



## Green Impact 2022-23

### **E004 Excellence Project Report** (to be completed/submitted by 5th May 2023)

*This update is an opportunity for you to celebrate your hard work and achievements in Excellence. We hope that a lot of your projects will continue after the submission deadline, but you should aim to summarise your work so far, as well as any work due to be completed. Please ensure your project update doesn't exceed 2,500 words.*

**Name of Team:** Land Economy

**Department:** Land Economy

**Green Impact Coordinator:** Lynda Haines

**Project Title/Focus:** Improving student inclusion in Land Economy Green Impact and Wellbeing

### **A Summary of your project's achievements:**

*Please provide a short summary of your achievements against your project aim(s) so far.*

**Our project aim** was to include our students more in our LE Green Impact/Wellbeing activities (including as a department we should participate in more charitable work/events as part of our Green Impact/Wellbeing activities).

The student inclusion initiative has been a success for several reasons and provides encouragement to continue to do more to engage students in LE Green Impact and sustainability activities within the department and across the wider collegiate university in future.

The results and analysis of both the initial survey and follow-up survey can be found in [Appendix 1](#).

The first real tangible evidence of the project's success is the fact that we have been able to actively respond (and quickly) to some of the suggestions made by students to Q10 of the initial questionnaire: *Please let me know if there are any other sustainability initiatives you think the Land Economy department should be involved in?*

**Example 1:** "The department could regularly send green nudge information to students."

**Response:** Throughout the Lent Term and Easter vacation period a total of 22 emails were sent to students focused on Green Impact and other Sustainability initiatives across the university – [see examples in Appendix 2 \(please request if you would like to see individual messages\)](#). These emails both prompted students to participate in university sustainability initiatives throughout the Lent/Easter Terms (e.g. Engage for Change) and attend a dedicated LE student event held during the University's Student Green Week (25<sup>th</sup> April – 2<sup>nd</sup> May 2023).

The University's Engage for Change initiative is an example of how the emails directly encouraged students to participate, as it was completed by six out of seven LE students during the Lent Term (one withdrew due to other commitments).

Our student projects were:

- Creating a video showcasing biodiversity in Murray Edwards
- Introducing food compost waste bins in Magdalene's accommodation blocks
- Improving the environmental impact of Sidney Sussex College bar
- Compiling subject-specific 'green' lists: literature on the intersection between climate change and various degree subjects, based on academics' recommendations
- Creating a podcast on sustainable urban planning across the world

Our first year LE tripos student, Patrick Brownlow, asked for help with his project collating a "Green Literature" reading list accessible to students across all courses/subjects of the University. A request for suggested publications was emailed to our LE teaching staff and a reading list collated and sent through to Patrick, who replied: *"Thank you very much for the list, it's by far the most extensive I have gotten from any department. I very much appreciate the effort and the help!"* His Green Literature posters (see below) are now displayed across the LE department building.

Created in Partnership with the Department of Land Economy and Cambridge Hub

Want to know how Land Economy relates to important topics such as **Climate Change, Sustainability, Biodiversity, Nature, the Environment** and more? Check out the resources below!

### Land Economy – Green Literature



[https://docs.google.com/spreadsheets/d/1ZLBd1P9YfATnRqPXF78pzMZBp9f77pOM4kLc\\_5nTBEO/edit#gid=0](https://docs.google.com/spreadsheets/d/1ZLBd1P9YfATnRqPXF78pzMZBp9f77pOM4kLc_5nTBEO/edit#gid=0)

Are you an interested student/staff member that wants to contribute resources to the list or provide feedback? E-mail [ptb29@cam.ac.uk](mailto:ptb29@cam.ac.uk) for any questions, editing access or to give feedback!

