

Green Impact Lead Contact Guide

Welcome To Green Impact!

Thank you for committing to lowering your institution's environmental impact by participating in Green Impact 2017/18!

If you're brand new to Green Impact – welcome aboard! We're really pleased you are joining us and preparing to make a positive difference at your institution.

If this isn't your first year – welcome back! We're equally pleased you are continuing your incredible work, and building on the brilliant changes you've already made.

This pack is designed to help you make 2017/18 the most fantastic year for Green Impact yet. We've organised the resources to follow the scheme as it progresses over your academic year:

- Welcome
- Preparing for Green Impact
- Toolkit development
- Supporting your teams
- Audits
- Awards
- Feedback

This guide contains general information sheets, good practice guides outlining what's been working brilliantly for other organisations, and templates if we think we can offer help in more detail. The guide will also provide you with feedback from last year to help contextualise our advice and resources. You will be able to add to these resources as the year progresses, downloading information from our website and online resource bank and building it up with your own templates and resources.

Of course, no resource pack is ever going to replace the direct support of the Green Impact team! Never hesitate to contact your Project Officer, or any other member of the Green Impact team – we're happy to help, and it's always lovely to hear from you! [You can also find further templates, examples and webinars on our resource bank.](#)

Until then, we hope this guide sets you on your way for an exciting and rewarding year with Green Impact. Have fun!

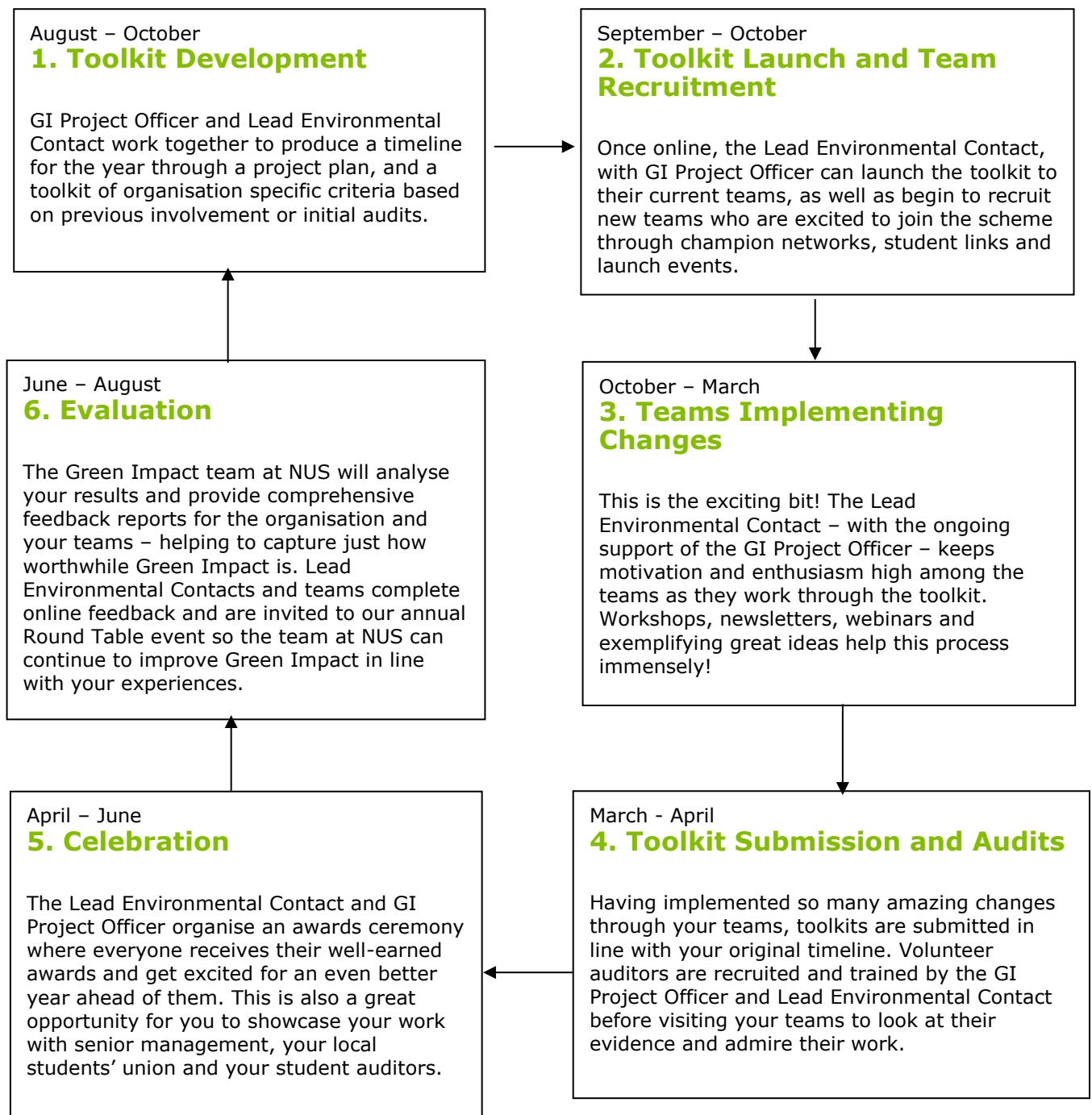
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The Green Impact process and responsibilities

