

Where now for Go Green in Universities?

1. Aims of the session
2. Overview of the session
3. Key Outcomes (decisions/ recommendations)
4. Next steps (who is going to do what about the outcomes)
5. How you can get involved

1. Aims of the session

To decide on the future direction of the Go Green campaign in universities. Once universities have the four Go Green demands, what next?

20 students came to decide upon the direction of the Go Green campaign.

They were presented with 2 options, a Carbon Management campaign and a Transition universities campaign.

They then had a chance to come up with amendments to the weaknesses of each proposal and then vote on them. These were fed back to the whole group and students then had a facilitated, open discussion on the proposals. There was then a vote on the proposals.

Consensus decisions making methods were used where possible, but because such big decisions were had to be made and time was tight, a vote was had to be used in the end. To see the results go to Section 3.

For more info see: <http://peopleandplanet.org/forum/09/gogreen/>

2. Overview of the session

Transition Universities SWOT analysis






Group 1


Strengths	Weaknesses
<ul style="list-style-type: none"> • Really exciting and diverse • Totally new to network • Lots of potential for links with communities • incorporates Reclaim and Regrow • Empowering, not <i>just</i> lobbying • Education, awareness raising, holds unis to ambitious solutions to massive problems • Already brewing • Flexible: each uni could make it their own 	<ul style="list-style-type: none"> • Ambitious: where to start, how to get unis on board with new ideas ★ ★ • Intangible goals ★ ★ ★
Opportunities	Threats
<ul style="list-style-type: none"> • Holds 'top' unis to account for having fallen behind more progressive unis • Excite and empower new people • Push strong unis to go further and maximise resources 	<ul style="list-style-type: none"> • City/Campus unis might be more limited • Unis with good environmental courses ★ ★ ★

Group 2



Strengths	Weaknesses
<ul style="list-style-type: none"> • Different • Involves community • Exciting, building on international success • Working model – resources • Involves – locals & students • Broad and flexible 	<ul style="list-style-type: none"> • Ambitious ★ ★ • Less credible • Transition towns not everywhere – not in global south

<ul style="list-style-type: none"> • Go Green boring • Measurable goals – achievable – towns • New tactics – possible league 	<ul style="list-style-type: none"> • Possibly depending on tactic and uni could be resource limited in office  • Demands are very broad – some already met  • Step by step plan lacking • Difficult to exp(and?) to unis
Opportunities	Threats
<ul style="list-style-type: none"> • Could go from local to global (South) • Potential for achieve. Goals to UK government (?) • More students would be interested + locals • Building on corporate + also community 	<ul style="list-style-type: none"> • Very localised  ◦ not very national • Local pic – could forget nat. lobbying • Ethical issues on Green League may be ignored ◦ role of Environmental Manager

Group 3

Strengths	Weaknesses
<ul style="list-style-type: none"> • Amalgamation with transition towns • could be easily linked to transition towns • bottom up/grassroots movement • Offers opportunity to get involved in transition movement if you are not near transition town • Resources we develop could compliment transition towns well 	<ul style="list-style-type: none"> • We should focus out resources on something that doesn't already have campaigning or resources (poss amendment) • Could be too much info for people to take on if we run transition unis alongside transition towns
Opportunities	Threats
<ul style="list-style-type: none"> • To really engage students and ramp up the transition towns campaign • Could develop different strategies within different unis depending upon different situations of unis (where they are based etc...) 	<ul style="list-style-type: none"> • No clear targerers at the moment  • Unis can commit to an 80% cut in carbon but not all could commit to having a bike co-op.

Group 4

Strengths	Weaknesses
<ul style="list-style-type: none"> • Existing campaign with longterm impact on students and community • chance to build links with local community • engaging activities • Personal empowerment – not reliant upon authority • can see positive results of campaign far quicker • learning practical skills and education 	<ul style="list-style-type: none"> • Transition is just a small part of the broad climate change campaign ◦ need for institutional (wider) change too • would be difficult to measure 
Opportunities	Threats
<ul style="list-style-type: none"> • Building links with local community • Chance to broaden skills • Worldwide campaign – will help increase profile of student campaigns 	<ul style="list-style-type: none"> • Maybe too idealistic • cliché of 'middle-class eco-activists' being seen as main agents of change 

Overcoming Proposal Weaknesses

● **Intangible Goals**

- Preparing local community for low energy future, together with town.

