

LSE Green Impact **2016 -** **2017 Project** **Guidebook**

The LSE logo consists of the letters 'LSE' in white, bold, sans-serif font, centered within a solid red square.

LSE

The nus logo features the letters 'nus' in a bold, black, sans-serif font. The letter 's' is partially enclosed by a blue rectangular shape. Below this, the words 'greenimpact' are written in a bold, sans-serif font, with 'green' in green and 'impact' in white, all contained within a dark blue rectangular box with a green border.

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greenimpact

LSE Green Impact 2016 - 2017 Project Guidebook

Welcome to the LSE Green Impact 2016 - 2017 Project Guidebook. This is a resource to give you some ideas for Silver and Gold projects and to help you get started.

This Project Guidebook includes:

- 10 steps for successfully completing any Silver or Gold Project**
- How projects will be ranked**
 - 7 examples of possible projects, including step-by-step guidelines and tips & tricks**
 - Further project ideas**
- Suggested timeline for completing your Green Impact project**

The following instructions have been adapted from guidelines supplied by Green Impact teams who have first-hand experience of organising these projects. A big thanks to all the 2015 - 2016 Green Impact teams who provided the inspiration and material for this guidebook!

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All projects require the following steps:

- 1) Meet with your Green Impact team to talk about project ideas. Select one or a few that you like
- 2) **Discuss these ideas with your Sustainability Engagement Officer** for further guidance
- 3) Submit a project proposal for approval
- 4) Check out the scoring methodology in this guidebook and take this into account when planning your project. This will help you achieve the award you are aiming for!
- 5) If you require funding, send a short paragraph description to your Sustainability Engagement Officer with a rough quote
- 6) Once this has been approved, complete and submit a funding proposal. Allow at least a month for approval and for the money to reach your account
- 7) If you'd like any volunteer help with your project, or would like to invite others in the Green Impact network to take part, contact your Sustainability Engagement Officer who will advertise this on the Green Impact newsletter
- 8) Take lots of pics of your project! Send to your Sustainability Engagement Officer to share on social media
- 9) Complete the Project Workbook Form
- 10) Upload Project Workbook Form and evidence to Workbook

Project Ranking:

Teams will be ranked on 10 different criteria. For each criteria, they will be given a score out of 10. This score will take into account both effort (how much the team tried to fulfil this criteria) and impact (how much the team succeeded). This score will be suggested by the auditors but finalised by the Sustainability Engagement Officer, to ensure consistency in grading. Teams which score over 50 overall will be awarded Silver. Teams which score over 75 will get a gold award. The highest scoring team or teams will receive our much-coveted platinum award!

- 1) Team engagement : how many people were involved and how substantial was this engagement?
- 2) Further engagement: was the student community involved/engaged through the project? Were academics/other departments involved?
- 3) Creativity: was the project creative/ original?
- 4) Relevance: was the project relevant to the sustainability challenges/ ambitions of the department and/ or school?
- 5) Impact: did the project have tangible impact on the sustainability of the department and/ or school?
- 6) Measurability: how measurable was the impact of the project? Have the team provided numbers of people involved/ engaged etc.?
- 7) Proportionality: were the outcomes proportionate to the size/ capacity of the team?
- 8) Replication: is the project replicable?
- 9) Legacy: does it have a lasting impact?
- 10) Outcome: overall, was the project a success?

The more information and evidence you provide about your project the more you will demonstrate why you deserve a high score, so be sure to measure and record outcomes, take lots of photos, use social media and provide lots of information

Bring n' Share Lunches:

To encourage your department to think about sustainability when making food choices, organise a Bring n' Share lunch, where staff cook different sustainable dishes and bring them in to share with the team.

This project is particularly well-suited to teams who are new to Green Impact and are looking for a fun, easy-to-implement project to get the whole team involved.