Green Impact is a really flexible and responsive scheme, which means that each organisation works to slightly different timelines as best suits them. This document outlines the typical **timeline** and **roles and responsibilities** of all those involved to give you an idea of how the programme runs. *The timeline below follows an academic year cycle, if you're a Community GI organisation, speak to your Project Officer about what your timeline would look like.*

The timeline



Your Role in Green Impact

Green Impact works best when there is a strong support system from the top down *and* the bottom up. It's really important to understand how you fit into Green Impact, and what your relationship is to everyone involved. This page is designed to help make the structure of the Green Impact family as clear as possible!

Stage	GI Project Officers	Lead contact	Students' Unions	Senior Management
All	<ul style="list-style-type: none"> Lead the project nationally Support project management Provide guidance and support for lead contact: offer advice, training sessions for teams and access to national events and newsletters 	<ul style="list-style-type: none"> Provide local support for teams and manage organisational communications 	<ul style="list-style-type: none"> Provide support and capacity to lead contact and participating organisation Representative to attend awards ceremony 	<ul style="list-style-type: none"> Provide endorsement of Green Impact at an organisational and strategic level
1.	<ul style="list-style-type: none"> Support the development of your toolkit for approval 	<ul style="list-style-type: none"> Input to and approve toolkit 		
2.	<ul style="list-style-type: none"> Present at local launch event Liaise with local students' union to help recruit and train student Green Impact Project Assistants (if required) and auditors. 	<ul style="list-style-type: none"> Manage local launch Recruit teams or departments Provide local support for Green Impact Project Assistants as required 	<ul style="list-style-type: none"> Attend local launch event to support lead contact Help with recruitment and support of volunteers 	<ul style="list-style-type: none"> Attend/present at local launch event to show commitment to programme
3.	<ul style="list-style-type: none"> Provide toolkit technical support for teams Provide advice to overcome local challenges, offering on and off site support where needed 	<ul style="list-style-type: none"> Review toolkit activity through local admin reports. Support teams and identify challenges/successes 		
4.	<ul style="list-style-type: none"> Manage audit report process Provide IEMA approved auditing training for students 	<ul style="list-style-type: none"> Book departmental audits with teams Manage recruitment of student auditors Finalise post audit scores and judge local special award winners 	<ul style="list-style-type: none"> Help with recruitment and support of volunteers 	

Supporting You

The Green Impact Team wants you to feel as prepared and supported as possible throughout the programme. We will be running a variety of support sessions, providing resources throughout the year and we are always on the end of the phone so please get in touch. Those detailed here aren't exclusive of our attendance at your awards events, launches or talking with you throughout the year, they are just our national systems in place to support and link you with other organisations.

1. Events

Webinars

These are online sessions that work just like an interactive workshop. The sessions are held throughout the year and themed to focus on specific elements of the programme. Each session includes opportunities to ask questions and hear the experiences of other participating organisations.

Previous webinars have covered 'Developing Excellent Toolkits and 'Planning successful launches' [and can be found here](#). If you have any additional ideas for webinar topics let us know.

Roundtable Discussions

This is our end of year event, held to give you the chance to meet up with other teams, discuss your year's events and give us feedback on what you would like to see in next year's programme. The event has a real feel good factor to it where we give out the national award winners prizes. We'll send through more details about this later in the year.

2. Communications

Newsletters

You will be receiving regular national level newsletters, which will link you to the headline news stories from across all of our GI schemes. You will also receive project level updates for you to send on to teams sharing good practice from other organisations in your programme.

Blogging

This is intended to be a live record of all that is going on in Green Impact and wider NUS sustainability projects on and off campus. Get in touch with our Sustainability Communications Coordinator (Sophie.hemery@nus.org.uk) if you would like to contribute or get involved, <http://sustainability.unioncloud.org> articles to check it out.

3. Online Resources

Resource bank

This is our online space for all participating organisations to share resources. If you're looking for inspiration this is the perfect place to go. The lead contact page is <http://sustainability.unioncloud.org/green-impact/programmes/universities-and-colleges/green-impact-lead-contact-resource-bank> and for teams is <http://sustainability.unioncloud.org/green-impact/programmes/universities-and-colleges/green-impact-team-resource-bank>

Green Impact Website

Whether you are looking for an overview of the programme, our Green Impact shop or a sneaky peak at what's going on nationally look no further than our website. It has details of all the universities and

colleges, communities and students unions' programmes and lots of pictures to go with it. Definitely worth checking out from time to time just so that you're really up to date with new developments that you can report back to your teams www.nus.org.uk/sustainability.

