



national union of students

Behaviour change programme 2012/13 Outline and rate-card

Green Impact Universities and Colleges - Student Switch Off - Sustainable Behaviours Assistants - Environmental Research Package - NetPositive™ Sustainability Leadership Package

1.0 Background

In 2009/10 and 2010/11 NUS delivered a Defra-funded behaviour change programme at 20 universities in England. The programme was highly successful in delivering measurable pro-environmental behaviour change, with up to 15% swings in target attitudes and behaviours. In 2011/12 NUS made the programme's constituent behaviour change projects available to UK universities and colleges with NUS-affiliated students' unions on a self-funded basis, allowing the projects to roll-out across the UK. This document outlines the pay-for behaviour change projects available from NUS in 2012/13. New for 2012/13 includes more standard additions to Green Impact, a recycling bolt-on for Student Switch Off, a focus group option for the Environmental Research Package, and a sustainable leadership package.

2.0 Green Impact Universities and Colleges

In 2011/12 NUS delivered Green Impact Universities and Colleges at 45 institutions¹. Across these institutions there were 1,150 teams or departments taking part, reaching 42,500 staff, 12,000 of which sat on local Green Impact teams. This year to date the scheme has delivered 14,350 actions as a direct result of the scheme, and we have trained up 800 volunteers as our auditors, helping with their employability.



Green Impact Universities and Colleges is our institution-specific environmental accreditation scheme that encourages pro-environmental behaviours by staff in departments. It empowers sustainability champions, providing them with a framework of practical actions, helping them gain recognition for their environmental efforts, whilst playing on the competitive spirit of staff working in teams. For information, please visit www.nus.org.uk/greenimpact.

The fees for 2012/13 are shown in the table below.

2012/13 (if participating for the first time)			2012/13 (if 2 nd / 3 rd / 4 th consecutive year)		
Up to 1,000 FTE staff	1,001 to 1,500 FTE staff	1,501 or more FTE staff	Up to 1,000 FTE staff	1,001 to 1,500 FTE staff	1,501 or more FTE staff
£3,500 (+VAT)	£5,500 (+VAT)	£6,500 (+VAT)	£2,500 (+VAT)	£4,500 (+VAT)	£5,500 (+VAT)

¹ Anglia Ruskin University; Canterbury Christ Church University; City University London; De Montfort University; Goldsmiths, University of London; Jewel and Esk College; Kingston University; London School of Economics and Political Science; Loughborough University; Manchester Metropolitan University; Middlesex University; Newcastle University; Nottingham Trent University; Queen Mary, University of London; Queen's University Belfast; Reid Kerr College; Roehampton University; Royal Holloway, University of London; Southampton Solent University; Staffordshire University; Swansea University; The University of Edinburgh; The University of Manchester; The University of Reading; The University of Sheffield; University College London; University of Bath; University of Birmingham; University of Bradford; University of Bristol; University of East Anglia; University of East London; University of Exeter; University of Greenwich; University of Hertfordshire; University of Kent; University of Leeds; University of Leicester; University of Liverpool; University of Northumbria; University of the West of Scotland; University of Westminster; University of Winchester; University of Worcester; University of York.

Included in the above costs:

- Development / updating of your bespoke online workbook;
- Remote support for teams / departments;
- *NEW*: Recruitment, training and management of a small team of volunteer student Green Impact Project Assistants, who will support and mentor teams and departments²;
- Recruitment, training and management of auditors (*NEW*: IEMA accreditation for our auditor training);
- Personalised feedback reports for all teams / departments;
- Certificate templates, silver and gold engraved recycled awards, and national special awards;
- National publicity through good practice booklet and Green Impact website;
- *NEW*: Online voluntary baseline and follow-up behaviours survey so we can show we have changed behaviours in new teams and departments;
- *NEW*: Green Impact online shop for GI branded green products for teams and departments (e.g. refillable drinking water bottles, reusable mugs, hot water bottles, etc.);
- *NEW*: List of Green Impact project proposals for masters students, and support as required;
- Support and guidance through every stage from a dedicated Green Impact Project Officer.

Not included in the above costs:

- Printing of certificates;
- Venue costs for auditor training and awards events (e.g. room hire, catering).

