

Recruiting Changemakers

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1. Introduction



Rootlinks

Empowers students to become sustainability changemakers
Learning journey includes workshops, team events and inspirational talks that equip students with tools to tackle a real-world challenge



Sustainability Week Zurich (SWZ)

Student organization from all Zurich universities (ETH, PHZH, UZH, ZHdK, ZHAW)
Raising awareness (events) and university politics (campaign)

Initial Challenge



What aspects of sustainability that are most important to students



Measures from universities and SWZ to strengthen the aspects

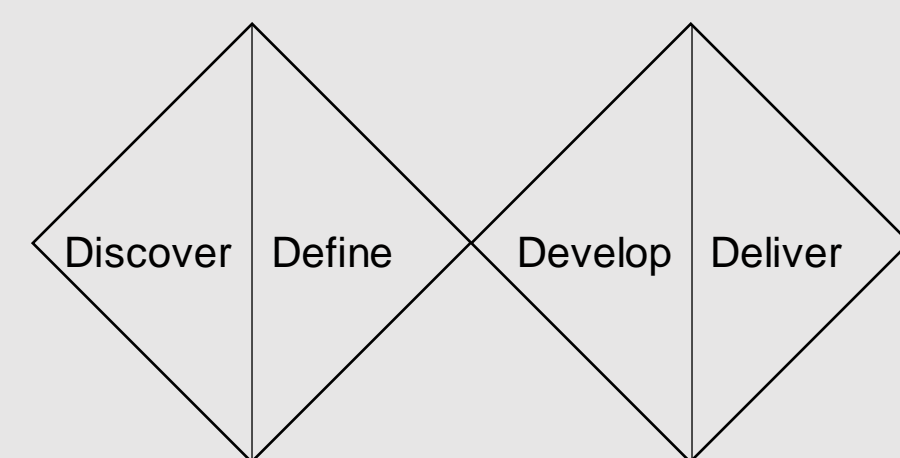
2. Methods: System thinking

Iceberg Model

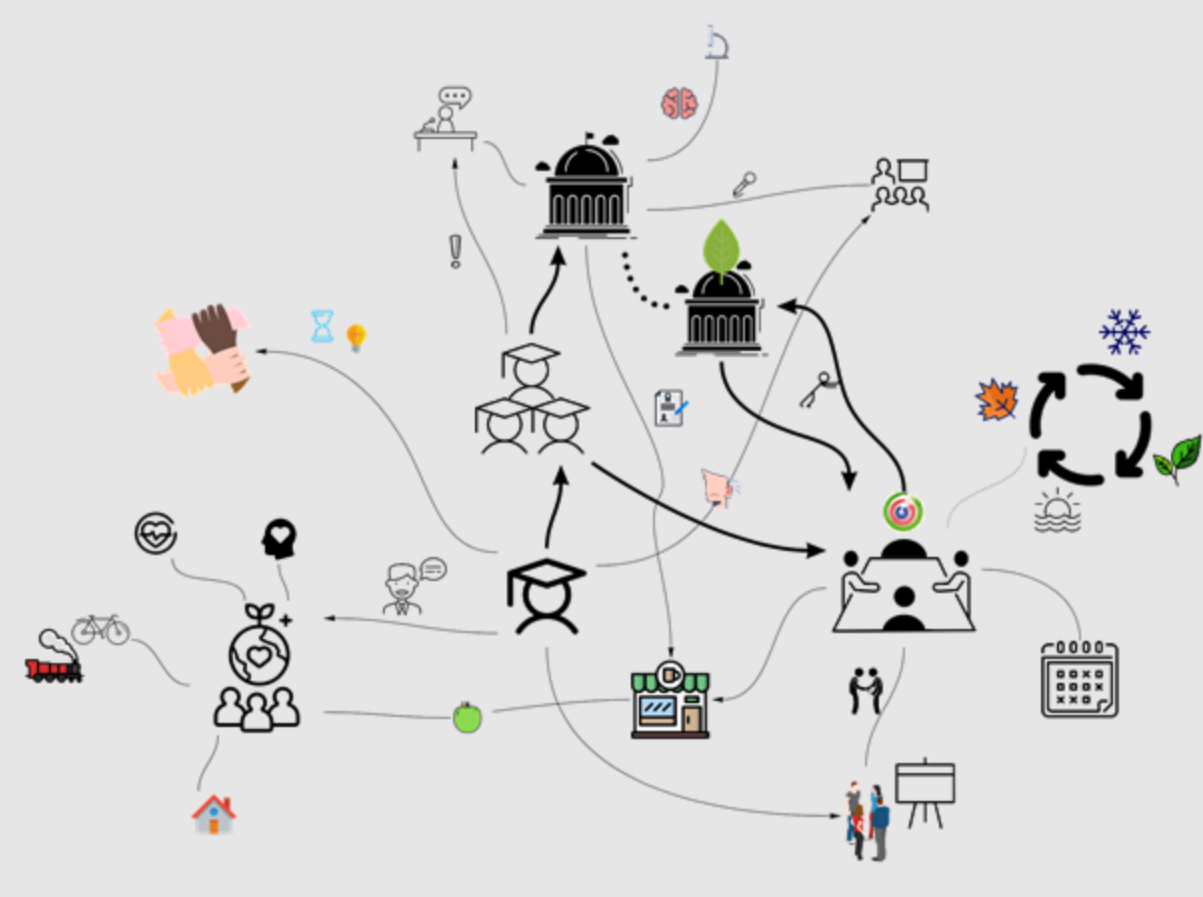


Events
Patterns
Structures
Mental Models

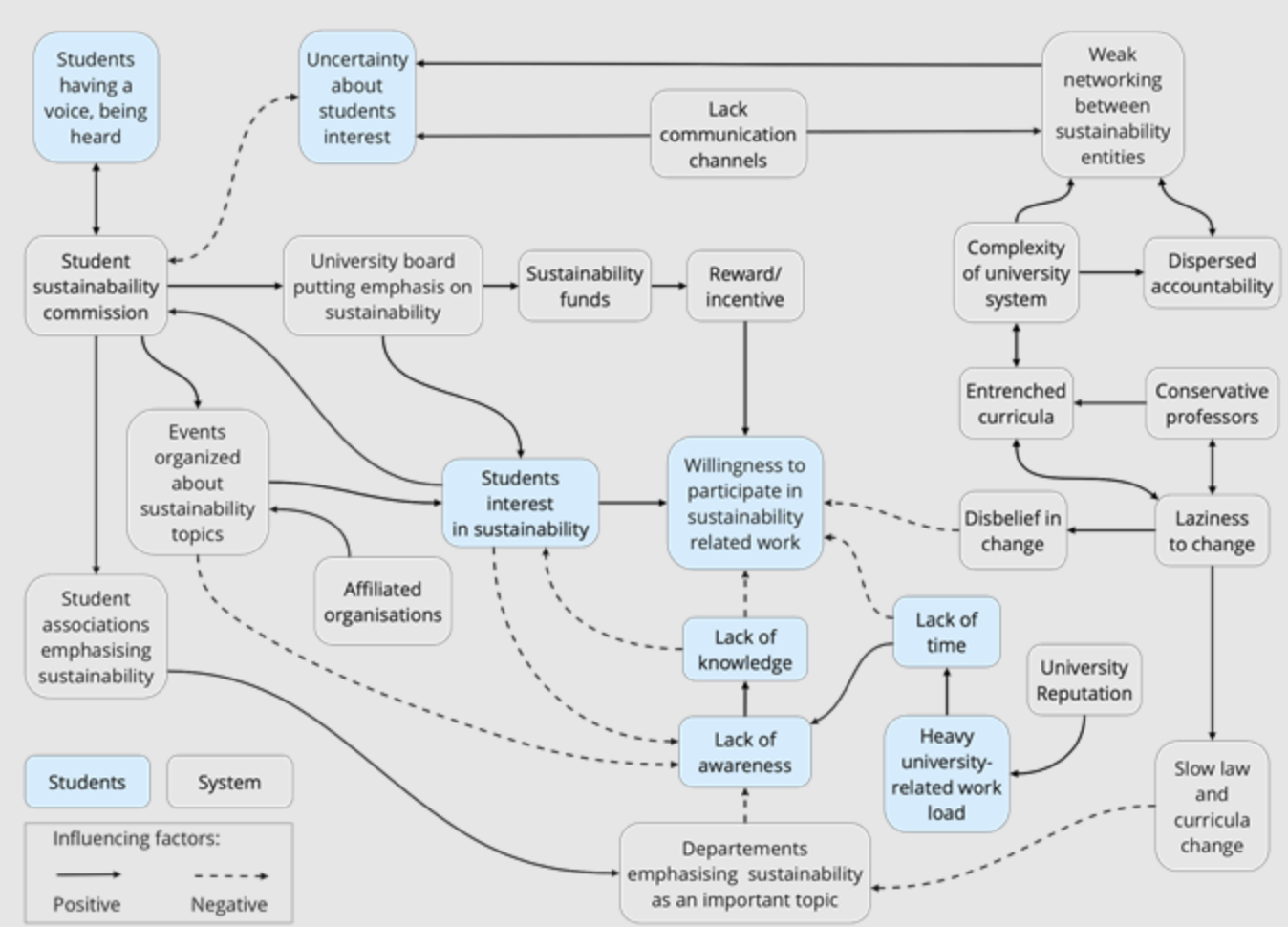
Double Diamond



Rich Picture



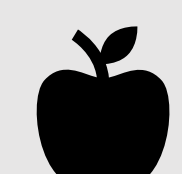
System Map



3. Context - Previous WWF challenge



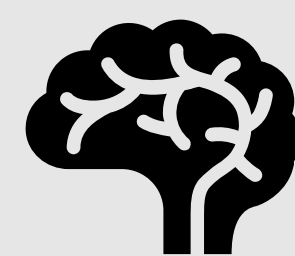
Integrate the sustainability mindset into university



