The Green Ambassador Program

Official Meeting Minutes

THE UNIVERSITY OF QUEENSLAND AUSTRALIA

Environmental Council Meeting #5 - June 2020

Date/Time	8 June 2020	**Chairperson**	Emily Conn
Duration	2 hours	**Notetaker**	Sophia Rutter
Venue	Online Zoom		

Noted Attendees (look at attendance list):

Name	Organisation
Jasmine Palmer	Student – Student Resources Manager (SRM)
Lauren Tipping	Student – SDG Manager (SDGM)
Bora Aska	Student – Events Planner (EP)
Erin Carroll	Student –Social Media Manager (SMM)
Emily Conn	Student/ Staff –Green Programs Assistant
Sophia Rutter	Alumni/ Staff – UQ Unwrapped
Lachlan Green	Student/ Staff –UQU Environmental Collective
Cassidy Mogg	Student/ Staff – UQ Life
Christine McCoy	Staff – Green staff programs rep

Item	Description	Action & Who	Due Date
1.	**Apologies & Previous Minutes**	Apologies - Fatima Sabdia Lalith Kishore Sivakumar Previous minutes unanimously accepted by Council.	-

2.	**Unfinished Business**
	Directory of important Sustainability Office
	
	Members Code of Practice for plogging & endorsement
		Staff cheat sheet complete – approved by Council. Free to use by Environmental Council (EC).
		
		Code of Practice:
		- A set of rules and guidelines for EC to follow
		- For use by GAP, should be 'owned' by EC
		- Useful for uncertainty
		
		Queries from Council:
		- Does conflict of interest include religion?
		  Members not required to disclose personal information, generally. The program however must remain apolitical and areligious
		- "Endorsement"- what does it mean to endorse a company?
		  GAP can only endorse things if they are related to GAP, to the extent that they relate
		  (E.g. Folk of All Trades workshop – promoting the workshop, not the business).	

Overall, communicate via social media on what's happening with GAP, endorse in so far as they are relevant to the program.

- Putting the safety of "people, animals, and the environment" - are animals included in "the environment"?
- Wildlife as opposed to animals – depends on what EC wishes to stipulate.
- Make change to "environment" – specify "flora and fauna"
- Keep document as brief as needed to be helpful – a priority.

Social media inclusions to Code:

- When taking over Office FB page, Sophie, Emily and Cassidy given instruction on how to best do social media and represent UQ.
- Instructions based on research on how to best engage on social media. This will be shared with Council.
- To ensure consistency and communication through different platforms, Office has asked if similar Social Media Stipulations can be added to Code of Practice
- Would be specific to GAP group (Eg. Limit number of words to ensure engagement, one post per day etc).
- Lauren: cannot have strict character count. Perhaps state upper limit only. Rule – if can skim read without losing interest, post is appropriate length.
- Only post about GAP specific topics (hard to get members to post themselves on page anyway, so sharing general sustainability news isn't working, and don't want to double up if members already like that page we're sharing from etc).

Engagement in Social Media overall (Lachie):

- Lowering saturation to ensure that the social media algorithm supports the spread of the posts.
- Comments and shares are valued in algorithms overall – aiming for posts that allow people to comment.
- Open ended questions that allow for ease of engagement.

Want Council to use expertise to make Code their own, to suit their needs and to help enforce it in the future.

Instagram story – content has been diverse and effective.

	Indigenous representative	Social media posting - World Environment Days: - Infrequent events can be longer posts – written abstract, and then more information below for people who want to keep reading. No further additions to the code are desired, revision to be drafted and shared with EC for endorsement. **Indigenous representative** - Indigenous officers contacted early last week, no response yet. - Wait until the beginning of next week, if no response, Lachlan will contact.	
3.	**GAP Visual Representation** Update on social media polls/member opinion Next steps	No additional feedback from member opinions. Nothing submitted to Padlet from general GAP members. Visual representation to be dictated by EC: - How to determine visual representation of program? Padlet "mood board". Open next week – upload images. Week after – consolidate images, send to OMC. 2-3 week waiting period for OMC to approve content. Then send to Bright Yellow.	-

4.	**Food consumption campaign**
	Discuss new ideas to promote awareness of food consumption and sustainability
	  - Create affordable and easy recipes for students
	  - Online cooking show
	  - Weekly social media posts about how to increase sustainability at home
	Next steps
		Initiative idea - Recipes for students:
		- Creating Multimedia content - 1-2 videos per month
		- Show students how to spend less money from shopping list that has lower carbon footprint, focusing on reducing waste with leftovers.
		- Ensure that content is well researched
		- Needs to be inclusive.
		- Who will prepare the video?
		- what topics, need to be in a kitchen to prepare food?
		- Simple recipe video, talk to camera
		- Shop locally – little tips to make life more sustainable
		
		Discussion:
		What is the role of GAP? Is it necessary to address cost – potentially engaging to students wishing to save money, does this align with GAP objectives?
			-

Role of Council: Create events, resources and initiatives to create engagement for students. Need to consider if this is in the realm of engagement with students, or if efforts could be spent elsewhere.

Ration challenge idea – Act for Peace – does this come under SDG engagement?

Food consumption initiative on hold until after Sustainability Week. Focus on Forum and SDG Event – focus on upcoming events
- Posters on campus instead of online presence – food focus later in semester

Idea tabled for another time.

