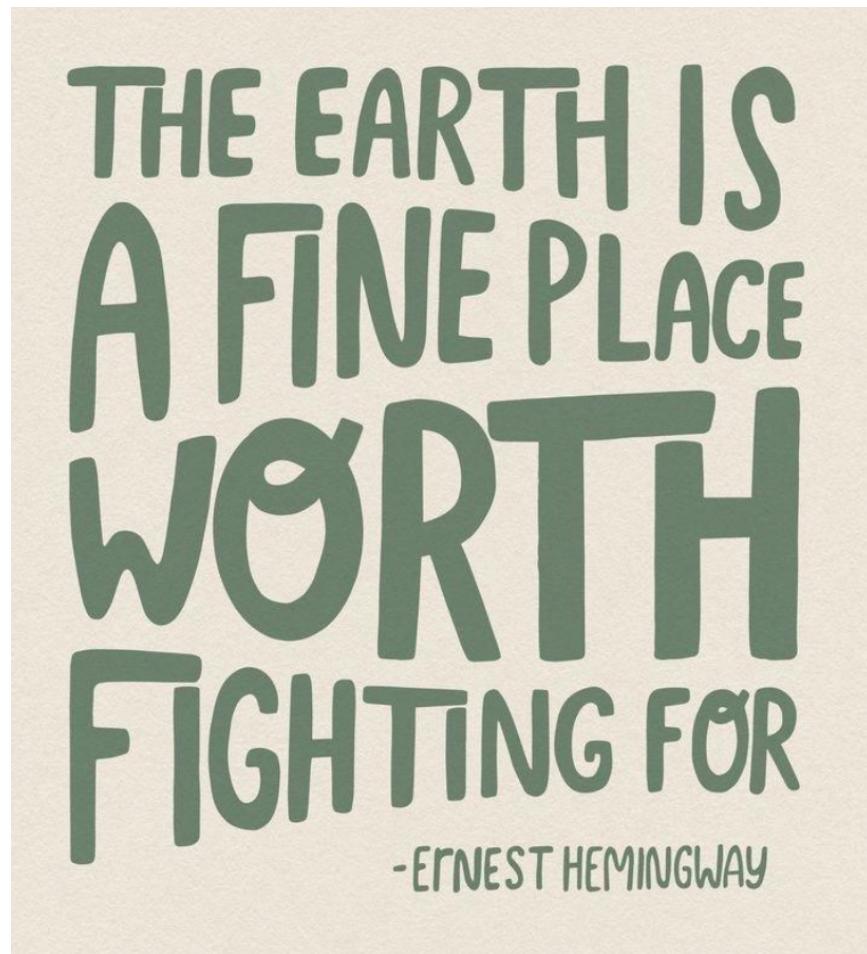


Sustainability Project

Green Campus Week



(Pinterest, 2022, January 15, Quote Of Ernest Hemingway)

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1IBM06

Artevelde University of Applied Sciences

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1. Objectives and Target Audience of the Event

Our event, the 'Green Campus Week' (GCW), aims to raise sustainability awareness among our fellow students, lecturers, and staff. Our primary goal is to **motivate people to make positive changes in their daily lives that will have a positive impact on the environment in order to create a more sustainable future**. Additionally, we aim to promote innovative sustainable solutions to global environmental problems such as overconsumption and the increase in greenhouse gas emissions. By showcasing these solutions, we hope to encourage a shift in behavior towards making more sustainable choices in our daily lives . We believe that highlighting innovative solutions can inspire individuals to act and make a difference in the environment.

Furthermore, we want to promote collaboration among students, lecturers, and staff, as well as with local organizations and businesses. We believe that by working together, we can have a greater impact and more effectively achieve our sustainability goals. We can develop new initiatives and make positive changes on a larger scale by sharing ideas and working collaboratively. Overall, the GCW project's goals are to raise awareness about sustainability, showcase innovative sustainable solutions, foster behavioral change, encourage collaboration, and work toward a more sustainable future. We hope to inspire and empower our community to take action and make a positive impact on the environment, resulting in a more sustainable world for us and future generations.

