

# BICS Green Initiative Award

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## Application Form

- Answer the questions in the application. Maximum of three A4 pages of writing, (longer applications will not be accepted).
- Add a copy of your poster/brochure/timetable if applicable plus at least 4 photos from your event, links to any videos and websites, and save as one PDF file.
- Upload your completed application to [bics.ie](http://bics.ie)

### Rules:

1. The initiative(s) must be organised by at least one society in a member college.
2. This award is open to **all** societies and is not limited to environmental societies.
3. The initiative(s) must raise awareness of, and/or impact directly on, Green Initiatives, including, but not exclusive to: Recycling, Carbon Footprint Reduction, Green Energy, Sustainability/Biodiversity, Energy/Water Conservation, Clean Travel, Climate Change.
4. The application form must be completed by **March 19<sup>th</sup> 2019 at 2pm.**
5. The initiative must take place between March 14<sup>th</sup> 2018 and March 18<sup>th</sup> 2019.
6. There are no restrictions on the number of initiatives per college which are submitted
7. The initiative may be open to the public.

### The winning entry will be chosen as follows:

- A panel of adjudicators will short list to 3 nominees who will be notified on **March 29<sup>th</sup>** and must book the Awards tickets by **April 5<sup>th</sup>**.
- The winner will be announced at the Awards. their decision is final.

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## Application

<b>Name of Initiative</b>
Sustainable Start-Ups and Environmental Ethics
<b>Name of Society</b>
Environmental, Enactus, Physics and Astronomy, Mathematical
<b>College</b>
University College Cork

<b>Please provide a brief description of the event.</b>
<i>Include if this was a new event, if not how did it improve on last year. Did you face any challenges, What you were most proud of?</i>
<ul style="list-style-type: none"><li>• This is a new event aimed at informing UCC students of the current work being done with environmentally conscious businesses, and to inform students how business is adapting to both a changing climate and political landscape.</li><li>• It hopes to inspire students and the public to start businesses which will work towards a better environment, or improve their already existing business.</li><li>• It took place in the Civil Engineering Building on March 6th from 19:00-21:00.</li><li>• We would hope to make this a recurring event to keep students in UCC updated on changes in policy surrounding green businesses and the ever-evolving business climate.</li><li>• We had four speakers:<ol style="list-style-type: none"><li>a. Dr Mary O'Shaughnessy speaking on social entrepreneurship and social enterprise</li><li>b. Dr Niall Dunphy, Director of the Cleaner Production Promotion Unit, speaking on the circular economy, and the myths and realities of green technologies in business</li><li>c. John Mullane, speaking on the use of statistics in growing green businesses and the shift in consumer perceptions and expectations in recent years</li><li>d. Lina Skarabis, giving a case study of an environmentally focused business.</li></ol></li><li>• At times it was quite challenging co-ordinating 4 very different societies and their schedules, but we were ultimately all able to come together for our shared goal after several postponements and with the help of several generous and flexible speakers.</li><li>• What we were most proud of is our vision in coming up with this new and interdisciplinary event and successfully laying the groundwork to continue in future years. The environment is something we should all be concerned and informed about, and everyone should be as equipped as possible to use their own unique skills to contribute to a greener world.</li></ul>

<b>1. How did your initiative raise awareness of, and/or impact directly on Green Initiatives</b>
<ul style="list-style-type: none"><li>• Our speakers highlighted applications of the topics of our talks, Dr Mary O'Shaughnessy went into great detail on the history of funding for social enterprises from 2011 onwards with the European Commission.</li></ul>

- Recycle IT in Dublin and Boomerang Social Enterprises in Cork were promoted as sustainable business initiatives already in place to inspire the attendees with real world examples of the topics of the talks.
- Those with interest had their attention drawn to the work of Social Innovation Fund Initiative (SIFI) and the EU Social Business Initiative.
- This event exposed students to a lot of environmentally focused legislative ideas and policies, some quite current, such as the EU plan to promote circular economies [2015] and the upcoming Social Enterprise Policy in Ireland being implemented in May 2019.

