the Bristol Method:

how to engage and empower young people
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Introduction

Young people often lead the debate about environmental issues yet are also the group with least power to affect change in their communities. They can lack the tools, network and influence to make things happen which, in turn, can lead to frustration and, at worst, disengagement. When their energy and passion is given the right outlet and support though, the impact is huge.

This module shares information about a number of organisations working in the Bristol area which help to give young people a voice, and empower them to make a difference. These organisations harness the passion and idealism of youth to generate ideas, and support them to bring their ideas to life.

These case studies are offered here as an inspiration to other cities to embrace the incredible energy that young people can bring to the topic of sustainability.

It is also a reminder that teens and young adults can be passionate advocates of greener living, able to influence their elders. Given the right support, they can make a powerful difference to the green agenda.

“Working with young people is a constant inspiration: they bring fresh, exciting thinking to issues we adults have all grown weary of trying to fix.”

Sandy Hore-Ruthven, CEO Creative Youth Network

“When young people are able to participate in decisions that affect them, we see their aspirations grow and a willingness to chip in to make it happen.”

Gemma Dando
Creative Programme Leader
Young Bristol
The Creative Youth Network (CYN) sets out to give young people the tools and the influence they need to have a real impact, whether on their local communities, their homes or the wider world. CYN aims to create leaders of the future who understand where power comes from, how to use it and what works best.

The organisation works with young people from all backgrounds which means that many of them are struggling in one way or another. This may be mental health, lack of family support, homelessness, lack of qualifications or weak self-confidence. Through the Network, not only do the young people make a change to their communities but also grow as people, gaining the skills they need to move forward in their lives.

The importance of working outside the formal classroom and national curriculum cannot be overstated. Research shows that extracurricular activities build self-confidence, personal skills and ultimately lead to improved job prospects.

The Creative Youth Network’s involvement in Bristol 2015 was a perfect synergy of youth empowerment and green issues. CYN ran a number of programmes in the first half of the year engaging 3,000 young people in learning and doing something for their environment. The programme was integrated into the Network’s existing work with young people.

Visit: [www.creativeyouthnetwork.org.uk](http://www.creativeyouthnetwork.org.uk) to learn more.

Overleaf, we share two case studies of projects which stand out.
Case study: Green Youth Summit

The Green Youth Summit took place in April 2015. The aim of the conference was to inspire, educate and entertain 1,000 young people from across Bristol, highlighting green issues and showing creative ways to make a difference. It was conceived as a way to ensure that the voice of young people was heard across the city and represented at United Nations Climate Change Conference in Paris (COP 21) in December 2015.

Festival of Ideas (FOI) was commissioned by Bristol 2015 to create and deliver the Green Youth Summit. They partnered with the Creative Youth Network because of their proven track record of effectively communicating with and engaging young people. FOI led on organising the event and were able to attract international and nationally renowned speakers, while CYN led the youth engagement aspect. Together, FOI and CYN organised consultation meetings to learn directly from young people what the day should look like.

The Creative Youth Network works with young people from across the city, both directly and in partnership with a number of organisations. CYN staff invited 75 young people from across Bristol to an event to hear the Mayor give his vision for the youth summit. Afterwards, the young people split into groups to translate the vision into reality starting with ideas for speakers and workshops at the event.

The ideas fell broadly into four categories: technology; fashion; transport; and energy. These topics were chosen as areas that best reflected their concerns and lifestyles. Four smaller groups were then formed which met weekly to take the ideas forward. The groups were tasked with finding speakers and workshops to inspire, educate and entertain the audience – everyone agreed it was vital to inject a sense of fun to make the messages memorable and engaging.

The sessions were facilitated by two members of staff from CYN who had experience of supporting young people to turn an idea into reality. Training was given in project planning and the staff offered support in sourcing ideas through online and practical research. The group visited the venue to discuss layout with the conference liaison officer, and also met with the Bristol 2015 marketing.
Green Youth Summit: workshops and speakers

The four workshops

**Technology:** A session which educated the audience on where phones come from and the necessity of mining of certain metals. Participants learned how to make a phone last longer by recycling the components, and building a mini computer out of parts.

