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green impact

The change and engagement tool

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Why NUS runs Green Impact

To enable
change and
create a social
norm of
sustainability

To provide
excellent
development
opportunities
for students

To enable
student, staff
and community
collaboration

To catalyse
further
sustainability
work

A few principles...



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A few principles...



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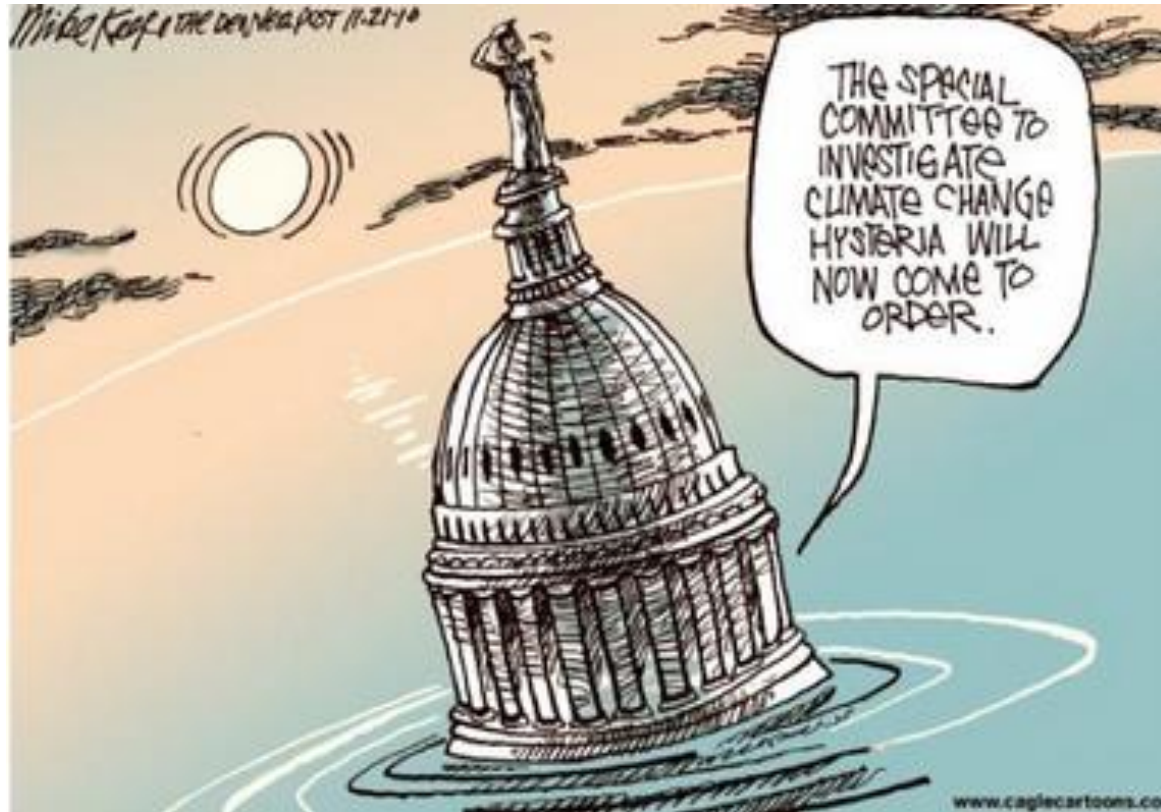
A few principles...