Green Impact Shop

We have now opened our very own Green Impact shop. This is a cost-price shop for you to find some tools and resources that will help you to deliver Green Impact, engage more teams and students, and help them to get better results in their actions. Products are always open to review, so if you have an idea or know something that would be of use to others across the programme, contact Sophie.hemery@nus.org.uk to enquire or make purchases.

4. On-site visits

Your Green Impact Project Officer is happy to visit you up to 5 times in the year, which would typically cover:

- A planning meeting at the start of the year to agree milestones
- Your launch event
- Green Impact Project Assistant Training (additional - if part of your package)
- Support sessions/workshops for staff (about 1 hour each) as needed
- Your awards event
- Running the Green Impact Auditor training session
- Feedback meeting at the end of the year

Every Project Officer works with 5-12 different institutions, so please book dates as far as possible in advance to ensure you get the date that you are after!

5. Remote support

In addition or as an alternative to the visits described above, your Project Officer is there to support you remotely throughout the programme – be it over the phone or email. This may include:

- Team ring arounds – phoning teams directly on your behalf to check in with them
- Leading live or pre-recorded webinars – good substitute where your teams are dispersed or difficult to get in one place at any time
- Creating newsletters updates
- Ad hoc support relating to toolkit related queries, offer advice on engaging teams, or share ideas of good practice

Any remote support (excluding ad hoc communication), is included within the 5 days of work we are able to provide throughout the year, so do consider what may be the most useful mechanism for your Project Officer to complement your skills, time and knowledge in managing the programme locally.

Unsure how these can work for you? Contact your Green Impact Project Officer for more information.

Engaging Senior Management

Gaining support from your senior management team is a sure fire method to boost your project. It'll help to ease your workload and it will give staff members the confidence to participate in the project, safe in the knowledge that the organisation is actively encouraging them to take part.

How can they help?

- Personally contact members of staff via emails, communications etc.
- Give supportive quotes that can be added to your promotional materials
- Participate in documentary & video based materials
- Speak at launch, awards ceremony and other events
- Provide financial support
- Lead the way by taking part in a Green Impact Team

How to do it?

Step 1 - Define your Objective

Getting a clear idea of what you want your Senior Management to do for you is vital, as it will determine who you should speak to and what approach to take.

Creating SMART Objectives (<http://www.projectsmart.co.uk/smart-goals.html>) could be a useful method to help you clarify your thoughts.

Step 2 - Plan your approach

To define your tactics consider each of the following points:

- *Establish who you need to speak to* – Getting hold of your organisational chart can be a really useful tool. Asking individuals who've been involved with the organisation for years can also be very knowledgeable for identifying key members of staff.
- *Find out the required process for meeting with others*– Depending upon your objective you may need to attend senior management, departmental or one-to-one meetings. Each will have its own customs for presentations, submitted documents and style that you need to consider in your preparation. For an example of a presentation and info sheet for senior managers see templates in the 'Preparing for Green Impact' section.
- *Research the priorities of those who you wish to engage* – If you can identify their interests and match it to the aims of the programme you will improve your chances of winning them over to your way of thinking.
- *Time* – When booking your meeting make sure you give yourself plenty of time to complete each of the steps above and prepare all of your resources.

Step 3: Prepare yourself

You've prepared all your resources and now you are ready for the meeting. Here are some preparation points to consider:

- Know your subject well
- What is the minimum that you'd be happy to accept as a good outcome from the meeting? Go in high, they'll go lower and then you can negotiate for a middle point.
- Do you need to send your presentation, paper to anyone ahead of the meeting?
- Learn everybody's name! This might sound simple but it really helps if you've familiarised yourself with everyone who you will be meeting prior to the event.



Step 4: Keep them updated

Once you've obtained their support you may be required to report back. Make sure you know in what format and when this will be required.

Even if they have not asked for it, you may want to keep up your relationship with them just in case you need to ask them for help again. They could be great people to have at your awards ceremony, who could really emphasise to your teams how much their work is appreciated.

More info?

Speak to your NUS Project Officer for bespoke support and case study examples.

Supporting your Teams

As with any team project a groups' motivation will peak and trough. As the project lead there are lots of proven methods that you can use that will help to keep your teams happy. Teams have been known to go off the radar and then appear near the end having completed lots of criteria. Provided that you are regularly in touch with your teams and they know how to contact you, you will be amazed by how many actions they will complete!