**Fashion:** This session invited participants to work with professional fashion designers to create clothes from old throwaways. This proved to be the most popular session on the day and communicated how cheap clothes are produced. Every attendee left the event with a new item.

**Transport:** An event on how to get around in a ‘cool’ way. This included BMX and Parkour professionals putting on a show and training young people. Outside the building, a pair of sculptures of a bull and a dinosaur were on show, created by reusing car parts.

**Energy:** The mobile phone is a ubiquitous accessory and this session focussed on using renewable energy to recharge them. Young people were then given the chance to vote for one of ten app that encouraged sustainable behaviour in some way. The winning app received £30,000. Music for the session was provided by a pedal-powered sound system, which young people were invited to take turns on.

Speakers

A range of speakers addressed the attendees. Here are some examples of what was shared on the day:

**Arthur Kay:** Co-founder and CEO of Bio-Bean, an award-winning green energy company which recycles coffee grounds into advanced biofuels. He spoke about Bio-bean’s work, and how essential urban designers will be for the future.

**Alice Bell:** Writer and researcher who specialises in the politics of science, technology and the environment. She spoke about how we have the knowledge and the opportunity to address climate change if we choose to, and how we can all make a difference to the future.

**Laurens de Groot:** Environmental campaigner, ex-detective and co-founder of the ShadowView Foundation which develops technologies such as drones for use in environmental and conservation operations. He explained how these technologies can be used to help save endangered species.

**Michaela Musilova:** Researcher at the University of Bristol studying life in extreme environments. She’s conducted astrobiological research for several space agencies, including NASA. She talked about her research, and how following her dreams led to her signature being on the Mars rover.

**Laura Bates:** Founder of the Everyday Sexism Project, a website which exists to catalogue instances of sexism experienced by women on a day-to-day basis. She spoke about the similarity between tackling sexism and climate change: they both affect us all, and if everyone takes a stand, then we can make a difference.

**Owen Jones:** Columnist, commentator and author. Owen argued how, in claiming to work on our behalf, the people at the top are doing precisely the opposite – and it is time they were challenged.
Green Youth Summit: Lessons learned

The day was a success and more than 800 young people attended, heard the speaker and participated in the workshops. However, reflecting on the day, there are a number of lessons learned:

- Having the right partners on board is crucial. A significant part of the workload involved promoting the event, speaking to schools about bringing groups to the day, and managing bookings. It worked well to let Festival of Ideas lead on the event logistics and planning as they have ample experience of running large, high profile events. On the other hand, Creative Youth Network had precisely the right experience to run the small consultation sessions to ensure that the day was the product of young people’s thinking.

- However, as the summit was planned by three organisations (The Creative Youth Network, Festival of Ideas and Bristol 2015) there was some confusion over leadership that led to delays and some choices being taken out of the hands of the young people at the last minute.

- Bristol’s event was planned in just seven months. This meant some of the decisions on who should speak were made quickly and without the full consultation with the young people. It would have been preferable to let the workshops select all of the speakers. This short lead time also made it hard to get schools involved. A longer lead in would have meant more groups from a wider range of Bristol schools could have been part of the consultation process which would have ensured more young people could participate.

- Forming a group of young people from very disparate backgrounds and geography proved challenging with some drop-off in attendance. With more time and a stronger focus on team-building, the group bond would have likely have been stronger.

- The team worked hard to ensure that the structure of the day was a balance between inspirational talks and chances for participation, increasingly the level of engagement.

- Speakers don’t need to be famous. Speakers were selected because they had pertinent experience, including a local youth activist and a recent graduate of the University of Bristol. The speakers were available throughout the day to meet and talk to the young people at the event and the young people were able to contact them afterwards too. These more informal encounters were of real value to the young people and led to excellent feedback.

- The foyer of the building was turned into a marketplace with numerous stands, representing organisations throughout the city. Again, this led to valuable interactions, and gave attendees a chance to think about what was going on in the city and what they could get involved in or contribute to.
Case study: Eco Warriors

Whilst the Green Youth Summit dealt with big issues such as campaigning, global warming and feminism, the Eco Warriors work ultra-locally with a group of very disadvantaged young people.

