Top Tips for Green Gown Award Success

Wednesday 8th May 2019, 1pm

Helen Exton, Green Gown Award Event Manager
Sarah Horner, Head of Policy and Communications, Learning and Work Institute
Zoe Robinson, Director of Education for Sustainability, Keele University
Got a question as we go along?
- Use the chat button or
- Ask your question at the end of each presentation (unmute yourself)
- Opportunity for Q&A after all the presentations as well

Post-webinar – this will be available as a Podcast from the EAUC’s website

Hear from the admin team: Helen Exton, Green Gown Award Event Manager

• Top Tips
• Marketing & PR
• Guidance
Plan your application

• Choose the category which fits your project best - read and address both the category and general criteria

• Before you start filling out your form, read the online guidance notes and FAQs

• Do some research – check out past winners, highly commended and finalists on the Sustainability Exchange – read their entries and watch their short videos

• Give yourself time. Start your application early and ensure you have enough time to collect any data/statistics needed to support your application. You may have to ask/work with other departments who are working to a different timescale than you
4 Application Forms

- General form
- Total Reporting form
- Team form
- Individual form (written in first person)

Small and large institution rule

2 year rule

Submit by the deadline: Noon on 5 June 2019
Judges have many applications to read. Short and snappy titles stand out from the crowd. If successful, your project title is used in the Finalists’ materials (flyer and brochure).

Kent Union – EcoFeast
King’s College London - Parent Power
Keele University - The Great Donate
University of Essex - SHE Inspires
University of Reading - Sustain It Bottle
The Students’ Union at UWE - Bring Your Own Bowl
Sheffield Hallam University - Taste Hallam!
Cardiff Metropolitan University - Living the green and not just a dream
University of the West of England, Bristol - LOOSing Water
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Please make your project overview as ‘catchy’ and descriptive as possible. Explain succinctly what you have achieved. This text is also used in the Finalists’ Brochure.

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- **Top 3 learnings** – This can act as words of advice to others who may be starting out on their projects. Please keep these short and snappy too.

<table>
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<th>Top 3 learnings from implementing your approach</th>
<th>Please write in the &quot;first person&quot; (i.e., I, we, our etc.). This information will be used as a marketing tool and appear in various places such as the Finalists’ Brochure, website etc. Please include your (minimise it) top 3 learnings from implementing the project in 3 short bullet points. This can act as words of advice to others who may be starting out on their projects. Please keep these short — max. 15 words per item.</th>
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Finalists’ Brochure

If selected as a Finalist we ask you to send us an interesting project photograph and your logo to go in the Finalists’ Brochure (print quality needed so high resolution jpegs or tiffs – minimum dpi 300)
Resources and Help

Get inspiration from other Finalists
https://www.sustainabilityexchange.ac.uk/green_gown_awards1

Top Tips https://www.greengownawards.org/top-tips

Guidance Notes https://www.greengownawards.org/stage-1-guidance-notes

FAQs https://www.greengownawards.org/frequently-asked-questions

Categories, criteria and general other https://www.greengownawards.org/green-gown-awards-uk-ireland

If selected as a Finalist, you receive Judges’ feedback on your Stage 1 submission plus an opportunity to address the Judges’ questions in Stage 2. Please do address their questions as fully as possible.

If unsuccessful this time, please use the Judges’ feedback as positive help and do be encouraged to apply again another year.

The Team are on hand if needed greengown@eauc.org.uk
Any Questions?
Benefiting Society category - What we looked for

• Involvement of whole body – i.e. both students and staff
• Relation to wider community in which institution situated
• Wider application of activity – but does not have to be large scale, smaller impact by smaller college equally worthy of notice
• Learning by the institution about itself and the world around it
• To be a winner need to demonstrate results. Sometimes entries have projects at an early stage and so remain unproven
Hear from a Judge: Sarah Horner, Head of Policy and Communications, Learning and Work Institute

Specific examples: 2018 Winners
Stockport Continuing Further Education- Recovery from addiction programme - we liked:

• Connection between adult learning and the third sector
• Imaginative use of learning to tackle the problem of addiction
• Wider application of the programme – a small scale project but could easily be used by others
• Participants from broad range of backgrounds
Hear from a Judge: Sarah Horner, Head of Policy and Communications, Learning and Work Institute

Specific examples: 2018 Winners
University of Arts London, London College of Fashion– Making for change
- we liked:

• Holistic approach
• Circular economy involving recycled materials
• Helped prisoners to gain a skill and to preserve artisan skills
• Connected academia with the outside world
• Social inclusion and wellbeing also covered
Hear from a Judge: Sarah Horner, Head of Policy and Communications, Learning and Work Institute

**Specific examples: 2018 Highly Commended**

**Kings College - Parent power programme - we liked:**
- Could be widely rolled out quite easily
- Social mobility aspect and very of the moment topic

**University of Nottingham – Project SCENe community energy scheme - we liked:**
- Its ambition – trying to solve a world-scale problem
- But also its roots – starting with changing/empowering at local level
Any Questions?
My experience with Green Gowns:

- Writing award entries since ~2012
- Many shortlisted, some highly commended, some winners
- Occasional judge

Whatever the outcome, it’s worth doing (but not insignificant work))
Think from the judges’ perspective:

- They don’t know the initiative
- They don’t necessarily know your area of HE/FE
- Clearly structured, to the point, not repetitive
The initiative:

- Need a good, mature project - ‘sector leading’ in innovation, scale or approach
- Involvement of others internally and externally
- Transfer and dissemination – wider impact
- Strong student input helps (I think)
The application:

- Fill in the boxes! Answer the question!
- Scored numerically on each major section
- Quantitative and qualitative evidence (I think…)
- Narrative and bullets of key achievements
- Snappy title – be different. ‘The Trojan mouse of sustainability…’

Hear from a former winner: Zoe Robinson, Director of Education for Sustainability, Keele University
Involve as many people as possible in the process and at the Awards Ceremony:

• Makes it a team enterprise
• Catalyses more activity
• Feels better with a team!

Hear from a former winner: Zoe Robinson, Director of Education for Sustainability, Keele University
Any Questions?