Engage for Change Cambridge Programme Manager, Jenny Perratt, told us: *"Thank you very much for promoting our programme's cohort 2 applications earlier in Lent - many of the Land Economy students specifically said that they heard about the programme through the emails you'd sent out about it!"*

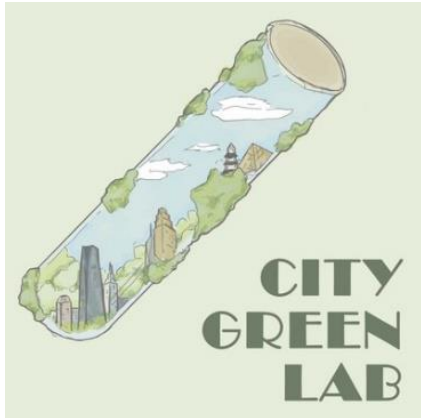
**Example 2:** "Organising talks and seminars related to sustainability."

**Response:** Although aiming to respond to some of the students' suggestions was not feasible within the timescale of the project, this one was. On 26<sup>th</sup> April, LE PhD student Clara Ma presented a lunchtime seminar on her research on *the environmental impact of food production and her research on interventions to promote sustainable food consumption* followed by a Q&A discussion and a plant-based buffet lunch. [See photos.](#)

Feedback from the students who attended was very positive and hopefully similar events can be organised in future.

Another example of improved communication about sustainability resulted again from Engage for Change. Here's details of an exciting ongoing project by our MPhil student, Helen Xu.

*I am Helen Nuo Xu, a student on the MPhil Planning Growth and Regeneration. I was intrigued by your email about the Engage for Change programme to do a project on sustainability during winter break and participated in the exciting programme where I found much joy! Thanks so much for your emails and encouragement. I did a small podcast during the programme, and I write this email to see if you are willing to help me to circulate this podcast in the department because the topics, we discussed might be of interest and relevance!*



[CLICK LOGO](#)

*There are already two episodes published, with the recent one discussing Singapore's green building with another master student from our department Sean Lee and is now available on [Spotify](#)*

*The podcast is called '**CityGreen Lab**' with the notion that City is a laboratory and Green life never ends here.*

*It is committed to sharing and discussing brilliant urban solutions to climate change and sustainability, including sustainable transport mode, green building design, urban farm and so on. and the podcast's core intention is to encourage students to think more about the greener way of life and inspire students' climate actions in the cities both in their daily life and professional fields of study/work.*

*I really hope this podcast can make some effects and I believe these topics are of great interest and relevance to our department.*

**Example 3:** “Maybe any initiative related to clean energy or energy efficiency”.

**Response:** In order to achieve Green Impact platinum status our department has dedicated a lot of time and effort to making what is an old rather run-down university building as energy efficient as possible. One aim of this Excellence Project is to draft a Student Inclusion Plan, and part of that plan will be to implement Green Impact criteria G17 – a student-conducted start/end of day workspace audit to encourage staff and students to be energy efficient. It hasn't been possible to organise an audit within the timescale of this project but will definitely be pursued in the next academic year.

Finally, and reassuringly some students were happy to confirm in the first survey that they are already satisfied with the Green Impact efforts and initiatives being delivered by the department:

*“I can't think of anything else this seems very comprehensive!!”*

*“The department is doing a fine job with sustainability initiatives”*

*“Fantastic work by the Department thus far 😊 Cheers to another year of progress ahead!”*

### Key Performance Indicators (KPIs):

Please refer back to the KPIs you stated in your project plan and report the progress made. If you didn't quite meet your targets, you can make reference to any challenges in a later section. The most important thing here is to check you've been able to accurately measure your KPIs. Please also mention your target KPIs alongside your actual figures. The table below may be helpful.

This is a very small Excellence Project, and its success was measured not by KPIs but using quantitative and qualitative data collated from an initial student survey and a follow-up survey, as well as ad hoc anecdotal feedback received within the timescale of the project.

