

# Green Capital Student Capital: the role of students in city transformation

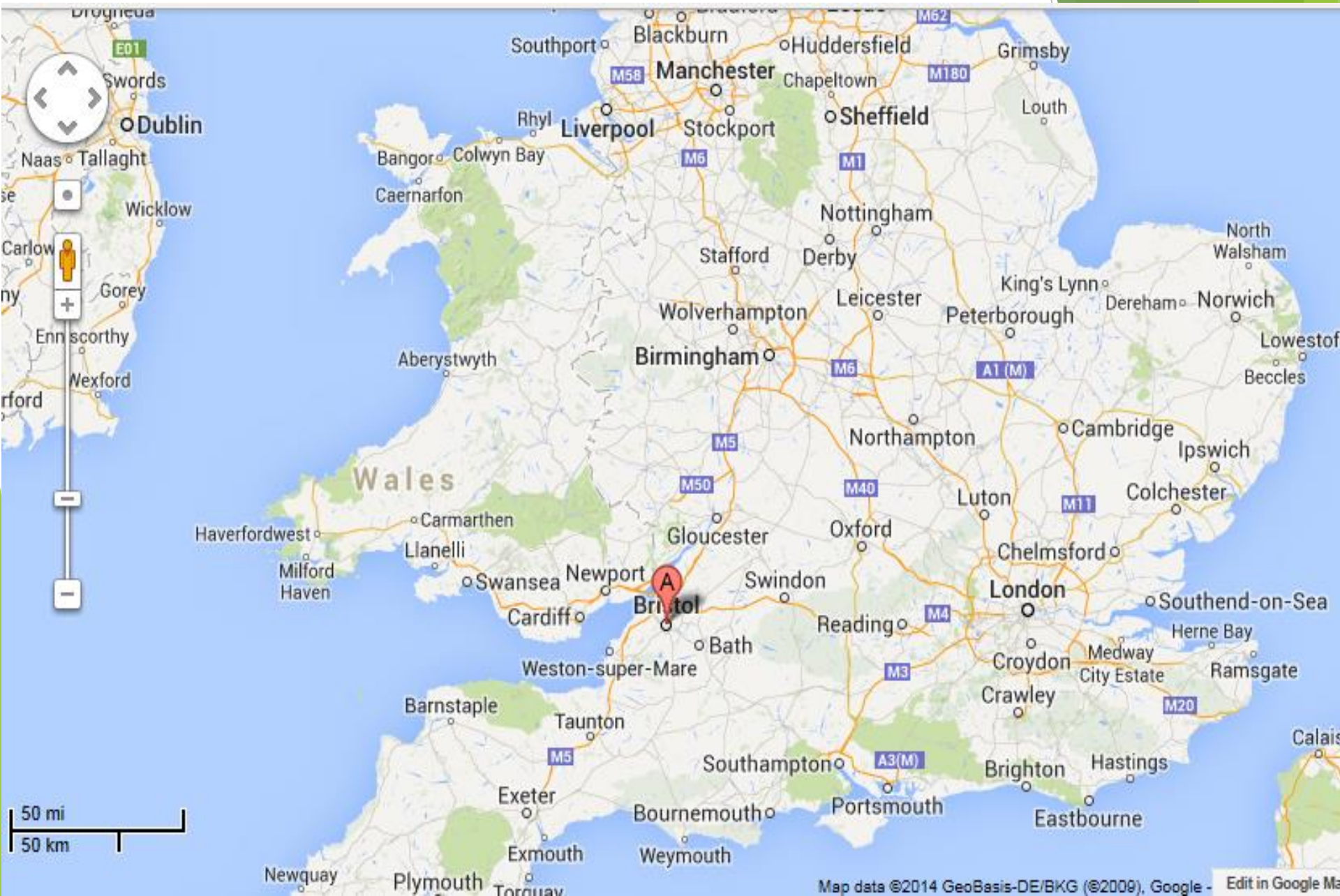


James Longhurst, Billy Clayton, Georgie Gough,  
Hannah Tweddell, Amy Walsh, Chris Willmore

University of the West of England, Bristol and University of Bristol



# Bristol in the UK





# Aerial View of Bristol

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# Queen Square



# Students: lived lives

- The **biggest single sustainability impact** of any University is its **graduates**
- How do we **support students** to learn to **tread more lightly** in the **lifetime ahead** of them?
- How do we **mobilise student creativity** to transform us and our city?

