

# GREEN IMPACT

SUPPORTING ORGANISATIONS TO ENGAGE AND  
EMPOWER STAFF ON SUSTAINABLE ACTION



# SOS-UK IS AN EDUCATIONAL CHARITY FOCUSING ON SUSTAINABILITY



In 2019, in response to the climate emergency and ecological crisis, student officers and staff at NUS founded Students Organising for Sustainability UK (SOS-UK) to go further and faster with NUS' **transformational sustainability work**.

SOS-UK **engages**, **supports** and **empowers** students and wider society to learn, act and lead for environmental justice. SOS-UK is a charity that is part of the NUS family which has been at the **forefront of social change since 1922** with 550 students' union members representing 7 million students.

UNESCO recognise SOS-UK as one of the global leaders of education for sustainable development, and we believe that **lifelong learning** is a hugely important part of education for sustainable development.

Alongside our work in the education sector, we have experience working with healthcare providers, museums, research institutes, housing providers, and public and private sector organisations on our programmes, training and campaigns. SOS-UK staff represent a **range of academic and professional backgrounds** from education to biology and with specialisms in communications and research.



Connect with SOS-UK:



# WHAT IS GREEN IMPACT?

Green Impact is a multi award-winning sustainability learning and awards programme, designed to embed environmentally and socially sustainable practices within organisations.

This can mean anything from communicating recycling systems, to committing to go Fairtrade; from supporting team health and wellbeing campaigns, to sustainable HR practices.

Green Impact is all about building a community of staff learning about sustainability and working together to create positive change. It encourages participants to give back to their local community through charitable events and volunteering, as well as strategically supporting organisation-wide targets and strategies.



UNESCO-Japan Prize on Education  
for Sustainable Development  
Laureate 2016



# GREEN IMPACT SUPPORTS ENVIRONMENTALLY AND SOCIALLY SUSTAINABLE PRACTICE

Green Impact suggests what staff can do in their workplace and at home to make a difference and guides them how to achieve this. It supports teams to embed the organisation's sustainability strategy into everyday practices. It fits very well if there is a pre-existing sustainability champions network, or if there is a desire to build one.



## TEAMS

Collaboration and collective impact, engaging staff across all areas including offices, grounds, laboratories etc



## ONLINE TOOLKIT

Guidance on actions to take covering environmental, social and financial sustainable actions



## MONITORING

Feedback and assessments to support progress and assess impacts



## AWARDS

Celebrate and recognise achievements across the programme



# Green Impact in numbers

Green Impact has been delivered in 7 countries globally



The programme has been running successfully for 14 years



Green Impact has run in 1,139 organisations ranging from students' unions to NHS Trusts



More than 1,000 off-campus organisations have used the Green Impact model



6,700 Green Impact teams have formed across participating organisations



40,000 people have actively been part of Green Impact teams

Green Impact teams have reached 275,000 people with sustainability and social justice activities



6,800 students have been provided with training and development opportunities



530,000 actions completed by teams and verified by student auditors

340,000 of these completed actions are as a direct result of the programme



More than 1,000 learning workshops delivered with students and staff

£7.3 million saved in participating organisations (estimated from available data)



26,500 tonnes CO<sub>2</sub> saved (estimated from available data)

# INTENDENT OUTCOMES OF GREEN IMPACT



Staff know more about sustainability - developing widespread sustainability literacy

Staff develop a better understanding of what the organisation is doing on sustainability

Creating a community of people taking action for sustainability from across the whole organisation

Professional and academic development for staff

Departments receive recognition for their achievements and are given agency to take action

Supporting carbon savings, cost savings and waste reduction

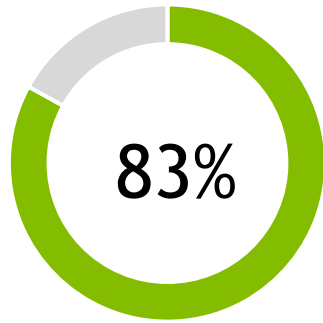
Increased support for and engagement with existing sustainability priorities, targets and initiatives



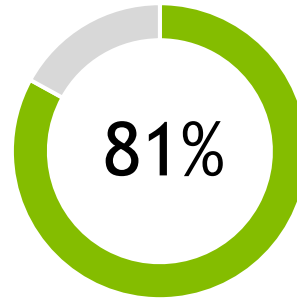
# GREEN IMPACT PARTICIPANTS INCLUDE



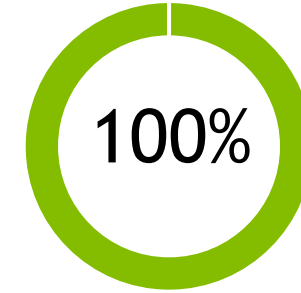
# PARTICIPANTS VIEW GREEN IMPACT POSITIVELY



