

greening universities through behaviour change

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UCU environmental conference



greener living fund

- £6 million Defra fund launched as part of their Third Sector Strategy to promote greener living
- 112 applications - 8 organisations selected
- ability and reach to influence behavioural change at grass roots level on national scale



greener living fund organisations

- COIN – Climate Solidarity
- Co-operatives UK - Greener Together
- Global Action Plan – Eco Teams
- Marine Stewardship Council – MSC On The Menu
- National Trust – Eat into Greener Living
- Sustrans – Broadening the Reach of TravelSmart
- Waterwise - SHARE



degrees cooler overview

- 2 year NUS-led programme with aim to deliver a measurable increase in pro-environmental behaviours of 90,000 students & staff across 20 universities in England.
- benefits to HEI
- focuses on four behaviours



project delivery partners

- 3 projects, 5 partners all working towards collective goal
 - builds on existing initiatives.
1. **Student SwitchOff:** Energy-saving competition between Halls of Residence
 2. **Going Greener:** People & Planet; environmental campaign to develop local bottom-up greening projects and solutions
 3. **Green Impact:** EAUC accreditation scheme with an awards element aimed at greening departments through individuals



additional partners

london sustainability exchange

- monitoring and evaluation

studentforce for sustainability

- resource support
- greener living assistants
- join up 3 projects



green impact

- environmental accreditation scheme that acts as a frame work / action plan for staff to green their peers through their department
- bottom-up / practical approach helps champions to encourage colleagues to change working practices, celebrate and share individual achievements
- University of Bristol pilot - Over 2500 staff & 46 departments
- empowers champions & provides encourages departmental buy-in
- the bar is raised each year to nurture continuous development
- encourages healthy competition between departments



student switchOFF

- started up by student at UEA 3 years ago
- Eco-Power Rangers recruited and trained (15% of all students in halls last year)
- inter-hall energy saving competition – prize incentives
- feedback provided throughout academic year
- averages 8% savings = roughly 700 tonnes Co2 saved last year



going greener

- builds on Go Green campaign
- inspired by Transition Town Movement which brings communities together to develop and implement their own responses to challenges of peak oil and climate change.
- student run, environmental campaign that empowers students to develop local and solutions.
- transition Steering Group - scope initiatives and plan actions -
- Going Greener Week 8-12 February 2010



behaviour change in theory

- humans are complicated! No one size fits all
- defra's audience segmentation – willingness to adopt pro environmental behaviours
- habit discontinuity hypothesis - (Verplanken *et al.*, 2008)
- receptive audience



barriers and motivators

barriers

old habits hard to break

no time / inconvenient

I can't make much of a difference

I don't know what to do

university not doing enough

too expensive

motivators

environmental / social reasons

£ incentive

easy to do

feel good factor

encouragement from friends/family

health benefits



behaviour change in practice

- tailor projects to address motivators and barriers to change
- engage, enable, encourage, exemplify
- need to make it easy- through this we can normalise and embed sustainable behaviour
- lead by example



Useful Web links

Defra's Greener Living fund

<http://www.greenerlivingfund.org.uk>

Student SwitchOFF

<http://www.studentswitchoff.org>

People and Planet's Going Greener

<http://peopleandplanet.org/goinggreener>

Going Greener Action Guide

<http://peopleandplanet.org/dl/goinggreener/actionguide.pdf>

Eauc Green Impact

http://www.eauc.org.uk/green_impact