The Station is the largest youth centre in the South West, run by the Creative Youth Network in partnership with a range of other youth organisations. The building is a converted fire station in central Bristol housing a range of services and facilities for young people including a sexual health clinic and housing advice centre, and a recording and dance studio.

The building sits around a courtyard (originally used to clean the fire engines) that was semi derelict, unsafe and unused. Around 200 young people a day use the Station, and they and the staff had long expressed an interest in revitalising the space for use by themselves and the general public.

Youth workers formed and supported a small group of 10 young people to lead the refurbishment of the space. They applied for and received a small grant from Bristol 2015 to do this in an environmentally friendly way. The group brainstormed a range of ideas to make the space better and, over four months, met weekly to make decisions about how to invest the budget and plan next steps.

They chose to focus on creating furniture and introducing boxes in which to grow flowers and food to be consumed in the café. As the Station is a shared site with a number of organisations using the space, the group had to work to a clear brief. This included making sure that all the food-growing boxes were mobile, robust, and acceptable to both young and old visitors. They also had to grow as much food as possible for the café.

They worked with a number of local food growing groups and visited two allotment sites to get advice on sizes and the sorts of food they could grow in this environment.

The boxes now provide herbs, potatoes, leaks and beans to the café. The group continue to tend the boxes. The courtyard space is now used by up to 120 young people each day. There are now plans for a skate park in the courtyard.
Young Bristol (YB) is a youth-driven charity that offers a choice of opportunities and experiences for young people aged between 8 and 19. By working in partnership with a range of community-based youth clubs, and directly with young people through its programme of activities, it responds creatively to their needs, helping to realise their capabilities.

It operates through a community-based youth club network and delivers positive programmes that develop young people’s character, confidence, skills and, ultimately, their employability.

Visit [www.youngbristol.com](http://www.youngbristol.com) for more information.
Case study: #DO15 Creative Outreach

Young Bristol’s Creative Programme has been commissioned by the Bristol 2015 Company to become the #Do15 Creative Outreach Team. The project is an initiative to engage local communities with Bristol’s year as Green Capital, encouraging people to make green changes via a #Do15 pledge. Young Bristol worked with youth groups around Bristol to discuss and plan Creative Outreach projects for their community, consulting with the young people on what they felt their area needs and helping them to create a transformative project in their area. These projects will be completed by the end of September 2015.

Through the project, Young Bristol has directly engaged over 500 young people in making a pledge to be greener in 2015. By attending community events in each of Bristol’s Neighbourhood Partnership Areas, it has taken the Green Capital message out to the community and encouraged young (and old) to think of small changes they can make to be more sustainable.

The activity gave the Young Bristol team the opportunity to discuss the five themes of Bristol 2015 (Transport, Resources, Energy, Food and Nature) and mature young people’s thinking so that ‘putting litter in the bin’ is no longer the full extent of their efforts to be green. This led to more in-depth conversations about how to be sustainable and the team witnessed how these conversations started to involve the whole family on what they could do within their household to support Bristol’s year as European Green Capital.

The Jigsaw puzzle is a scaled-up version of the Bristol 2015 logo, divided into 15 separate pieces to reflect the 14 Neighbourhood Partnership Areas plus the city centre. Both the puzzle and bunting will be exhibited later in the year, demonstrating to the young people that their ideas are important and valued.

The consultation process has revealed what young people would like to see improved in their area. Key themes have been improving well-being, activating behaviour change, and encourage a sense of pride.

For example, in Henbury Young Bristol engaged with over 50 young people on Machin Lane with a graffiti project as a pre-cursor and consultation exercise for a Street Art Takeover planned for mid-August 2015. By engaging directly with the community, the project is bringing together the local youth group and older residents. Together, they devised an intergenerational, community-focused project that is welcomed by residents and involves local services such as the library, community housing and local businesses. The project team believe that it has empowered residents to make positive changes to their area.
Bristol City Council created The Bristol City Youth Council in 2009 as the council were keen to adopt the Hear by Rights standards, whereby children and young people could shape services, express views and make decisions on issues that were important to them.

