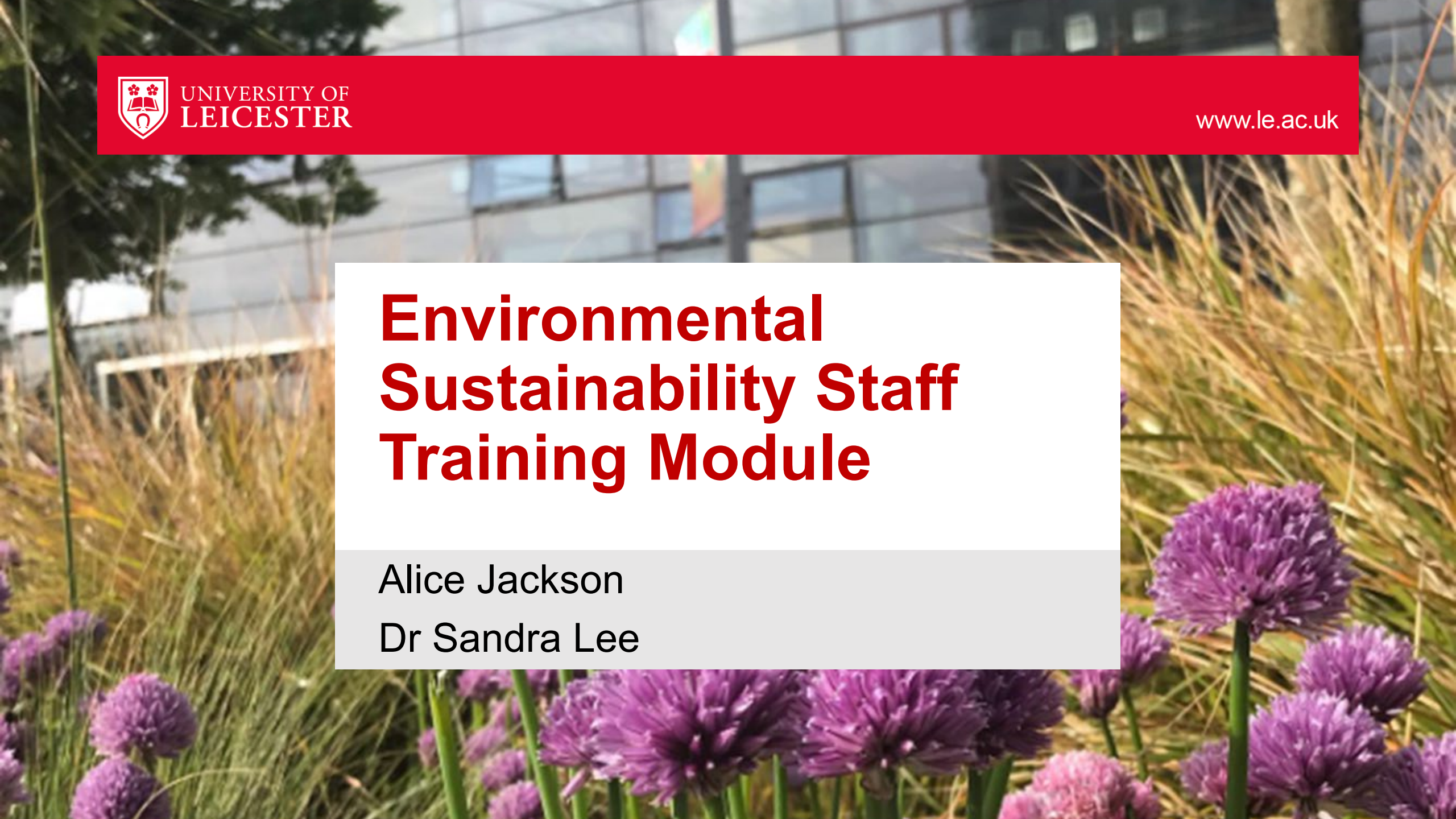
Sustainability Training in your Staff Induction