- Openness and inclusivity is a strength, not a weakness and shouldn't be diluted
- Relocalisation:
 - university procurement of food: asses and transform
 - students involved in allotments
 - farmers markets
 - bike co-ops
 - public transport lobbying
- institutional carbon reduction national targets and program (Environmental policy – reduction target and implementation plan)
- Support of working groups on range of issues, eg food, transport, education, institution, sector.

Goal: Low Carbon Universities

Methods: Working groups (community projects): Food

Energy

Transport

National Goals: University energy descent plan

Practical Projects

Aims: Carbon reduction

Relocalisation

Educated Active Communities

● **Difficulty for non-campus Universities**

Can take over run down areas

Education and lobbying works anywhere

Easier to cycle in cities

Garden of halls of residence could be used

in cities there are more unis that can work together on mass action

rooftop gardens

guerrilla gardening

bike sharing schemes

communities are bigger in cities

reclaim the streets and link with community

- Important to link up with similar existing groups eg transition towns, FOE, to work on a project. This can be offered to the university as an example of how it can work

- Find disused spaces to work in

Proposed Amendments

1. National goals - a very clear energy descent plan for low carbon universities & practical projects to educate and energise

CARRIED OVERWHELMINGLY

2. League for transition Universities (that ranks).

NOT AGREED

Sign-up to be a transition university that conforms to a set of principles (student group)

CONSENSUS BUT CONCERN OVER UNI ADMIN POLICY

3. Make Partnership with local organizations

OVERWHELMING CONSENSUS

Carbon Reduction SWOT analysis

Shows result of dot voting for the weaknesses / threats discussions



Group 1

Strengths	Weaknesses
<ul style="list-style-type: none"> * Specific Aims, role for environmental manager, annual targets * Building on what other people have done 	<ul style="list-style-type: none"> * Boring? Doesn't bring in local community, raise awareness * Unis have already made targets so not distinct for P&P * Less creative campaigning than transition unis, could be incorporated into that campaign * Less obvious – can see the benefits of an allotment
Opportunities	Threats
<ul style="list-style-type: none"> * Ties in with Copenhagen * Can incorporate ethical elements from Green League * Opportunity to educate people 	<ul style="list-style-type: none"> * Too focused on direct emissions and not looking at indirect.

Group 2

Strengths	Weaknesses
<ul style="list-style-type: none"> * Follows on quite well from previous work of the campaign * Comprehensive break down of carbon impact of universities as institutions and as institutions and communities. * Supports groups who haven't made as much progress so far * SMART 	<ul style="list-style-type: none"> * More of the same * Not ambitious enough: universities often already have carbon reduction plans * Not so hands on and inspiring * Too narrow and limited: nowhere to go once carbon reduction target introduced / hi-lighted.

Opportunities	Threats
<ul style="list-style-type: none"> * Could target University building and construction * Really pushing through radical change: make this massively important change seem exciting * Expand into communities: set an example * New focus for Green League: carbon reduction achievement, not targets. Incorporate not replace 	<ul style="list-style-type: none"> * International presence within unis isn't something we want to oppose: flying. * Too specific and technical to be relevant to all groups and recruitable.

Group 3

Strengths	Weaknesses
<ul style="list-style-type: none"> * Clear targets – very focussed aims * Does not detract from original 4 points so unis can still work on these alongside it * Higher than current Go Green demands (80% by 2050) 	<ul style="list-style-type: none"> * Top down approach * Some unis may find this not ambitious enough * Less student involvement / excitement
Opportunities	Threats
<ul style="list-style-type: none"> * Can work with a lot of other organisations e.g. HEFCE 	<ul style="list-style-type: none"> * Could be unachievable – may take a long time (but depends on what is already in place at the uni) * Maybe flexibility in demand of reductions