The Bristol City Youth Council (BCYC) is an elected group of young people aged between 11 and 18. The Youth Council comprises 28 constituency representatives and five equalities groups representatives. Two Youth Mayors were then elected from within the Council. These Youth Mayors act as advisors to Mayor George Ferguson by attending meetings and accompanying him to events. By empowering them in this way, young people can make positive changes in their communities and make a difference to the young people of Bristol.

The current youth council were elected for a two-year term in February 2015 when more than 10,000 young people voted, proof of just how eager the young people of Bristol are to be a part of the democratic system, and to have a say in decisions that affect them.

The Youth Council created a manifesto to guide its efforts over its term in office, and raising awareness among young people of the city’s year as European Green Capital was one of its top three priorities. It has stated an intention to run a high-profile event targeted at young people, as well as involving them in developing a legacy plan to enable Bristol’s green status to extend beyond 2015.

In addition, the council intends to meet First Bus and the Council Department of Transport to discuss how technology could be used to improve the bus service in and around Bristol.

The value of a Youth Council

The Bristol City Youth Council provides a forum for children’s and young people’s views to be expressed and heard, proving the value of the democratic process and meaningfully engaging a large number of youngsters.

The Youth Council has status within the mechanisms of the city council, and receives a regular audience with the mayor himself as well as presenting their manifesto at full council meetings and receiving pledges of support from councillors. Members of the BCYC, along with members of the Children in Care Council, form the Shadow Safeguarding Board informing the Safeguarding Board on issues facing young people in Bristol and guiding the direction of their annual conference.

The BCYC also work with the council’s scrutiny committees on issues affecting young people. In 2012, members of the BCYC worked with the council to award the contracts for the new Bristol Youth Links services awarding £22 million pounds worth of contracts for services to young people over the next five years. The BCYC is often asked to advise departments within the council on issues affecting young people as well as working on their own campaigns.
Bristol’s universities

Bristol is home to two internationally-acclaimed universities: the University of Bristol and the University of the West of England, more commonly known as UWE. For Bristol’s year as European Green Capital, the two institutions have collaborated on a programme of activity to inspire and engage the student population about sustainability. The programme is called Student Capital.

The Student Capital programme of activity is aimed at encouraging and facilitating student engagement in a wide range of both curricular and extra-curricular placement and volunteering activities with a Green Capital focus. The universities have encouraged students to become Green Capital Change Makers, with accolades being given to those students that have fulfilled a set of criteria in relation to volunteering for Green Capital-related activities.

A significant part of the successful delivery of the project is the development and promotion of the Sustainability Challenge Shop – an online platform through which students interested in getting involved in Green Capital activities are linked to organisations seeking to host students.

There are three main success criteria for the project. The first is to increase student engagement in business, community, and voluntary organisations, with an aim of 100,000 hours of student engagement in Green Capital activity in 2015. The second ambition has been to demonstrate the value that higher education can bring to a city’s year as European Green Capital. The two universities are delivering this by: hosting and participating in conferences; writing academic papers for peer-reviewed journals; and creating an archive of evidence. Finally, the universities will evaluate the impact that these activities have had in order to show that 80% of participants (both students and external organisations) have contributed meaningfully to the project and Bristol Green Capital.

Beyond the objectives listed for the Green Capital year, the intent is to increase student engagement in green activities and the new systems and platforms which support this will continue in future years. In this way, the joint-university project is not a one-off series of interventions designed to end in 2015, rather it is an attempt to raise the bar and set the level at which student engagement in Bristol’s developing green economy will continue in years to come.

The Green Capital Student Capital project has been made possible by Catalyst Award G04 from the Higher Education Funding Council for England (HEFCE).
Case study: Encouraging volunteering

The European Green Capital provided a fantastic opportunity to inspire students to engage in a wide range of activities related to sustainability or the environment, and to encourage students to share their experiences to get others involved as well. Volunteering programmes arranged by Bristol’s two universities are providing opportunities for over a thousand students each year to support the local community.

