

Topic Support Network: Community Engagement
Thursday 26th June
Glasgow School of Art 13:30 – 16.30 [webpage](#)
EAUC-UCCFS-COMMENG@JISCMAIL.AC.UK

Attendees:

Alex	Henderson	AH	NUS
Annie	Donaldson	AD	University of Edinburgh
Eilidh	Sinclair	ES	Glasgow School of Art
Hanna	Plant	HP	EAUC
Innes	Shirreff	IS	Edinburgh College
Joe	Farthing	JF	University of Edinburgh
John	McDonald	JM	SRUC
John	Thorne	JT	Glasgow School of Art
Lucy	Miu	LM	University of Edinburgh
Mike	Pretious	MP	Queen Margaret University
Rebecca	Petford	RP	Transition University of St Andrews
Rehema	White	RW	University of St Andrews
Sarah	Ryan	SR	SEStran
Severine	Monvoisin	SM	Edinburgh College

1.	<p>Welcome and introductions <i>John Thorne, Glasgow School of Art.</i></p> <p>John’s presentation available here.</p> <p>The TSN was changed from Promoting Positive Behaviour to Community Engagement and this is the first TSN since the name change. Core objective is to keep the TSN remit wide to cover the several issues around community engagement but also to keep it positive and engaging.</p> <p>We have a responsibility as sustainability professionals to make the world a better place.</p>
2.	<p>Engaging communities across the sector: a personal account <i>Eilidh Sinclair, Glasgow School of Art</i></p>

	<p>Eilidh brings her personal story and lessons learned from engaging with the community on issues of sustainability having studied at the University of Strathclyde and worked at University of the West of Scotland, University of Stirling and the Glasgow School of Art.</p> <p>Her presentation is available here.</p>
<p>3.</p>	<p>Mapping exercise: who is the community and how do we currently engage?</p> <p>Everyone broke up into 3 groups of 5 to discuss the questions of what communities are they engaging with and how they currently do it.</p> <p>Group 1</p> <p>Communities are beyond the university community but there are obviously big differences between groups. Also lots of different communication techniques and ways in which messages can be got across. You have to get the language right and you have to tailor your message.</p> <p>Group 2</p> <p>You can look at different groups within groups. Even community centres are important to identify. Also had discussion about how institutions link up too i.e. Edinburgh and Heriot-Watt. Ensuring development and learning happens across communities. Place and practice is an important connection. Interested in ‘softer’ projects i.e. gardens to help make the community around us better.</p> <p>Group 3</p> <p>Making it relevant to community groups. Make it specific to each group i.e. targeting recycling to each hall of residence specifically. At college level a lot of students are creative and studying vocational courses so you have to engage by making it relevant to their studies. Also talking about communities as vehicles for engagement with other communities. How do you encourage communities to engage with each other i.e. peer to peer. Important to align strategies.</p>
<p>4.</p>	<p>Students and young people: Hook, Line and Success</p> <p><i>Laura Copely, Young Scot</i></p> <p>Presentation on Young Scot and their engagement with young people (11-26). Prezi presentation available here.</p> <p>Essentially covered that Young Scot’s engagement is working on the following:</p> <ol style="list-style-type: none"> 1. Reducing information overload 2. Making it accessible and appealing 3. Avoiding guilt and negative emotions around the environment 4. Language- avoid ‘eco-chat’ <p>Have to engage with people’s hearts, rather than just their minds- using a values model i.e.</p>

	<p>common cause framework. Using values around family and friends has really worked i.e. ‘keep your family cosy this winter’.</p> <p>Young Scot reward scheme has been hugely successful. The scheme is essentially:</p> <ol style="list-style-type: none"> 1. Participate in positive activities 2. Collect points for participating 3. Get recognition and rewards <p>The rewards are more about experiences rather than items.</p> <p>For more information on the Young Scot rewards scheme go to the Young Scot website on www.rewards.youngscot.org/rewards or email Laura directly on laurac@youngscot.org</p>
5.	<p>Discussion on future of the Community Engagement TSN</p> <p>Go-around:</p> <p>It would be good to identify set barriers and focus on key issues i.e. Eilidh’s list.</p> <p>Ensure external organisations are brought in to further cement relationships between sectors.</p> <p>Great getting insights from elsewhere but would also be good to capture insights, knowledge and experience of people beyond the sector i.e. outside HE/FE</p> <p>On sharing best practice- can we share work rather than just practice? i.e. Edinburgh has a programme that’s working well so would like to share resources and plans for others to use. Can we help share more tangible resources rather than just ideas.</p> <p>If an item on an agenda relates to successful work already done, we should ensure this is brought forward.</p> <p>Would like a clearer skill/ resource share.</p> <p>HP set group JISCMail task, to go away and email the JISCMail with a question to kick off more engagement beyond just the event.</p> <p>Love hearing from different people and getting different perspectives. Enables people to do a better job once they get back to the office.</p> <p>Could host different sessions at different universities and colleges and have actual site visits to see things happening on the ground.</p> <p>Could there be a drop-box created for each TSN that all can use? The Drop box resources can then go into the sustainability exchange.</p> <p>Good feedback on having the two TSN’s in one day. Has worked well in the past and should do them more. Important to clarify on the identify and cross over between TSNs.</p>

6.	Close Next TSN for autumn/ winter 2014
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Notes prepared by Hanna Plant (EAUC-Scotland Project Officer)