

# Green Impact Project Case Study

## HR Green Impact Case Study - Food

### Background

Institution: University of Sheffield

Team Name: Human Resources

No. of years participating in Green Impact: 5

### Highlights

*Please include 2-3 bullet points (of approx. 10 words each) which summarises your case study:*

- 18 staff members pledged to go meat-free for one or more days a week
- The department contributed to an online vegan and vegetarian recipe collection
- The department have access to a range of resources to aid their meat-free journey

### Description

We kicked off our Food project on World Vegan Day 2018 by proposing the idea of Meat-free Mondays, and encouraged staff in the department to sign up to our Part-Time Carnivore team, where they could pledge to go meat-free for one or more days a week throughout the month of November. In total, 18 staff members took the pledge and together we saved 2,120 kg of carbon dioxide, 7,685 square metres of land and 426,915 litres of water! We put together goody bags prizes which contained a selection of vegan treats and gave these to those who stuck to their pledge.

Throughout the month we shared our favourite vegetarian and vegan recipes on our HR Green Impact website, giving a goody bag to those who submitted a recipe for the collection. The online recipe collection will remain accessible to the department, and will be regularly topped up with new favourites.

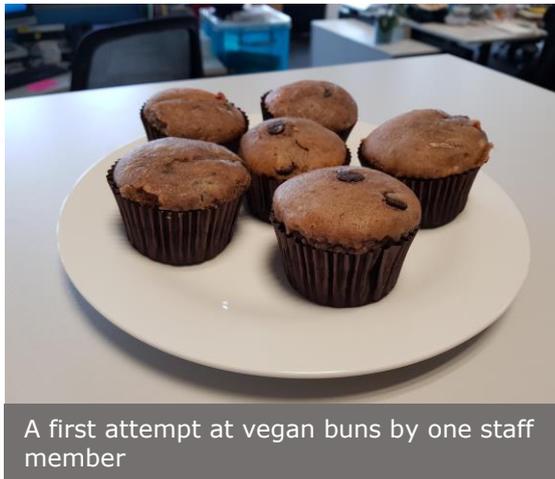
To help the department stick to their meat-free pledges through November and beyond, we put together an online guide to local vegetarian and vegan friendly eateries, and encouraged the department to consider one of these venues for team lunches and events. We also put together a collection of online resources including our favourite apps and websites that contain useful tips, recipes and information to inspire the department to go meat-free more often.

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## Photographs



Vegan Goody Bag Prizes



A first attempt at vegan buns by one staff member



A vegan contribution to one of our charity bake sales



A vegan and vegetarian bake sale on World Kindness Day to raise money for the Sheffield Scanner Appeal

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## Self Assessment

*Please include the points you think your project should be awarded and why. Use the high scoring project template available [here](#) to see how well your project meets the criteria.*

### **Team Engagement – 5/5 points**

All team members had a significant contribution to the project. Bethany Rodgers was responsible for setting up the new HR Green Impact Website and populating with information on the University's Sustainability Strategy and information on the current green impact actions being taken in the department. Beth also worked with Chloe Davey to compose all communications to the department.

Having been a part of the previous years' Green Impact Team, Martin Spencer played a vital role in the team sharing his tips and advice on how best to engage the department in the green impact projects, as well as suggesting ideas for the project activities. Martin was also instrumental in the planning of the project, suggesting ways to make sure the project was measurable and achievable.

Hana Castle was responsible for compiling the resources for the project, conducting research to find vegan and vegetarian eateries in the local area and collating a list of useful websites and apps that may help the department with their meat-free pledge.

Chloe Davey was responsible for setting up the Part-Time Carnivore online team, composing email updates with Beth and writing and creating the goody bag prizes. Chloe also wrote and submitted the project plan and case study.

### **Reach – 7/10 points**

The project reached out to the wider HR department, as staff across the department were involved in the Part-Time Carnivore pledge, submitting recipes to the online collection and providing goodies for the bake sale. The HR Green Impact website, which contained a range of useful information, tips and resources was available to the whole department.

Our neighbouring departments were also involved with our bake sale and were invited to taste our vegan and vegetarian bakes.

We also reached out to the wider University and local community by sharing our project photos on Twitter, inviting our large follower base to suggest their favourite

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vegan and vegetarian recipes.

## **Creativity – 5/5 points**

This project idea was new and innovative, and the theme of sustainable food is not something the department has looked at before. The department has never taken part in a team challenge such as the Part-time carnivore pledge, and feedback from this different style of engagement was really positive from staff across the department. The use of prizes within the project was also a new idea and worked well to engage staff throughout.

## **Impact measurability – 9/10 points**

The project worked towards clear goals; have an online collection of 40 or more vegetarian and vegan recipes, organising one or more vegetarian and vegan bake sales to raise money for charity, at least 10 staff members from the department sign up to the part-time carnivore pledge. We created clear project specification plans and Gantt charts to ensure that we worked towards these goals, meaning we managed to surpass each of our targets.

## **Proportionality – 5/5 points**

The project involved the department in more than one event, including a bake sale, a food challenge, a collective input to an ongoing department recipe collection and a website with information, signposts, advice and guides. Approximately 1/3 of the department participated in and successfully completed the meat-free pledge challenge, and the majority of the department were involved in some way in the bake sale. All members of the department have access to and frequently visit the HR Green Impact website and recipe collection.

## **Replication – 5/5 points**

The events and actions undertaken as part of this project would be easy to replicate again in HR or another department. The Part-Time carnivore challenge was simple to set up and can be run at any time of year and for however long the department wishes. Bake sales are also relatively easy to set up and can be held whenever and wherever best suits the department. The online recipe collection, guides to local eateries and

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useful resources can easily be replicated, and could even be adapted for that specific department's goals (i.e. they may choose to look at Fairtrade or organic produce).

## **Legacy – 3/5 points**

The project has left the department with an ongoing and continually growing online recipe collection, that continues to be utilised and added to by staff. The online guide to local vegetarian and vegan eateries also remains available to the department to be utilised at any time, as does the guide to useful apps, websites and other resources. Many staff who participated in the Part-Time Carnivore challenge also reported to continuing the challenge past the month of November, and we continue to choose vegetarian catering for internal department meetings.

## **Outcome – 4/5 points**

The project met and exceeded its aims to collate an online recipe collection of 40 or more recipes, and to host one or more bake sales to raise at least £50 for charity. The project also exceeded its goal to have 10 members of staff to sign up to the part-time carnivore challenge, though this goal was not submitted on the original project plan. Due to funding and resourcing, we were not able to host an educational event to the wider university.