How To

1. Decide rules for lunch (e.g. vegetarian and seasonal, vegetarian and organic)
2. Set a time and date
3. If you don't intend to hold the lunch in your kitchen area, book a room
4. Send calendar invites to colleagues
5. Approximately 2 weeks before event, send a doodle poll for people to indicate whether they will bring mains, starters or desserts, to prevent people from bringing the same dishes
6. Speak to staff in person about the lunch and encourage them to get involved
7. If you don't have enough cutlery and plates in your communal kitchen, arrange for people to bring from home
8. Send a reminder email one day before
9. Send a reminder email one hour before, reminding people of kick-off time
10. Enjoy! Remember to take some snaps of all the great food

Tips and Tricks

- To boost attendance, hold the lunch after a team meeting or other meeting where lots of staff will be in attendance
 - To add to the event, consider offering some educational content to the lunch e.g. showing a short film related to sustainable food, giving a presentation or asking LSE Sustainability to deliver a workshop
- Hold termly lunches with different themes e.g. 'Food Waste' – dishes made from food in your fridge that otherwise would have been chucked out; 'Around the World' – dishes from the home countries or favourite destinations of people in your department; 'All Organic' – dishes made only from organic produce
 - To increase the amount of people engaged, consider inviting departments in neighbouring offices to join your lunch
 - To encourage the lasting impact of the project, set up a shared folder or document where people can post recipes of the dishes they cooked

Film Screenings:

Documentaries are a great way to learn about sustainability. There are loads of movies on lots of different social and environmental issues, which provide an easy and accessible introduction into a range of sustainability topics. Organise a screening of movie for your department, all LSE staff, or even students!

This project is particularly well-suited to teams who like organising events and who want to get people outside of their department involved.

How To

1. Pick a topic you'd like to explore and what movie you'd like to show.
Contact your Sustainability Engagement Officer for suggestions
2. Select a time and date
3. Book a room. You'll need a venue with AV setup (e.g. screen, projector, good lighting)
4. Ensure you have the appropriate licence to screen the film and buy one if necessary
5. Start inviting people! Start with colleagues from your department or others you work with by sending calendar invites
6. If you'd like to open the event up to other staff, advertise via Staff News and contact LSE Sustainability about promoting through their channels
7. If you'd like to open the event up to students, advertise via Students News and liaise with LSE Sustainability about promoting through the Students Union
8. If you are providing drinks or snacks, buy them in the days before or morning of the event. Remember to go for sustainable options!
9. On the day, make sure you get to the venue with sufficient time to set up
10. Leave enough time after the event to organise the chairs and tables back to how you found them

Tips and Tricks

- Note that LSE has strict guidelines on film screenings and only documentaries are allowed. There are also advertising restrictions – be sure to check with events what they are for your specific event
- To add to the event, consider having a guest speaker to introduce the topic of the film or leaving time after the screening for discussion
 - If you'd like to open the event up to students, consider partnering with an SU society to help with promotion and setting up on the day
- LSE Sustainability team can help getting the word out to other Green Impact participants through the Green Impact newsletter and Moodle
- When choosing a room, bear in mind that certain LSE buildings do not allow self-catering

Host a Swap Shop:

To promote reuse and discourage people from sending old items to landfill, organise a swap shop! The idea is simple: people bring in their unwanted items to swap with others. You can focus on a particular type of item, such as a clothes swap or book exchange, or host a general swap shop. You could do this just for your department, for all staff, or even for the whole university!

This project is well-suited for teams who are good at organising and promoting events and who are ready to get rid of some stuff!

How To

1. Decide what sort of swap shop you will host
2. Pick a date and time. Consider holding it for a whole morning or afternoon to enable people to drop-in depending on their work schedules
3. Set a few rules: can people drop-off items before the day? Is there anything you won't accept? Can anyone pick-up items or only those who have donated? Make sure to state these rules in your communications leading up to the event
4. Contact a charity about donating any leftover items. Some charities will do pick-ups
5. Start inviting people! Start with colleagues by sending calendar invites
6. If you'd like to open the event up to other staff, advertise via Staff News and contact LSE Sustainability about promoting through their channels
7. If you'd like to open the event up to students, advertise via Students News and liaise with LSE Sustainability about promoting through the Students Union. You could also consider printing posters and sticking these up around the school
8. On the day, get to the venue with sufficient time to set up. Consider arranging the items into categories to make it easy to navigate
9. Make sure you have enough time to clear up after the event. There may be lots of leftovers!
10. Donate leftover items to designated charity as arranged

Tips and Tricks

- Swap shop's only work if a lot of people donate, so select your time and date carefully to maximise the chances of high-attendance
- If you're hosting an open swap shop, try to get a venue with a lot of footfall where passers-by can easily pop in
- There are loads of online resources to help you organise a successful swap shop. Check out <http://www.swishing.com/> or <http://www.getswishing.com/>
- If you'd like to open the event up to students, consider partnering with an SU society to help with promotion and setting up on the day

Green Week:

Delve deeper into a sustainability topic by hosting a week-long event made up of different activities looking at one important issue. Hold a different event each day. These could include presentations from external organisations, competitions, film screenings and workshops. By the end of the week, your department will be sustainability experts on that topic!

