Planning amazing events!

Jo Kemp, Green Impact Programme Manager, NUS
Peter Lumb, Environmental Coordinator, University of Cambridge

#GreenImpact
www.nus.org.uk/greenimpact
Introductions
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• Who are you?
• What do you want to get from today?
• What’s your green guilty secret!
What we’ll cover today

- Understand the need and applicability of sustainability engagement events
- Gain knowledge of how others at Cambridge and elsewhere have approached their events
- Understand the key components of creating a strong event and the techniques needed to analyse and report on its outcomes
- Confidence to implement your own event
Why run engagement events?

In groups, think of a great engagement event you have been to or have run

What was it?
What made it work?
How did you leave feeling?
What makes an engagement event?

One goal

A few clear outcomes

Great tactics!
Some food for thought...

Here are 28 examples from around Cambridge University

What are the goals, tactics, and outcomes from each one?
Tackling waste

‘What goes where’ stall at CMS

‘Picking up the pieces’ at Faculty of Philosophy

Stationary amnesty at Dept of Chemistry

Greenwich House – waste audit
Tackling travel

Greenwich House

Green Travel event at Corpus Christi

Lunchtime cycle ride at UL

Cycle competition at ARB
Tackling food

Earth Sciences insect tasting event

Sustainable food talk at Geography

CISL sustainable food consultation and gardening sessions
Tackling fashion

*Triage session at Greenwich House*

*Vintage fashion fair at Emmanuel College*

*Fairtrade art collaboration at St Catherine’s College*
Linking with global/national events

Obs & Gynae Dept – Paris COP / French breakfast!

#CycleToWorkDay

Thermal Thursday
Linking with seasonal events

Easter celebration at CMS

Pledge Christmas tree at Architecture

Halloween carving and cooking at St Catherine’s College
Social events

Clare College ‘Carbon Zero’ May Ball

Green-themed bop and cake sale at Jesus College

Green Formal Freshers’ Feast at Emmanuel College
Displays

Paper at Earth Sciences & Greenwich House, cups at Obs & Gynae
Consultation and celebration events

Maintenance Unit pool bike event

Gurdon Institute – ‘million kWh saved party’
Setting your goal and outcomes

Is there an action you are trying to achieve? Are there people you are trying to influence? What is the desired effect/impact?

• One Goal, 2-5 outcomes

• Make sure they are SMART!!
Events this year

- November 2017 - **Spotlight on waste month** *(round-up at [www.environment.admin.cam.ac.uk/news/](http://www.environment.admin.cam.ac.uk/news/))*
- 14 December - **Thermal Thursday**
- 22 December - **Switch off for the holidays**
- February 2018 - **Spotlight on sustainable research month**
- 24 March - **Earth Hour**
- April 2018 - **Spotlight on travel month**
- 22 April - **Earth Day**
- 31 March - **Clocks change - get on your bike!**
- 5 June - **World Environment Day**
Tactics – who are ‘your’ people?

Map your reach as a team

Who has power to help you?
Who has power to challenge you?
Who are your audience?
Map your people

support

influence
Tactics – activities!!

**Activity**
What will you do?
How will it achieve your goal?
How creative can you get?!

**Promotion**
How will you reach people?

**Take-aways**
How do you want people to feel when they leave?
What are their ‘take-aways’?
INSPIRING SUSTAINABLE LIVING

A Summary of Unilever’s Five Levers for Change

**make it a HABIT**
This lever is about reinforcing and reminding.
- Once people have made a change, what can we do to help them keep doing it?

**make it UNDERSTOOD**
This lever makes awareness and encourages acceptance.
- Do people know about the behaviour?
- Do they believe it’s relevant to them?

**make it REWARDING**
This lever demonstrates the proof and payoff.
- Do people know what they’re doing the behaviour right?
- Do they get some sort of reward for doing it?

**make it EASY**
This lever establishes convenience & confidence.
- Do people know what to do & feel confident doing it?
- Can they see it fitting into their lives?

**make it DESIRABLE**
This lever is about understanding people’s perceptions of themselves and their relationship with broader society.
- Will using this new behaviour fit with their actual or aspirational self-image?
- Does it fit with how they relate to others or want to?
Timing is everything!

Are there other events you can tap into? When is your audience most receptive? Is the action time-bound?
Measuring your outcomes

How can you gather feedback?  
How can you measure success?  
How can you measure change?  

Make it visual, quick, easy, fun and replicable!
Your complete plan!

- Goal
- Outcomes
- People
- Activities
- Timing
- Impact
Final reflections
Contact details

**Your Green Impact contact**
Peter Lumb
peter.lumb@admin.cam.ac.uk
01223 337786

**Your NUS Green Impact contact**
Jo Kemp
jo.kemp@nus.org.uk

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Group photo