3.0 Student Switch Off

In 2011/12 Student Switch Off was delivered at 43 institutions³, reaching 101,000 students, engaging 20,000 through our Facebook fan-pages, pledge schemes and events. This year to date it has delivered average energy savings of 7.1% per participating hall, and a collective reduction in carbon emissions of 609 tonnes.



Student Switch Off is an inter-halls energy competition. Eco-Power Rangers are recruited at freshers and then supported to encourage their flatmates to save energy, working together to win prizes. For information, please visit www.studentswitchoff.org.

The fees for 2012/13 are £1.70 (+VAT) per student living in halls (with a minimum fee of £2,250 +VAT and maximum fee of £5,250 +VAT)

Included in the above costs:

- Attending fresher's fairs to raise awareness and sign-up students;
- Communicating with students every 2-3 weeks;
- Sourcing prizes and running competitions;
- Analysis of energy data;
- Running of training events, climate quizzes and end-of-year events.

Not included in the above costs:

- Provision of a stand at the fresher's fair;
- Printing and putting up posters in halls of residence;
- End-of-year prize for the winning hall.

² Based on current pilot at The University of Reading, The University of Sheffield, University of East London, University of Leicester.

³ Anglia Ruskin University; Aston University; Birmingham City University; Bournemouth University; Brunel University; Canterbury Christ Church University; Cranfield University; De Montfort University; Goldsmiths, University of London; Imperial College; Kingston University; London School of Economics and Political Science; London South Bank University; Manchester Metropolitan University; Middlesex University; Newcastle University; Oxford Brookes University; Queen Mary, University of London; Roehampton University; Southampton Solent University; The Arts University College at Bournemouth; The University of Reading; The University of Sheffield; The University of West of England; University College London; University College Northampton; University of Bath; University of Birmingham; University of Brighton; University of Bristol; University of Chester; University of East Anglia; University of Greenwich; University of Liverpool; University of Southampton; University of the Arts London; University of the West of Scotland; University of Wales, Cardiff; University of Winchester; University of Wolverhampton; University of Worcester; University of York; Warwick University.

4.0 **NEW – Student Switch Off recycling**

Following a Defra-funded pilot at four universities in 2011/12, which adapted the Student Switch Off model to successfully increase hall recycling rates, we are able to offer a recycling bolt-on to the standard Student Switch Off package. The pilot is still running, but the end of project findings, will be available in early summer 2012.

The cost is £1,000 +VAT, and includes the promotion of recycling via Eco-Power Rangers, photo competitions and analysis of recycling data.

For an additional £0.50 +VAT per student living in halls, we will complete a pre-notified audit of recycling usage in halls kitchens. Kitchens using their facilities correctly will be given Fairtrade chocolate rewards. Feedback is left using a recycleometer card. This additional cost includes all materials (recycleometer cards, Fairtrade chocolates, laminated score sheets) as well as the cost of student helpers and extra Student Switch Off staff time completing the audits.

Criteria required to run the recycling project are:

- Must be running the Student Switch Off energy-saving project (see section 3);
- Access to hall kitchens to conduct recycling audit (if the audits are selected);
- Provision of a communal incentive (e.g. party or financial contribution to winning hall, as with the energy competition).

Additionally it is desirable, but not essential, for recycling data to be measured at the hall level (the competitive element can be adapted if hall-level data is not available).

5.0 **Sustainable Behaviours Assistants**

We are continuing our partnership with CHANGE AGENTS UK to offer additional staffing resource to institutions for a fixed cost, rather than having to be on your payroll. Since 2009/10 we have placed 34 Sustainable Behaviours Assistants (SBAs) (previously known as Greener Living Assistants) in 18 institutions, 12 of which were in 2011/12⁴.



CHANGE AGENTS UK will arrange interviews, recruit, train, employ and support a student or recent graduate that you manage for a fixed-term.

Although we originally developed the SBA package to provide additional support and coordination for Green Impact, we increasingly advocate them being used to ramp up positive sustainability communications, something we know is vital in creating social norm of sustainability, which helps facilitate behaviour change.

We link our SBAs as a cohort across participating universities to share good practice, but also to help with their personal development, in keeping with the charitable aims of Change Agents. For more information, please visit www.changeagents.org.uk

The fees for a SBA in 2012/13 are shown in the table below. This year we are providing six options covering a range of part time and full time contract lengths.