This project is well-suited to mature Green Impact teams who have experience organising events and are looking for a challenge!

How To

1. Choose your topic! Discuss with your green team or send out a quick survey to see what your colleagues are interested in learning about
2. Decide on dates. As it is a whole week, you will need to be careful to ensure it does not conflict with any other events
3. Have a meeting with your green team to decide upon a possible programme for your sustainability week. Some research may need to go into coming up with 5 different events on one topic!
4. Contact any external organisations that you'd like to be involved with your green week. Have back-ups in case your first choices are not available
5. Once you have confirmed your programme, book rooms. You may want to hold some activities in your communal kitchen (where lots of people are likely to stop-by) and some in meeting rooms (if you need access to a screen for presentations)
6. Start promoting the event! Make a schedule for the whole week and send this to everyone you'd like to come
7. In the week before the event, contact all external speakers confirming their arrival time, the address, the content of what they will deliver and your contact details. You should also let reception staff know that you will be having external visitors
8. Send reminders to invitees leading up to the event, including final reminders 30 minutes before
9. Check any required equipment is working prior to the event, and make sure you have enough time to set-up and clear-up on the day
10. Send thank you emails to external speakers and anyone else who helped out, and a recap email to all attendees. Be sure to share links to the projects or organisations of any external speakers

Green Week (part 2):

Tips and Tricks

- Choose a sustainability topic that is relevant to the everyday lives of your colleagues. So, rather than looking at big areas such as energy, water or waste, focus on smaller, tangible issues such as food waste, vegetarianism, sustainable fashion or cycling
- Consider holding this at the same time as LSE Green Week organised by LSESU. This is usually held in November, but contact your Sustainability Engagement Officer to find out more
- Hold the events around lunchtime, when lots of people will be available to attend
- Consider inviting neighbouring departments to increase the engagement of your green week
- To pique the interest of lots of staff members, find charities or organisations that are doing something fun or creative in relation to your sustainability topic
- Using the LSE brand may help you secure interesting speakers but make sure you are clear about exactly what you asking for, including whether you are willing to pay and how many people speakers can expect to be in attendance
- See if there is anyone within your department or LSE that knows a and would like to host a presentation or workshop
- Create a backup activity or presentation to be hosted by the Green Team in case of cancellations. This could just be about Green Impact and encouraging people to get involved!
- You could organise some of the other one-day activities described in this guidebook as part of your week-long event

Grunch Waste Workshop:

To make sure everyone knows how to use LSE's recycling facilities, organise a waste workshop that everyone will love – a green brunch or lunch! The grunch consists of inviting people to enjoy some food and challenging them to dispose of their waste in the correct way.

This project is particularly-suited for halls of residence to host for their tenants, however it could be adapted to other departments who have issues with waste contamination and recycling rates.

How To

1. Assess your current situation. What are your main problems with waste disposal? Make sure to highlight these in the workshop
2. Run a short survey to gauge current knowledge of waste disposal. You can use this to tailor the workshop to your audience, and can then repeat this survey after the workshop to measure success
3. Pick a date and time
4. If necessary, book a room
5. Start promoting the event through relevant channels such as calendar invites, emails, posters and possibly social media. Be sure to highlight both that there will be free food and that the event is about waste awareness
6. Buy food and anything else which is needed with sufficient time before the event
7. On the day, arrive with enough time to set-up and move bins near the entrance to the event. Lay out the food and save all the packaging
8. As people arrive, challenge them to dispose the packaging of the food. Be on hand to help and explain any misconceptions about which rubbish goes in which bin
9. Enjoy the grunch! Mingle with attendees whilst your there and chat to them about waste, answering any questions they may have
10. Repeat the challenge with any leftover waste from the grunch. This is also a great way to get your attendees to help with clearing up!