Many students volunteer because they have a passion for a particular issue or want to make a difference. Others volunteer to gain practical experience related to their studies, meet different people, or develop skills relevant to a future career.

The volunteering programmes at both universities provide two main ways for students to engage in local community action. They run a brokerage service, signposting students to hundreds of volunteering opportunities with charities and community organisations around Bristol. They also support students to develop and run their own social action projects, often working with community partners. Advice, support and training are provided for volunteers.

Below are some examples of initiatives developed as a result of the European Green Capital. For more information visit: www.uwe.ac.uk/volunteer and www.bristolsu.org.uk/volunteerhub.

Green Capital Change Makers

UWE and the University of Bristol together launched the Green Capital Change Maker Award, to mark the contribution of students to the European Green Capital 2015. The Award provides recognition to students who have taken action through sustainable activities which have had a positive impact on the community. It also encourages them to reflect on their experience and skills they have gained, helping their personal development and possible future employability. Students can apply for a Change Maker Award if they have completed seven hours of relevant activity. Twenty-five hours of activity qualifies for a Gold Award.

Importantly, the Award also recognises students who have shared their experience and learning, and taken active steps to encourage others to participate. This might be through social media (Twitter, Facebook, Instagram, etc), writing a blog, giving a talk or presentation, or providing images or video content. This is enabling the universities to build a valuable bank of case studies of successful activity, which will help to engage more students in future.

Green Capital Schools Workshops

Engaging young people in sustainability is essential. University of Bristol Students’ Union has offered every secondary school in Bristol a free workshop aimed at raising awareness of Green Capital and sustainability. Current university students are supported with training from a qualified teacher and then matched with local schools to deliver interactive, exciting workshops that enable students to learn more about Bristol’s Green Capital year and develop their sustainability skills. Therefore university students interested in careers in sustainability or education gain valuable experience, and school students in all neighbourhoods of Bristol are further engaged in sustainability. The workshops are designed to inspire new ways of thinking and behaviour change, ensuring the message lasts long after the end of 2015.

Green Ambassadors in Schools

UWE’s Green Ambassadors Project links student volunteers who are passionate about sustainability with local schools, to run interactive workshops with school children – thinking about how they can contribute to a greener city. The project began using groups of student volunteers from the BSc Creative Product Design programme to plan and deliver a series of activities based around topics of climate change, sustainability and energy.

The Green Ambassadors project has been a great success with the volunteers and the children alike. The children have enjoyed taking what they have learned and feeding back to the rest of the school, their family and friend. UWE students have gained valuable
experience of applying knowledge gained from their degree programmes, developing creative activities, and communicating with different audiences. For example, volunteer Josephine Gyasi even found herself performing as a giant earth to really bring the topic of climate change to life for the children. She enjoyed the challenge of working in the community, and being pushed to think on her feet in order to respond to some thoughtful questions from the children.

Way to Grow

Way to Grow is a student led community gardening project, supported by University of Bristol Students' Union and Bristol Hub. Volunteers offer their time to help in local community gardens.

Gardening is widely understood to be relaxing and promotes mental wellbeing. Way to Grow provides students with an opportunity to socialise, take a few hours off from studying and give something back to the community. One event in April saw 35 students devote an afternoon to weeding flowerbeds in Brandon Hill, following a briefing from a member of Friends of Brandon. The work achieved would have taken the regular park keepers months.

Bristol student Helen Shan perfectly summarised the positive impact the day had on both the local community and the students involved when she said the best thing about Way to Grow was ‘making the environment more beautiful and working with new and old friends’.

Student-led Volunteering Initiatives

As well as offer structured volunteering opportunities, an important part of University of Bristol SU work has been to support student-led initiatives. One such project is the Bristol Knititiative.

The Bristol Knititiative is a social sustainability project with a mission to empower people to support their local homeless community outside of economic constraints. As they put it, ‘Give your time, not your money, and let’s help the homeless keep warm!’ The project leaders arrange regular ‘Knit-Ins’ where University of Bristol students get together to learn to knit, create something for donation and raise awareness of homelessness. All the knitted goods are then donated to the St Julian’s Trust night shelter. It is ‘simple, sociable, sustainable giving’ and the students have created a great movement which is having a big impact in both the student and homeless populations of the city.