Alice Jackson, Academic Engagement Officer, University of Leicester

Dr Sandra Lee, Social Impact Lead, University of Leicester

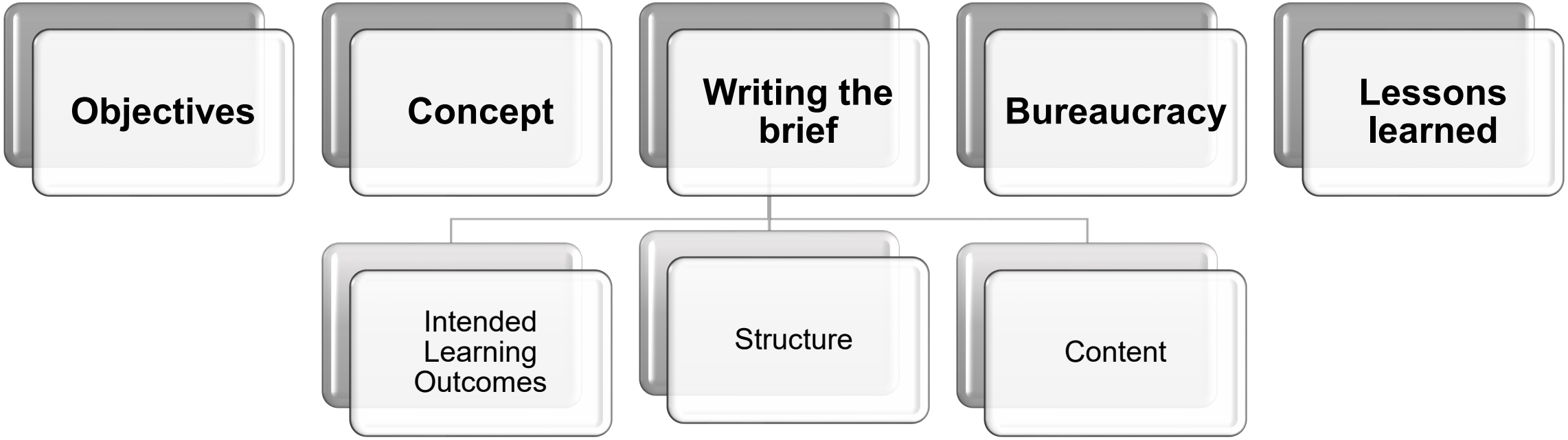


Environmental Sustainability Staff Training Module

Alice Jackson

Dr Sandra Lee

Webinar structure



Objectives

- **Explain what environmental sustainability is... and isn't**
  - Mythbusting
  - Put issues in order of priority
  - Not just an Estates problem
- **Outline University's commitments**
  - i.e. this is not an optional extra
- **Engagement**
  - it's all our problem
  - Signposting

The concept and scope

- How broad?
  - **Carbon Literacy Lite**
  - **Sustainable development goals**
  - **Environmental Sustainability**

- Off the shelf availability
- **Bespoke Course Development**

Writing the brief

Course Development

Course based on internal partners

- EDI course
- H&S course

Course development quotes

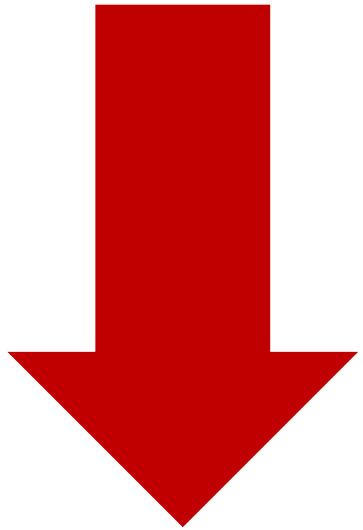
Item	Cost
1 x 30-minute Sustainability Module including: • Kick-off and Project Set-up • Content meetings with your dedicated Instructional Designer • Development in Storyline 360 • A Photographic and Iconography based visual design Approach • Quality Assurance & Technical Testing • Project Management	£24,725.00
Academic Discount (20%)	-£4,945.00
Total Cost	**£19,780.00**

Phase:	Resource Description:	One Off Costs:
Scoping	Project Initiation and Scoping	£1,250
Content analysis & Design	Design and Functional Specification	£2,500
	Programme Design	
	Content Analysis and Wireframing	
Build and Review	Prototype Build and Design	£5,000
	Beta Build and Design	
	Gold Build and Design	
Test and Deliver	Finishing & Testing	£1,250
	Project Management	
Accessibility	WAI / WCAG AA Accessibility	
	Total One Off Cost	**£10,000**

Project Plan structure

- **Kick off meeting** (discovery phase)
- **Design Brief** (sign off on look and feel and branding)
- **Storyboard** (sign off on word document with text and images and description of functionality)
- **Alpha development** (sign off on full module development and script before voiceover)
- **Beta development** (sign off on final revisions)
- **Gold version** (sign off to receive SCORM file)

