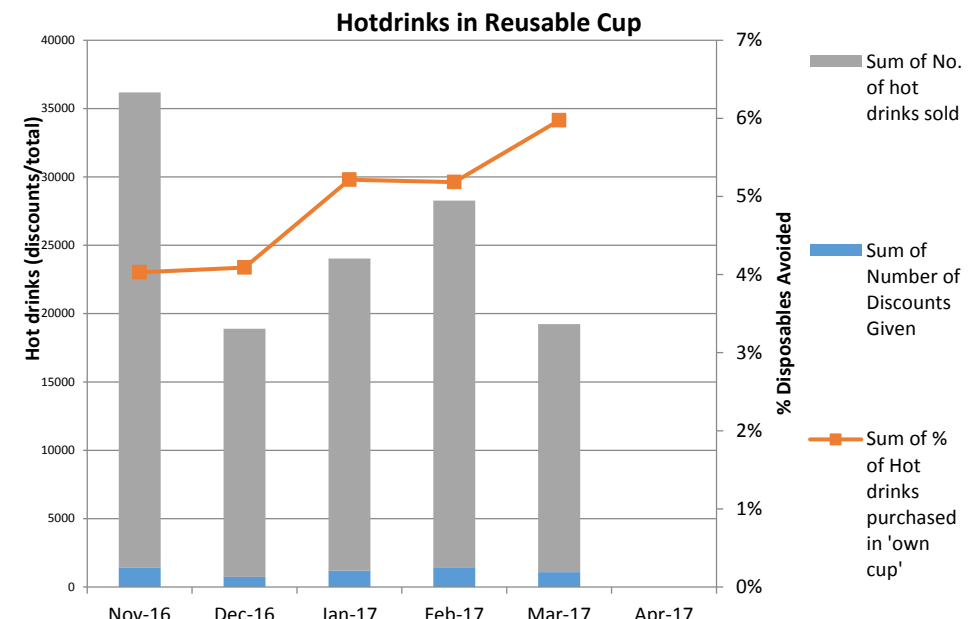
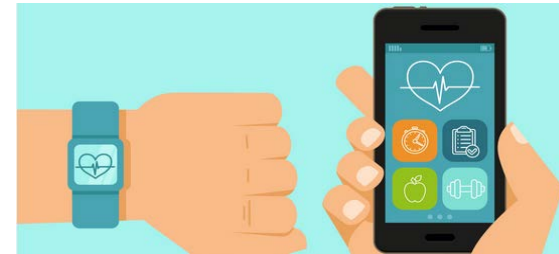
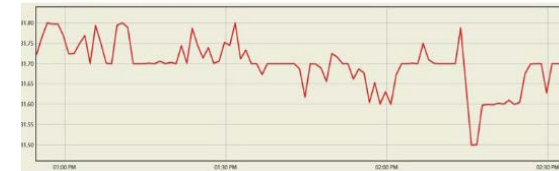
Method not magic bullet!

constant flow of different and interesting triggers

Swell Plans Ahead



- Source smart environmental data in real time for flexible reporting & Engagement
- Integration - fitness apps e.g. Fitbit or Apple watch
- Actual data Vs Honest reporting
- Data from the recent SWell survey



Questions & Answers



...is
my
thank you
dance!

