

## **Top Tips for Green Gown Award Success**

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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





### **4** Application Forms

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

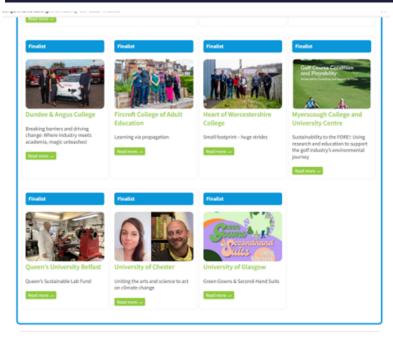
Small and large institution rule

2 year rule

Submit by the deadline: Noon on 5 June

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### **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 Sponsored by Zero carbon without a net dopting a zero carbon target is one thing. Achieving it is another. Where to start? In two years we've gone on having a "true zero not 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. orly £340m of internal funding and scored three big wins from external s d strategizing and into delivery, with our first air source heat pump-only building ready soon, and much a to come. Is this ambitious project fully funded? No. Are we on schedule to stay within our carbon budget! Sodly not. But we have a clear plan of what we need to do to achieve a sustainable, better campus on sovings achieved with the initiative · CO2t servings 2022;2023;396 tennes CO2v (Actuel). CO2F savings 2023/2024 1(310 tannes CO2# (Estimate)). CO2F savings over the Me cycle of the project: Wey hard to say as it depends on the speed of compare CO2F savings over the Me cycle of the project: Wey hard to say as it depends on the speed of compare tion plus rate of grid decorbonisation. Our likely cPIR will save approx. 300,000 tonnes of used on current national grid carbon conversion factor; (estimated over 30 ye What the Judges Thought The judges were impressed with the honest, forward looking, innovative, transferrable, scatable and holistic has involving carbon budgeting to help deliver the universities Zero Carbon Masterplan (ZCM) with ongoing evaluation and realistic assessment of outputs yet to be realised. MANCHESTER e Judges were very positive about the carbon budgeting approach, recognising the challenges it may pose a coming years. They felt that others in the sector can learn from this entry, from the excellent devitandine, candid assessment and for communicating Zero Carbon instead of Net Zero Carbon to a wide The University of Manchester What it Means to Win ning the prize would be a powerful signal to our community about the serious working to our pero 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-Chancello

 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.
 Big financial estimates are scary at first, then focus the mind.



### **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 <u>https://www.sustainabilityexchange.ac.uk/green\_gown\_awards1</u> Top Tips https://www.greengownawards.org/top-tips

Guidance Notes <a href="https://www.greengownawards.org/stage-1-guidance-notes">https://www.greengownawards.org/stage-1-guidance-notes</a>

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

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

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





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





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





#### **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...'





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?**

