



Top Tips for Green Gown Award Success

Helen Exton, Green Gown Award Event Manager

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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 Green Gown Awards website and 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





Green Gown Awards

4 Application Forms

- Organisational/Institutional form
- Reporting with Influence form
- Sustainability Institution of the Year form
- Individual/Team form (written in first person)

Small and large institution rule

2 year rule

Submit by the deadline: Noon on 5 June

Impact and benefits
Summarise the impact and benefits from your actions. Benefits may relate to positive impacts on their peers, institution, students, local community, workforce or other. Provide evidence of impact: any aspects of positive sustainable procurement outcomes (if relevant) and any feedback/improving practice and how you have improved and learned others. Include any positive unexpected outcomes from your actions. Describe how you have gone over and beyond standard job requirements?

Impact and Benefits

Include any aspects of positive sustainable procurement outcomes. How circular economy principles used? (if relevant.)

Green Gown Awards 2019

Stage 1 Application Form
Deadline - 5th June

Cover page – general information (this is not part of the judging process)
Important: By filing in this form you confirm that you have read, understood and accept all the "Conditions of Entry" available at www.greengownawards.org.uk. Minimum font size is Arial size 10pt.

Internal reference number

Organisation (name to be written exactly as it should appear in communications)

Category being entered (select the category from the drop-down list or type your category) Choose an item.

Contact name

Position

Phone number - desk and mobile

Email

Second contact and position

Second contact – phone number (desk and mobile) and email

Organisation's social media names

Direct URL link to your project (if it has a link)

Twitter:

Are you applying for more than one category with the same project? Yes / No *Note: if yes, you must declare which other category/ies, and if you are applying with the same project. If your applications have similarities, you must declare them here.*

Third-party organisations may enter jointly or on behalf of an institution, but an institution employee must approve the application. Please obtain prior approval from them. The Award will be made to the institution and not to the third-party organisation unless stated otherwise (see note to the right). *Note: if you are a third-party applying, please insert the institution's name, contact person, their mailing address, email address and contact phone numbers here.* *If you are an institution applying with a third party, please provide the same contact information on the third party here. Please state how the partnership should be named in the communication, if selected, as a Finalist.*

Are you a previous Green Gown applicant? * Yes / No – if yes, please provide the name(s) of your project(s) and year(s) you applied and status of your application (i.e. stage 1, stage 2, winner?) *Please refer to the two-year rule* (on the website under Conditions of Entry) and provide further information.*

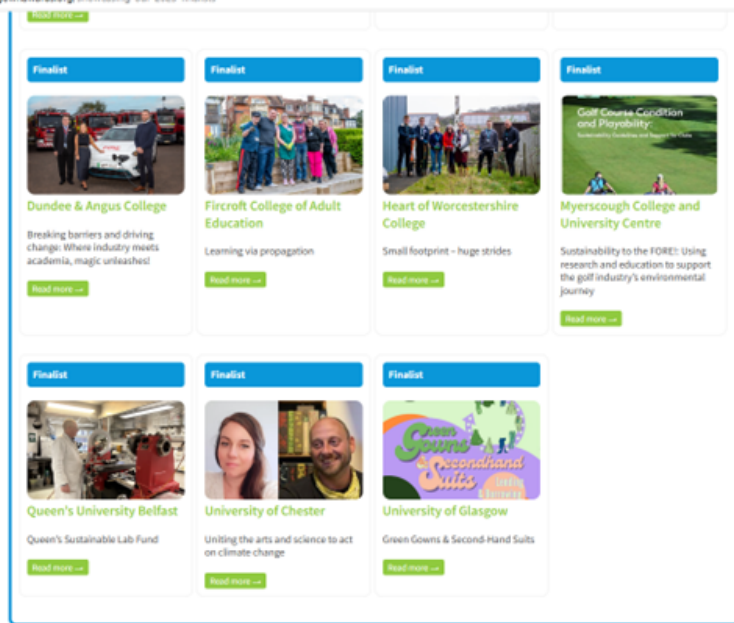
If you answered yes to the above question, have you ever applied for a Green Gown Award with THIS project (or elements of it)?

Sustainable Development Goals (SDG) Please select up to four Goals that your application particularly delivers against: (if the tick box does not work, please highlight the four Goals.)

<input type="checkbox"/> 2 Zero hunger	<input type="checkbox"/> 3 Good health and well-being	<input type="checkbox"/> 4 Quality education	<input type="checkbox"/> 1 No poverty
<input type="checkbox"/> 7 Affordable and clean	<input type="checkbox"/> 8 Decent work and economic	<input type="checkbox"/> 9 Industry, innovation and	<input type="checkbox"/> 5 Gender equality



Online showcase - finalists and winners



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.

Judges have many applications to read. Short and snappy titles stand out from the crowd.

If successful, your project title, project description and top learnings, are used in the finalists' and winners' online showcase.

The University of Manchester

Winner

Zero carbon without a net

Adopting a zero carbon target is one thing. Achieving it is another. Where to start? In two years we've gone from having a "true zero net zero" target without a plan to having a timeline of what needs doing, when, an estimate of cost, and sector leading funding to kick things off. This "what, when, how much?" approach has brought the target to life for everyone from engineers to the Board of Governors.

We've secured nearly £140m of internal funding and scored three big wins from external sources. We're now beyond strategising and into delivery, with our first air-source heat pump-only building ready soon, and much more to come. Is this ambitious project fully funded? No. We are not schedule to day within our carbon budget! Sadly not. But we have a clear plan of what we need to do to achieve a sustainable, better campus.

Annual carbon savings achieved with the initiative:

- CO2r savings 2022-2023: 390 tonnes CO2e (actual)
- CO2r savings 2023-2024: 9,300 tonnes CO2e (if all assets)
- CO2r savings over the life cycle of the project: Very hard to say on it depends on the speed of campus decarbonisation plus rate of grid decarbonisation. Our likely ePHE will save approx. 350,000 tonnes of carbon over 20 years (based on current national grid carbon conversion factor) (estimated over 20 years).

What the Judges Thought

The judges were impressed with the honest, forward looking, innovative, transferable, scalable and holistic approaches involving carbon budgeting to help deliver the universities Zero Carbon Masterplan (ZCM) with effective ongoing evaluation and realistic assessment of outputs yet to be realised.

The judges were very positive about the carbon budgeting approach, recognising the challenges it may pose in the coming years. They felt that others in the sector can learn from this entry, from the excellent understanding, candid assessment and for communicating Zero Carbon Instead of Net Zero Carbon to a wider audience.

What it Means to Win

"Winning the prize would be a powerful signal to our community about the seriousness with which we are working to our zero carbon target. Our entry is a great example of academic and professional services staff working together and success would be valuable recognition for them."

Professor Dame Nancy Rothwell, President and Vice-Chancellor

Top 3 Learnings

1. Don't assume that everyone immediately gets why decarbonisation is so important.
2. Keep it simple, ditch the jargon. People just want to know how it affects them.
3. Big financial estimates are scary at first, then focus the mind.

2030 Climate Action

Sponsored by



Online showcase - finalists and winners

If selected as a finalist we ask you to send us an interesting project photograph and your logo to go in the showcase.



Resources and Help

Get inspiration from other finalists, highly commended and winners

<https://www.greengownawards.org>

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?





Hear from a Judge: Sarah Horner, Head of Policy and Communications, Learning and Work Institute

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?





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

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)





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

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





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

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)





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

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!





Any Questions?