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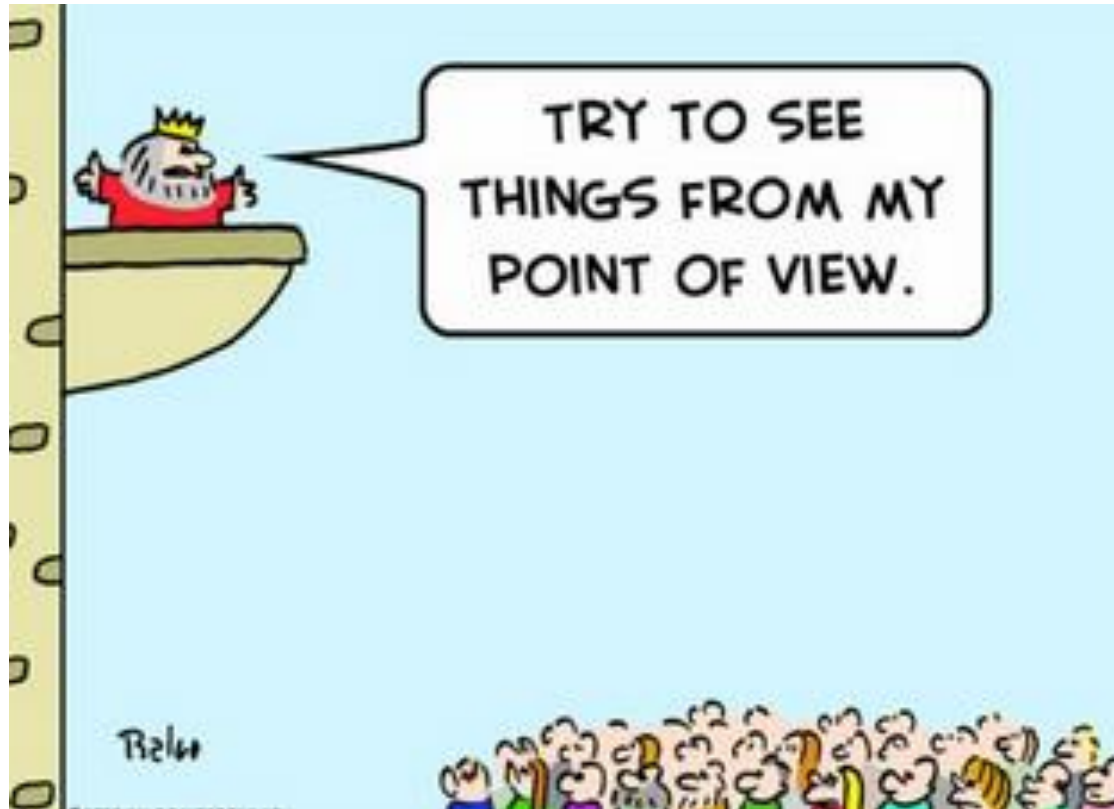
A few principles...



