

K20 HACKS THE EI: SUSTAINABILITY EDITION

FOR ALL BRIEFS

- Plan for COVID – can your ideas still work with social distancing or in a lockdown situation?
- Where possible, incorporate and make connections with our [7 Skills of an Entrepreneurial Mindset](#)
- Make it fun!

BRIEF ONE

- Your **challenge** is to plan the EI's activity for King's Sustainability Week 2021 (usually takes place in February)
- Your **deliverable** is to present a weeklong calendar of initiatives, detailing the activities, audience type/numbers and initiative outcomes for each idea

BRIEF ONE

- Your programme needs to have at least one activity designed for each of the following **audiences**: EI staff, the K20 community and students
- All initiatives should enable participants to take **direct action** on sustainability and/or increase their knowledge/skills

BRIEF ONE

- Tools to help:
 - [Overview of KSW last year](#)
 - [Overview of King's approach to Sustainability](#)
 - Details of what the EI did [last year](#) for KSW
 - A [video](#) explaining the UN Sustainable Development Goals (password: 'BronzeEI')

BRIEF TWO

- Your **challenge** is to design initiatives to reduce recycling contamination in our office space
- Your **deliverable** is an early-stage prototype of an idea to eradicate recycling contamination which we can test when we Return to Campus

BRIEF TWO

- A key **barrier** is guidance on recycling bins is too generic and doesn't explain why you can or cannot recycle certain things
- Your prototype must have a **feedback loop** to measure a reduction in contamination and identify what is still being mis-recycled

BRIEF TWO

- Tools to help:
 - [Guidance on Recycling at King's](#)
 - Our [application](#) to the Sustainable Projects Fund with ideas on reducing contamination
 - A [blog post](#) from Everyday Plastic
 - An [article](#) from the BBC on recycling
 - A [paper](#) (2020) on recycling by academics and students in King's Business School

BRIEF THREE

- Your **challenge** is to plan a Service Time volunteering day for the EI staff team and King's20 community to take place in 2021
- Your **deliverable** is to present a proposal detailing the activity(ies), partners, outputs/outcomes and engagement plan to get people to sign up and turn up

BRIEF THREE

- As in EI, we are keen to do more work to address **UN Sustainable Development Goals 10, 12, 13 and 17**
- Ideally, the activity(ies) would **balance** making good use of the skills in our community while offering a break from the sort of work we do everyday

BRIEF THREE

- Tools to help:
 - [Overview of Service at King's](#)
 - [Examples of Service Time opportunities](#)
 - Service Time Ideas [document](#) we created for individual volunteering
 - A [video](#) explaining the UN Sustainable Development Goals (password: 'BronzeEI')

BRIEF FOUR

- Your **challenge** is to design a toolkit for K20 ventures and the EI team to **assess** collaborators' sustainability credentials and **influence** their practice
- Your **deliverable** is to present a prototype of the toolkit and explain how your approach will lead to behaviour change

BRIEF FOUR

- By "**collaborators**", we mean contractors, partners, advisors and your supply chain (rather than fellow team members)
- Think beyond 'just do everything online' - although this is a good tactic, we want a **framework** that can apply to any initiative or type of collaboration

BRIEF FOUR

- Tools to help:
 - A live example where we want to have influence is the EI's partnership with Enterprise Nation to deliver the annual [Start-Up](#) event on campus
 - Certification and accreditations can be useful e.g. [b-corps](#), [Soil Association](#), [Fairtrade etc](#)
 - A report on on [sustainable supply chains](#)

BRIEF FIVE

- Your **challenge** is to create a digital campaign mobilising our wider community on sustainability that integrates with our wider communications plan and messaging
- Your **deliverable** is to present a content plan covering the 20/21 academic year

BRIEF FIVE

- Our focus so far has been on engaging EI staff and K20 ventures as we have most contact and influence here, but we have a **mailing list of 10,000 people** and loads of followers on social media
- Aim for a **monthly moment** on sustainability across all our channels

BRIEF FIVE

- Tools to help:
 - Our [Communications Strategy](#) for 20/21
 - Some of our Visual Identity related to digital communications
 - Our [Website](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) profiles for examples of our communications and our branding
 - An example of our newsletter [here](#)