

Case Study

Student Engagement / Awareness – Environmental Management

Go Green Week promotion – March 2016

Client – Estates and Facilities

Course - International Hospitality & Events and International Tourism & Events programmes year 2

Task / Challenge

This was the fourth year that the University has participated in Go Green week which aims to draw peoples' attention to climate change and opting for greener alternatives! Second year students worked hard in conjunction with the University's Environmental Performance Manager to arrange and deliver a successful programme of events for the week.

Students were tasked with deciding the event types and locations, this year they decided to concentrate on a recycling and re-use theme. There were different activities each day, Revamp your Lamp, Awareness Selfies; Clothing Swap-a-thon; Smoothie station and Art Recycling Competition; Video Game – swap and play and Cake Sales. Lots of social media activity took place to promote the events.

Estates and Facilities complimented the students with a number of additional events throughout the week to increase awareness and interest including:

Cardiff Met Recycling initiatives stand - pledge tree for students to make individual pledges to help review their recycling habits. Board game to show what should be recycled on Campus and where. Dr Bike – Free bike MOT – 41 bikes were serviced and 20 bikes were securely marked by the Police. Cardiff Digs and SU Environmental Champions Group – distribution of free energy efficient light bulbs, green recycling bags and food waste bags. Information leaflets on correct recycling with Cardiff area. Smalls For All – Go Green Week was an ideal opportunity to create awareness and launch a new Recycling initiative: the recycling of old and unwanted bras and donations of new children's and ladies pants for Africa. The response to this initiative in the week was fantastic with over 11 A4 photocopying boxes being collected in total over the two Campus'.