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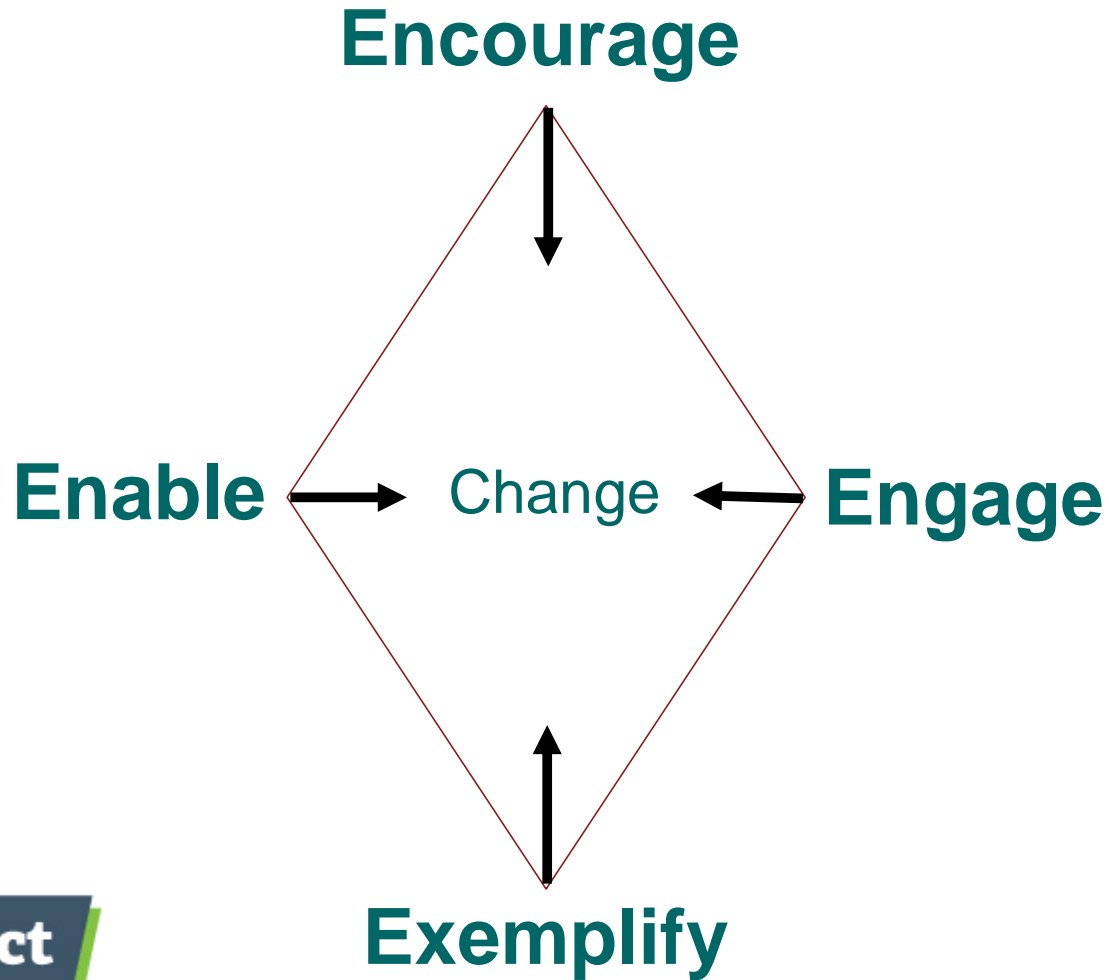
A few principles...



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Defra's Four Es



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Unilever's Five Levers of Change

