

Do Good For Business

Final report for University of Chester



University of
Chester






2014 - 2015

the
donation
do good for business

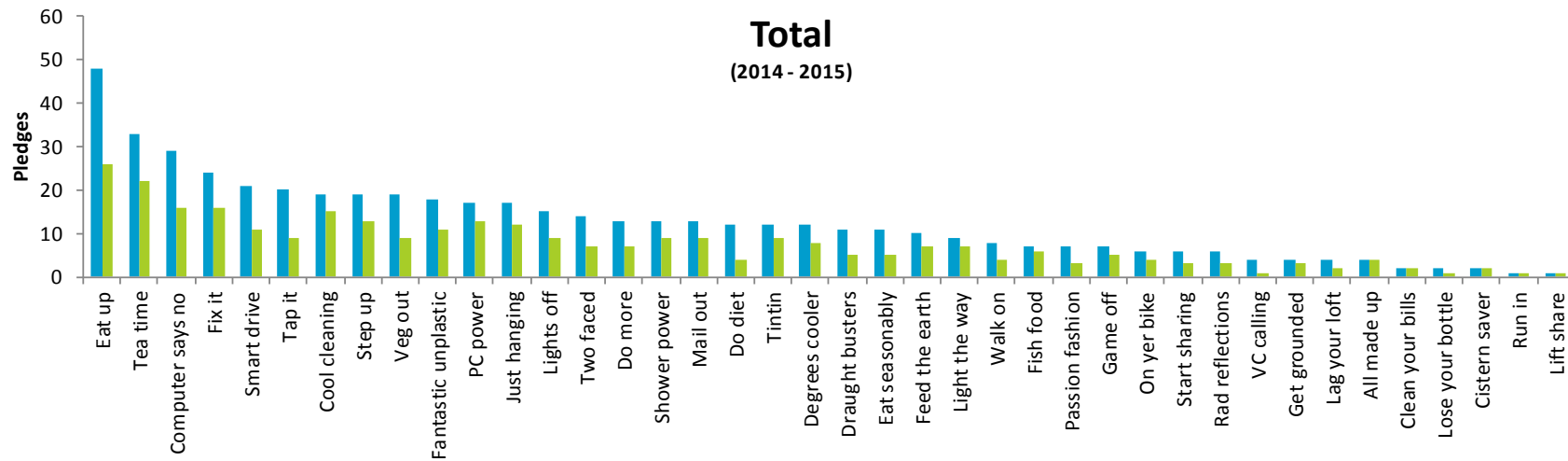
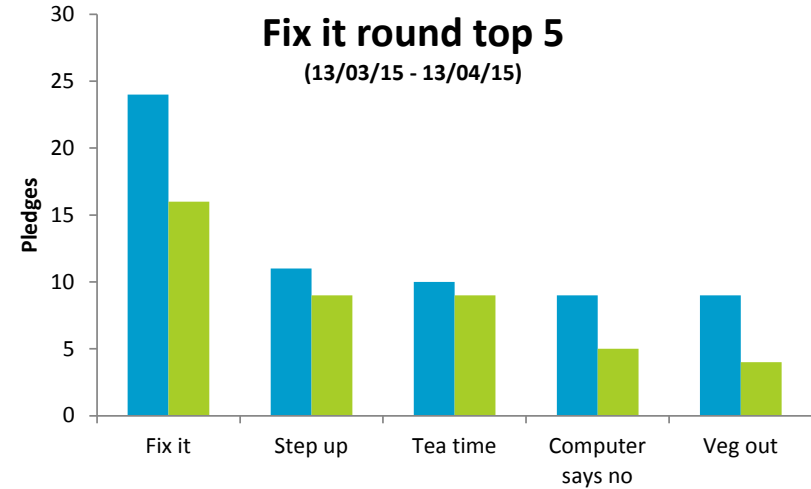
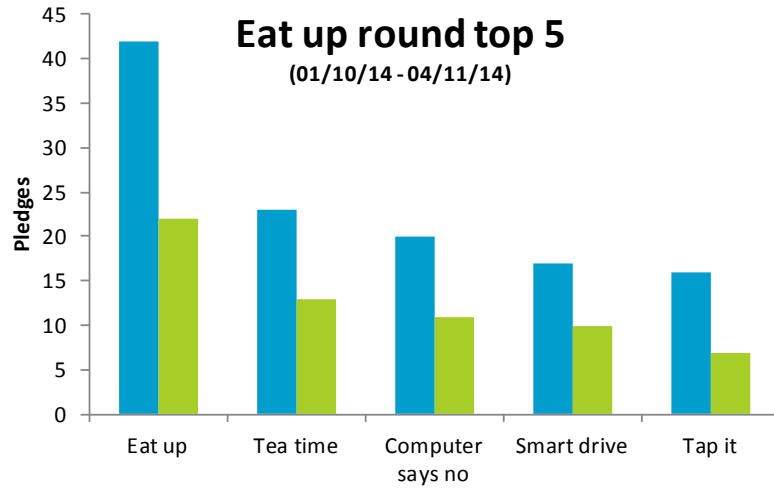