*"The Green Impact scheme has had a great impact on myself and many of my colleagues and students. It has been life changing!" **University of Winchester Team Member***

Workshops



Staff and student sessions at QUB

Running workshop sessions is a really great way to build a Green Impact community, encourage teams to share their experiences, as well as an opportunity for you to pass on your pearls of wisdom. Whether you focus the session on getting people started, team building, planning their SMART action plans, or as support sessions later in the year, huge benefits will come from getting everyone in one room. When you are planning your workshop make sure you find out what teams need help with, think about what's coming up and give yourself lots of time to advertise it. Planning it around an up-coming event, i.e. Fairtrade fortnight or Power week, can help motivate teams to get going with time constricted criteria.

It can be worth bringing in a person from outside of your organisation to boost morale and add variety. Your GI Project Officer will be more than happy to come and run a session for you and will have some standard workshops they can deliver if you book them in with enough time! Lunchtimes sessions are always a good time to catch people with limited availability. Alternatively for those just starting out with fewer teams why not use a free service such as [Doodle poll](#) to determine when is best to hold your session.

Visits, drop-ins and coffee mornings.

At least once during the year it's a good idea to put a little time aside to go and informally visit your teams. Drop ins and visits can be great alternative to workshops if you have low attendance to these events or if teams have limited capacity. It will really help to make the teams feel supported, put a face to the name that sends all those emails and will make teams feel more comfortable to contact you with any future problems.

Similarly, setting up a regular time and place where teams can come and discuss any issues that they are having can be a really useful method for engaging your team members. Send around an email or calendar invite a couple of days before. Then on the day follow up with an email and some social media activity i.e. a Facebook post and a tweet either before you arrive or when you are in location saying something along the lines of "All set up at the main building foyer for the #GreenImpact drop in session, I'll be here until 2pm come say hi", it's always good to include a picture of yourself with the stand so that teams know who they are looking for. Then all you have to do is sit there, while getting on with some work, and see if anybody turns up. If you've got lots of buildings or sites in different areas it may be worth rotating your drop-in location.



University Hospitals Bristol had stands in key places around the organisation giving advice and resources

Monthly coffee morning meetings have proven to be really great way to create informal drop-ins and build a GI community. Due to the more social nature of the event it is easier for teams to chat to each other establishing a GI network. This time can be used to update participants on any upcoming events and provide

support for any criteria they are struggling with, and provides an opportunity for teams to bring along examples of work they're particularly proud of to share with others. Just don't forget to provide the tea, coffee and (if your budget allows) cake, to ensure happy participants. You could also encourage new faces to come along by suggesting teams 'bring along a friend' to gain bonus points!

Phone rounds

If it's proving difficult to meet in person with your teams, schedule in phone rounds periodically throughout the months of the Green Impact year. You may notice from your local admin reports that some teams aren't yet ticking off actions on the toolkit, be proactive and give them a ring to find out what difficulties they're experiencing, could you help by facilitating their first green impact team meeting or perhaps some resources such as the energy walk around checklist to help them get going with a practical action.

You may want to use NUS support for your Project Officer to schedule in some of these phone rounds, speak with them early on in the year to plan when this would be most appropriate and the process for feeding back team comments.

Making it Fun

Taking part in Green Impact should be an enjoyable and rewarding experience, so remember to find opportunities for fun ways of raising awareness of the environmental agenda.

- Learning new things together: growing veg or potted plants in the office, cycling to work together, sharing eco films, campaigns such as Fairtrade Fortnight
- Have competitions: Fairtrade bake off, green pop song/film title competition, eco-come dine with me, guess the amount of energy used/photocopies made, chilli or pea growing contest.
- Make use of skills: Photography, web design/blog creation, sponsored run/cycle for charity, musical talent – [here is a great example](#) that a team in Sheffield University put together.
- Use prizes: Hold a criteria of the week photo competition, or run a 'Power week' rewarding those who complete the most actions in a week with a prize and a mention in the Green Impact newsletter.



Fun and engaging video by a Sheffield University Green Impact team

Newsletters

Creating a newsletter is a great way to organise your info in one easy to find place. The Green Impact team will send regular national updates, and some of these stories along with local updates will be a useful tool for the team leaders to share with their wider green impact departmental group. If you are not already signed up to the newsletter, please contact Sophie Hemery, our Sustainability Communications Coordinator– sophie.hemery@nus.org.uk. You may consider having different group mailing lists so you can target communications accordingly (e.g. new/established teams, office/labs teams).

There are lots of free templates for newsletters, for example Blackpool and Fylde's used [ISSUU](#) as a template for their Green Impact newsletter, you can see this example to the below and by following [this link](#).

Team Mentoring

If there are experienced and confident teams participating in your programme you may be able to set up a mentoring or buddy network to encourage teams to support each other and facilitate peer to peer learning. You may want to connect teams based on proximity to each other, experience on a particular issue (e.g. engaging students) or opportunity for collaboration (e.g. joint event/newsletters).

Green Impact 2014 Blackpool and The Fylde College

Get bonding and help us make a difference!

1. Boost Local Biodiversity

LOOK AFTER YOUR BEACH...

