

Application

Name of Initiative
UL Carbon Campaign
Name of Society
UL Environmental Society
College
University of Limerick

Please provide a brief description of the event.
<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>
<p>The title of this project was the “UL Carbon Campaign”.</p> <p>At a committee meeting while discussing the topic of Travel and Transport, it was suggested that the society should hold a campaign to convey how much carbon an average person may emit daily. Carbon is something we all emit in some form or another. However, carbon can be something that is very difficult to imagine or represent due to its gaseous invisibility.</p> <p>As commuting by car is one of the biggest contributors to carbon emissions by most people, we chose to illustrate statistics around this, which in turn might encourage some people to use more sustainable travel options.</p> <p>We decided to produce balloon themed pieces, one that would be a physical object at a human scale that we could display in various locations around campus, one would be a poster graphic which would illustrate a massive figure in a recognisable location, and a video comparing various sized balloons related to different forms of travel. We chose to use a balloon-like sphere shape to communicate the idea of CO₂ being a rising gas. We chose a colour scheme of red for both pieces to be recognisable to one another and to be striking.</p> <p>For the physical object, we calculated the average volume of CO₂ emitted by a single car commuting to UL daily, which equated to a sphere of a 7ft diameter. After a lot of research we sourced an inflatable ball online suitable to our idea.</p> <p>For the graphic, we calculated the average volume of CO₂ emitted by all cars commuting to campus daily, which equates to a sphere of diameter approx 38m, which we decided to compare to the similar size of the UL Entrance Flag Poles, one of the best known UL land marks.</p> <p>For the video, we calculated the average quantities of CO₂ emitted by various modes of transport and comparing each, with the overall message of choosing sustainable travel over single occupancy car use. This video was submitted to the National Smarter Travel multi media awards 2018 and won first place.</p>

2. How many were involved in the event

1. How did your initiative raise awareness of, and/or impact directly on Green Initiatives

This campaign innovatively creates awareness around quantities of carbon an average person may emit daily. Carbon is something we all emit in some form or another. However, carbon can be something that is very difficult to imagine or represent due to its gaseous invisibility.

As commuting by car is one of the biggest contributors to carbon emissions by most people, we chose to illustrate statistics around this, which in turn might encourage some people to use more sustainable travel options.

We decided to produce balloon themed pieces, one that would be a physical object at a real life relatable human scale that we could display in various locations around campus, one would be a poster graphic which would illustrate a massive figure in a recognisable location, and a video comparing various sized balloons related to different forms of travel. We chose to use a balloon-like sphere shape to communicate the idea of CO₂ being a rising gas. We chose a colour scheme of red for both pieces to be recognisable to one another and to be striking.

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

30+ people from the society were involved in the various different parts of the project; 1 member of the green campus; thousands of people on campus (approx. 15,000 students +2,000 students) have walked past the physical ball piece and accompanying poster piece which was positioned in various places across campus; hundreds of people have seen the online poster campaign and the winning Smarter Travel Multimedia Awards winning video was seen by thousands of people.

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?

The only money required for this was €150 to purchase the red ball, which was covered by the society from previous fund raising events.

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.

The society intentionally chose to develop various innovative pieces to convey an invisible matter in various mediums (physical piece, printed and online piece, and video piece) so the campaign would be far reaching and experienced by thousands of people along a multitude of platforms e.g. Facebook, Twitter, Instagram, WhatsApp, our ULES website, in our annual society portfolio and UL Green Campus blog.

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

We believe this project merits an award for the innovative ideas (methods of conveying gas) made across various platforms and mediums (physical piece, printed and online piece, and video piece) to develop a campaign that is relevant not just to our campus, but the entire world. The

piece has also already been recognised as a national award winning piece at the National Smarter Travel Multimedia Awards, April 2018

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

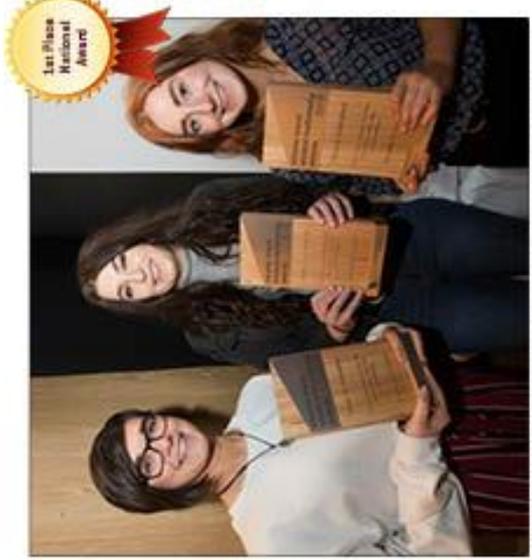


UL Carbon Campaign



Left: Carbon Campaign Poster and Online Campaign

Above: Inflatable red ball placed in various locations across campus



UL Enviro Soc win first place at National Smarter Travel Multimedia Awards 2018



Search: 'Ditch The Seat, Use Your Feet'.



Scan the QR Code to see the Video!