

**Festival of Learning**  
**9<sup>th</sup> June 2021**

A large, teal-colored chevron pointing upwards and to the right, serving as a background for the main title.

# **EfS CPD toolkit**

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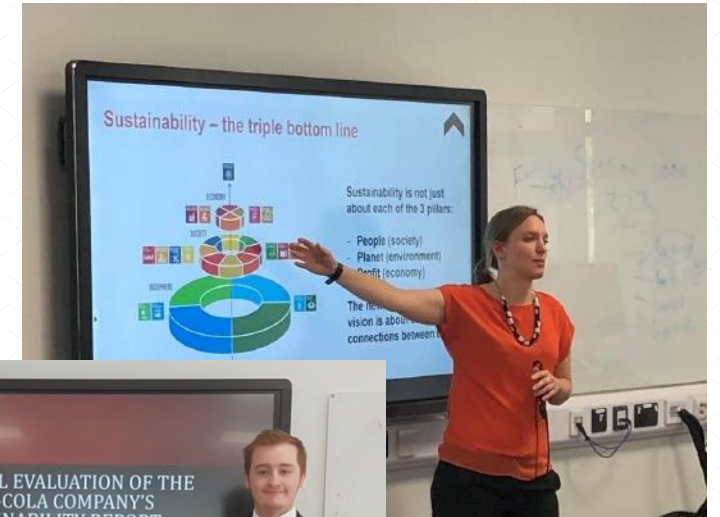
# The need for a CPD toolkit

## Staff

- Academic interest
- Learning Design
- PGCAP and staff CPD
- LIFT project support
- QAA frameworks

## Students

- Student interest
- Employability
- Co-creation



# Toolkit contents

## PART 1

### Real world sustainability

- Key themes
- Sustainability in industry
- Sustainability at UoG
- Youth voice
- Professional skills



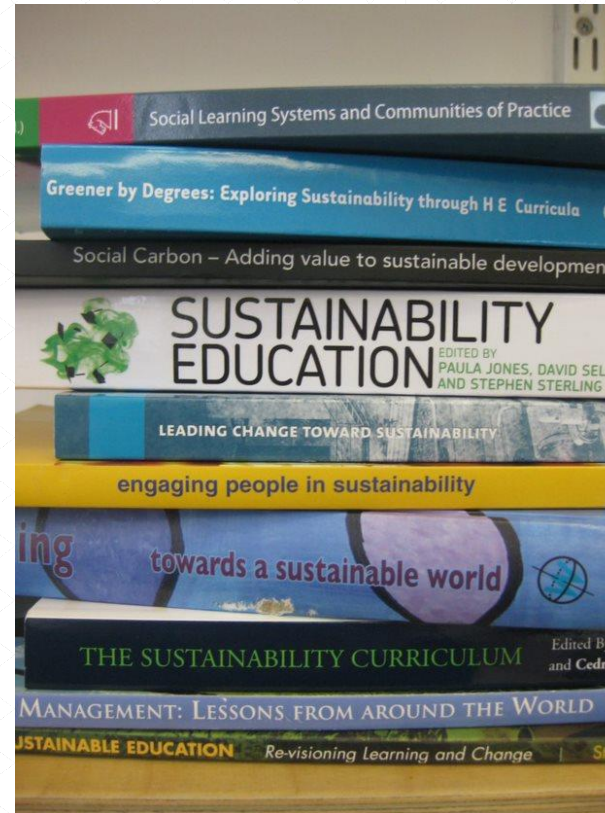


# Toolkit contents

## PART 2

### Education for Sustainability

- Principles and pedagogies
- Student expectations
- How to embed EfS
- EfS good practice



AdvanceHE



#### Education for Sustainable Development Guidance

March 2021



# Key resources

- Talis list
- Professional skills briefs
- Short films



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### Education for Sustainability

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PRIVATE ACADEMIC YEAR 2020/21 By Miriam Webb ⓘ Created 5 months ago | Updated 19 days ago

Table of Contents Type: All Filter: All Citation Style: None Search

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Introduction to sustainability ⋮



## Stakeholder Engagement

Stakeholder engagement involves understanding and involving all the individuals, groups or organisations that have an interest or 'stake' in a particular project, business or initiative. These may include employees, suppliers, investors, shareholders, business networks, local authorities and communities. In a university setting stakeholders would include the staff, students, external partners, governors, education agencies, professional bodies, and even parents and neighbours.