January 2022



October 2022

Questions for developers

Compliance with accessibility guidelines

- Subtitles
- Voiceover
- Moving vs static images

Price

- Costs for edits
- No license for bespoke course

More questions and tips in a document to send out after

Learning Objectives

Learning Outcomes

Core message: Make environmental sustainability part of your every day decision making

- Describe what environmental sustainability is
- Describe how the University and its commitments fit into the national and global context
- Identify how they are expected to contribute to the university's sustainability commitments
- Make a plan to take action on our Net Zero targets
- Identify where to get further support and information

Hidden Learning Outcomes

Start the ball rolling with behaviour change

Recruit Environmental Action Coordinators in departments

Myth busting (the problem is wider than crisp packets etc)

Jargon busting (re-iterating concepts and definitions that we use in our targets and strategies)

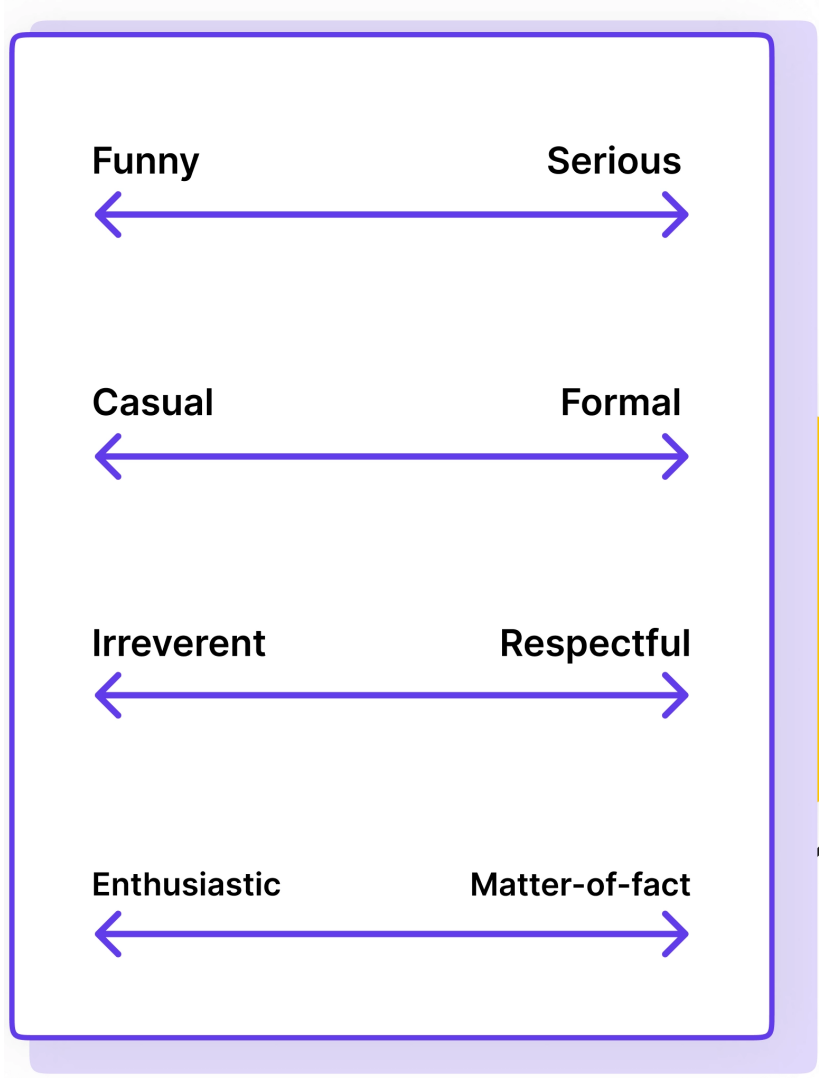
Show that this is really clearly part of the university targets

For people to accept the changes that are coming and factor it into their work

Consistency across information (some copy and look and feel to use on our website)

A chance to say that we recognise that not everything is in place at the moment, but we are working on it

Tone



Corporate

Factual

Unapologetic

Non-judgemental

Not emotive

Structure

Content Development Process

Initial structure

We got here because of our experience designing CLT and staff engagement

- Start with context
- University approach and commitment to Env Sust
- Individual actions/Scenarios
- End with further information and support