For further information, go to www.blackpool.ac.uk/greenimpact

Make sure your newsletter is forward facing as well as backwards looking. The newsletter is a great way of maintaining momentum and enthusiasm among your team members throughout the year. Keep them coming as regularly as you can, and liven them up by:

- Playing on the competitive element between teams by publishing new innovative ideas or a leader board.
- Publish/recognise winners of small competitions you have run, such as of the criteria of the week photo competition
- Have a team profile of the month for readers to get to know other participants across the organisation
- Information about the organisation's eco decisions and the wider impact their actions are having
- Publicise Green Impact or local sustainability events
- Environmental promotion details
- Run quizzes and smaller competitions – Christmas quizzes are pretty popular across our organisations
- Split it into the themes of the toolkits so it is easy to follow and works in line with the programme
- Have a 'criteria of the week', here you can mention time restricted criteria, such as those in the lead up to Fairtrade fortnight.
- Highlight what the SU is achieving in their Green Impact programme

Websites

Our Green Impact website (www.nus.org.uk/greenimpact) is the first natural point of call for people looking to find out more about the scheme. However, it is really important that your organisational website/intranet is clear, concise, enticing and up to date with local information - how directly you can edit and shape the content will vary from organisation to organisation.

It's important, then, to give a brief overview of how the scheme works, and how the year unfolds – making it sound exciting and achievable of course! Don't forget – this is a form of sales pitch, so be sure to highlight the numerous benefits of Green Impact, both to the organisation as a whole, and to the individuals involved. It's also vital to ensure that there are easy to find current contact details on the website to ensure that people can reach you should they have a query or want to become involved in Green Impact.

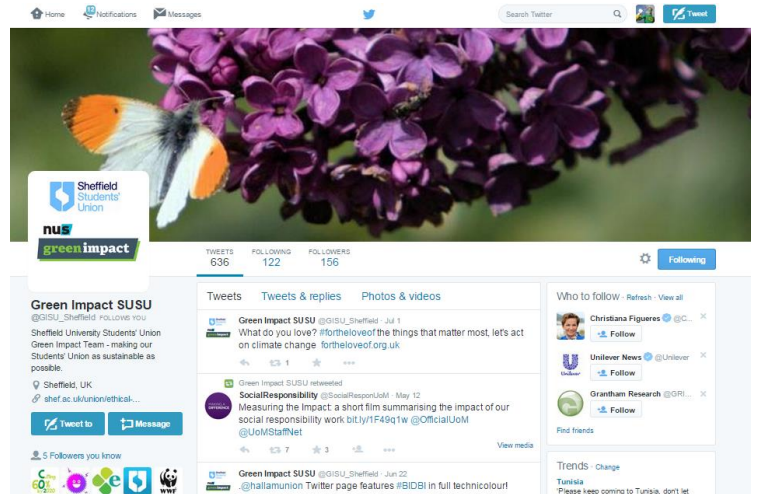
Here are some examples of Green Impact websites:

- [West Lothian Council](#) who have a great 'News' section, that they can update with past and upcoming events.
- [Sheffield University](#) have a dedicated Green Impact website, this one-stop-shop has everything teams need to complete GI.
- [York University's Green Impact webpage](#) uses tabs so that viewers can easily locate the information they need.
- At [Blackpool and Fylde College](#) all information is presented on one webpage, a video about Green Impact is embedded and links are given to useful materials.

Social Media

Social media is a brilliant (and fun!) way of reaching brand new audiences who may not have heard of Green Impact at your organisation before. The two foremost platforms which you might want to engage people through are Facebook and Twitter. We have created some guides about how to set up Facebook fan page and start a Twitter account [here](#), there are also lots of other free tutorials on the internet. Have a look at

the examples below of Green Impact social media pages from the University of Sheffield and their Union. Be careful not to neglect any social media accounts you might open. It is better to post regularly once a week than it is to have sudden bursts of activity once every month or two. It is also very effective to engage with other related Facebook and Twitter users/accounts (most Students' Unions will have an account, for example, or other local green initiatives) to reach pockets of people who might be new to Green Impact. Above all, Facebook and Twitter are two great ways of instantly sharing photos, ideas, stories, news and inspiration – a fantastic way of expanding your audience and pool of influence.



The Audit Process

Each department needs to be audited after submitting their toolkit. This provides an excellent opportunity for students or staff who want to gain new skills and boost their CV, allows the institution to spot any issues previously unknown to the department and to offer them help and support, and to identify good practice case studies. This document contains **the main stages** and a **full checklist**.

The audits and auditor training can be one of the most rewarding part of the programme, students gain a lot from the experience and the teams are given the opportunity to show off their initiatives.