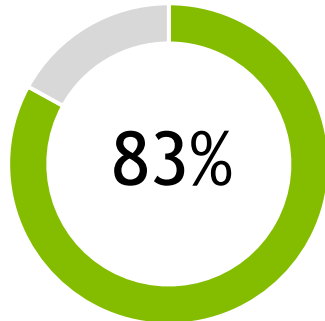
of participants know more about how to use their knowledge to make changes to their daily life



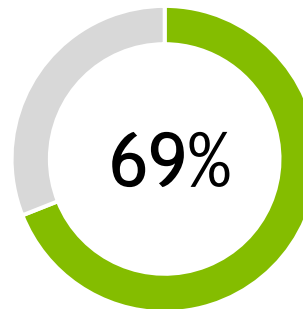
of volunteer student auditors feel the experience has positively enhanced their employability



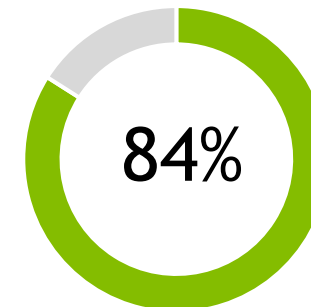
of organisations report they've seen positive changes in pro-environmental behaviour amongst staff



of participants would rate Green Impact as Good or Excellent overall



of participants identified new skills or knowledge gained as a result of taking part in Green Impact



of participants identified changes to their own habits or behaviour as a result of taking part in Green Impact



# THE POWER OF THE NETWORK



SOS-UK connects Green Impact participants of the programme to **share good practice, reduce duplication and to avoid reinventing the wheel** - amongst other things SOS-UK uses social media, online resource hubs, webinars, events and support calls.

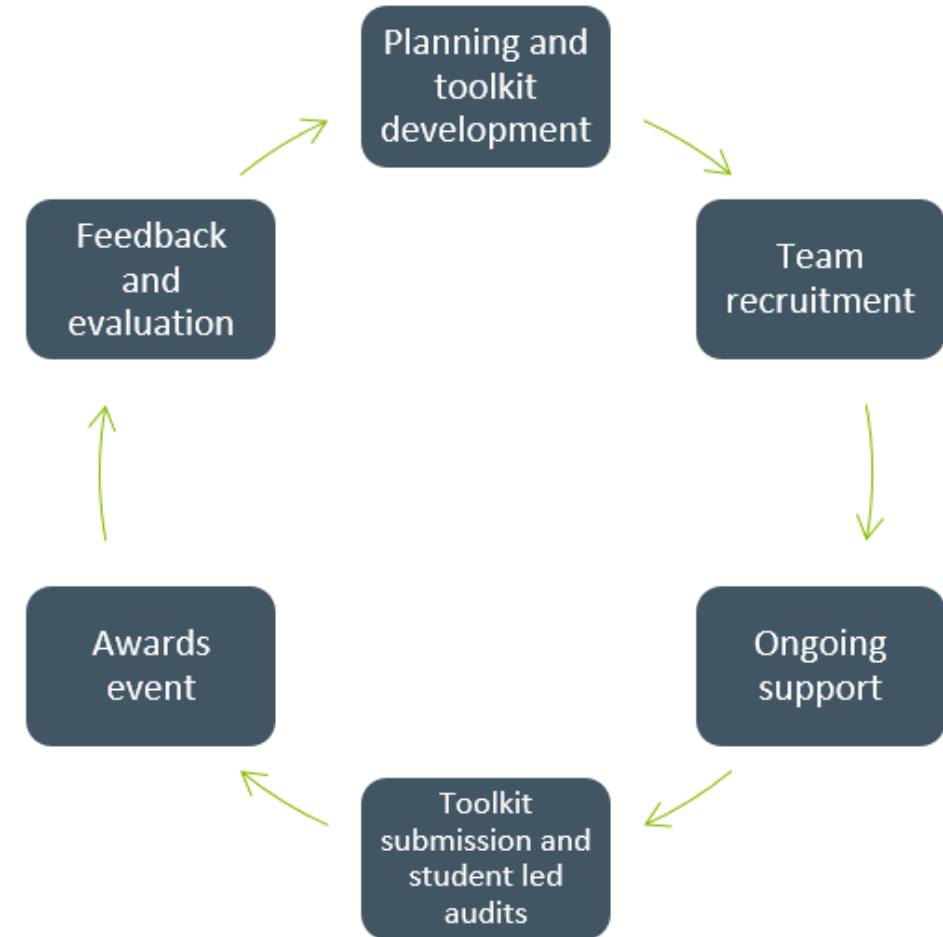
SOS-UK **builds relationships**, seek opportunities for **collaboration** and **celebrate** the collective and individual achievements of those involved in the programme.

