

Case Study

Case Study - Student Engagement / Awareness- Environmental Management

Client – Estates and Facilities

Customer - Business in Action Module, year 2, Cardiff School of Management

Task / Challenge

The Business in Action module project is an Employer Organisation real life problem solving scenario, to study, analyse and problem solve. Estates and Facilities set the student groups a problem statement, to investigate how a scheme can be developed to “Promote and support student sustainable and active travel to and from Campuses”, propose an acceptable solution, including an implementation plan, to Cardiff Metropolitan University’s management.

Estates and Facilities arranged a visit to the Cyncoed Campus, with a presentation of current sustainable and active travel initiatives at Cardiff Met, with a question and answer session. Groups were then able after data collection and preparation the opportunity of follow up by meetings for question and answer sessions. Some groups took the opportunity to email any questions for further clarification. The week of question and answers coincided with Go Green week, so the students benefited by being given the opportunity to attend a Go Green Day stand promoting sustainable travel to campus. All groups then attended their peer group presentations of their findings, proposals and solutions. The client provided feedback on each group. The client was joined by the Travel Plan Manager and the Vice President of the Student Union. The student group were also consulted on their views of bus routes and resident life logo.

Outcomes

All groups presented to the client, considered opportunities for increasing awareness. There were lots of practical solutions which could easily be implemented. Some of the ideas were :- creation of a a cycle society and logo – try something different, make new friends; joint venture with bike suppliers; Safety equipment pack; Where to meet and when – could be determined; 3rd year donations for 1st year students to purchase – service via local Charity; Competitive cycling events; Incentives to engage; and promotion of the comparison bike cost v met rider over 3 years. A summary of all suggestions were presented to the Environmental Performance Group for consideration for 2018.