Location	Duration (months)	Hours	Cost
Outside London, £15,450 pa, pro rata	6	PT 17.5	£6,900 (+VAT)
	6	FT 35	£12,400 (+VAT)
	9	PT 17.5	£9,100 (+VAT)
	9	FT 35	£17,000 (+VAT)
	12	PT 17.5	£11,450 (+VAT)
	12	FT 35	£22,000 (+VAT)

⁴ Canterbury Christ Church University; De Montfort University; Jewel and Esk College; London School of Economics and Political Science; Loughborough University; Manchester Metropolitan University; Queen Mary, University of London; The University of Sheffield; University of Birmingham ; University of East London; University of Kent; University of Westminster.

Greater London, £18,540 pa pro rata, inclusive of London weighting	6	PT 17.5	£8,000 (+VAT)
	6	FT 35	£14,600 (+VAT)
	9	PT 17.5	£10,700 (+VAT)
	9	FT 35	£20,200 (+VAT)
	12	PT 17.5	£13,650 (+VAT)
	12	FT 35	£26,200 (+VAT)

Included in the above costs:

- Recruitment - including job description development, advertising, shortlisting, telephone interviews and facilitation of final interviews. Final interviews include: candidate management, question suggestions, timetables, an interviewer and a travel bursary for candidates;
- Training and support package (training workshops + support network);
- Salary costs, including payroll costs and National Insurance.

Not included in the above costs:

- Allowances for overtime, expenses (including travel to/from Change Agents workshops) or bonuses that you might commit to locally.

6.0 Environmental Research Package

Since 2010/11 NUS has delivered our Environmental Research Package at eight institutions, six of which were in 2011/12⁵. The package comprises a student survey developed to meet your needs, delivered on your behalf by NUS, working with your students' union.

The survey can provide valuable insights and statistics for environmental teams, covering anything from data capture of scope three emissions from student travel, to attitudes on sustainability on the curriculum, to energy-saving opportunities on campus as identified by your students. The survey will be tailored to your needs, and will utilise the expertise in environmental research we have developed through our work for Defra and the HEA. We will write the findings up in a research report, and present them back to you and your team in person. By running online surveys at different institutions concurrently, we can offer an attractive cash prize whilst keeping costs to a minimum. For more information, please visit www.nus.org.uk/erp.



NEW: This year we also offer the option of in-depth focus group research for both staff and student audiences. The focus groups offer institutions the chance to explore key issues prior to the development of the survey. Alternatively, running the groups after the survey will allow institutions to develop further detailed insight into the key findings of the survey. If more appropriate, institutions can also opt for focus group research with staff as a standalone piece of research. Includes initiation meeting, discussion guide, 3 x 60 minute focus groups with 6-8 participants, incentives (£30 cash for students only), transcripts and write-up.

The fee for the Environmental Research Package in 2012/13 is £4,000 (+VAT), with the staff survey bolt-on costing an additional £1,500 (+VAT). The staff focus costs £1,500 (+VAT) and the student focus group is £2,500 (+VAT). Only staff focus group can be selected as a standalone option without the Environmental Research Package.

7.0 *NEW* – NetPostive™ Sustainability Leadership Package

In response to feedback from institutions about challenges engaging higher management, we are pleased to offer this new package. The Sustainability Leadership Package, delivered by Jimmy Brannigan from ESD Consulting, involves working with your leadership team to review, refine and re-enforce the institution's strategic commitment to sustainability and social responsibility. The NetPostive™ focus of the programme will help senior leaders be able to articulate the strategic importance of sustainability by looking at the core purpose of the organisation, developing

⁵ Canterbury Christ Church University; City University London; The University of Sheffield; University College London; University of Bristol; University of Leicester.

sustainability as an opportunity, and helping to embed sustainability throughout the organisation. The programme will also identify and develop opportunities to promote and link work on Green Impact with the overall institutional strategy. The programme includes two days on site reviewing existing activities and delivering leadership for sustainability workshops. The package is perfect if you are ready to review, refine or further develop your approach to sustainability and social responsibility, and want to maximise your positive impact. For more information, please visit www.esdconsulting.co.uk.

