



Environmental champions at the University of Reading work towards their EMS Award by improving eco-awareness

# EAUC Case Study: Environmental champions create fresh green ideas

The EAUC is committed to promoting sustainability best practice and one of the ways we do this is through practical case studies. Environmental champions is a key theme so we've asked Tom Yearley from the University of Reading to discuss his experience of implementing their network of champions.



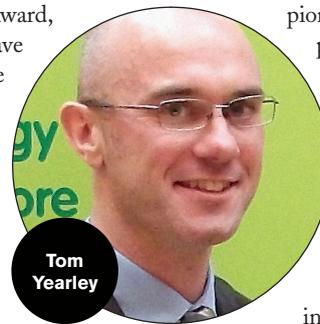
Environmental champions at the University of Reading, an EAUC Member, help to communicate environmental messages, boost support for projects and provide feedback and information on environmental matters at the University. We currently have a team of 270 environmental champions, consisting of staff and students who wish to improve the environmental impact and eco-awareness of the University.

**The support of environmental champions at the University is vital to successfully meeting our environmental objectives.** We are currently working through the EcoCampus Environmental

Management Systems (EMS) Award, therefore it is paramount that we have eyes and ears in as many areas of the University as possible. In addition to this, we also have a Carbon Management Plan committing us to a reduction in carbon emissions of 35% by 2015/16, compared to 2008/09 levels. We recognise the need for environmentally responsible behaviour at all levels of the organisation and environmental champions provide the necessary catalyst.

The University has built up its impressive number of environmental champions in just two years. This has been achieved through various routes, including the introduction of an annual Green Week. During Green Week, environmental achievements are celebrated and the University looks forward to upcoming initiatives. Past events have included a 'Make Plastic Look Fantastic' student fashion show, where costumes were made from recycled materials; a 'Low Carbon Challenge', where participants race from Caversham Bridge in central Reading to our campus in Henley using only low carbon transport, and a public lecture, showcasing an academic speciality of the University, open to all staff, students and the community.

I firmly believe that the strength of our network is that following training, our environmental cham-



Tom Yearley

pions have the flexibility to work as they please. We are happy for them to just receive and redistribute emails or if they prefer, champion one of our Green Impact teams. The Green Impact awards have been a highly effective tool to coordinate our environmental champions, providing a consistent approach for them to develop environmental management in their area. The scheme also provides

University and potentially national recognition, as was the case when our Student Services Team won the Office Depot Innovation Award in 2010. ●

## Get networking

Learn more about Tom's environmental champion network at the EAUC's upcoming event 'How to set up an environmental champion network' on **16 November in Bristol**. This event will explore how to set up, manage and sustain a successful champion network taking practical examples from the sector as a basis for discussion. More information on the speakers, agenda, location and directions can be found at [www.eauc.org.uk/events](http://www.eauc.org.uk/events)