Students as Global Ambassadors:  
*“I learnt to live sustainability in  
Bristol – we can live like that too!”*





# Challenge: mobilise 10% of the population



- Bristol city:
  - 450,000 population and 1m city - region catchment
  - City of radical, innovative people
  - Vision of inclusive, sustainable city
- European Green Capital 2015
- Students c10% population

A transformational change in student engagement – our city making the change

# How?



- Bristol European **Green Capital 2015** as catalyst for change
- Unique **university partnership**
  - Within: whole institution approach
  - Between: Both **Universities** and their two **Students' Unions** working together
- Bristol Green Partnership: **>850 organisations**
- **City Council** and **Mayor**
- £250,000 grant from **Higher Education Funding Council for England's** Catalyst Fund matched by the universities

# 100,000 hours of student action for sustainability

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Students engaged in 126,000 hours of activity benefiting city organisations

Volunteering, internships, placements, and projects for sustainability

Over 400 Public, private sector, voluntary groups, NGOs, community organisations

Large and small scale, individual, and collective

NOT just 2015 but a continuing commitment





Celebrate



Give ownership



Have fun!







# What have students been up to during Green Capital?

- **Cash:** raising money for local charities through recycling
- **National schemes:** FoodCycle
- **Education:** delivering workshops to schools
- **Conservation:** Managing woodlands
- **Energy champions** - audits and advice on energy use
- **Researching** tricky problems for SMEs & NGOs
- **Health:** Obesity prevention
- **Greening Business:** waste and energy audits and green business plans
- **Giving** over £1 million worth of engagement to the city



# The Change Makers

- ▶ New award created to **celebrate** and **reward** students' efforts
- ▶ Two levels: **Change Maker** and **Gold Change Maker**



- ▶ Three **public award ceremonies** held to-date
- ▶ **Over 700** Student Change Makers
- ▶ The awards will **continue into the future** with the next Green Capital Change Maker ceremonies scheduled for February and June 2017

What's the point of being in Bristol if you don't join in?

# Outcomes...

- ▶ 8,071 students
- ▶ >126,000 hours
- ▶ >74 years' worth of sustainability work
- ▶ >£1.1 million value
- ▶ Changing student understanding of what it means to live in a city
- ▶ Changing citizens understanding of students
- ▶ Changing our city for the better

It gave me the belief to move to Bristol: I now sell three times as many bikes

It made me feel I belonged

**96%**

of students felt that:

.....  
Their involvement had a positive impact  
They had an enjoyable experience  
Their activity was worthwhile  
They had been useful



We felt they really got to understand our business and produced a brilliant business plan that is really going to help us going forward

It has been fantastic to work with the University as well; lots of people in this area don't go on to University or have any connections. It has really changed our perceptions





- ▶ Online **brokerage platform**
- ▶ **“Front of house”** for **local organisations** to engage with students and the universities
- ▶ Maintained in **partnership between Universities**



- ▶ Case studies
- ▶ **Easy and direct contact** with the **right people**
- ▶ City-wide benefit



# Students Efforts Recognised

## Green Volunteer Awards

- ▶ UWE's Elected Student Sustainability Officer Winner "Spirit of 2015 Award"
- ▶ UWE Greenspace leaders Winners "Volunteer of the Year 2015"



## The Students' Union at UWE

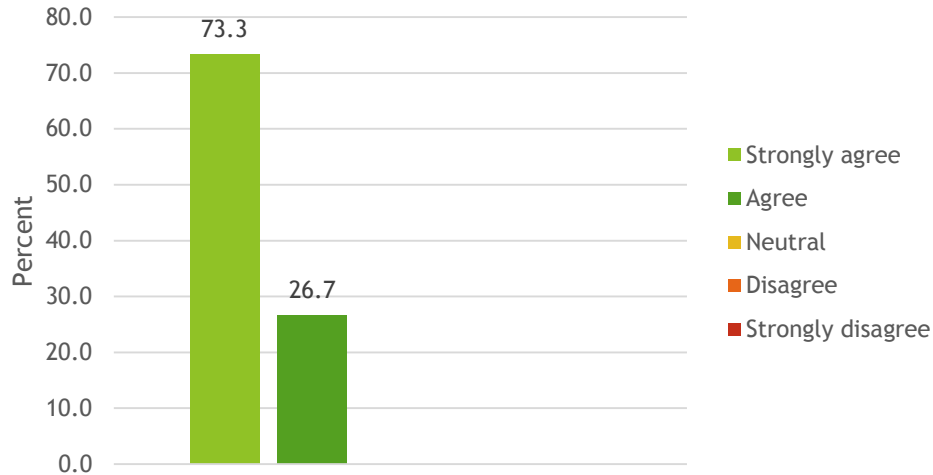
- ▶ Finalist in the EAUC Green Gown Awards 2016 in the Student Engagement Category



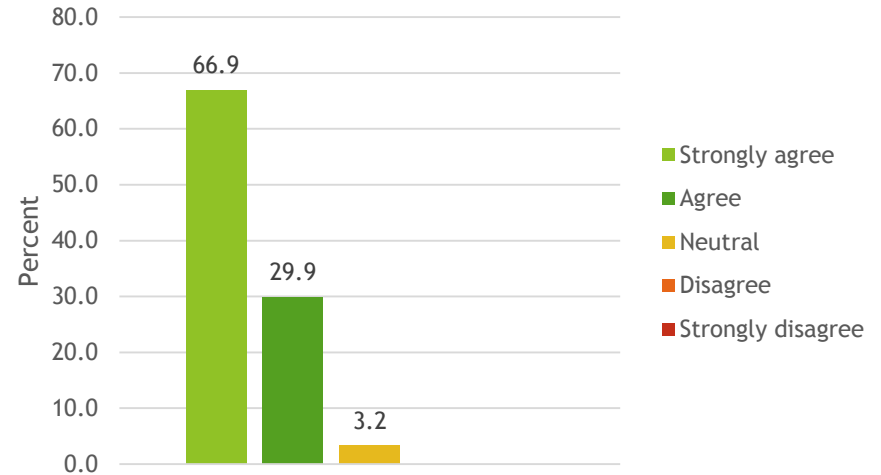


# Experiences...

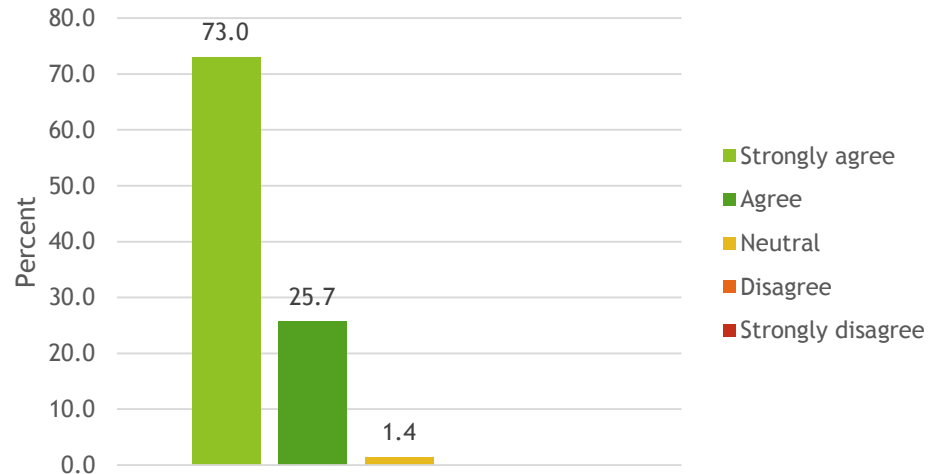
Experience: "I found the activity worthwhile"



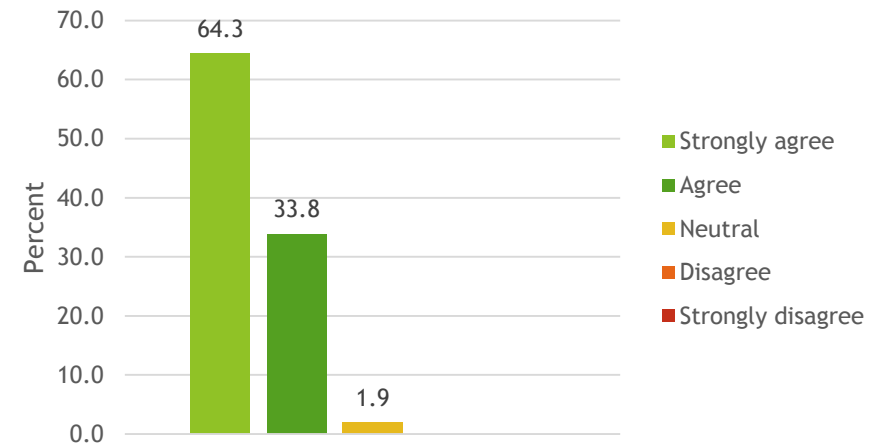
Experience: "I felt useful"



Experience: "It was an enjoyable experience"

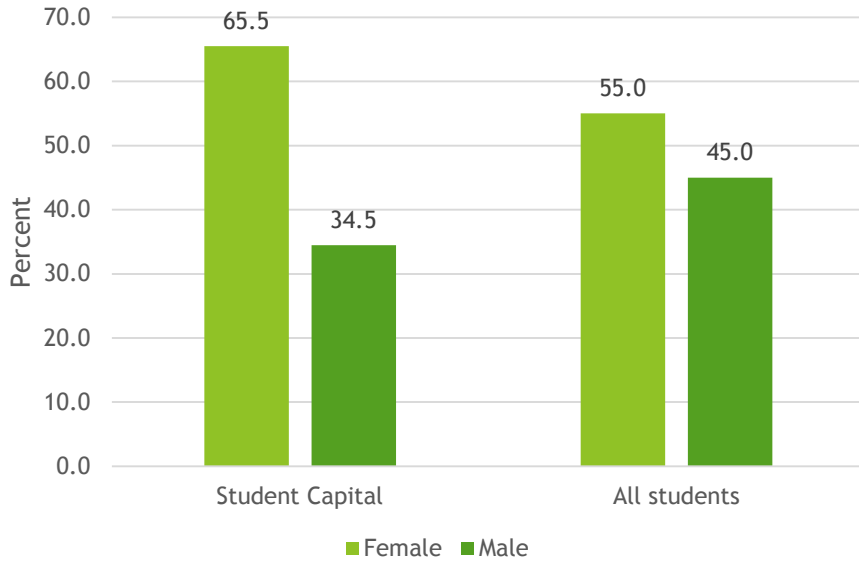


Experience: "My involvement has had a positive impact"

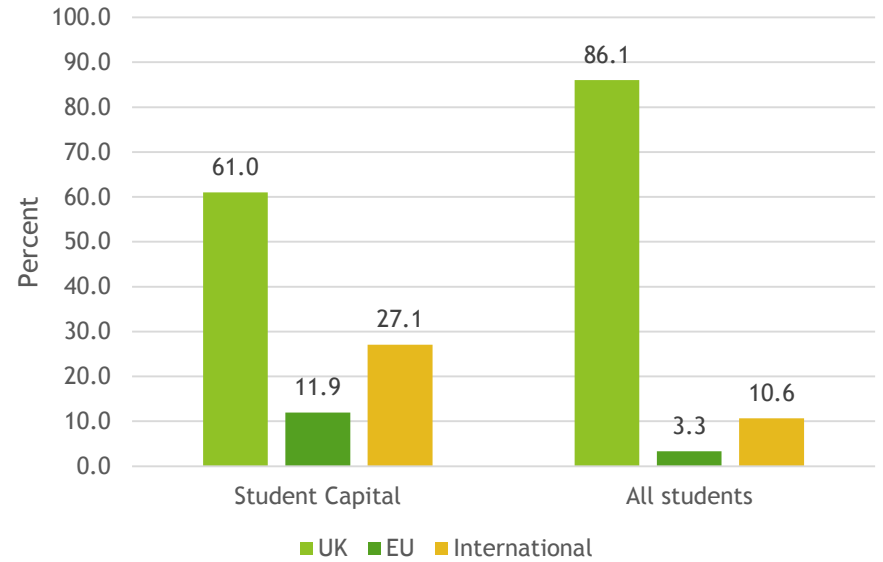


# Who's taking part?

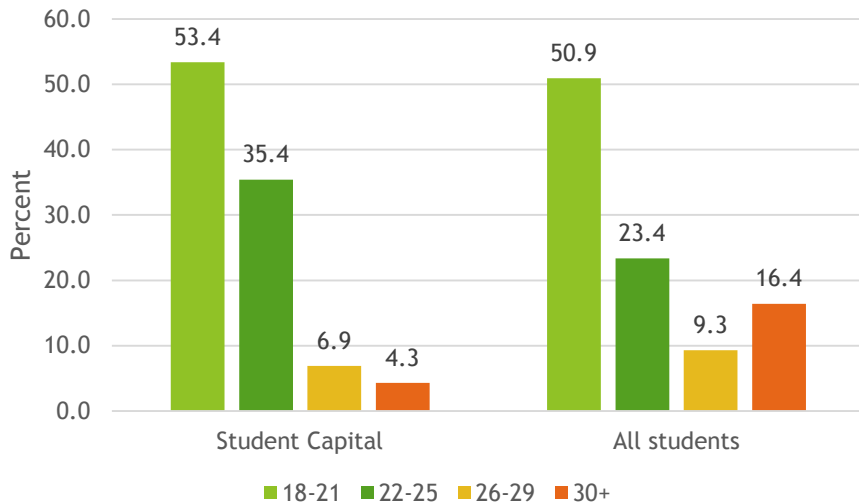
## Gender



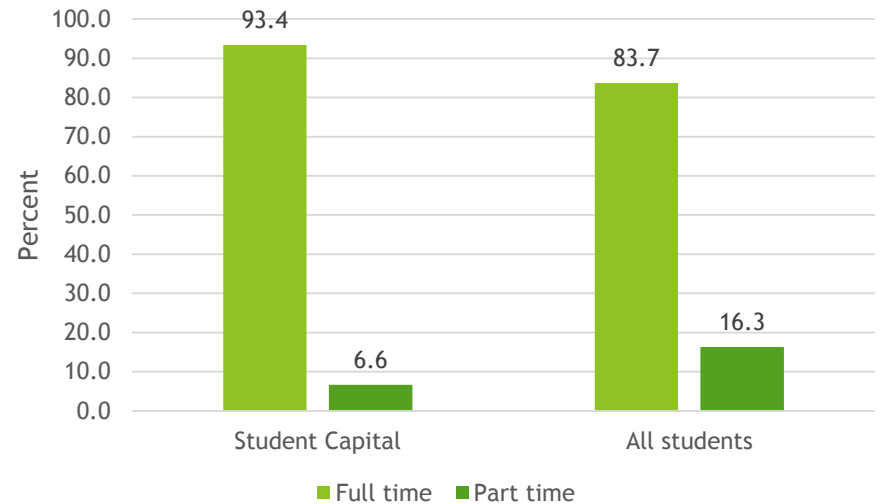
## Residency



## Age



## Course type





# External Recognition for Green Capital Student Capital

## Environmental Association of Universities and College's Green Gown Awards

- ▶ Green Gown Awards 2015. Finalist in the Student Engagement Category
- ▶ Green Gown Awards 2016. Finalist in the Student Engagement Category
- ▶ Winner announced on November 10<sup>th</sup> 2016.



It doesn't stop here

# 2016

initforgood.org **BRISTOL**  
2015 EUROPEAN GREEN CAPITAL

- **Skills Bridge**
- **Change Makers Awards**
- **Partnerships**
  - City-wide
  - Universities and Students' Unions
- **Student Capital becomes integral part of Universities city engagement strategies**
- **Bristol Green Capital Partnership**

# Green Capital Student Capital

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For more information please contact  
[James.Longhurst@uwe.ac.uk](mailto:James.Longhurst@uwe.ac.uk)

Clayton, W., Longhurst, J. and Willmore, C. (2016) Review of the contribution of Green Capital: Student Capital to Bristol's year as European Green Capital. Project Report. [eprints.uwe.ac.uk/28311](http://eprints.uwe.ac.uk/28311)

Clayton, W., Longhurst, J. and Willmore, C. (2016) The Bristol Method, Green Capital: Student Capital. The power of student sustainability engagement [www.bristol2015.co.uk/method/european-green-capital/](http://www.bristol2015.co.uk/method/european-green-capital/)





# Green Capital Student Capital

- ▶ Funded by the Higher Education Funding Council for England under Catalyst Fund Grant G04
- ▶ <http://www.hefce.ac.uk/funding/catalyst/projects/uwe/>
- ▶ Social media: [www.facebook.com/GreenUWE](http://www.facebook.com/GreenUWE) (UWE)  
[www.facebook.com/groups/BristolUniST](http://www.facebook.com/groups/BristolUniST) (Bristol)
- ▶ Web: [www.uwe.ac.uk/studentcapital](http://www.uwe.ac.uk/studentcapital) (UWE)  
[www.bristol.ac.uk/green-capital](http://www.bristol.ac.uk/green-capital) (Bristol)