### Achievements against each project objective:

*1) Set-up a designated MS Teams Group for Land Economy Green Impact members including students to share information and ideas for initiatives/events*

A small in person student focus group was held on 26<sup>th</sup> October 2022, and at the meeting the group agreed that an MS Teams Group would be the best way for both communicating information about Green Impact 2022-23 and for ongoing discussion about specific issues.

Our LE Green Impact & Wellbeing MS Teams Group was set up by our LE IT Officer the same day, and the site has been used routinely since to disseminate information to its members. Currently the group only has 14 members (10 students, 2 academics plus the Green Impact Coordinator and Outreach & Communications Administrator), but it is hoped that once the group is advertised more widely to staff and students (e.g. in the [new Student Course Handbooks for 2023-24 – see Appendix 3](#)) that membership will increase.

*2) Conduct a student survey at the start of Lent Term 2023 (of all cohorts: Tripos, MPhil, MSt and PhD) to gauge their existing awareness of LE Green Impact and how they would like to be more involved in future. The survey data will be analysed/summarised to feed into Objective 3*

A short survey (10 questions – a combination of multiple choice and free text answers) was created using MS Forms and released to students online and by email on 6<sup>th</sup> January (see Appendix 1). The student mailing list (approx. 400 students) included all those on Tripos (part 1a, part 1b and part 2), all five MPhil courses and the Mst programme, as well as our PhD students.

A three-week submission deadline was given to Friday 27<sup>th</sup> January and an incentive offered to complete the survey was the chance to enter a prize draw to win a £50 Amazon voucher.

78 responses were received. Disappointingly low but can hopefully be built-on as the survey will go out to all students at the start of each Michaelmas Term with a follow-up in Easter Term in future. The data has been collated and summarised (see Appendix 1)

A follow-up student survey was conducted in the first week of the Easter Term, to see how effective the promotion of Green Impact to students had been throughout the Lent Term. This data has been collated and summarised and added to the previous survey results (see Appendix 1)

*3) Draft a Land Economy Student Inclusion Plan and combine this with an updated dedicated Green Impact Student webpage as part of the [Land Economy Green Impact website](#)*

### Land Economy Student Inclusion Plan - See Appendix 4

The LE department website has been under redesign and construction throughout the Lent Term, so it has not been possible to update the Green Impact Student webpage with our new Inclusion Plan. However, it will be added as soon as the new website is live.

*4) Reintroduction of Green Impact Gold Criteria G017: The Department has undertaken at least one end of day/start of day workspace audit.*

This will be included in the new Land Economy Student Inclusion Plan (See Appendix 4), and hopefully undertaken as part of our next Platinum Green Impact submission (2023-24 tbc).

*5) Implement some of the student suggestions in Lent/Easter Terms 2023 and ongoing thereafter, including encouraging all LE staff and students to participate in charity fund-raising events from Michaelmas Term 2023 onwards – aiming to hold at least one fund-raising event per term*

**See Above.** Also, a charity fund-raising initiative was planned for the Lent Term, but due to lack of interest from students and staff the idea was abandoned - see [Project Difficulties below](#). However, it is hoped that other charity fund-raising events can be organised for students and staff in future, aiming for at least one per term.

### Evaluating the impact of your project

*How can you evidence the success of your project, other than through the KPIs above? Qualitative data is as useful as quantitative data so you can add anecdotal evidence here on the overall result of your project. You may wish to refer back to the 'action plan template' that you submitted in your project plan in December. Are there any things that resulted from the project that you can't easily measure? What were your team members', colleagues' and senior management's views on the project?*

**See above.**

### Project Difficulties and Opportunities

*What were the barriers (if any) to your project's success and how did you overcome these? Has the project raised any opportunities? If so, how does your team plan to take advantage of them? This is an ideal place to make reference to any unexpected issues or barriers that may have come up during your excellence project. If your project plan didn't progress as planned, please explain why and what you did instead.*

One difficulty of the project was the general process of getting students (and staff) to engage with Green Impact at all. Response to the first student survey was disappointingly low, but still provided useful feedback for the project, and a view of what students might want to engage in. Both staff and students are clearly aware that the department participates in Green Impact, but getting full commitment to the initiative is a slow process.

