

Transition Edinburgh University

Phase 2 CCF Application

Attachment 5: Samples of community engagement in bid development

This document includes minutes of meetings and letters with comments from community members, given as evidence of community engagement in the development of this Climate Challenge Fund application.

Example of comments on application sent via email

Hi Sion

I've had a read through the bid. I'm impressed by the number of exciting initiatives proposed, and I can tell a lot of work went into this bid.

Below some quick comments, mainly about clarity and tone:

'Carbon crash' really useful phrase but, again, is not defined. I'd make more of it.

'Community' used a lot, and often to mean different things. Could be defined up front.

P6 Wording for press release and brief summary need to be extremely concise and clear. I'd work on formulation a bit: A) I don't think one can 'lead goals' though one can lead efforts to achieve them. B) The 4,000 t Co2e formulation won't mean much to layfolk

2.7

p7ff- Have all the further organisations listed offered to provide support? Just need to be sure

p9 evidence section - I'd tone down language for funding bid (world's wealthy minority as only culprits? 'desperate poverty' etc.

Similarly, careful when asserting a few paras below that 'there has been no such drive and commitment from Uni community to reduce its lifestyle emissions..'. It's more accurate to say there is less evidence of such commitment.

Finally, you need to mention that you're building on earlier uni initiatives to encourage change in student/staff lifestyle. (Somervell will know; big eso initiative in 2007+ which included lots of advice tips on household use, energy check, commuting incentives, etc. Explain how you hope you project will build on these efforts and hopefully surpass them

Programmes

Some of these sound great - esp the Pollack challenge (though is first priority - walking and bus- a big issue for Pollack?. Do many students drive?). The Green Dragon's Den sounds particularly well suited for community you're trying to reach.

I have to say I was uncomfortable reading about Carbon Conversations and, in particular its 'psychotherapy working practices' employed to change people's behaviour. Leaving aside questions of proper training in psychotherapy (whatever the not-cheap weekend training courses may or may not bring) the conversations as depicted here are vague and slightly Orwellian. I'm sure they're not, but you don't need to give funders any cause for concern.

Hope that helps. Best of luck!

Elizabeth

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Example of comments on application in paper form

This project will be social reverberations on top of cutting carbon, as the idea of sustainability and a low carbon lifestyle will be imbibed for all who live and work at Pollock Halls. There are tangible environmental outcomes as well, including improvement of community health through cycling and a more carefully planned diet and reduction of waste going to landfill.

Our activities at Pollock will include:

is this an autonomous outcome? or a public awareness campaign?

Bicycle User Groups and Fixing User Groups

A project to promote and support low-carbon travel. It will offer advice step-in with 'Dr Bike' on buying a bicycle, formal workshops on bike maintenance, day and weekend leisure trips, promotion of bike safety and bike confidence workshops. This project support staff and students with the goal of assisting as many members of Pollock staff as possible to reach Pollock by carbon-free travel.

First Year Free Sheep and Skare

Building on the impressive work already carried out in the first academic year by People & Planet Society, we will facilitate a swap shop event in a central location at the end of each semester (and perhaps monthly) for three purposes:

- collect reusable waste such as furniture, electronics, clothes etc. that would otherwise go to landfill,
- give staff and students an opportunity to take things that might be useful for them for free,
- process staff that's left over and give it to local charities (currently have links with Fresh Start).

The project is educational as well as delivering carbon cuts. It forces a mindset shift in confronting people with the reality of waste, and will prompt further action and involvement based on this realisation.

Meat Free Days — *need to provide evidence of emissions reductions in comp to other activities. It seems as though you have other agendas.*

TEU will work with a very pro-active catering manager to purchase a regular events at Pollock dining hall (which serves around 2,000 students daily) to raise awareness not just about "food miles" but also emissions associated with food choices and the culinary possibilities of vegetarian / vegan food and the carbon emissions associated with the production of meat. This is a sensitive issue and we will utilise our wide support base and contacts within the university to ensure that users of the restaurant feel included in this project and not coerced. This will also act as a showcase example for the wider "Consumption Choices" project.

Inter-house energy saving competition

TEU will initiate an inter-house energy saving competition for Pollock's main houses run by Wardens, Housing Assistants and interested students and spanning the whole year. Awards will be split into:

- lowest absolute emissions per person;
- greatest reductions achieved against previous year;
- most innovative advertising campaign, and others.

Smart meters will be utilised in lobby areas, with monthly "riddle" events as well as an overall ceremony at the end. Prize money would come from cost savings of electricity or more formal sources.

Students will be incentivised through the promise of cash prizes... is this a good idea? Better to showcase hard work you are at incentivising people without the need to bribe....

Practical Project B: Consumption Choices

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The Consumption Choices campaign will address carbon emissions resulting from high-energy consumption choices. It will achieve this mainly by campaigning on reducing meat consumption and addressing waste in the university community.

Firstly, practical measures to encourage low-carbon diets will include a series of exciting, meat-free food options in University outlets and EUSA stores (utilising our links with the university procurement and EUSA). At the same time we will conduct a fact-based awareness raising campaign to make staff and students aware of the environmental benefits of decreasing meat consumption.

Secondly, we will provide support in the implementation of a number of waste awareness measures and aim to make such information widely known. This could take the model of the University's 'Switch and Save' campaign, already in place.

It is important that this practical carbon cutting campaign is supported by an educational and discussion-based element as we want to encourage people to think differently in order to maintain sustainable lifestyles throughout their whole lives. The campaign will, therefore, also present information about positive low carbon alternatives.