Stakeholder engagement is critical in planning based on what interests different stakeholders have, how much influence they could have over your activities and how they might exert that influence. Engaging with stakeholders effectively in working life is critical for:

- Building trust and transparency – creating shared ownership of ideas
- Securing input to shape future actions, fine-tune plans and support change
- Diversifying perspectives and uncovering opportunities to enrich projects
- Understanding possible conflicts so as to anticipate and resolve them

### Why is this critical for sustainability?

For a business or organisation to be successful in driving forwards new products, initiatives or strategies for sustainability they need to build trust with stakeholders and gain their support and backing. Sustainability is about taking a broader perspective rather than about sacrifices or trade-offs. Working effectively with stakeholders is critical to understand issues correctly and get that balance, as well as the genuine involvement of people to take solutions or compromises forward. Effective stakeholder engagement for sustainability can follow simple steps:

Organisation  
logo



### Systems Thinking

1. Develop strategy – be clear about what you want from your stakeholders, organisations or groups that could be impacted by actions. Look for people who could support the process – who may be specialists in working with particular stakeholder groups (e.g. those traditionally marginalised such as certain cultural or socio-economic groups).

2. Map stakeholders – different stakeholders can help in different ways but also have deficits. Identifying who they key people are, their interests and motivations, their potential level of influence and potential contribution, is essential, including any known detractors who might present obstacles. It can help to set out this mapping visually using tables or mind maps, or an axis showing how they sit in terms of their influence and interest levels.

3. Engage stakeholders – it is important to engage with all stakeholders identified, not just those you think will be supportive. You may engage more deeply in bespoke dialogues with stakeholders that have the most influence or interest. Direct and authentic dialogue with stakeholders who are critical can produce rich insights that are key to success and may win them over. Other groups may be involved in wider inquiry and input methods such as surveys, focus groups or other communications. As ideas are implemented, an ongoing involvement of stakeholders helps build trust and secure change.

### Business example – Gloucestershire Wildlife Trust

**Context:** Gloucestershire Wildlife Trust (GWT) are one of 46 independent wildlife conservation charities across the UK set up to make life better for wildlife, for people and for future generations. GWT manages 60 nature reserves across Gloucestershire; improving spaces for nature and inspiring people to love being outside. This gives GWT a very broad set of stakeholders which it engages with at all levels of its work; from setting its 5 year strategy, to developing and delivering the projects that underpin this.

One example of its stakeholder engagement is its Green and Social Prescribing work.

[www.brief-cases.com](http://www.brief-cases.com)

**Approach:** GWT recognised that nature has a lot of value for keeping people happy and healthy. As part of their strategy they wanted to improve access to nature, connect people to nature and increase understanding of nature's value, so they:

1. Identified big local stakeholders with shared interests and influence – including the Gloucestershire Local Nature Partnership and the Clinical Commissioning Group
2. Worked with national stakeholders including NHS England and the national Wildlife Trust to secure funding
3. Mapped and engaged with stakeholder groups where the biggest gains could be made e.g. those working with young people and the unemployed.
4. Worked with stakeholders to design projects that included those often marginalised from nature such as people in care homes, or communities in disadvantaged areas.

### Outcomes:

- Gained funding for 'Our Bright Future' and 'Brighter Futures' projects from the National Lottery Community Fund and Police and Crime Commissioning
- Engaged 6,355 young people in Gloucestershire building skills and decreasing anxiety and depression.
- Delivered 8-week courses across Gloucestershire to socially isolated, unemployed and those with mild learning difficulties. Of 199 people completing the courses, 81% demonstrated meaningful mental wellbeing improvements, with 71% of those also reporting a reduction in social isolation.



### Find out more:

[www.gloucestershirowildlifetrust.co.uk/](http://www.gloucestershirowildlifetrust.co.uk/)





# Where next?

- What else do you need?
- Ideas, suggestions, future development opportunities