Group 4

Strengths	Weaknesses
<ul style="list-style-type: none"> * Clear aims * Comprehensive * Progression from Go Green * IMPACT could be massive * HEFCE work * Influence on devolved governments i.e. HEFCE counterparts 	<ul style="list-style-type: none"> * Student responsibility * Over-reliance on lobbying / authorities * Role of education
Opportunities	Threats
<ul style="list-style-type: none"> * CO₂ tonnes / person rating [link with Green League] * Working with HEFCE * Link to Climate Bill 	<ul style="list-style-type: none"> * Green League * Avoid duplication of Environmental management systems

Weakness: Too focussed on direct emissions (heating, lighting etc.) instead of indirect emissions (food, paper, stationary, general supply chain.)

- Unis already with strategies should focus on embedded emissions and accountability
- Some unis don't have local alternatives
- Overlap with Total Ethical Procurement if looking at indirect
- Incorporate behaviour changing for students within the unis
- Unis have strong control over suppliers
- Seems tokenistic?
- This is strategic – doesn't matter if people don't notice?
- Think about reducing flying for field trips and conferences when they could be done another way. Maybe scrap domestic flights, or just what the uni pays for. Target staff flights as well as students. Also target aviation on short haul (trains instead). Instead of targeting personal flights, maybe focus more on behaviour change stuff.

Weakness: Top down approach, less student involvement / excitement.

- Whole group can get involved in petitioning
- Direct action? e.g. Demonstrations
- Open meetings and surveys
- More education on carbon management
- What can people do themselves? E.g. Carbon footprints
- Emphasise the things students can get involved with on a personal level e.g. Student Switch-Off
- Students support the carbon manager – doing things
- Regular meetings and other things with the management – more accountable to the student body, It regular meetings, especially when goals are met
- Encouraging students to go to their department – more action people can take.
- Behaviour change days e.g. Encouraging cycling and public transport
- “Student Switch-off” hall competitions to attract student attention
- Behaviour change – uni to students, and students to students
- Ethics and Environment Officer feed in?

Weakness: A bit boring?

- Can still do direct action so emphasise those
- Green info point – resource point about the environment run by the university – leaflets and maybe people staffing it initially
- Competitions ‘Switch-off’ student interaction

Final suggested amendment

- Student involvement and awareness raising – educating for the future (behaviour change)

3. Key Outcomes (decisions/ recommendations)

So you've succeeded in meeting all the Go Green campaign demands, but you've noticed that climate change is still getting worse. What now?

Thanks to the input from the P&P network, meetings with green uni experts and our volunteer researchers students chose between [two exciting possible options](#).

The result is that in addition to our Go Green campaign's current aims, we will be campaigning to make *Transition Universities*, which means:

1. Reducing carbon emissions by universities developing “energy descent plans”.
2. Groups will put on practical projects demonstrating how this could be done in their locality by engaging people in carbon

reduction activities.

The concept of re-localisation — connecting with local communities — is key to this and universities will also add momentum to the building international transition movement.

A vote was held to decide upon the amended proposals. The results were as follows:

- Transition Universities – 16 votes
- Carbon Management – 4 votes
- Abstentions – 1

The following amendments were as follows:

Transition Unis – final suggested amendment

1. Sign-up to be a transition university that conforms to a set of principles (student group)

CONSENSUS BUT CONCERN OVER UNI ADMIN POLICY

2. Make Partnership with local organizations

OVERWHELMING CONSENSUS

4. Next steps (who is going to do what about the outcomes)

After mulling over all the input received at the Forum, Go Green staff will be hitting the books, meeting experts and talking to students to flesh out more specific details of what form the campaign will take.

This will be taking place over the summer and then the campaign will be set for a grand launch in the Autumn Term.

5. How you can get involved

- Please send any feedback, suggestions, ideas or anything to gogreen@peopleandplanet.org
- Consider becoming a Go Green Campaign Advocate (CA). In this student role you can play an integral role in the development, promotion and delivery of People & Planet's award Go Green campaign - <http://peopleandplanet.org/volunteer#CA>
- Make sure you keep the Support Office updated with all that you are doing in your campaigns.