Stats for each round

	Eat up round (01/10/14 - 04/11/14)	Fix it round (13/03/15 - 13/04/15)	Total (2014 - 2015)
 People			
# of	65	53	110
 Pledges			
# made	351	149	500
% confirmed	59%	62%	60%
% became long term	100%	100%	100%
 CO₂			
kg pledged	14,241kg	4,493kg	18,734kg
kg confirmed	7,457kg	2,496kg	9,953kg
kg saved per year	39,329kg	14,148kg	53,477kg

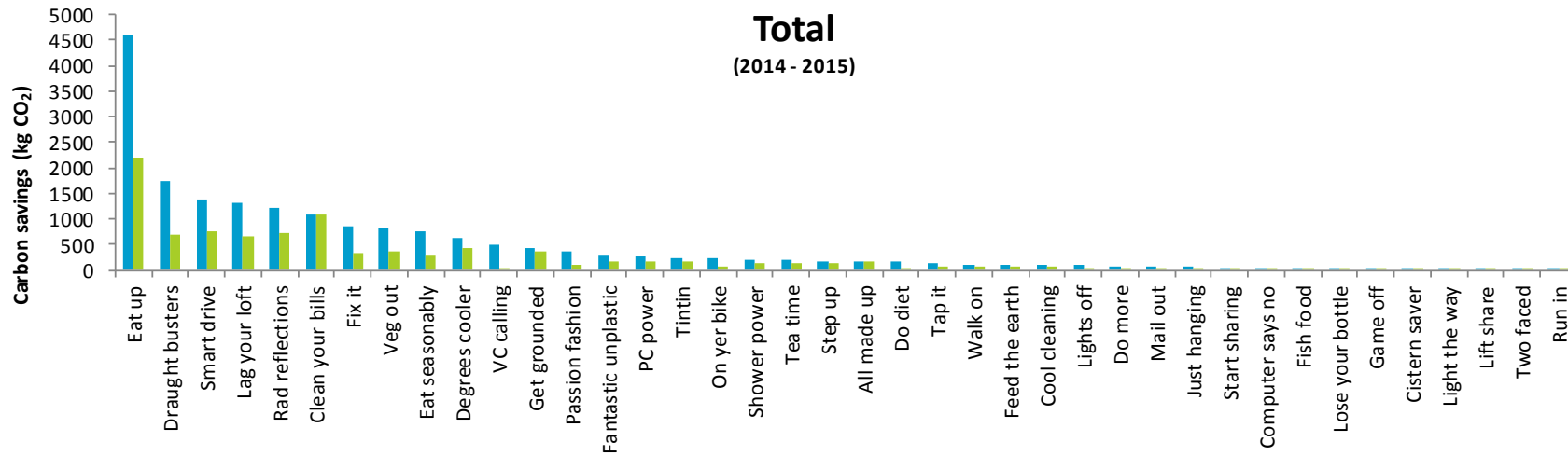
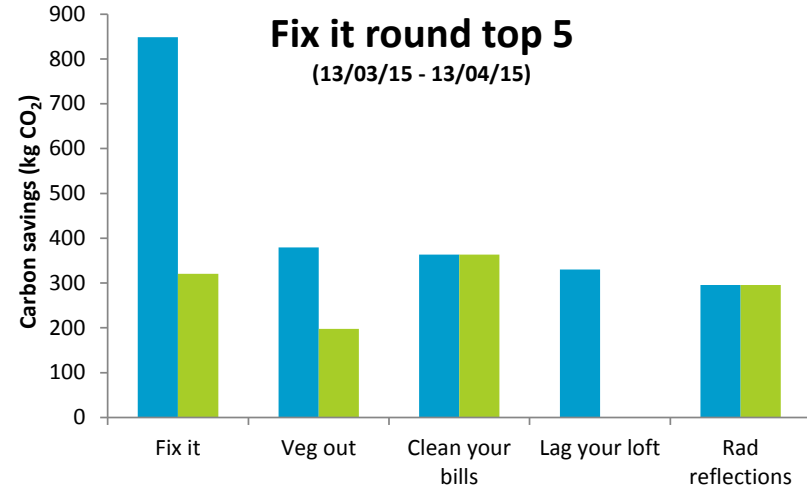
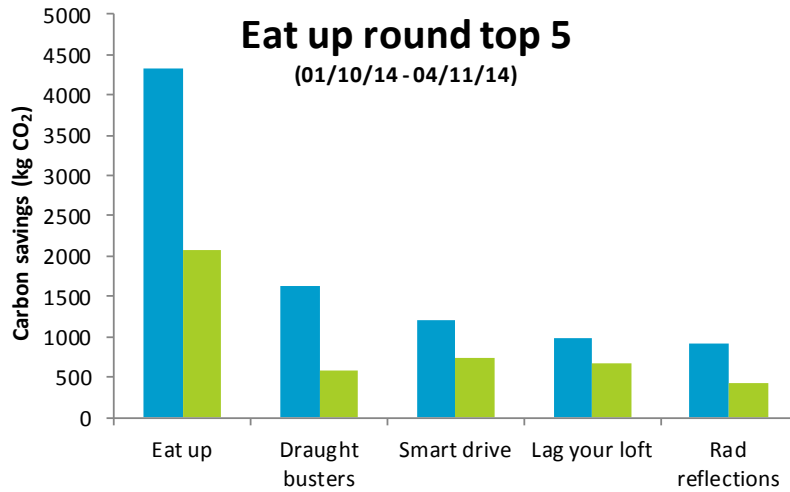
DoAction popularity