The target audience of our event would be Artevelde University students from Campus Stropkaai and Kantienberg.

2. Aspect of Sustainability

There are three pillars of sustainability: environmental sustainability, social sustainability, and economic sustainability. Our GCW project mainly focuses on the environmental aspect of sustainability as we focus on the responsible use of resources and measuring the environmental impact of our daily activities on the environment (What Are the Three Pillars of Sustainable Development?, 2023).

By promoting various sustainable practices such as repurposing new items, planting your own vegetables, and preserving food we hope to bring more awareness about sustainability at Artevelde. We hope to collaboratively work together to decrease our carbon footprint.

According to the University of Illinois, a College of Agricultural, Consumer & Environmental Sciences, planting your own vegetables is a great alternative to reduce the environmental impact of food production since it minimizes the need for transportation and packaging, and it subsequently contributes to the reduction of carbon emissions. (Grow Your Own Vegetables to Benefit Your Health and the Environment, 2020) Additionally, giving items a new life instead of discarding them is an effective way to reduce waste and promote a circular economy, which is a key aspect of environmental sustainability.

For a small part, we focus on social sustainability. During the Green Campus Week we will collaborate with local businesses. We will set up a delivery point on campus where local businesses can deliver food or other retail items that they would otherwise dispose of. Retail items such as clothing, interior decorations, or cosmetics, we will offer in our sustainable shop at a cheaper price. Deliveries including food and drinks, we will offer for free.

Our aim with this initiative is to provide access to essential resources for students at Artevelde University College who may be facing financial difficulties at home. The focus of this concept is to address issues of inequality, poverty, and social exclusion, which are critical aspects of social sustainability. We want to address issues of inequality, poverty, and social exclusion, all of which are critical components of social sustainability.

3. Concept of the Event

The Green Campus Week is an environmental awareness week saturated with activities and workshops regarding sustainability. Our goal is to raise awareness about sustainability among students and staff at Artevelde University of Applied Sciences and encourage them to live more sustainably. The event will have a duration of one week, starting Monday and ending Friday. The budget is variable depending on whether we will be supported by the city of Ghent. You will be able to find more information in the budget Excel file.

3.1 General Activities

Social Media Challenge



(100 Logos, 2023, March 23,
Logo Instagram)

The general activities are activities that run over the whole week: from Monday through Friday. Our first general activity is a social media challenge. We create a hashtag (#GreenCampusChallengeArtevelde) and encourage students and staff to post pictures or videos of themselves engaging in sustainable activities, such as using a reusable water bottle, using public transportation, walking/biking to school, or eating vegetarian. At the end of the week (Friday), we will organize a raffle. All participants automatically get an entry and get the chance to win a prize. The prizes are made up of sustainable items, such as a reusable water bottle, a set of bamboo utensils, a metal straw, or a tote bag made from recycled materials.

Poster Campaign

We will create colorful posters with catchy slogans and visuals about sustainability and its benefits. Afterward, we hang them up at campus Stropkaai and Kantienberg; the main entrances, cafeterias, and common areas.

Bike/Walk-To-School Day

We will encourage students and staff to walk/bike to school during the whole week to promote sustainable transportation. This promotion will be done through social media and the poster campaign.

3.2 Monday

Green Campus Pledge

A pledge booth will be set up at campus entrances where students and lecturers can write down their commitment to sustainable practices, such as walking to school, eating vegetarian, buying locally, and more. Afterward, we will display the commitments for everyone to see.

Vegetarian Challenge

We kick off the week with a vegetarian day and challenge students and lecturers to eat a meat-free lunch. The Kantiene kitchen will only provide vegetarian food.

3.3 Tuesday

Trash Pickup

On Tuesday, we organize a trash pickup around the campuses, where students and lecturers can join forces to collect litter around campus Kantienberg and Stropkaai. We will provide gloves and trash bags for participants, and encourage sorting the trash for recycling.