The Consumption Choices project will begin running from October 2009 until March 2010, by which time, we envisage its aims to be sufficiently integrated into university working patterns. We anticipate large carbon cuts from this project. For example, eating meat one day less than current levels reduces emissions by 0.18 t CO2e/yr per person. Based on this assumption, one component of the scheme, regular university wide 'meat-free' day once a week affecting at least 10% of the population (3600 people), would save 648 t CO2e/yr.

reference.

Practical Project C: Climate Outreach and Information Network (COIN) Partnership with Campus Unions

We will bring COIN's pioneering work on the role of values and identity to collective action to Edinburgh University, through the Trade Unions structure, UCU. We will set up a partnership with COIN (<http://coind.org.uk>) whereby COIN-trained members of the University staff community (through UCU) will give peer to peer presentations on Climate Change and collective action.

Each presentation will focus on a specific target, for example scrutinising carbon emissions, insulation in homes, local food, green tariff electricity change over and car maintenance and use. Action groups will be the outcome of each targeted presentation. This project has tangible social outcomes as it brings groups together to support and work alongside one another, and it embeds the concept of sustainability strongly in the work culture, facilitating a behavioural shift. Environmental outcomes will follow from this shift including lessening of car travel and thus less local pollution, greater investment in local food and less energy wastage through inefficient homes.

TEU will work to establish that partnership with COIN and to promote and make space for this initiative within the university. We will provide the link between staff, union and university and act as facilitators of this partnership. We will also be on hand to act as mentors to the existing action groups and work to bring their expertise and experience into the TEU project. We will use our knowledge of the unique university environment to help design presentations and strategy that fit most successfully with the existing values of the University (utilising COIN's knowledge of UCU) forging new working practices, mind sets and momentum toward sustainability.

reference.

need evidence. No support that would make greatest red.?

awards?

We will develop a systems plan for the Edinburgh University community, but we are also committed to exporting lessons learnt from this project to the 60 other further education institutions and their surrounding communities in Scotland and beyond, through EAUC and People & Planet. This project will be launched in

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Example of comments on application from consultation sessions

Practical Project D: Green Dragons Den

Include:

Rationale

Include:

Outcomes

This project will draw upon the success and popularity of the well known TV series where entrepreneurs pitch their ideas to a group of experts to secure investment. Green Dragons Den invites participants across the whole of the university (staff and students), especially those involved from the Business School, to present a business plan to a panel of experts in the area of sustainability and carbon saving. We will invite proposals of any scale; a project, design idea or other innovative way to encourage sustainable behaviour and carbon saving. The criteria would be tangible carbon saving benefits in the short and medium term. TEU will facilitate this project through initiating, marketing and advertising the concept across the university, recruiting the expert panel, taking care of the logistics and securing necessary resources. TEU will continue to provide help and support for the winning projects as well as all the ideas put forward and would help "mentor the project".

more concrete. Opportunities within university

There will be significant carbon reductions as an outcome of this project, as the winning idea will receive support. This project will begin in December 2009, to be launched after Green Week (February 2010) and further nurtured by the TEU ~~group~~ throughout its development.

**What could be included?
What are its weaknesses?
Would you get involved with this?**

Will it work? Pioneering

See Adrian's hints

Non-point based prizes

Get them to publish it
- Tell them we'll publish it
- Fame
- Applicability



Confidence
Support critical ideas
Website for posting ideas - email
address... Pe for similar minded ppl
in touch

Publicity = fun
Technically minded people

Track success: video Followup: Glitz
for example: "YouTube videos"
"Transition TV II"

Add WWF Natural Change.
C: Red vest JUST THINK from life? Educ. Project

Introduce by saying "accmo dafm represents X% of emissions"

Practical Project F: Changing Rooms: Saving Rooms
This project will draw upon the popularity of the 'home improvement' model in popular TV shows and build upon people's initial interest in reducing their energy bills and carbon emissions (scoped out through an informal home energy check). Groups of 2-4 volunteers, with at least one trained to give National Home Energy Ratings, will visit student and staff homes and work with them to make improvements that save money and carbon emissions.

The trainers will initially concentrate on the 'easy wins', i.e. simple changes and advice such as defrosting fridges and freezers, installing energy saving lights, adjust lighting set-up. More difficult actions that will produce more considerable CO2 emission savings for householders will be identified and supported in the following weeks. Participants will be encouraged to spread the word in the tenement in a 'pay it forward' style, with potential for more major building/loft insulation as a result. An initial meeting with Changeworks has identified several synergies. Eye-catching branding in the style of 'Changing Rooms' will be used to ensure widespread publicity and engagement.

TEU will also facilitate students reducing their carbon footprint by choosing energy efficient low-carbon homes for their second and subsequent years beyond Pollock. This will be done through the advice and dissemination of information about the energy performance of private flats to residents at Pollock residents when choosing their flat for the following year. We will also make this information available more widely. After extensive publicity in freshers week and to returning students, Changing Rooms: Saving Rooms will launch in October 2010. The project will be facilitated by in co-operation with Changeworks and we will procure the services of a trained advisor as well as support from trained group of volunteers. The Saving Rooms Project will affect an ever growing number of people and it is estimates that those who take part cut their home energy use by between 10%-30% in the initial stages. Multiplied by the number of people who will be brought into the project at Edinburgh University, this signifies very significant carbon cuts.

① Things you can do.
② Things you can't do (and lord can change)

What could be included?
What are its weaknesses?
Would you get involved with this?

EUSA staff

Survey: "60% of people say they're too cold in their homes"