■ Pledges made
■ Pledges confirmed

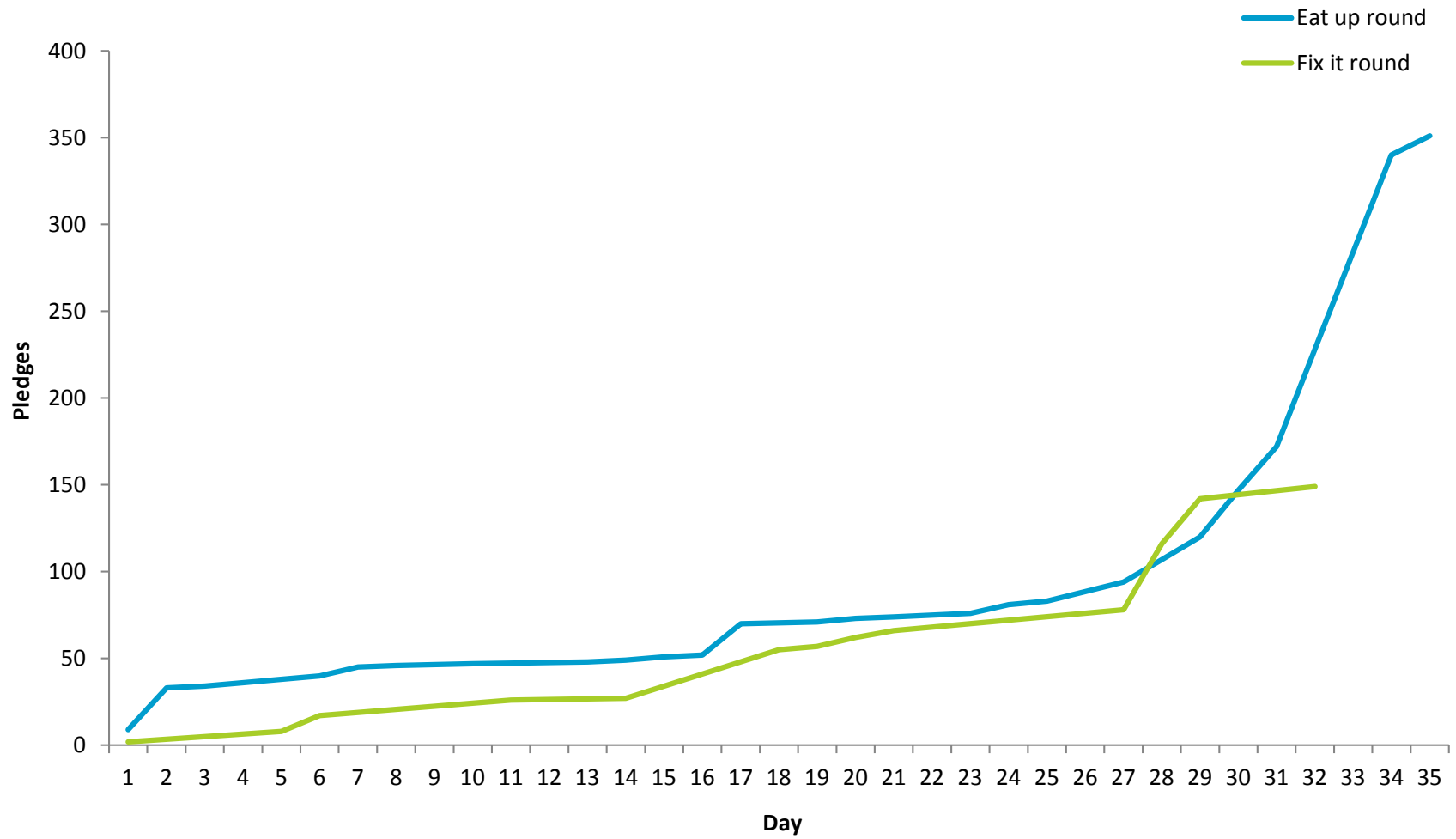


Potential vs actual carbon savings

■ Carbon pledged
■ Carbon saved



Pledges over time



Leaderboards

Eat up round top 5

(01/10/14 - 04/11/14)

1

LIS

Pledges per person: 5.70
CO₂ saved: 1096kg

2

Procurement

Pledges per person: 1.00
CO₂ saved: 0kg

3

Students' Union

Pledges per person: 0.90
CO₂ saved: 763kg

4

Facilities

Pledges per person: 0.81
CO₂ saved: 438kg

5

Chaplaincy

Pledges per person: 0.33
CO₂ saved: 0kg

Fix it round top 5

(13/03/15 - 13/04/15)

1

Chaplaincy

Pledges per person: 4.33
CO₂ saved: 626kg

2

LIS

Pledges per person: 1.80
CO₂ saved: 423kg

3

Registry Services

Pledges per person: 1.37
CO₂ saved: 608kg

4

HRMS & Payroll

Pledges per person: 0.28
CO₂ saved: 99kg

5

Directorate Support

Pledges per person: 0.21
CO₂ saved: 383kg

Leaderboards continued

Total top 10

(2014 - 2015)