Sustainability understood and received differently by every single person



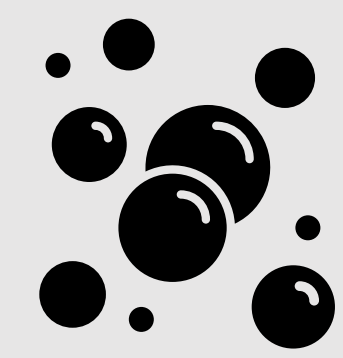
- Most importantly - students have the most power to change the university they visit and therefore they must learn how to use this power in a smart and efficient way
- Three main things stopping students from becoming active: lack of time and resources; lack of accreditation and lack of meaning.



Two solutions:

- "Sustainability certificate" rewards students for participating in courses or projects with a focus on sustainability
- "Challenge for Change" provides students with the experience to interact with SDGs

4. System



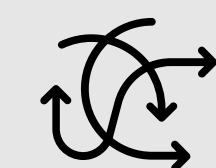
Many Bubbles

- Universities (board, commissions, departments), student associations, student organizations, students
- Not all bubbles have connections (lack of communication)
- Bubbles have their own infrastructure



"War of attention"

- Lots of different events
- Many channels
- Failed events



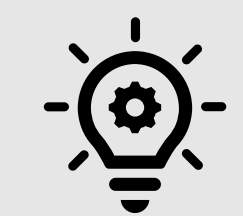
Different definitions of sustainability/goals

- Dispersed accountability



Students are most powerful and influential player in the system

5. Students



Interests

- Students are not just one bubble (different interest bubbles)
- Want to have fun in free time (workload)



"War of attention"

- Students have little free time
- Receive lot of information



Sustainability

- Different levels of knowledge
- Triggers negative feelings
- Not cool (vegan, tree hugger)
- Synonym for climate crisis

6. Main Challenges



To reach students



To have a grasp of student's sustainability interests



To organize events that are well received by students

7. Prototype: Survey

Questions About

- Communication at university
- Events
- Knowledge about sustainability
- Interests
- Engagement
- Expectations
- Ideas

Take Aways

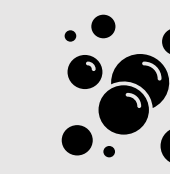
- E-Mail as the preferred method of communication
- Low awareness of extracurricular events
- High interest in all types of events as long as the topic and the time are right
- Sustainability should be embedded more into the curriculum



Surveys are usually filled out by people that are interested in the topic. People are unrealistically optimistic



8. Solutions



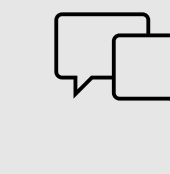
Each student association → sustainability commission → gather interest of bubble



Unite, clear concept of the goals and responsibilities of each bubble



Data base of feedback, surveys, events, interests (accessible to everyone)



Strengthen communication between bubbles (network, meetings)



United positive 'sustainability' campaign → Make sustainability cool!!!

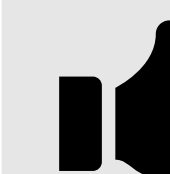


Guidelines and help for student association commissions



Feedback from talks is very valuable. Shows how people really feel about a topic

9. Guidelines



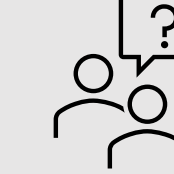
Use positive topics



Don't get discouraged



Know your target audience



Get feedback from talking



Use existing events



Show benefits



Gather as much feedback as possible



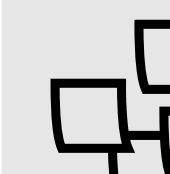
Make it easy to join



Learn from every experience



Share and explain

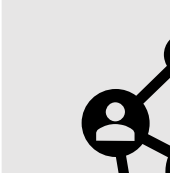


Use every marketing channel

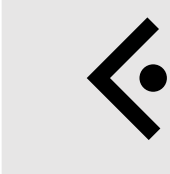


Make it magical and memorable

10. Outlook



What connections are missing? Which connections are strong?



How to get better networking between sustainability players?



How to make sustainability 'cool'?



What needs to be on the information data base?