



ETHICAL AND ENVIROMENTAL COMMITTEE CAMPAIGN CHART

GCU Students' Association – Campaign Planning Chart

Objective	Desired outcome	Actions to achieve outcome	Resources required	Timescale	Who is responsible?
Encourage Student Engagement with Sustainability through the "5 Wee Changes" Campaign	There will be an increase in membership to the Associations' Ethical and Environmental Group.	Establish a survey to measure which topics students engage with in relation to sustainability.	SurveyMonkey Time to design, promote and publish results of survey.	1 month	FTO Policy Lead GCU Students' Association Staff Support Ethical and Environmental Officer
		Promotion of current options through "5 Wee Things" campaign.	Time to plan, design and promote campaign.	2 months	FTO Policy Lead
		Promotion of group through establishment of a Facebook group which allows effective communication with students on topics relating to sustainability, the Association's current work, and an effective place to promote the survey.	Social media	1 month	FTO Policy Lead
Increased awareness of current sustainable provisions	There will be a higher usage of current service provisions	Design of materials to promote current services	Online platform (Canva) Social media to promote Use of digital screens around university campus	1 month	FTO Policy Lead Ethical and Environmental Officer

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		Analysis of previous year's Association survey results and data on engagement with sustainability	Previous survey responses	1 month	GCU Students' Association Staff Support
		Construction and analysis of the data from this year's sustainability survey	As noted above	2 months	FTO Policy Lead Ethical and Environmental Officer GCU Students' Association Staff Support
Decrease Carbon Footprint at GCU	Promotion of cycling facilitates on campus so that students choose this method of transport and reduce their carbon footprint.	Materials to promote cycling services	As noted above	1 month	FTO Policy Lead
		Apply to Climate Challenge fund for Cycle Advisors	Time allocation, working group established for student consultation, collaboration with relevant parties.	3 months	FTO Policy Lead Chief Executive
		Analysis of University reports from 2017 and 2018 to examine if decrease in carbon footprint can be observed	Time allocation, Access to both surveys	1 year	GCU Students' Association Staff Support