1

LIS

Pledges per person: 7.50
CO₂ saved: 1517kg

2

Chaplaincy

Pledges per person: 4.67
CO₂ saved: 625kg

3

Registry Services

Pledges per person: 1.37
CO₂ saved: 608kg

4

Student's Union

Pledges per person: 1.06
CO₂ saved: 762kg

5

Procurement

Pledges per person: 1.00
CO₂ saved: 0kg

6

Facilities

Pledges per person: 0.82
CO₂ saved: 4423kg

7

Directorate Support

Pledges per person: 0.54
CO₂ saved: 383kg

8

HRMS & Payroll

Pledges per person: 0.28
CO₂ saved: 99kg

9

SSG

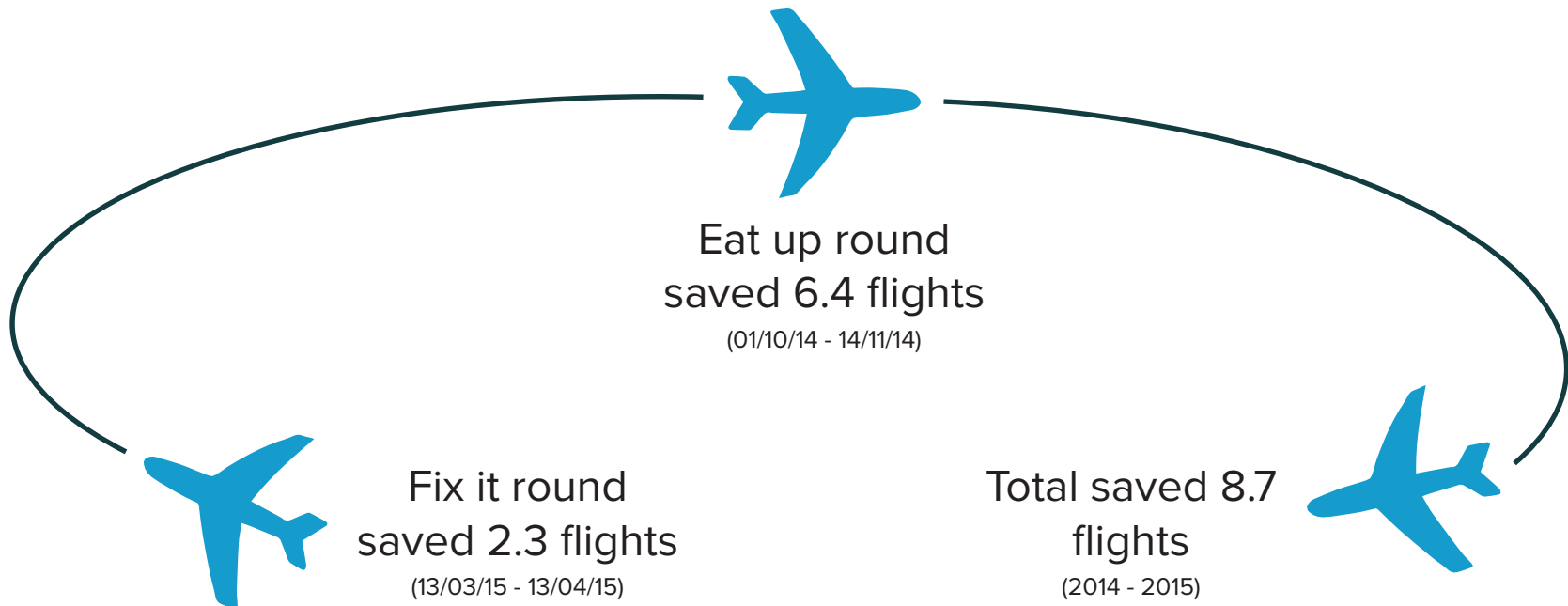
Pledges per person: 0.22
CO₂ saved: 54kg

10

Careers & Employability

Pledges per person: 0.21
CO₂ saved: 36kg

Headline stats

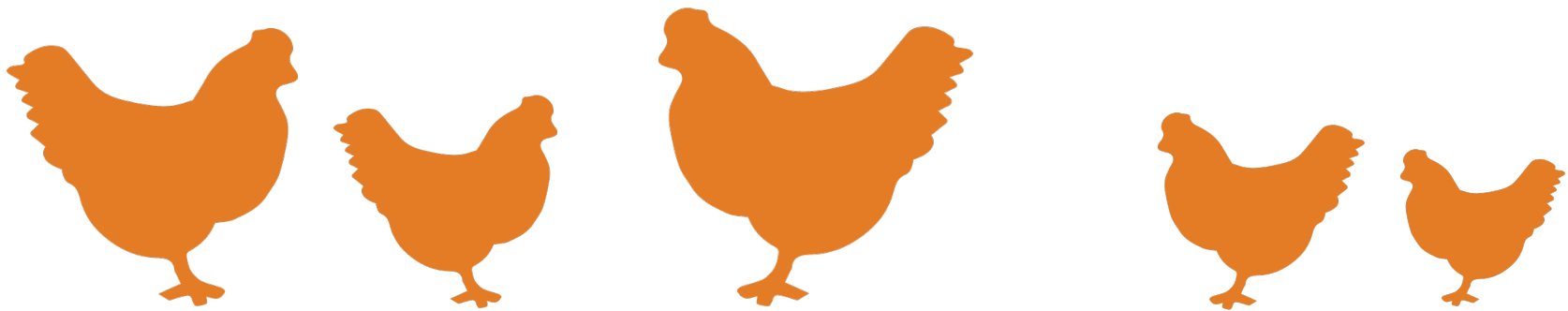


As much carbon saved as is emitted by
flying around the world
8.7 times!