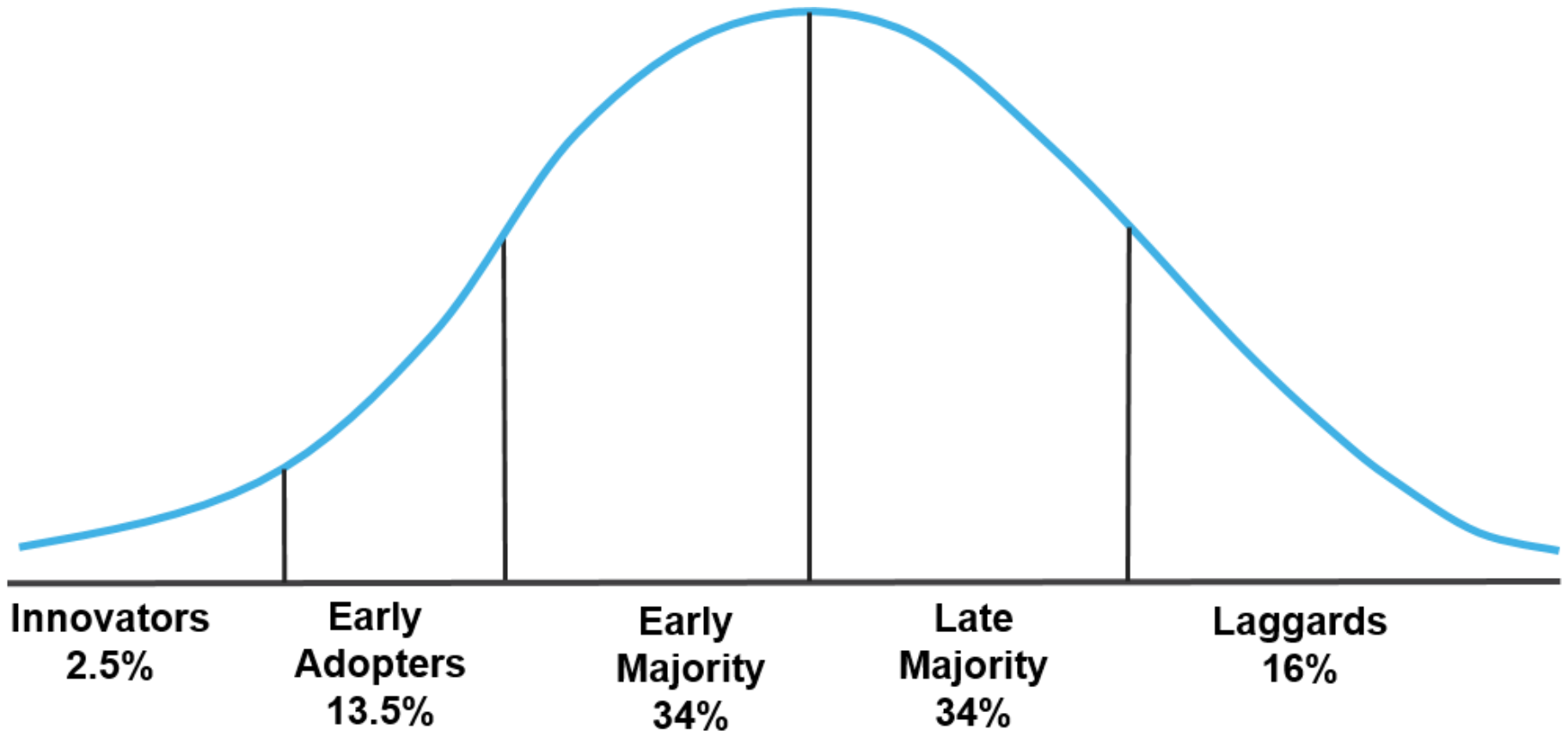


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