Content Development Process

10 page ideas document	3 page Overview document	30 slide Content document

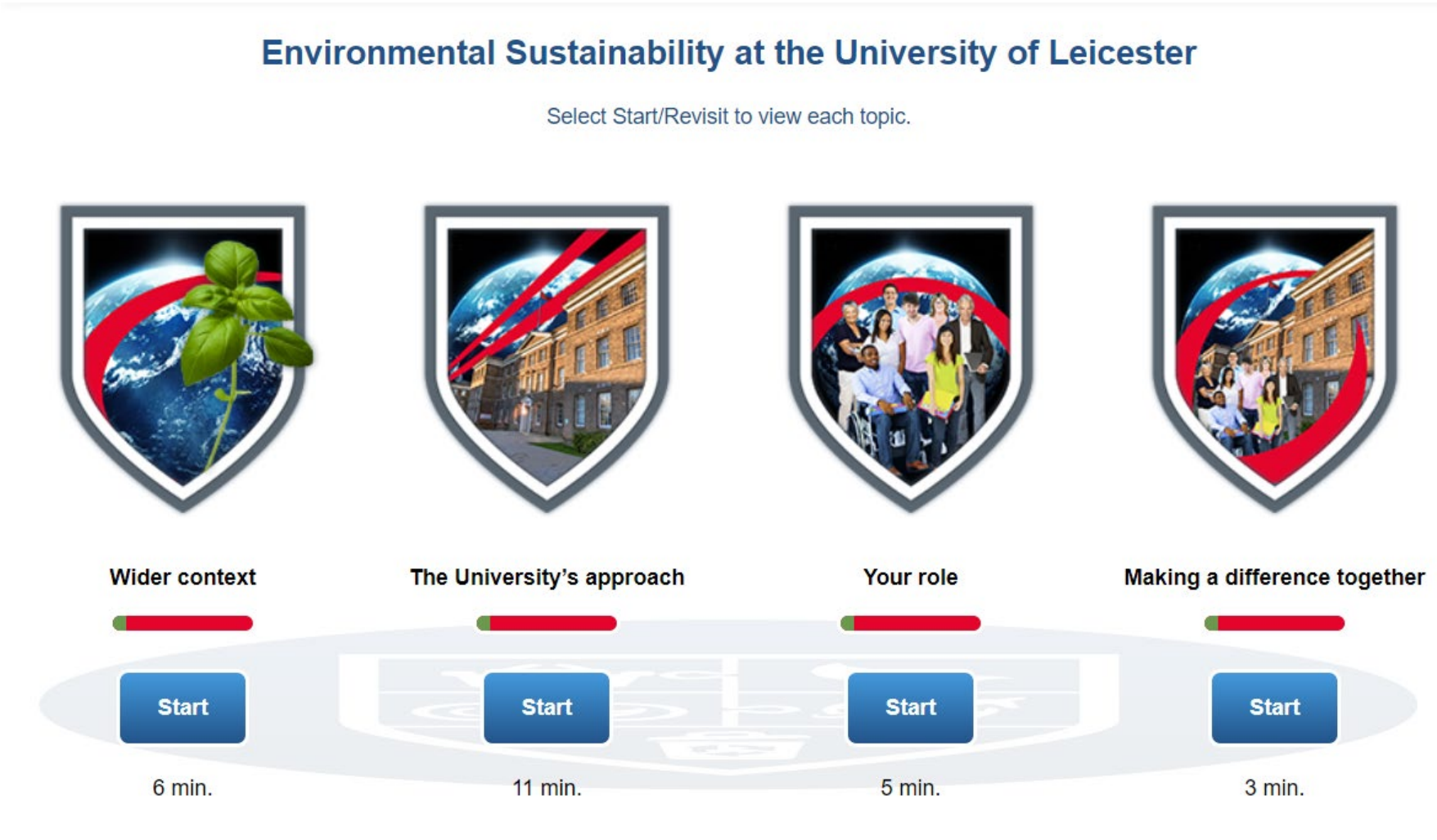
For content:

5 mins - 750 words

20 minutes - 3000 words

1 PP slide – 1 minute

Our Course Areas



Wider context

- **The SDGs**
- The SDGs at Leicester
- **Carbon Footprints**
- Net Zero Targets
- The University's role
- External Reporting

University's approach

- **Our Targets**
- **Purchasing**
- Circular Economy (video)
- **Nature**
- Biodiversity Commitments
- **Energy**
- Net Zero and Offsetting
- **Travel**
- Travel hierarchy
- **Waste**
- Our activities
- What happens to our waste (video)