The main parts of the process are:

Recruitment

If you are an off-campus organisation your Project Officer will facilitate this via local Students' Union, however within a University or College setting you will want to start to think of mechanisms for auditor recruitment at least a month in advance of the audits. The number of auditors required will depend on the number of teams you need to audit. It is ideal to have the same (or slightly higher) number of auditors as the number of teams participating. We advise that there are two individuals per audit. This adds another level of verification to each audit and gives the students someone to confer ideas. Often auditing teams can complete two audits, especially if they are bronze level, within an afternoon. Increase recruitment by:

- Highlighting that the course is IEMA approved and is a great opportunity for students to increase their employability prospects
- Working with the Students' Union to advertise and recruit auditors through their communication channels. Students' Unions get a financial incentive from the NUS for their institution being involved, so this is useful leverage if you are a university or college!
- Working with societies, clubs or volunteering groups (People & Planet and environmental groups etc) and centres at fresher's fairs and throughout the year.
- If Student Switch Off run at your University ask your NUS Project Officer to advertise the opportunity to their Student ambassadors and on the Switch Off Facebook page. You could always ask the residences team to also send out an email.
- Asking administrators of relevant courses (geography, business, environmental sciences etc) to email students about the opportunity.
- Linking up with specific academic departments; students then conduct the audits as part of their course assessment/coursework.
- Post news items on the website/intranet/student newsletters/staff newsletters.
- Working with careers departments or unions on integrating the training into any existing volunteering or awards schemes: your GI Project Officer will be happy to sign off hours for students.
- You may also want to offer the auditing training to staff members currently participating in Green Impact, giving them the chance to share their knowledge with other students in the training group, and the team they go to visit (they of course would not be able to audit their own team).



Student auditors at City University London

Preparation for Auditor Training

The Lead Environmental Contact and their GI Project Officer need to ensure certain fixtures are in place before the training can take place. This is a general preparation tick list:

- Book a suitable room (a good option is to ask your students' union) and arrange catering (in line with the GI ethos of being local and sustainable, also make sure to ask auditors if they have any dietary requirements).
- Supply some maps of campus/area
- Email all team leads to prepare them for the audits and arrange for them to be present when the audits take place
- Agree with your GI Project Officer which criteria will be audited (sometimes if toolkits have hundreds of criteria, a spot-check type of audit for Gold or Bonus works well)
- If appropriate, ask the local students' union to come along at lunch to say hi and advertise any other green volunteering opportunities or events: they are a captive audience!

Training

The training itself often works best over just one day. The NUS Green Impact team will deliver a morning session with the auditors. We are keen for the audits to be a rigorous, but essentially helpful process rather than an interrogative visit! To ensure this is the case, we train auditors in Green Impact, your criteria, what to look for and how to interact with the teams whilst auditing.

The training can be delivered in a standard teaching or meeting room which has projector computer and sound facilities, however we can also offer a paperless version of the audit training which can be based in a computer lab or with laptops available. Paperless audits reduce waste, create a smoother auditing process and are easy to share once the audit has been complete. If you would like to conduct paperless audits please discuss this with your Project Officer well in advance of your training session.



Auditor training at LSE

If you manage a Green Impact programme across a variety of locations we may suggest having remote auditor training via an interactive webinar. Alternatively there may be the need for a mixture of in person and desktop audits in which case we would hold a training session, but some of the audits would then be desktop based followed by a telephone interview. If you think this may be appropriate for some of your more remote teams, please discuss with your project officer.

If you are an off-campus organisation why not get involved in the audit training day. For example individuals from the University of Gloucestershire, supported by the University of Gloucestershire Students' Union, audited the specialist insurance business Endsleigh. As a supplement to the standard auditor training session Endsleigh gave the students a workshop on developing their personal brand so as to assist in interview and carer preparation. This was a great addition to the day and helped the organisation feel really involved.

Audits

After the morning session, auditors go off to their specific departments to audit throughout the afternoon. It is important that a member of each GI team is present in their department to escort the auditor, and provide essential information and evidence.

After the audits, your GI Project Officer will collate the results from the students and work with the Lead Environmental Contact to liaise with any teams that may need to add to their evidence in order to meet certain criteria. This makes sure that it is not an inflexible process, but one which is responsive in situations where evidence was lacking or criteria only narrowly missed, staff are then given the opportunity to resubmit and gain accreditation for their efforts. We will provide an auditor survey to capture the impact the experience has had on the students involved, and also importantly accredit each auditor with an electronic certificate and encourage their attendance at the awards ceremony.