There has been a positive response to the regular student emails, with some individuals replying to thank me for the messages, e.g. ***"Dear Lynda. Thank you for the reminder, it was very helpful. You can't remind us all enough we need it!"***

However, when I tried to engage the whole Department in supporting the [LandAid SleepOut 2023](#) charity fund-raising event in March, it was a resounding "No!" Only one student and one academic responded to say they would be interested in the event, so I reluctantly cancelled it.

My conclusion is that to secure active engagement by students (and staff) it must be exactly the right kind of event and at the right time of the year (and possibly requiring the least amount of effort 😊). Unfortunately, this Lent Term has been difficult due to strike action by teaching staff, and over eight busy study weeks there's not much spare time for students to dedicate to departmental activities alongside their other extracurricular interests. Hopefully

going forward building student awareness of LE Green Impact will encourage them to participate, especially if I time an event not to clash with crunch points during term-time e.g assessment deadlines etc.

For project opportunities, please see Value-added Benefits.

### Value-added Benefits

*Please outline what the value-added benefits of completing an Excellence project were. These are anything that arose from the project that wasn't planned, or any additional benefits outside of your original KPIs and objectives. Examples could be building community bridges, strategic community partnerships, engaging hard to reach students, helping to widen participation in sustainability issues, building a stronger Green Impact community etc.*

One unexpected benefit to the project was the result of a chance meeting at the Sustainability Team's Plant-based Food Showcase at Wolfson College in January. When I signed up to attend, I didn't realise that our LE PhD student Clara Ma would be one of the presenters. Brilliant luck, as we introduced ourselves and have since pushed forward a plant-based discussion within the department and organised our own plant-based student-dedicated lunchtime seminar event in College Green Week (25<sup>th</sup> April – 2<sup>nd</sup> May 2023).

Clara gave a short presentation on her research so far entitled "*Policy Interventions to Promote Sustainable Food Consumption*" and this was followed by a lively discussion about topics raised in her presentation. 6 out of 12 students who had booked a place attended, and those that did really enjoyed and valued the experience, especially the plant-based salad and dessert pot lunch 😊. See photos below.

Another not specifically-student related but significant Green Impact development to come out of the same event was the opportunity for us to mentor another department as they embarked on their Green Impact workbook audit. This relates to workbook criteria *GO05: The team has successfully met with another Green Impact team within the organisation.*

Having been introduced to Erin Ferguson, Safety and Environmental Coordinator at the Department of Zoology at the event, we arranged to meet and have since met regularly to go through the workbook criteria and for me to advise Erin how they might meet some of the more difficult sections within her department, based on our experience.

The connection has been beneficial to both departments, as Erin says "*The help we have received from Lynda and the Department of Land Economy has been invaluable to us completing our Green Impact award this year. Those who have completed the award previously will know the struggles of navigating the criteria and actioning it in reality, and Lynda not only took the time to share Land Economy's experience and ideas, but helped me brainstorm ways to apply it to my department. It's been a huge help having Lynda as a contact, and having this encouragement and support to help Zoology make a difference come from another department really demonstrates what Green Impact is all about.*"

And for me it has provided valuable ideas for how we might improve on our own workbook submission in future. E.g how to conduct energy efficiency audits and improve our recycling/non single use items initiatives.

### Legacy

*Please outline where you hope to take the project next and what the legacy effects of your Excellence submission are. For instance, will the project continue? Will the project result in any lasting change? Do you plan to share the results with others or is there scope for others to adopt a similar project? What would your recommendation be to others wishing to carry out a similar project?*

Yes, the project will definitely continue and hopefully build new student engagement each academic year, including from those students who progress from Tripos to MPhil level. The student survey is intended to be repeated each Michaelmas and Easter Term to continue to gauge and improve awareness of Green Impact and participation in sustainability initiatives both in Land Economy and the wider collegiate university.