Your role

- Scenario activity - offices and labs
- Scenario activity - events and conferences
- Scenario activity - teaching and meeting rooms

Making a difference together

- What does sustainability mean for the university of Leicester (video)

Badges

- Short training, not onerous (aiming for 20/25 minutes)
- Conscious of it being included alongside a large selection for new starters and to be completed every 3 years (this is standard at UoL)
- Informative engagement instead of testing
- University branding and Env Sust look and feel

- Content

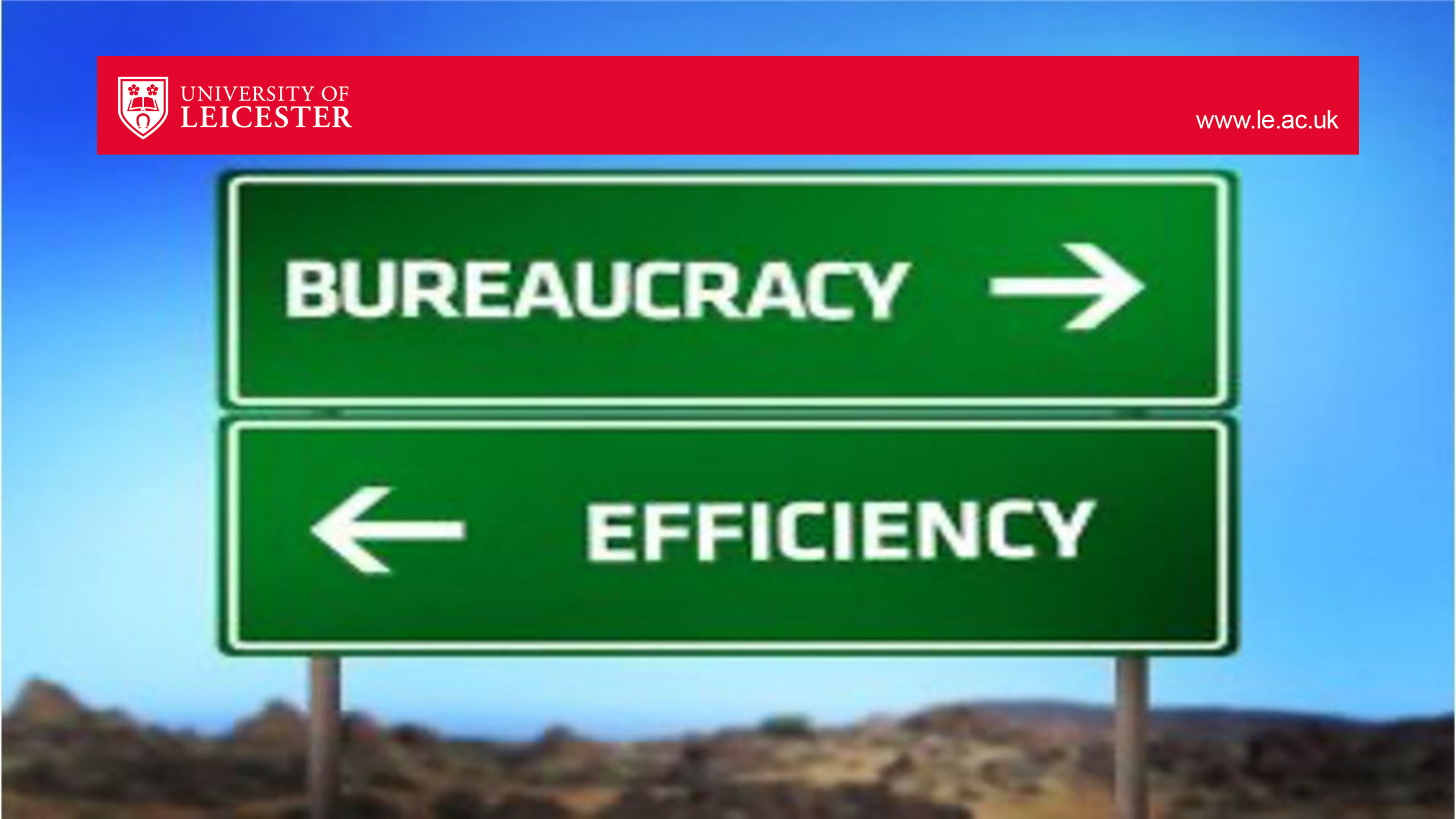
Content

Videos

- The most engaging way to present the information