Full Checklist

What You Need To Do:

- **Decide on the date of your audit!** This needs to be close enough to submission deadlines to keep momentum high, but at least six weeks away from your awards ceremony so that you have plenty of time for you to finalise team accreditations then to order awards on time! It is also worth bearing in mind student holidays, i.e. Easter and exam time, which will determine when you have auditors free and available.
- **Begin recruiting auditors** – think again about working with your students' union, as well as relevant societies and departments. Give yourself a good month or so to do this. Make sure in all communications with students you ask them to bring along a laptop so that they can undertake electronic (paperless) audits.
- **Book a suitable room** – big enough for all your auditors, but not intimidatingly spacious! Also – be sure to take all accessibility requirements into account.
- **Provide your teams with the information they need**, and make sure they know which time to expect their auditors. You may want to run a meeting on this or you can share this NUS webinar on ['Preparing for Audits'](#).
- **Finalise an audit schedule** of all teams who have submitted, specifically when they are available, where they are based, and who the auditors will meet.
- **Book catering** for your auditors (and – if budget allows – consider inviting your teams!). Also, be sure to check any dietary requirements in advance.
- Chasing up any **further evidence** from teams who were close to fulfilling certain criteria at the time of audit.
- Never hesitate to go to your GI Project Officer if you have any problems at any point in this process!

What We Do

- Offer support throughout the whole process!
- **Provide a morning of full training for your auditors** – you can be as involved in this aspect of the process as you like. But, be assured, your GI Project Officer will deliver everything which is required.
- **Provide the electronic audit reports** – all you have to do is ensure your teams make their final toolkit submissions, and we'll take care of the rest.
- **Provide feedback and results** as soon as possible, as well as help you to chasing up any further evidence from teams who were close to fulfilling certain criteria at the time of audit.
- **Provide an auditor survey** to help capture general feedback from the auditors, and help you to evidence the impact of the programme on student skills and attitudes.

Awards Ceremonies

One of the greatest highlights of the Green Impact year is the awards ceremony. These celebrate the achievements made by every team and individual throughout the year. It's a great opportunity to reward improvement from previous years or to highlight the organisation's progress. They act as a great PR opportunity and a way to raise awareness of the programme, its wide reaching benefits and to secure its progress in future years.

What to Consider?

Every organisation's awards ceremony is unique! We've seen everything from picnics in the park to grand sit down dinners. The only pre-requisite is that your awards ceremony should provide each participant with the opportunity to be recognised for their efforts, and instil a sense of cumulative achievement that they can take forward and into their own lifestyles.

Date

You should have decided this earlier in the year and logged it in your project planning document. Please ensure that as a minimum it is 6 weeks after the audits take place. Make sure it doesn't conflict with any other major events, though if you can combine it and therefore make use of an already high profile occasion then that can work well. Ideally try to ensure it is at a time of year when your student auditors or project assistants can attend and for universities and college invite your Students' Union too, as this can add a real element of excitement to the event and gives you a chance to recognise their involvement and achievements too. Booking a date early means you are more likely to get high profile staff members (such as the VC or CEO) and ensures that a nice room is available, saving a lot of stress!

Venue

The venue is the best place to begin planning your awards ceremony as it will set the tone for the event. If you are going for a formal event try and find a prominent room that's large but that won't swamp the number of people attending. For less formal events you can be as creative as you like, award ceremonies have been hosted in botanical gardens or other open spaces. Some organisations have also held their awards ceremonies in their local student's union, demonstrating collaboration between the institution and the students' union on the environmental agenda.

Invitations

The greater the number of team members and senior member(s) of staff present, the more publicity the event will gain. Senior management support will communicate clearly that environmental issues are taken seriously by the organisation. People to invite include:

- Departmental Green Impact leads and their teams – consider asking one of them to speak at the ceremony – it's great to have someone on the ground talk of their experience!
- Senior members of staff/the Vice Chancellor/the CEO
- Student and staff volunteer auditors
- Local students' union staff and officers
- Key members of supportive staff (marketing, estates etc)
- External stakeholders
- The NUS Green Impact Team! One of us is always keen to attend and can speak, present or simply help out. Alternatively we are always happy to send you a recorded video or even Skype in on the day!



One really useful tool for managing this process is eventbrite; a free online ticket selling website. Visit eventbrite.com to find out more.

Running order

It is important to plan ahead how the ceremony will run and who will take on which role. Here are a couple of things you need to consider:

- Master of Ceremonies - Make sure that you have organized a master of ceremonies for your event and have briefed them fully. As the organiser you may decide to complete this role but if you think you'll be busy ask someone else.
- Reception - Give some time either at the start/end of the event for staff to mingle and network with each other
- Guest speakers – at what point do you want them to say a few words? Ensure that they are fully briefed of what you expect them to do.
- Awards collection – see next section for further info.

Have an agenda that you can circulate to participants, in particular to speakers so they know when it's their turn, prior to coming to the event.

Awards Collection

Considering how people will come and collect their awards is really important for ensuring that the event runs smoothly. Particularly in the case where you have lots of teams, giving out awards individually can take a long time. Consider the following points:

- What will you place the awards on? Don't forget to book out a table and bring a table cloth if necessary.
- What is the best way to setup the room so that teams can collect their awards as quickly as possible?
- Would a seating plan help where all teams are sat in order similar to a graduation ceremony?
- Could you have groups of individuals collecting awards at the same time, such as all bronze winners at once?
- Will having a photographer at the point of receiving the awards upset the rhythm of the awards presentations? If so consider getting categories (i.e. all Bronze, then all Silver, then all Gold teams) up at the end.