GreenSpace

GreenSpace is a student-led conservation team, working with local groups to look after green spaces near UWE’s main Frenchay campus. The project aims to support conservation and enjoyment of these sites.

An important feature of this project is the link with the local community groups which look after these spaces, helping to improve relations between students and people in the local community. Three student project leaders worked with the groups which manage the sites, Splatts Abbey Wood and Sims Hill, to develop management plans and organise a series of work days where students and local residents worked together on activities such as bark chipping paths, coppicing, and pond clearance. The groups benefit from the energy and enthusiasm of students, enabling them to tackle some bigger maintenance tasks, conserving these historic sites and improving their accessibility. The students learn about conservation and local history, develop practical skills, and have a fun and active day out with different people.

GreenAmbassador

“Going in to the school and delivering the workshops was the most fun part and it was worth all the effort. Thinking on the spot when children ask questions helped me learn some new things for myself.”

GreenSpace volunteer

“The most meaningful part of the experience was working together in a coherent team, and knowing that the work we were completing was making a difference to the local ecosystem surrounding the campus. Moreover making new friends in the process added a sense of fulfilment.”

GreenSpace volunteer
Lessons learned

The European Green Capital has stimulated a wide range of activities throughout the city that students have been able to engage with, as well as providing a focus to inspire students to take action and create change themselves (see also the UWE Green Team).

One of the main challenges has been around the timing of activities and the University calendar. A lot of the bigger and high profile events associated with Green Capital have taken place over the summer months, when students are taking exams or away from the University. This has limited student involvement in some activities which might otherwise have been great opportunities.

The best time for student engagement is the months from September through to March. September will present a further chance to inspire a new cohort of students arriving at the University, to engage with the communities around them and the city where they have chosen to study and to live.
Case study: UWE Green Team

The Students’ Union at the University of the West of England (UWE) developed the Green Team programme to help engage and educate students on current sustainability issues, inspiring them to take action.

Being part of the Green Team provides students with the opportunity to engage with a programme of events, activities, workshops, training and volunteering opportunities. The students have the opportunity and support to become change-makers by leading and developing their own social and/or environmental change projects on campus and in Bristol community, as well as using their skills and knowledge to hold the university to account for decisions it is making in regards to its sustainability agenda.

Key benefits

The Green Team programme is suitable for students with all level of commitment and knowledge. Some simply want to learn more about being green, while others come armed with passion and knowledge and are ready to lead a campaign or project.

The Green Team gives students a platform to make a difference to students and staff, within their curriculum and around the city of Bristol. Many Green Team projects have left a legacy and will continue to have an impact long after the original students involved have graduated.

The key to the success of the Green Team is ensuring the options available to students are fun and creative and are relevant to their interests, goals and aspirations.

Achievements

The Green Team has delivered a number of highly successful projects, and instigated bans on certain unsustainable behaviours.

As a result of their efforts, water fountains have been introduced on campus, plastic bags are now banned from shops within the Students’ Union, and plastic cups have been removed from the Union’s bars.

Bee hives have been introduced on campus to help pollinate local flora and fauna, and a Community Garden has been introduced in partnership with Bristol’s branch of Incredible Edible and UWE’s Grounds Team.

Students have been encouraged to reuse and recycle through upcycling events and initiatives like the Flea Market and the ‘Still Good’ swap shop. The Green Team also arranged talks on sustainable fashion so students could hear from activists involved in the Labour Behind the Label campaign.

One particularly popular project has been the introduction of a Green Wall – a wall of vegetation that, as well as being aesthetically pleasing, increases biodiversity, improves air quality and protects the building. This project encouraged students from geography, journalism, marketing, psychology, accountancy, architecture and planning and environmental science to get actively involved. This project was beneficial for the students as it allowed them to use their skills learned in their course and apply them to a real life project.