Tips and Tricks

- Choose food which has a lot of packaging. This is the only time we will encourage buying products with lots of packaging! It will help if there is a good amount of waste to do the disposal challenges with
- Contact your Sustainability Engagement Officer about the latest tips for recycling
- If you are an LSE hall, liaise with the hall committee about promoting and organising the event
- Consider holding termly Grunches to increase impact and measure improvements

Gardening Workshop:

To encourage people to get involved with a green space, organise a practical beginners gardening workshop where attendees are taught the basics of urban gardening.

This project is particularly well-suited to halls of residence with a garden. Other Green Impact teams could adapt this project by getting involved in the Shaw Library Roof Garden. Contact the Sustainability team for more information. It is also better suited to spring/ summer, though the adventurous and ambitious are welcome to try all year round!

How To

1. Establish everything you will need and identify what you can source for free
2. Source a workshop host – ask around and contact LSE Sustainability to see if you can find a volunteer
3. Decide on a date and time with the workshop host
4. If necessary, organise a workshop space. If your garden is particularly small you may consider hosting some of the workshop indoors
5. Secure tools storage and access to water – very important for a successful workshop!
6. Start promoting the workshop through calendar invites, emails and posters. Make sure to invite people in person too!
7. Order all items, allowing enough time for delays in delivery
8. Allow yourself time to set up – ask the workshop host how they would tools and soil/ compost arranged
9. At or after the workshop, form a gardening group and decide on a regular time to meet to tend to the plants
10. Get attendees involved in tidying up and putting all the tools away. After all, it is part of being a good gardener!

Tips and Tricks

- If your workshop is for students, promote via Facebook groups as well as emails
- Ask the workshop host to write some quick guidelines on how to care for the plants, which you can distribute to attendees after the event
- Before ordering supplies, check your plans with an experienced gardener. This will prevent you from buying seeds or plants that are not suitable for your location or that time of year

Other Projects:

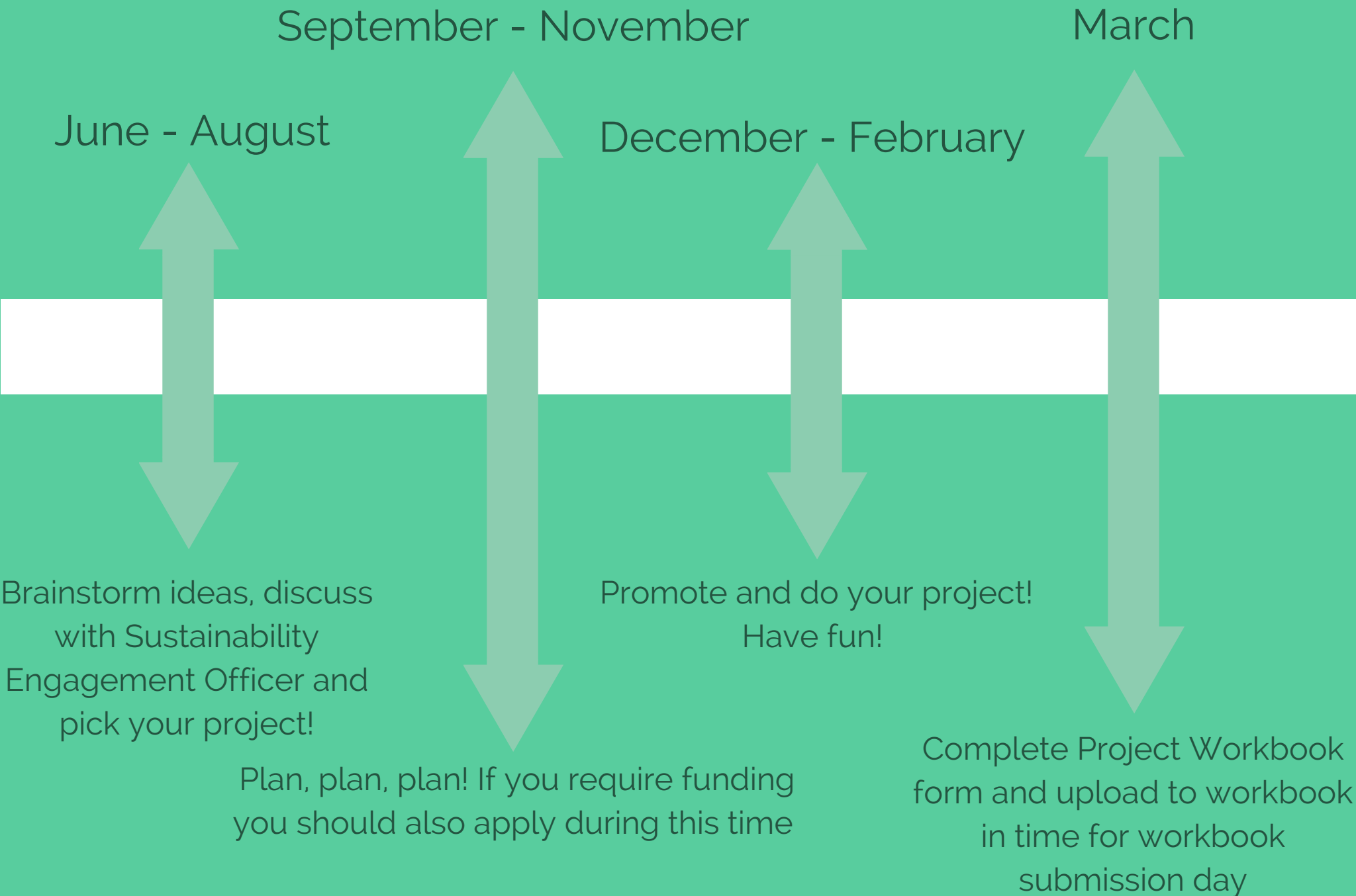
There are loads more projects your Green Impact team can organise or launch. Select from the ideas below or feel free to come up with your own! You could also mix and match different elements from projects listed in this guidebook.