# GREEN IMPACT IS AN ANNUAL CYCLICAL PROGRAMME

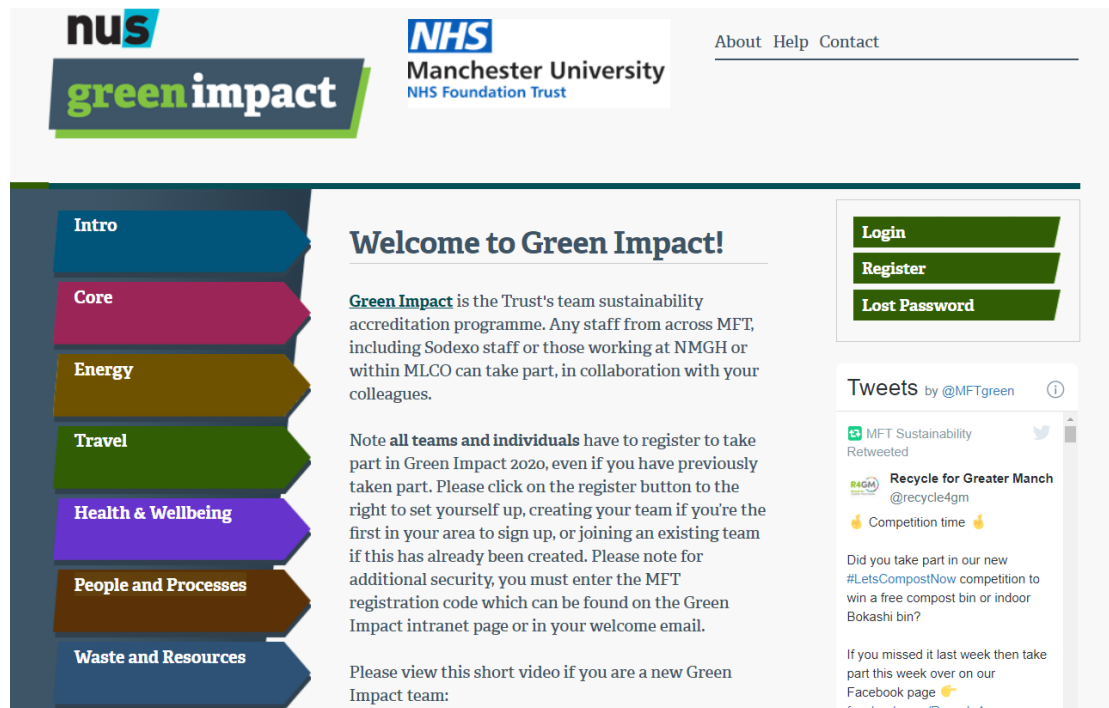


Green Impact follows a six-step approach over approximately 12 months, which can be adapted to suit the needs, objectives and culture of the organisations we work with.

Green Impact is so successful in part because it responds to the local environment and offers bespoke solutions to engagement.



# EACH ORGANISATIONS HAS THEIR OWN BESPOKE TOOLKIT



The toolkit will cover all aspects of sustainability (environmental, social and economic) under headings such as energy and water, waste and recycling, health and wellbeing, etc.

We will work with you to ensure the toolkit meets your sustainability and wellbeing targets and aligns with local priorities.

The criteria will be turned into an accessible, easy to use, online toolkit for teams to see where to start, monitor their progress, and provide evidence.

# BENEFITS TO YOUR ORGANISATION



A proven way of increasing sustainability attitudes, knowledge and behaviours of staff within an organisation, and a powerful communication and engagement tool.

- Tested programme that covers the whole sustainability agenda.
- **Meet your sustainability targets** without enforcing, through a **completely bespoke** toolkit of actions that can be linked to your sustainability strategy or plan.
- **Participation from across the whole organisation** with tangible actions for different work environments (including offices, labs, grounds, clinicians, and catering).
- Gives champions a **tangible role** and builds community cohesion and better workplace dynamics by reducing siloed working and improving staff morale and pride.
- Provides measurable outcomes and **reduced energy, waste and water**.
- **All actions are verified** through student **auditors** undertaking an IEMA-approved auditor course, delivered by SOS-UK prior to conducting audits.
- **Added capacity to your sustainability work** by engaging teams of staff.
- Improved reputation (amongst shareholders, PR, patients, local community).
- Staff and stakeholder **learning and development opportunities** through centralised webinars and bespoke workshops.