  - Videos and animations

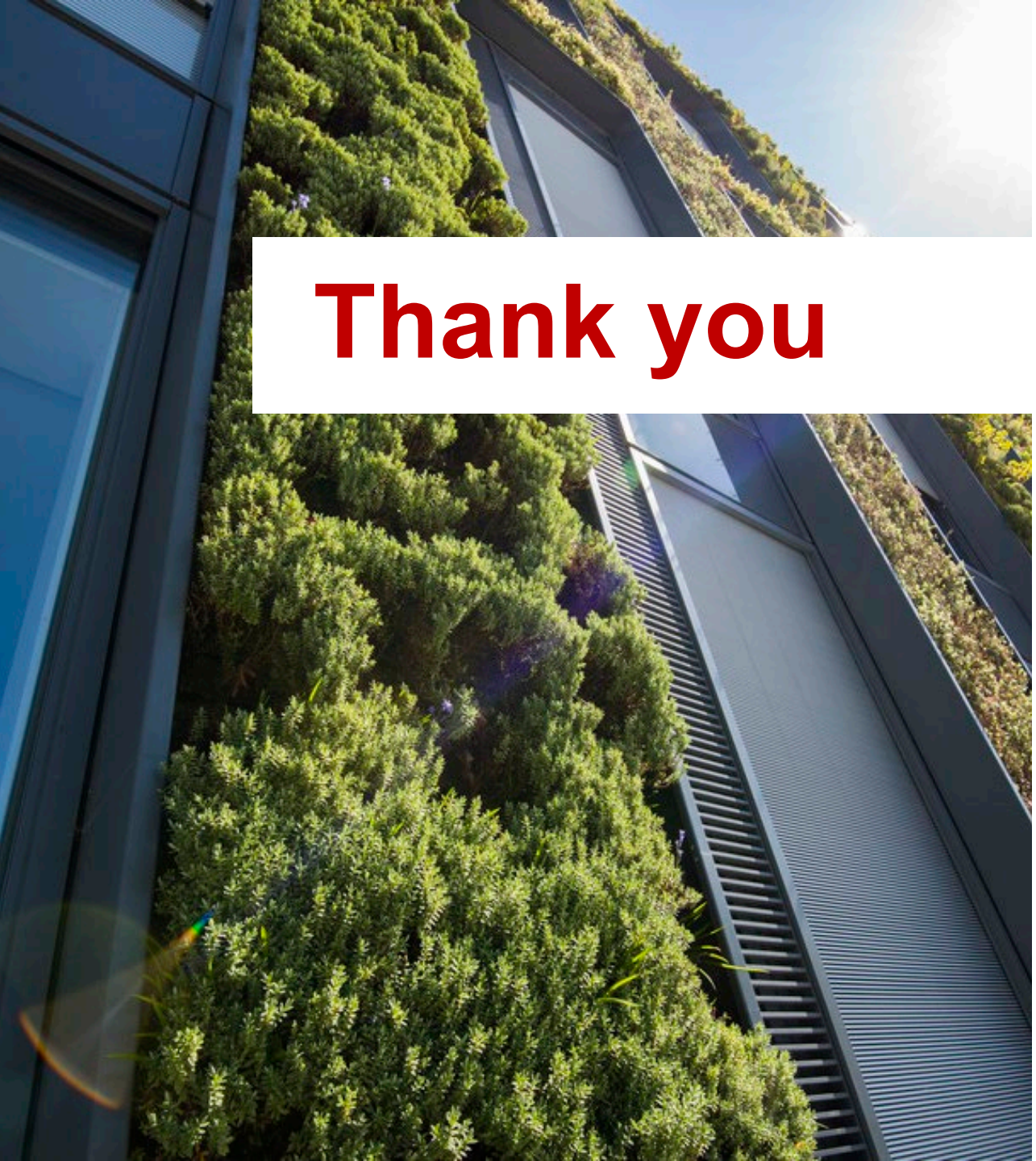
Student Expertise

- Internal internship scheme – 1 month
- Animation, video editing skills


BUREAUCRACY
EFFICIENCY

Lessons Learned

- Can't cover everything – need to focus
- It takes a while to get the wording right, especially when you see it in different formats
- 3 of us working on it – need an eye for detail
- Be prepared to drop everything and focus on edits for a few hours when sign off is coming up
- May need to couple this with website updates if you plan to link to guidance/policies



Thank you

Any Questions?

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