Photography and Film

Capturing the moment of teams receiving awards is an important moment for your teams to have their time to shine as well as a chance to collect materials to advertise your organisations. Consider:

- Do you want a backdrop for the photos? The Green Impact Team can provide a banner but will need to be given a few weeks' notice.
- Whether to have photography and filming during the ceremony? This can sometimes disturb the flow of events so make sure you manage this well if you decide to.
- Whether to have a photo booth outside of the awards presentations?
- Would you like to get video clips of the teams talking about their experiences?
- Could you get footage to help with a general sustainability video you're putting together, see this great example from [Kingston University](#)
- Could you send out team photos to remind them of their Green Impact successes?



Refreshments

Providing refreshments is a great way to encourage team members to attend the awards ceremony and make them feel special. Make sure that your catering reflects Green Impact's ethos by using locally sourced,

seasonal and Fairtrade tasty treats. It is also essential to ensure that you do not use disposable plates, cups and packaging.

Depending on your budget, you might simply opt for tea and cake, or if you have more to spend, a finger buffet is often a nice touch. University of Leeds have previously treated their participants to a three course dinner!

If you are running a lunch time event, it is worth providing some light lunch for those attending.



Awards



NUS will provide you with certificate templates, and a number of awards as agreed within the contract. If you would like to purchase any additional awards please contact your Green Impact Project Officer. Make sure that you provide the details of your award winners and place additional orders at 4-5 weeks in advance of your awards ceremony to ensure that they are in on time.

To reflect the ethos of the programme, the awards are entirely handmade, and took considerable trial and error order to achieve a successful process and design. The slates come from a restored worker's cottage in Gower, Swansea and are cut to size using a hand guillotine or slating pliers as appropriate for the particular slate. Next comes power-washing to remove lichens and grime, and to highlight any fault or cracks before air-drying. The slates are packaged in reused wine boxes which are picked up from the local supermarket.

Publicity

Having a lot of publicity before and after the event helps ensure that it is a success. It will mean that you have a good turnout, everyone is recognised for their efforts, and creates a momentum upon which you can start recruitment for the following year of Green Impact.

By liaising with your communications/marketing department and the students' union's communications/marketing team (where relevant) you should be able to access pre-existing communication streams. You could produce posters or invites to use alongside email invitations and newsletter articles. Following the event, a write-up could appear on your website, in your magazine and/or newsletter. Departments will appreciate copies or access to relevant photographs. Remember this is your chance to show off what you've achieved so don't miss out.

Feedback and Evaluation

At the end of your programme cycle, the Green Impact year undergoes evaluation at each organisation. This is a really exciting period which allows you to reflect on all the amazing changes you've made throughout the year, evaluate your successes and where you can improve, and feel inspired to prepare for an even greater year ahead.

Organisation and team level

We collate the results of toolkit submissions and audits, and create a simple report for each organisation and their teams. This outlines how a team performed, what their areas of strength were and how the rest of the organisation achieved overall. This provides a great incentive to improve on in further years, as well as formally recognising the efforts and achievements accredited through the awards ceremonies. Your Project Officer will send this to the Lead Environmental Contact for them to distribute amongst their teams.

The toolkit itself is a great tool for assessing the outcomes of Green Impact. Over the summer months, through collating the above reports we can start to analyse the benefits and challenges of the programme. When completing a criteria participants are asked to say whether criteria have been completed as a result of the programme, this can help identify which areas we have been able to influence and therefore build upon. We also analyse the comments in the toolkit and auditor reports to ensure we are tailoring the following years' criteria and evidence requirements accordingly.

We prepare and send out an online evaluation form to each Lead Environmental Contact for distribution to their participants. This enables us to gain qualitative feedback on the Green Impact process and how this can be improved locally or nationally. Green Impact is designed to be a participative and bottom up approach to pro environmental behaviour change. It is therefore fundamentally important for us to utilise participant reaction and experience to ensure this quality and unique approach is maintained.

National Level

We have run national feedback sessions over the last few years and will be looking to network our institutions and provide feedback through such events in the future. We utilise our communications channels both internally and nationally, to publicise the successes of Green Impact across our participating institutions. We run articles in our GI newsletters, supply our NUS networks and magazines with write ups and exposés, as well as working with you to link into sector specific national sustainability media channels to shout about your achievements. This enables organisations to gain national coverage and add further strength to their environmental strategies and initiatives.

Any further evaluation or feedback any individual wishes to pass on to the NUS Green Impact team throughout the process is always gratefully received and helps to make Green Impact the success that it is!