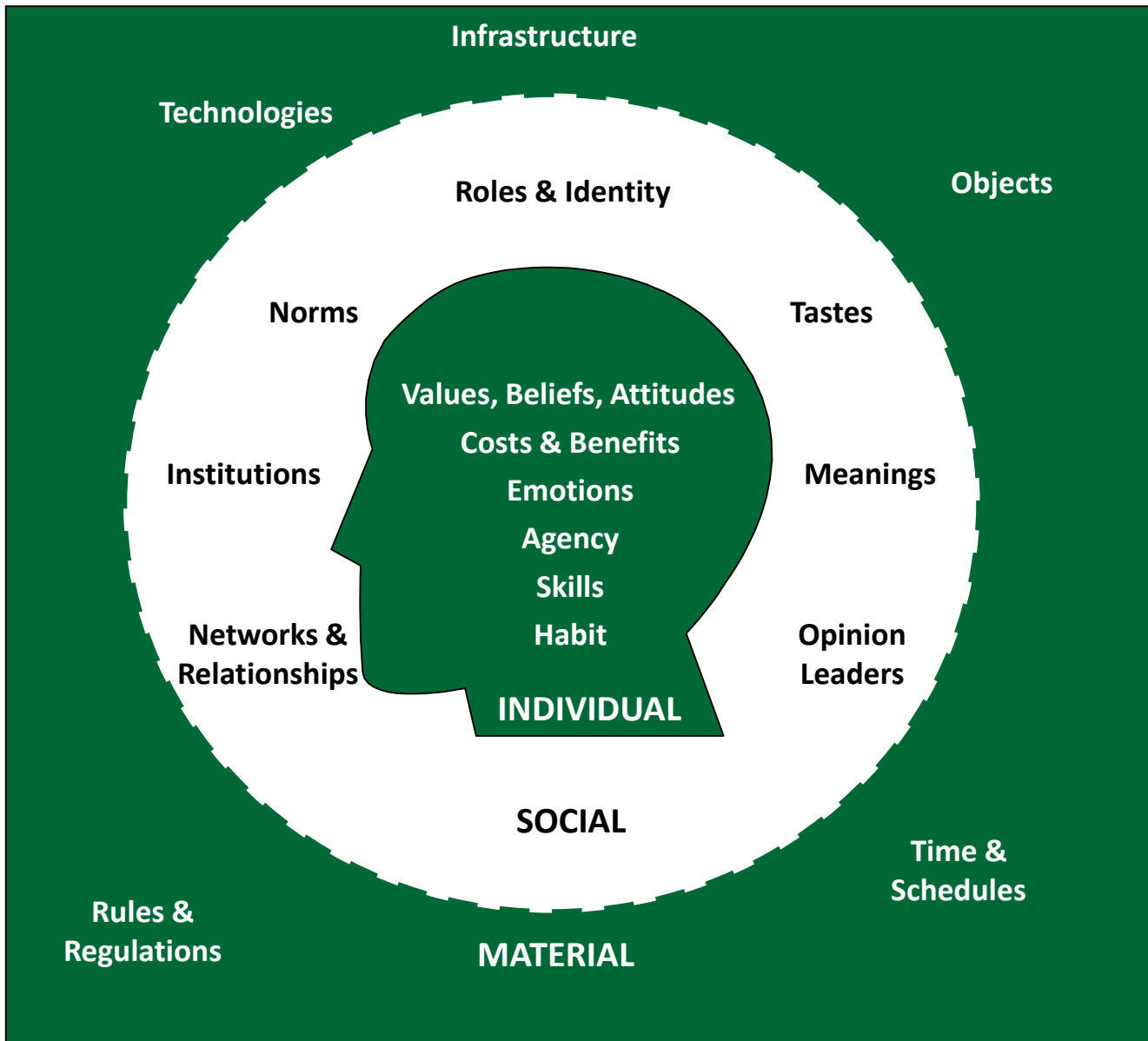