3.4 Wednesday

Community Garden Project

During this week, we officially kick off our community garden project. "Due to rising food costs, a greater understanding and appreciation for sustainable living and organic produce, community gardens are springing up all over the country." (S. Patterson) A community garden is a shared green space where all people involved share part of the upkeep and garden rewards. Next to Kantienberg, on the waterside, there already is a small garden. We could use this green space to start up a community garden, where students and lecturers are able to grow their fruits and vegetables and appreciate sustainable living and organic produce.

Tree Planting Challenge

In addition to the community garden kick-off, we also have a tree planting activity. We provide baby trees to all students and lecturers that want to participate (participants will be counted before this week through a Google Form) and plant them near Kantienberg.

3.5 Thursday

Student Thrift Shop

On Thursday, we host a thrift shop on campus. Students and lecturers are able to bring items to school that they want to sell, get an assigned booth to organize, and afterward, other students and lecturers can take a look. This way we encourage a circular economy as well as sustainability.

3.6 Friday

Upcycling Workshop

We end the week with an upcycling challenge to encourage students and lecturers to create something new out of something old. Participants can bring their own old clothes, paper, cardboard boxes, or plastic bottles, but we will provide some materials as well. Afterward, we challenge partakers to create sustainable outfits with their upcycled items. The end results will be posted on Instagram.

4. Location and Date of the Event and Environmental Factors

The activities will be organized at campus Kantienberg (Voetweg 66, 9000 Gent) and campus Stropkaai (Stropkaai 14, 9000 Gent) of Artevelde University of Applied Sciences during the first week of May, from Monday until Friday. Exact classrooms are to be determined and will be communicated in time. The event is organized within the framework of various environmental factors such as carbon emission, waste, water use/scarcity, energy use, land use and direct effects on the local ecosystem.

5. Necessary Materials, Staff and Supplies

To successfully implement the Green Campus Pledge-activity, we require various materials, including a whiteboard and markers for students to write down their commitment to sustainable practices. As these materials are easily obtainable in school, we expect them to be available for use. To accommodate the pledge-activity, the number of staff working in the Campus Kantienberg kitchen will remain unchanged. However, we will require the development of a vegetarian menu, and the necessary ingredients must be procured and supplied. In preparation for the trash pickup event scheduled for Tuesday, we will provide interested participants with gloves, trash pickers, and trash bags. To acquire these materials, we can approach suppliers such as Colruyt for everyday supplies. Furthermore, for the community garden project, we will supply planting seeds, soil, a garden conservatory, and a standard gardening set, which includes garden rakes, angled shovels, or trowels. However, any additional required materials must be provided by interested participants or through donations.

In addition to the community garden project, we will also organize a tree planting activity where participants will receive baby trees to plant near Kantienberg. To estimate the number of participants interested in the activity, we will create a Google Form for students, lecturers, and staff to fill in. By setting a limit on the number of participants, we can effectively manage costs. Members of the student council can assist in leading and monitoring the activity. For the Student Thrift Shop on Thursday, we rely on students, staff, and lecturers to bring items they wish to sell. Participants will receive an assigned booth to organize their items, and we require assistance in this regard. Finally, the Upcycling Workshop will require participants to bring their old clothes, paper, cardboard boxes, or plastic bottles, and the Green Campus Week organization will provide additional materials. Participants will create sustainable outfits with their upcycled items, and the end results will be showcased on Instagram. To capture the end results, we can enlist the services of a student interested in photography.

For the activities, including the tree planting activity, the Student Thrift Shop and the Upcycling Workshop, we require staff to lead and monitor the activities. To ensure the success of the activities, members of the student council can assist in leading and monitoring the activities.

6. The Budget

Our budget can be found in the Excel file handed in alongside this event plan, namely “Budget for Green Campus Week”. We have decided to present two different sheets: scenario one being the one where the city of Ghent does not sponsor us, scenario two being the city of Ghent sponsoring us.

7. Communication Plan

7.1 Our Project Name

We named our project the ‘Green Campus Week’. This name perfectly describes our event as it is a school week, full of activities promoting sustainability and sustainable practices to create a greener planet.