# ADDITIONAL BENEFITS THAT ARE INCLUDED IN GREEN IMPACT

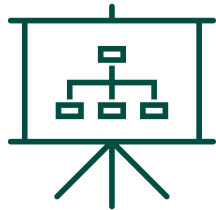


## UN Sustainable Development Goals Mapping

Each action in your bespoke online toolkit can be mapped against the United Nations Sustainable Development Goals. This allows staff to easily see that the actions they take not only benefit their team and their organisation, but also have wider impacts on creating a just and sustainable society.

## Criteria for flexible working

With office-based staff working from home or flexibly, we have 'Try me from home' and 'adapt me from home' icons to show staff which actions can either be done from home, or adapted to the home setting to keep people engaged.



## Actions mapped against your organisational values

Each action in your toolkit can be mapped against your values or strategic priorities to show staff how the actions they achieve through Green Impact fit within the organisation.

## Self reporting tools to improve reporting

To improve our reporting on Green Impact, we have introduced self reporting to allow teams to input accurate information into the toolkit for us to calculate carbon and cost savings plus communicate the additional social benefits achieved through the programme.

How many people in your team carshare?

How many team members cycle to work regularly?

# WHAT IS INCLUDED?

# GREEN IMPACT 2022-23 COSTS



SOS-UK is a charity and our pricing model is to cover our time and resources, and is not-for-profit. For off-campus organisations, the fee varies depending on the size of your organisation, and the scope and nature of the support that will be required. The annual cost to run Green Impact is **typically between £8,000 and £15,000 +VAT per year.**

Please get in touch for a detailed quote: [hello@sos-uk.org](mailto:hello@sos-uk.org) or via [greenimpact.nus.org.uk/contact/](https://greenimpact.nus.org.uk/contact/).

You will have a dedicated Project Manager from SOS-UK who will be on hand to support you with local delivery of the project, which will involve ongoing planned support for your local coordinator (such as a regularly scheduled catch-ups) and reactive email support. As well as overall project management, the activities and support details on the next three pages will be included in your Green Impact programme fee, and we have a number of bolt-ons that are available to add to your programme (pages 21 and 22).



# BENEFITS THAT ARE INCLUDED IN GREEN IMPACT



## BESPOKE SUPPORT FOR TEAMS

Your Project Manager can deliver 4 bespoke support activities which can cover, but is not limited to, the below. Your Project Manager will work with you to decide the most effective support for your teams.



- In person bespoke workshops and/or online webinars on a variety of sustainability topics additional to access to our monthly Green Impact webinar series.
- Support calls for teams throughout the year to check in on progress.
- Creation of communication materials to support staff teams (posters, recorded videos, graphics, templates).
- Managing 'bonus weeks' to encourage teams to complete certain actions.
- Presentations at launch or award events to share the national context and impact of Green Impact.

# BENEFITS THAT ARE INCLUDED IN GREEN IMPACT

## ONLINE TOOLKIT, AUDITS, AND REPORTING



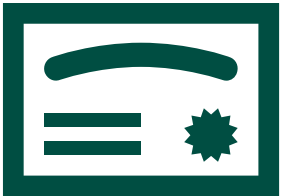
- Support to develop, review and host your bespoke Green Impact toolkit on our online system.
- Ongoing reactive technical support for toolkit users.
- Live dashboard of personal and national progress for teams and departments, and local admin access to monitor progress.
- Coordination of IEMA-approved student auditor training and team audits at the end of the year to verify award levels.
- Annual reports to demonstrate reach, impact and achievements.
- Baseline and follow-up survey for participants to capture attitudes, learnings and feedback from the programme.

# BENEFITS THAT ARE INCLUDED IN GREEN IMPACT



## COMMUNICATION AND RESOURCES

- Access for team members to a series of nationally-coordinated Green Impact support events and resource banks.
- Opportunity to profile your teams and innovations through our international communications.
- Certificate templates, [digital badges](#), and award winner graphics for all Green Impact teams and student auditors.
- Centrally coordinated [Special Awards](#) to recognise local actions and impacts on an international stage.
- Actively supported to collectively shape the strategic development of the programme and celebrate the collective achievements of Green Impact across the sector.
- Up to 15 sustainably sourced awards for teams (additional awards can be purchased upon request).



# BOLT-ONS THAT CAN BE ADDED TO GREEN IMPACT



## Green Impact Project Assistants (GIPAs)

The Green Impact Project Assistants (GIPA) scheme provides excellent development opportunities for local students as well as extra support for your programme. It's proven successful in many organisations both on and off-campus.