Plans are already in the pipeline for an exam-pressure release gardening therapy session in the LE courtyard later in May/June and we are hosting Dr Bike on 27<sup>th</sup> June 2023. Once the next student survey is completed at the start of Michaelmas Term 2023, a student event will hopefully be organised before the end of term and again in Lent Term. This combined with regular emails, both my LE Green Impact ones and forwarded ones about initiatives such as Engage for Change will hopefully build and keep momentum of student inclusion in future years.

As well as sharing the success of this project at the Green Impact awards ceremony on 21<sup>st</sup> June 2023 (I have invited some of our Green Impact student members and LE staff and hopefully they will be able to attend). It's also planned to submit a short article on the project to *Greenlines*, the University's Sustainability newsletter. The final report and survey results will be disseminated to LE staff in my regular Green Impact email.

I would recommend that if a department/institution is finding that student inclusion in Green Impact is quite low, this is a quick and relatively easy way to kick-start the process of better engagement and can be built on in future years to maintain a satisfactory level of student participation both in the department and across the collegiate university. The model can also be applied to low staff participation too.

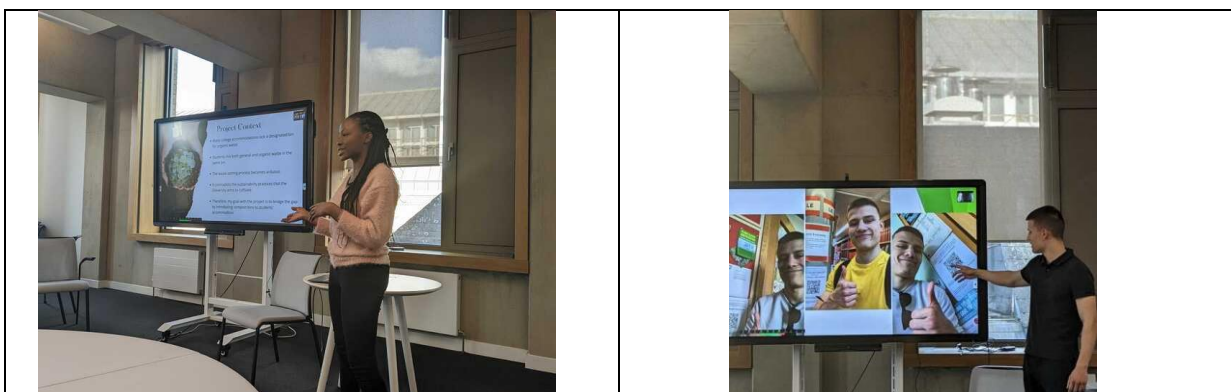
## Photographs

*Please include a photograph/photographs relating to your project – you can provide captions for these in this section.*

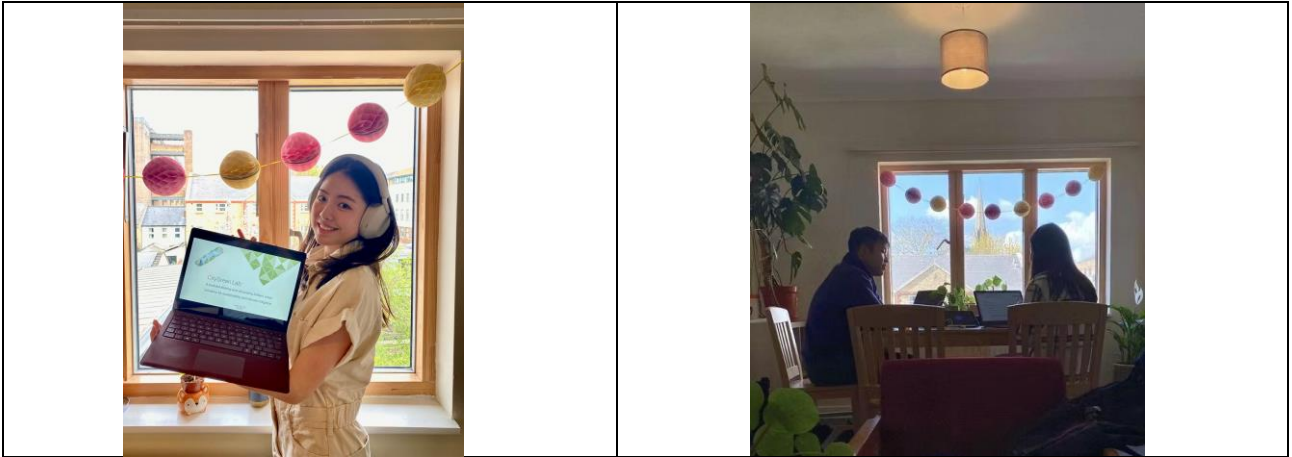
Our Land Economy students receiving their certificates at the [Engage for Change Showcase 2023](#)