7.2 Slogan

We have made two slogans, which will both be used on our posters. “Sustainable Actions, Sustainable Future for a Greener and Fairer Tomorrow.” and “There is No Planet B.”

7.3 Logos

We have made two logos, which will both be used for promotional purposes.



7.4 Communication Plan

We will present our event by creating various creative and attractive posters which we will hang up in high-traffic areas on Campus Stropkaai and Campus Kantienberg. Think about the income hall, corridors, the elevators, and classrooms. Furthermore, we plan to leverage social media platforms, including Facebook and Instagram, to communicate our event to the outside world. Our event can be promoted via our personal accounts, the Instagram account of the Student Council and Artevelde’s social media channels and our very own Instagram page @greencampusweek! We also rely on mouth-to-mouth communication.

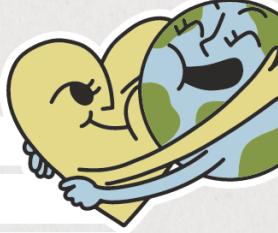


Happy
green campus week



1st week of May

Instagram: @greencampusweek



5 HABITS TO BE MORE SUSTAINABLE



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2 BUY IN BULK

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3 CONSUME LOCAL PRODUCTS

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5 USE GREEN TRANSPORT

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THERE IS NO PLANET B



#greencampuschallenge MAY 202X

8. Scenario of the Event

8.1 Scenario of the General Activities

As said before, the general activities are activities that run over the whole week, from Monday through Friday. The week starts with a **Social Media Challenge**. Marte and I will make an Instagram account before the start of this week and launch the hashtag (#GreenCampusChallengeArtevelde) as well. We will refer to this challenge on the posters. Secondly, the **Poster Campaign**: Marte and I will create the posters before the start of this week and make sure they are printed out. We hang them up Monday morning at campus of Stropkaai and Kantienberg. Lastly, the **Bike/Walk-To-School Day**: we will encourage students throughout the whole week via our Instagram and posters.

8.2 Monday's Scenario

Two activities will be organized on Monday: the Green Campus Pledge and the Vegetarian Challenge. Firstly the **Green Campus Pledge**: on Monday morning Marte and I will set up the pledge booth at the campus Kantienberg main entrance. This includes a white board to write on and markers to write with. At the end of the day, we will display this whiteboard with all the commitments on it as a motivation for students and staff. For the second activity, the **Vegetarian Challenge**, we will contact the kitchen staff upfront and ask them only to provide vegetarian food. We will also promote this challenge via the Instagram account and posters.

8.3 Tuesday's Scenario

On Tuesday, we organize a **Trash Pickup** around the campuses. We make sure to get the gloves and trash bags for the participants in advance, and stock them at campus Kantienberg (place is to be determined). Once all participants have arrived, we collect and delegate the gloves and trash bags.

8.4 Wednesday's Scenario

On Wednesday, we organize two activities at campus Kantienberg. Firstly, our **Community Garden Project**: we will supply planting seeds, soil, a garden conservatory, and a standard gardening set, which includes garden rakes, angled shovels, or trowels and will be bought before the start of this week and stocked at campus Kantienberg. However, any additional required materials must be provided by interested participants or through donations. During the activity itself, participants will be assigned a designated place in the garden to grow their vegetables, fruits, etc. Secondly, the **Tree Planting Challenge**: we provide baby trees to all participants and plant them near Kantienberg.

8.5 Thursday's Scenario

On Thursday, another exciting activity is planned; our **Student Thrift Shop!** The shop opens at 6 PM, partakers get assigned to their booth at 5 PM. We rely on participants to bring items they want to sell. Marte and I will make sure to book a room in advance for this activity.

8.6 Friday's Scenario

We end the week with the Upcycling Workshop to encourage students and staff to create something new out of something old. Once again Marte and I will ensure to book a room in advance for this activity to take place. We rely on participants to bring their own items to upcycle, though we will provide some materials as well. Afterward, the end results will be posted on Instagram. We could organize this activity in the FabLab, making more materials available.

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