SOS-UK train local students to become GIPAs and join Green Impact teams within your organisation to offer support and additional resource. Through the scheme, students develop a range of transferable skills, gain experience of a professional workplace, and increase their sustainability knowledge. Green Impact Project Assistants also add capacity to your Green Impact teams and act as a link between your organisation and local education institutions.



## Communication support

Engagement takes time, resource and perseverance! We know the best Green Impact programmes are those that provide consistent and high-quality communications for and between teams, but many organisations don't have the resource to deliver this internally.

We've created two tiers of additional support based on what we know works, for you to choose to add to your programme, beyond that already decided between you and your SOS-UK Project Manager.

# BOLT-ONS THAT CAN BE ADDED TO GREEN IMPACT

## Carbon Literacy training

This bolt-on is to upgrade one of the support days included in the standard Green Impact programme to deliver Carbon Literacy training and certification for up to 20 learners. Running Carbon Literacy training alongside your Green Impact programme can build local capacity and offers an exciting professional development opportunity with an externally-verified certification for learners.

Carbon Literacy is defined as: “An awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis.”

The training will provide attendees with introductory science on the climate crisis to understand the social and environmental impacts of carbon dioxide emissions. Additionally, our SOS-UK course has an increased focus on climate justice, and the inter-related nature of carbon emissions and wider environmental concerns such as biodiversity loss.

During the training attendees will begin to develop their own toolkit and strategies for acting on and communicating action on the climate crisis. The course lasts around 12 hours and includes online training elements and self study.

This training is certified by The Carbon Literacy Project. Upon successful completion of the training, learners will be awarded a Carbon Literacy certificate and a digital badge.



# FOR SMALLER ORGANISATIONS: THE GREEN IMPACT ACADEMY

LEARNING  
academy



STUDENTS  
ORGANISING FOR  
SUSTAINABILITY  
UNITED KINGDOM

# A new offering from Green Impact and the SOS-UK Learning Academy



**Green Impact is designed to facilitate mass engagement in medium to large organisations.** Although smaller organisations have used Green Impact and found it beneficial, some felt they may be able to move further and faster by working together as one group with a more streamlined, lower-cost support package.

For 2022-23, SOS-UK is offering a new way to use the Green Impact theory of change to support stakeholders across new organisations to engage with sustainability and identify practical and meaningful action that they can take. The **Green Impact Academy** builds on both SOS-UK's Green Impact programme and our [Learning Academy](#), bringing together the successes we've seen across these two areas of our work into an exciting new training and support package that is both an engaging workplace learning opportunity and a method to support positive sustainability action.



# The Green Impact Academy

The expected outcomes of the Green Impact academy will include:

- Increased knowledge of sustainability issues among your staff;
- The development of localised sustainability action plans;
- Increased agency for staff to take action;
- Increase buy-in for your sustainability priorities at all levels.

The Green Impact academy is not a consultancy programme - it's a training and support package that will support your staff to think critically about their own operations and how they can tackle sustainability day-to-day. We anticipate that some organisations that run the Green Impact academy may go on to run a full Green Impact programme later down the line, but there is no expectation to do so.



The Green Impact academy is perfect for:

- Smaller organisations for whom the Green Impact programme is too large in scope;
- Organisations that are at the start of their sustainability journey;
- Organisations that would like to build up sustainability awareness within their organisation;
- Organisations who are interested in running the full Green Impact programme in the future.

# Structure of the Green Impact Academy



We will work with you to identify your sustainability priorities and understand the attendees' roles and responsibilities, as well as understanding opportunities for your sector.

The live training session will cover:

- Introduction to sustainability
- Mapping your biggest impacts
- Engaging and communicating sustainability
- Pitfalls to avoid
- Creating your own local and organisational action plan

We will follow-up with you after approximately 6 months to check in on progress and offer feedback via a follow-up workshop and materials for attendees to conduct peer-reviews. We will conduct monitoring and evaluation activities to understand the impact the Green Impact Academy has had among participants.

# Costs of the Green Impact Academy



The Green Impact academy package is £2,717. We offer a 10% discount for charities and public sector organisations. All costs are exclusive of VAT.

SOS-UK will provide:

- All training materials;
- The use of SOS-UK's Zoom or Teams account (if running online);
- Template action plans and materials for teams.

You will need to provide:

- A suitable venue and AV facilities for the training session (if run in-person);
- Lunch and refreshments for the training session (recommended if run in-person).

If you have any questions, please contact the Green  
Impact team on

[hello@sos-uk.org](mailto:hello@sos-uk.org)

<http://greenimpact.nus.org.uk/>