“It’s inspiring to work with students who are standing up and demanding change and who are equipped with the drive and passion to create innovative solutions. I am proud to be part of a university that is harnessing that passion and providing students with a platform to turn their ideas into a reality.”

Laura-Kate Howells
Green Team Coordinator

To learn more about the Green Team visit:

http://www.thestudentsunion.co.uk/campaigns/greenleaders/
Case Study: Engaging students

An important feature of the University of Bristol's work to engage all students in Green Capital has focused on how to engage a broad cross section of students. To do this various projects have built links between different elements of student’s lives and sustainability. By engaging students in sustainability via their study and social lives, we raise awareness and boost numbers of students involved in volunteering.

In their studies

A series of workshops on how to build a career in sustainability using subject-specific skills is helping University of Bristol students to see the links between their own study and social, economic and environmental sustainability. Whilst sustainability may seem a clear and obvious part of a geography or geology degree, the link is not always so clear.

These events help every student, from to archaeologists to zoologists, see how their subject skills could be utilised to create a more sustainable future.

Sports Clubs and Societies

Outside of their study, students spend a lot of time participating in a huge array of sports clubs and societies.

These include cultural groups, all manner of sports, dance and musical groups, campaigning groups and interest groups. Students can even join Wingardium Levio-Soc, the Harry Potter society!

To create student engagement with sustainability that spans both their academic and social lives, all societies have been offered the chance to achieve the sustainability quality mark. This mark is awarded to groups who can demonstrate that they have made their activities as sustainable as possible.

Groups that achieve the mark have accomplished a great deal. For instance, the Ultimate Frisbee team raised over £800 for local hospitals with a sponsored throwing event and Geologists for Global Development ran a Mapathon event to help with relief efforts in Nepal.
Case Study: Avon Wildlife Trust

This module has largely focussed on organisations which have created sustainable or green activities that are specifically targeted at young people. It is therefore worth reminding ourselves that many organisations include young people in their usual activities. Avon Wildlife Trust is one such group.

Avon Wildlife Trust (AWT) runs a number of programmes which engage young people from hard to reach communities, giving them opportunities to experience nature and learn skills they might not otherwise have the opportunity to do. However, AWT regularly works with young people from all backgrounds as a generic part of its work and they are integrated into a range of Trust activities.

Avon Wildlife Trust runs a placement programme where school leavers (over 18) and graduates can gain experience of working in land management and conservation. The young people accepting placements commit to working voluntarily with AWT for a day a week for six months. In its turn, AWT provides training in key skills such as health and safety, specialist equipment handling, and mini-bus driving, and gives young people responsibility for supervising groups of people. These placements are open to all ages but most are taken up by young people and several placements have gone on to work for AWT or for other Bristol based organisations.

Involving and inspiring young people in AWT’s work is also something that happens across the Trust’s activities. Some young people regularly join events and volunteer work days alongside adults where they benefit from learning new skills and meeting people from a variety of backgrounds and generations. AWT also works in partnership with a wide variety of young people’s groups – such as the Scouts or church groups - to involve them in projects local to them.
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BRISTOL 2015

European Green Capital is a prestigious annual award designed to promote and reward the efforts of cities to improve the environment. Bristol is the first ever UK city to win the award.

European Green Capital is run by The European Commission, recognising that Europe’s urban societies face many environmental challenges – and that sustainable, low-carbon living is vital to the future of our cities and our people.

The award was first won by Stockholm in 2010. Since then, Hamburg, Vitoria-Gasteiz, Nantes and Copenhagen have carried the torch. Bristol will hand over to Ljubljana at the end of the year.

THE BRISTOL METHOD

The Bristol Method is a knowledge-transfer programme aimed at helping people in other cities understand and apply the lessons that Bristol has learned in becoming a more sustainable city, not just in 2015 but in the last decade.

Each module of the Bristol Method is presented as an easy-to-digest ‘how to’ guide on a particular topic, which use Bristol’s experiences as a case study. The modules contain generic advice and recommendations that each reader can tailor to their own circumstances.

The Bristol Method modules are published on the Bristol 2015 website at www.bristol2015.co.uk/method

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