The fee for the NetPositive™ Sustainability Leadership Package in 2012/13 is £1,500 (+VAT).

8.0 Further information

If you have any queries about this document, please contact Jamie Agombar, Ethical and Environmental Manager, NUS (j.agombar@nus.org.uk; 07738 883451). For specific project-related queries, please contact:

- Green Impact Universities and Colleges: Jo Kemp, Green Impact Project Manager NUS (Jo.Kemp@nus.org.uk; 07818 592813);
- Student Switch Off: Neil Jennings, National Campaign Coordinator, Student Switch Off (neil@studentswitchoff.org; 07734 965465);
- Sustainable Behaviours Assistants: Hanna Plant, Education Sector Coordinator, Change Agents (Hannaplant@changeagents.co.uk; 01572 725843);
- Environmental Research Package: Rachel Drayson, Environmental Researcher, NUS (rachel.drayson@nus.org.uk; 07887 417104);
- NetPositive™ Sustainability Leadership Package: Jimmy Brannigan, Director, ESD Consulting (jimmy.brannigan@btinternet.com; 07775 514579)

9.0 Sign-up form

To sign up for any of the projects outlined in the briefing, please complete the form on the next page and return to j.agombar@nus.org.uk by **30 June 2012**.

- Please note **we can bill upfront this financial year** if preferred. Please state on sign-up form.
- Once you have returned the form, **we will email you a cost summary** to confirm the total cost.
- Once you have approved the total cost, we will send you a contract to sign and return. The contract will include our delivery milestones. Our standard invoicing arrangements are 30% of costs upfront in Aug 2012, 30% upon delivery of milestones in Dec 2012, and the remaining 40% upon delivery of milestones in May 2013.
- Green Impact, Sustainable Behaviours Assistants and the Environmental Research Package are only available to institutions that have an NUS-affiliated students' union.

Sign-up form: Behaviour change projects 2012/13

1. Name of institution:
2. Contact name:
3. Contact job title:
4. Contact email:
5. Contact address:
6. Contact phone number:
7. Invoice name, job title, email, phone number and address (if different):

8. Approximate number of FTE staff at the institution:
9. Is your students' union affiliated to NUS? (delete as applicable): Yes / No
10. Please put a 1 in the boxes of the packages you want:

	(£+VAT)	2012/13
Green Impact Universities and Colleges		
Please put a '1' in the relevant size box:		
Up to 1,000 FTE staff	3,500 / 2,500	<input type="checkbox"/>
1,001 to 1,500 FTE staff	5,500 / 4,500	<input type="checkbox"/>
1,501 or more FTE staff	6,500 / 5,500	<input type="checkbox"/>

Student Switch Off		
Please enter the <i>number of students</i> you want to take part in the box:		
£1.70 per student in halls (min £2,250; max £5,250)		<input type="checkbox"/>

Student Switch Off recycling bolt-on		
£1,000 recycling bolt-on cost (please put a '1' in box to the right)		<input type="checkbox"/>
Audit option £0.50 per student in halls (please put the <i>number of students</i> in the box to the right)		<input type="checkbox"/>

Sustainable Behaviours Assistant		
Please put a '1' in the box to indicate which SBA package you want:		
6 months PT	6,900 / 8,000	<input type="checkbox"/>
6 months FT	12,400 / 14,600	<input type="checkbox"/>
9 months PT	9,100 / 10,700	<input type="checkbox"/>
9 months FT	17,000 / 20,200	<input type="checkbox"/>
12 months PT	11,450 / 13,650	<input type="checkbox"/>
12 months FT	22,000 / 26,200	<input type="checkbox"/>

Environmental Research Package		
Please put a '1' in the box for each ERP package you would like:		
Standard ERP package	4,000	<input type="checkbox"/>
Staff survey bolt-on	1,500	<input type="checkbox"/>
Staff focus group	1,500	<input type="checkbox"/>
Student focus group	2,500	<input type="checkbox"/>

NetPostive™ Sustainability Leadership Package		
Please put a '1' in the box to select:		
NetPostive™ Sustainability Leadership Package	1,500	<input type="checkbox"/>

11. Any comments / requests / points of information: