



# Creating Green Graduates: Engaging students with sustainability in every step of their journey

Wednesday 28 May, 12:00-13:00

This session will holistically explore all the different ways of engaging with students from volunteering to student projects to the curriculum and student councils. It will help you to identify the potential engagement areas in your own organisation and how to develop the necessary partnerships and communication strategies to make it work for you.

Here we look at our efforts at the University of Leicester and how other institutions can begin to deal with this looming issue.

**EAUC Competency Level:** On the Road

## Why should I attend?

**Student engagement is one of the priority areas for sustainability teams in higher and further education at present.**

The University of Leicester's student engagement scheme has grown exponentially over the past 7 years. Each year, our volunteers contribute the equivalent of 1.5 FTE staff members, staff co-supervise a number of student projects and up to 30 students a year gain a Leicester Award for Sustainability (there is also a volunteering award). Many of our volunteers and interns have gone on to secure positions in the sustainability sector and beyond in many disciplines and countries.

Our Students' Union is Green Impact 'Excellence'; we have Environment Officers in the Student Council. We have also successfully won a Green Fund bid resulting in running to keep up with students as opposed to persuading and cajoling them!

Delegates will hopefully be inspired by the lessons we have learned and be able to identify new opportunities for their own student engagement opportunities. We will support them to identify ways to make those opportunities happen.

Delegates will be encouraged to use the Positive Behaviours COP to support each other.

## Who is this webinar for?

Environment / Sustainability Managers  
Engagement Officers

Greener Living Assistants (Green Impact leads etc.)

## Agenda:

Introduction

- What is a green graduate?
- Do students care about sustainability (NUS ESD survey results)
- Why GGs are good for business

Case study

- Brief overview of student engagement at Leicester
- How we made it happen (with no budget!) – partnership working
- Dos and don'ts (we learned the hard way!)

Group discussion

- How do you currently engage with students?
- Ways to engage your students
- What is their contact with sustainability through their whole educational journey?
- Who are the major influencers you need?
- How can you persuade them?

Summary

## Our expert speakers:

**Dr Sandra Lee,**  
University of Leicester.

Sandra has run the EAUC Positive Behaviours Community of Practice for 3 years. At Leicester she is responsible for the Environment Team's communications and engagement strategies.

She organised and presented at the launch conference and has given many other conference presentations and workshops throughout her career.

She also teaches behaviour change to undergraduates and has a lively, interactive and engaging style.

**Hazel Chan,**  
Communications and Events Coordinator,  
University of Leicester.

Hazel is the latest of our interns to be put in charge of our successful volunteering scheme and expected to nurture it further. She has taken the challenge head on.

As a recent management graduate, Hazel can also share her insight into use of social media, appropriate language and communication modes to use with students and other valuable information that may be of use to those of us that graduated decades ago!



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