

GCU Students' Association – Campaign Planning Chart – Ethical and Environmental 2020-21

Objective	Desired outcome	Actions to achieve outcome	Resources required	Timescale	Who is responsible?
Mobility Week – Step Challenge	Number of people reached (FB Stats) – 500 Number of people who participated - 25 overall number of steps taken - 1,000,000	Create partnerships with Sports and Societies and with Mental Health Group. Promotion on social media and tag; All Student Email	Time, emails to clubs and societies, comms booking form on SA website; canva for graphic design	Graphic/Text 25 October SM promotion starting around 26 Oct Targeted emails/promoting to groups 2 Nov All student email – 11 Nov Close registration – 13 Nov (TBC)	Comms creation (Graphic, Social media content and emails)– Monica Other SA Groups partnerships –Adil, Monica & Elisabeth
		Research and Source Technology/Platform/Website/App to run event	Time	24 October	Elisabeth
		Run Mobility Week	Platform/App, Time – will need to update participants daily	Week starting 16 Nov	Elisabeth & Monica
Community building – Netflix Watch Party on Sustainability issues	How many people take part and engagement/ comments during the film	Promote on social media and tag; email to students; create an event page with link to event (free ticket)	E&E social media and other SM tags; Newsletter (SA & Student Life); event page/ticket distributer; email lists; emails (Climate Justice and Yunus centre); SA Staff	At least one week in advance of watch party (2 weeks better)	Elisabeth & Monica
		Research and source documentary and platform to run watch party	Time and either BoB or Netflix account	done	done
		Host watch party	Online documentary; platform to run it; host's time	Later October and early in tri 2	Elisabeth & Monica

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Seasonal Plant-Based Cooking – Feel Fab Feb	Social media campaign focused on influencing members to think seasons when cooking by providing resources (yummy plant-based recipes)	Discuss with Feel Fab Feb FTO Lead about E&E contribution to the campaign	Time and partnership approach	Mid-January	Adil
		Source 7 seasonal recipes (Winter as will run in Feb as part of Feel Fab Feb)	IT and Time. Possibly need canva to get the graphics ready	10 Feb	Elisabeth & Monica
		Run Campaign on Instagram and Facebook	Time; Instagram and Facebook	15 -21 Feb	Elisabeth & Monica
Pre-CoP26 Campaign		Focus on building partnerships with other HE&FE in Glasgow region on Sustainability/CoP	Time and partnership spaces identified – Glasgow Student Forum and Glasgow Go Green	ongoing	Adil – GSF Monica - GGG
		Speaker Events on the Climate Change emergency	Time; Speakers (Matt Crilly NUS Scotland President and Brian Robertson of Glasgow City Council)	Tri 2	Monica
		Promote early opportunities to get involved	Time; Social Media	Ongoing	Monica and Adil
Educating for Sustainability	Commitment from the university on Sustainability/SDGs being embedded into the curriculum university wide	Pass policy measure at Student Voice	Idea is already live on website; encourage students to vote for it	December	Monica, Elisabeth and Adil
		Carbon Literacy – embedding it in curriculum as oppose to stand-alone approach	Work with GSBS on the pilot approach to embedding carbon literacy	December	Adil
		Influence university to include SDG in strategic plan and/or teaching and learning strategy both scheduled to be renewed this year	Start SDG society to campaign. Influence and collaborate; Get a seat on the SDG working	Ongoing	All FTO's Susan (President) – SDG society

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			group; one to one meetings and at university committees		
Smoking Awareness Campaign	Raise Awareness of “Friendly” Peer Pressure	Research and evidence (evidence informed campaigning)	Time; access to research journals; discussion with Advice centre	March/April	Sara, Monica and Adil
		Build partnerships with Lib/Rep groups who are discussing Sober Spaces as well as clubs and societies	Time; E&D meeting; emails and videochats	April	Monica, Adil
		Create campaign (graphic; campaign page)	Time; Canva; OneVoice website	Campaign to timed to with pub reopening (mid/late April)	Sara
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