New behaviour adopters: diffusion of innovators



Habit discontinuity

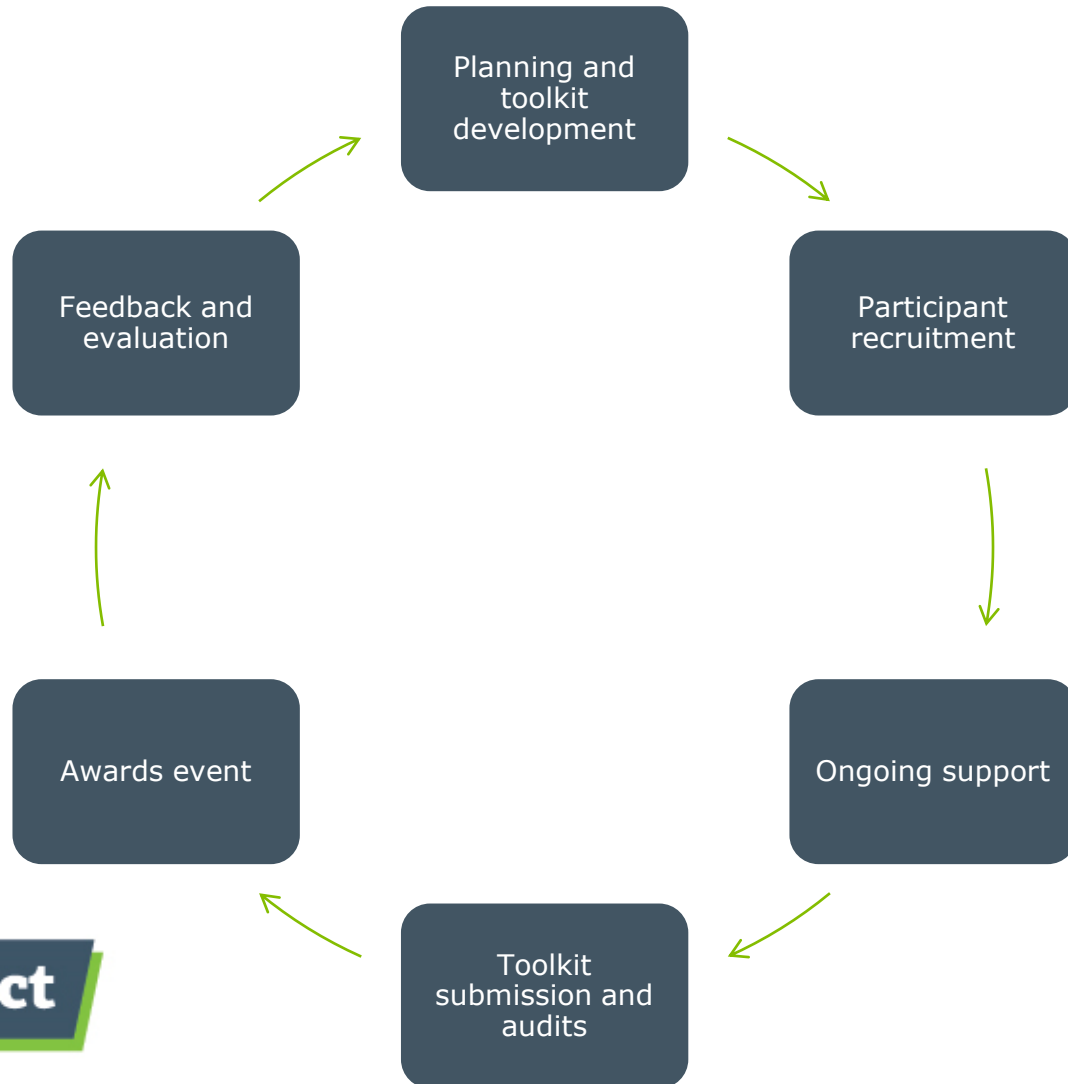




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A tried and tested, but adaptable framework



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We're making an impact



Been used by 476 organisations ranging from students' unions to hospitals



Engaged 159,000 people in sustainability and social justice issues



Provided 4,680 students with training and development opportunities



Been led by 31,028 members of 4,594 teams



Recognised 375,000 actions, 234,000 that have been undertaken as a direct result of the program

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Organisation benefits

A proven way of increasing sustainable attitudes and behaviours of people within an organisation and a powerful communication and engagement tool for staff.

Tested off-the-shelf programme

Covers the whole sustainability agenda

Provides local students excellent opportunities

Staff development opportunities

Reduced energy, waste and water

Meet environmental targets

Staff engagement

Participation from across the whole organisation

Gives champions a tangible role

A way of implementing without enforcing

Raises profile of organisation amongst student body

Reduces silo working

Incentivises and celebrates achievements

Builds community cohesion

Provides measurable outcomes

Improved staff morale and pride

And have global recognition



UNESCO-Japan Prize on Education
for Sustainable Development
Laureate 2016

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What's this got to do with dentistry?!

2014-15 pilot in dental practices

- Led by postgraduate dental school at the University of Bristol.
- **50** practices were engaged, 42 of which submitted a toolkit and were audited remotely by trained students.
- Reached **531** staff, of which 377 were directly involved in a Green Impact team.
- 2 gained Working Towards Accreditation; 6 reached Bronze; 21 achieved Silver and 12 reached the Gold standard.
- **130,810kg** CO₂ and **£24,929** estimated as saved from just three toolkit actions.
- A total of **2185** actions were completed by the dental practices.

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References

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Futerra

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- The Rules of the Game
- **Selling the Sizzle:** The New Climate Message

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