

GI support call - Planning for Fairtrade Fortnight/Green Week 16.01.18

Attended by

Sophia - KCL, Sustainability Week 12th-16th Feb

Lucy - University of Brighton, Green week 2nd week in March, wk after FT fortnight, then Bike week in May

Daisy - Essex, Planning sustainability weeks - 5th-9th March (as previously clashed with school holidays) having different theme for each day including a wellbeing day to broaden reach of 'Green' issues.

Zanda - London Met, Green Week March 12th-16th

Group discussion

Q How to manage being a multi-site organisation for engagement weeks so some aren't feeling left out or spreading yourself too thinly

- Piggy back off local community/charitable events - you don't need to run everything yourself and can signpost to other existing events or opportunities
- Having a stall across all sites as a means of signposting/engagement, but not all activities taking place everywhere
- Working with your Green Impact teams to get them to replicate activities you're managing elsewhere on campus
- Acknowledge the differences in interests between campuses, e.g. Brighton hosting a film screening in city centre only to be public facing, and to appeal to the particular students on that campus. It's probably advantageous to tailor the agenda based on the interest of the staff and students

Q how to best use social media to promote engagement weeks?

- Brighton have a brand call 'C-Change' which helps to keep messages all under one roof
- Facebook good for multi-campus communications
- Having a bank of content of social media account is useful and can use tools such as Hootsuite to manage this - also this can be a really helpful student volunteering role.
- Become a member of the relevant groups on facebook so you're reaching your student audience (e.g. each campus, each hall may have a separate group)
- Creating Facebook events for activities don't seem to work that well- but no detriment and quick to set up
- Using Instagram can be more visible and give a better reach, you can also cross post by connecting to your facebook account. (check out @studentswitchoff to see how we use Instagram at NUS)
- Boomerang is also a great tool to make for eye catching posts
- Don't be too serious all the time... pandas rolling down hills may help to get more shares and raise awareness of your page amongst other more serious posts.

Q innovative ideas for FT fortnight

- 'banana fun run'
- Having less formal sessions, a few quiz questions on FT issues and taking part you get money off in food outlets.

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- Local communities will be running events too for fairtrade fortnight (check out the FT foundation website for more info)
- Having FT producers speak (can request this here <http://action.fairtrade.org.uk/page/16489/-/1>)- but how to get people there? Linking up with student societies who will have a different link/perspective on why FT is good, get them to come along/showcase what they do so they have an interest in attending and will hopefully encourage others to come along too.
- If you have a budget, share this with other groups for them to put on complementary events (make sure you have enough time for this to be successful though).
- FT wine tasting evening
- Having a visit off-site site - London Met running a visit to Traid warehouse in London.

Q easy wins for engagement during themed weeks

- 'pledge'athon' getting individuals to pledge what they're going to do during Green Week, and in return will get a prize (water bottle etc). Could do this formally through Donation <https://www.weredonation.com/> or create your own free system for recording pledges.
- Incentives and freebies, free bus passes- getting sponsorship from travel providers
- Bournemouth Arts University - using tv screens in the bar and having sustainability ted talks on a loop
- Bar/Coffee shop boosting the discount for using reusable coffee cups/water bottle for the week
- Providing coffee grounds for free for staff/students to compost.
- Exeter - health and wellbeing focus and involving library staff to put together display/reading list on particular wellbeing/sports etc. (View Exeter University's campus wellbeing maps <https://www.exeter.ac.uk/staff/wellbeing/maps/>)
- Dr Bike - (cycling confidence in London)
- Photo competitions on social media- even when there are good prizes have experienced difficulties in getting entries, but from SSO experience make sure key contacts (SU, GI Teams, Student societies etc) are also promoting to their audiences.
- Giving Green Impact points for teams taking part in green week/ fairtrade activities or running their own events.

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