## **2. How many were involved in the event**

*Include number on the organising committee, how many attended from each college, additional attendees e.g. audience.*

- All meetings to discuss planning the event were held by the 4 chairpersons of the societies involved, who relayed information of the organisation of the event to their respective committees.
- Attendees were either UCC students, or members of the general public with an interest in the area, around 30 attendees.
- There were a total of 4 speakers.

## **3 How did you fare financially?**

*What grant did you receive, how successful was your sponsorship/ fundraising. What was the entry fee and what did it include. What was your overall income and expenditure?*

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- There wasn't any need to spend or raise more funds for this event so it was financially quite simple but effective.
  - There was no entry fee, and the room booking was free.

## **4 Please give details of the methods used to promote event.**

*How successful were you at your PR and getting people involved. Tips: It is important to detail variety of publicity methods used as well as the creativity and innovation of the publicity utilised.*

- A Facebook event co-hosted by the 4 societies was created, with a cover photo describing the event location.
- Information on the speakers were given in the event description.
- Our instagram stories also featured promotional material and photos of the event as it was happening, with information on what each speaker was speaking on.
- The event was included as part of all our regular email newsletters to ensure our members knew it was happening.
- The Environmental Society also ran promotion of the event as part of their series of events for Earth Week, this was the most successful marketing method of the event.

## **5 What would it mean to the society to win this award and why do you feel the society merits the award?**

- For the Mathematical Society, this award would mean an acknowledgement of our efforts to inspire students to use the skills they've developed at third level for the good of the environment, meaning we have left a positive influence on the world through mathematics.
- This event was the brainchild of our society, and it was made tangible by the collaborative work done by all 4 societies, we feel this award would be an acknowledgement of our start to inspire environmentalists and entrepreneurs in future years with this event, and inspire future committees to use their time to inspire green initiatives.
- For the Enactus society, this award would mean a great deal. We work on projects throughout the year with the aim of turning them into social enterprises, so sustainability always plays a huge part in our daily work. To have had the opportunity to collaborate with other societies to combine our knowledge and deliver a full-rounded evening to interested parties was amazing. Sustainability and environmental consciousness has thankfully become an important factor to consider by many businesses and we feel that this event merits this award as we have shared our knowledge in these areas, and hopefully this knowledge will be considered and used by future graduates of UCC during their careers.
- This award would be a huge achievement for UCC Environmental Society. It would be recognition of our work in promoting sustainable living on campus and our success in reaching out to our peers and creating awareness of environmental issues across the university. Climate change is such a pressing issue and so it was brilliant to have other societies engage with us on the issues we face and help us to reach out to students and the public with innovative and feasible solutions. We work very hard to engage with students and the general public on the issue of climate change and for us this award would be an acknowledgement of that and a recognition of our success, hard work and teamwork along with Physics, Maths and Enactus Societies.
- For the Physics and Astronomy Society, this award would be recognition of the work we do to promote the applications of physics and its role and responsibility within the wider community - not just as a collection of facts to be learned and taught for their own sake. We do a lot of work to make our members aware of key issues and how they can use the skills they are learning in their course to have a positive impact on the world.
- Working through the difficult initial start of any new event, we've paved the road to educate and inspire environmentalists and entrepreneurs in future years with this event, and encourage future committees to use their time to promote green initiatives. For all societies involved, this award would be a recognition of this.

***Include poster, brochure and at least FOUR photos of your event plus links to any videos and websites.***



# Sustainable Start-ups and Environmental Ethics



Wednesday 6th March, @ 7pm Civil Engineering 110

Poster as circulated on social media for this event. We didn't print posters to hang on campus to save on paper, but really pushed this event digitally instead.



4TH YEAR STATS EXPERT JOHN MULLANE KICKING OFF NOW FOR MATHSOC



MANY DIFFERENT BUSINESS OPPORTUNITIES IN THIS ECONOMY IN IRELAND



Big Collab on the books tonight folks!

We shared photos on the social media pages of each society as the event happened



Our four speakers L-R: John Mullane, Final Year Maths student on climate modelling and sustainable business; Dr. Mary Shaughnessy of Cork University Business School on Social Innovations; Lina Skarabis, 2nd Year Arts student, giving a case study of a successful sustainable business, and Dr. Niall Dunphy of the School of Engineering on the Circular Economy.