- **Student Reach Out:** a great project for academic departments. Encourage students to conduct research projects on social or environmental issues linked with Non-Governmental Organisations. Contact your Sustainability Engagement Officer to liaise with LSE Career's Reach Out project on this [page](#)
- **Sustainable Education:** another exciting project for academic departments. Incorporate sustainability into your taught modules by introducing sustainability related lectures, reading materials, case studies or essay questions. Work with academics or the Sustainability Engagement Officer to find ways to show how sustainability is related to your academic discipline
- **Engage Café:** offer employees a chance to bond whilst learning about sustainability! Host an engage café where people can discuss one or more sustainability issues in an informal context. You could print funny sustainability facts or questions and place them on the table to spur discussion
- **Quiz Night:** Host a sustainability quiz. Encourage people to participate in small groups, and offer a prize for the winners. Work with the Sustainability Engagement Officer to come up with some tough questions!

Other Projects (part 2):

- Green Your Events: a project suited for departments that regularly organise staff or external events. Green up your next event by switching to sustainable suppliers and making efforts to limit waste. Afterwards do an evaluation for which changes you can make permanent, hopefully all of them!
 - Sustainable Staff Away Day: a great way to increase employee engagement. Organise a staff away day related to sustainability – a sustainable site visit or group volunteering trip. Contact your Sustainability Engagement Officer for suggestions
 - LSE Volunteering 100: LSE encourages staff to take part in volunteering, but encourage them further by setting a target of 100 hours of volunteering in your department. Research different organisations and causes to get involved with to keep it interesting
- International Campaigns: There are lots of organisations working on sustainability and a lot of them organise fun and creative campaigns that you get involved with. Last year, some Green Impact teams participated in WWF's Earth Hour Campaign, but there are many more you could consider. Contact your Sustainability Engagement Officer for further suggestions
- LSE Residences Clean Kitchen: this project has real impact for LSE residences which struggle with kitchen cleanliness and use of waste facilities! Sometimes, the best way to promote sustainability is to incorporate it into other things we already do in our day to day lives. Introduce waste audits into your kitchen checks and give prizes to the cleanest kitchens with the best recycling rates.

Suggested Timeline:



**Thanks for reading
the Green Impact 2016
- 2017 Project
Guidebook Any
questions? Contact
your Sustainability
Engagement Officer**

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