5.	**GAP webpage** Discuss new updates Further ideas for improvement	Suzanne will assist in making changes on the website when Council has content. Webpages should be amended before sustainability week, more focus on GAP during this time so should be good online resources about program **Next steps for EC:** Headshots of each Council member and staff rep Blurb: who you are, what you study, what your role is, why you wanted to be on the Council and in GAP Create Facebook album with these photos too.	-

6.	**Social Media** Discuss options for regular SDG posts 1. Monthly SDG post by Sust. Office; weekly GAP posts exploring that goal 2. Sust. Office posts 3 goals once per month; weekly GAP posts about one of the three	Options 1 or 2: - Some overlap between Sustainability Office (SO) and GAP – will do Page post and elaborate on goals in GAP group. - (Option 1) Longer option: monthly post, SO post introduce goal, GAP to elaborate on one specific goal each week afterwards. - (Option 2) Shorter option ~ 5.5 months: monthly SO post: introduce 3 goals, each week focus on one goal and elaborate in GAP, give context for how they impact people lives etc – **preferred option by EC** - Post goals sequentially in original UN list? - Lauren (SDM) to create schedule for posts, and create post for next week – introduction to the SDGs

	Group engagement overall and interactive threads to increase engagement	Facebook group engagement overall:
		- Increasing engagement strategies to get more people into the group?
		Continuing posting with Sustainability Office through Emily to get group exposure on Page.
		Enact the social media guidelines first, and then focus on creating a strategy for bringing in more people – outreach.
		Legitimacy to be found in branding – increase external outreach once get visual representation done by Bright Yellow.
	"Clean-up July" event promotion	Clean Up Australia – plogging
		- Promoting CUAD with UQ Unwrapped?
		- Can promote as work with CUAD every year anyway, so free to do a plogging event, but wait to see what UQ Unwrapped decides to do first.
	GAP Facebook page	GAP Facebook Group
		- Create Page account for GAP to post onto the page to increase the "legitimacy" – so posts come from official page instead of individual's personal accounts.
		- Revisit when there is a visual representation – Tabled for now.
		- More GAP exec posting on page as personal accounts to increase presence
	DIY/How-to videos – UQ Virtual Village	Virtual Village – unsure what this agenda item was.
7.	**Sustainability Week** Content suggestions for Forum	Sustainability Week
		- Document of ideas for online forum – please fill out!
		- Use for planning a timeline
		- A guest speaker talking about SDGs and the impact of the pandemic? – would need to also relate to sustainability
		- Length of Forum? Forum conceptualised run as a one-day event that runs for a few hours
		- Timeline for Forum: Start promoting events in first week of Sem 2 (as they happen in Week 3 – Sust' Week).
		Reaching out to guest speakers? What number of speakers? Is there a theme? How will these feed into discussions and initiatives on campus?

	- Possible guest speaker James Udy – works with coral reefs and citizen science research.
	- Themes for guest speakers:
	1. One notable speaker to speak on UN SDGs and Sustainability, create pool of talks on sustainability?
	2. UQ Sustainability: People from UQ updating the audience on Waste and Water, Energy, Staff Programs and outcomes etc.
	- Once get all guest speakers and know event layout: Organise meeting with internal sustainability people, provide run down of logistics etc,
	Enviro Collective to co-host Forum event. Will do social media promotion to increase reach through UQ Union.
	Quantify goals for Forum, who to contact?
- Draft timeline for tasks SDG Event ideas – fun/interactive	**Deadlines for two Sustainability Week events:** **29th June –** basic info needed to do event listings on Sustainability website (days, times, medium, basic outline and idea of event – someone needs to write up this copy and give for website upload). Deadline to get logistics sorted for SDG event.
	13th July – Deadline to lock in guest speakers, know their content and how long they're taling for etc – essentially have first part of Forum agenda organised.
	27th July – Deadline to have second part of Forum agenda organised (discussion and presentation section). Deadline to organise all of Scavenger Hunt (sub deadlines needed).
	3rd August – Two events made live this week with the group.
	17th August – Sustainability Week (Monday probable day for Forum event).
- Online SDG board game	Online boardgame- logistically challenging and people had to pay to be involved. Tabled for now.
- SDG scavenger hunt	**Scavenger hunt: Online – necessary to figure out technicalities – BY END OF JUNE (29th)**

		2 teams - Each team given a country, one developed, one developing
		Concept: collect items within the home
		Research: what are people going to get in their house, not too hard about
		Challenges: Logistics
		How do people work in pairs?
		Hard to organise large group of people – use breakout rooms in Zoom?
		Trivia night about SDGs? Potentially been overdone?
		On campus events: significant logistical challenges, may not be perceived favourably
		END OF JUNE – 31ˢᵗ of July
		- Figuring out items in households
		- Lauren (SDM) to do research regarding SDGs
		- Figure out logistics – Bora to create script for scavenger hunt
		Next steps: Look into the history of GAP – SPP, turning into the Forum, access original documents for interest
3.	**Next Meeting Details & Adjournment**	Next Meeting: create a 'when to meet' to reorganise to another day and time.
		Plan more details about scavenger hunt to discuss for next meeting
		Get ball rolling on Forum
		Why do the meetings go so long? – something to investigate at next meeting.