And making their presentations...



LE student, Helen Xu developed a podcast for **Engage for Change** Lent Term 2023



Clara Ma's Presentation "*Policy Interventions to Promote Sustainable Food Consumption*" 26/04/23.



**Appendices:**

- 1 Initial student inclusion survey and results/follow-up student survey and results, with summary and conclusions
- 2 LE Student inclusion emails
- 3 LE does Green Impact for Students – Entry in Course Handbook
- 4 LE Student Inclusion Plan



### Green Impact 2022-23 Excellence Project – Action Plan

<b>Project Aim</b>	<b>Action</b>	<b>Who needed to take the action?</b>	<b>When was it done by?</b>	<b>What impact did you want to see?</b>
As a department we need to include our students more in our Green Impact/Wellbeing activities	Set-up a designated MS Teams Group for Land Economy Green Impact members	LE IT Officer and LE Green Impact Coordinator	26/10/2022	More staff and students signing-up to be members of the group and showing an interest in LE Green Impact
As a department we need to include our students more in our Green Impact/Wellbeing activities	Conduct a student survey to gauge existing awareness of LE Green Impact and how they would like to be more involved in future	LE Green Impact Coordinator (plus all students: Tripos, MPhil, MSt and PhD)	Between 06-27/01/2023	A high completion rate by the students surveyed and collation of useful feedback
As a department we need to include our students more in our Green Impact/Wellbeing activities	Organise at least one student event during the Lent or Easter Term 2023	LE Green Impact Coordinator (plus all students: Tripos, MPhil, MSt and PhD)	By 5 <sup>th</sup> May 2023	High attendance and positive feedback received from students
As a department we need to include our students more in our Green Impact/Wellbeing activities	Conduct a follow-up survey in the first week of Easter Term to gauge if/how student engagement has improved throughout the Lent Term	LE Green Impact Coordinator	By 5 <sup>th</sup> May 2023	A high completion rate by the students surveyed and collation of useful feedback
As a department we need to include our students more in our Green Impact/Wellbeing activities	Draft a Land Economy Student Inclusion Plan and combine this with an updated dedicated Green Impact Student webpage as part of the Land Economy Green Impact website	LE Green Impact Coordinator	By 5 <sup>th</sup> May 2023	Positive anecdotal feedback from staff and students and a greater involvement in LE Green Impact going forward – quantitative data on number of website visits
As a department we need to include our students more in our Green Impact/Wellbeing activities	Dissemination of survey results and conclusions to all staff and students	LE Green Impact Coordinator	After 5 <sup>th</sup> May 2023	Positive feedback from staff and students and a greater involvement in LE Green Impact going forward
As a department we need to include our students more in our Green Impact/Wellbeing activities	Completion of G017 - a student-conducted end of day/start of day workspace audit	LE Green Impact Coordinator and student volunteers	On Hold to 2023-24	The results will feed into our ongoing Green Impact energy reduction initiatives