**Here's a snapshot of
some of the change
achieved over the
academic year...**

NB. The stats on the following pages are based on pledges made rather than those confirmed.

181
chickens



Worth of meat saved by people doing Veg out



1840

cups of tea

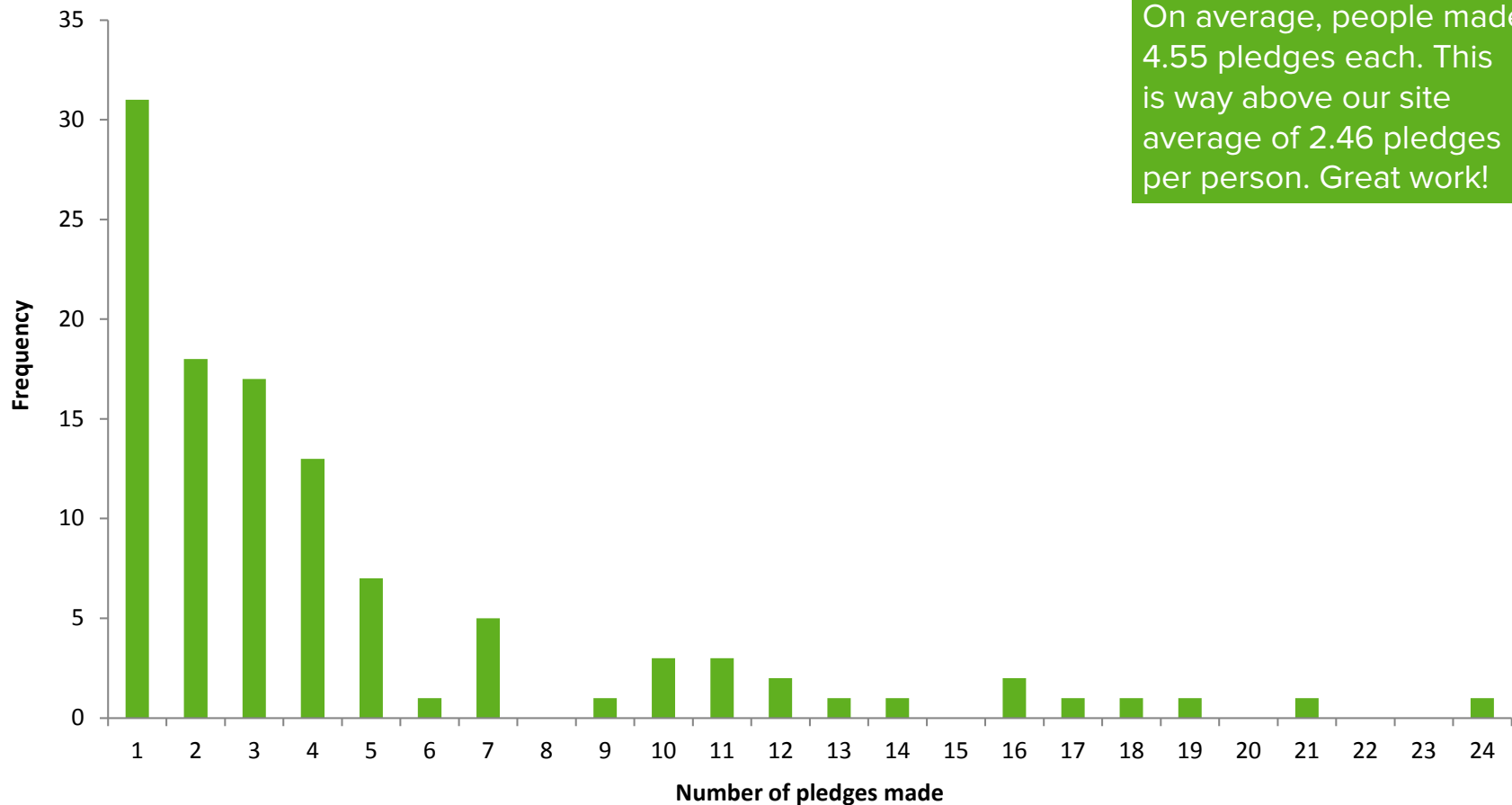
brewed more efficiently by people doing Tea time

People doing Step up climbed the equivalent of

3.5 Mt Everests

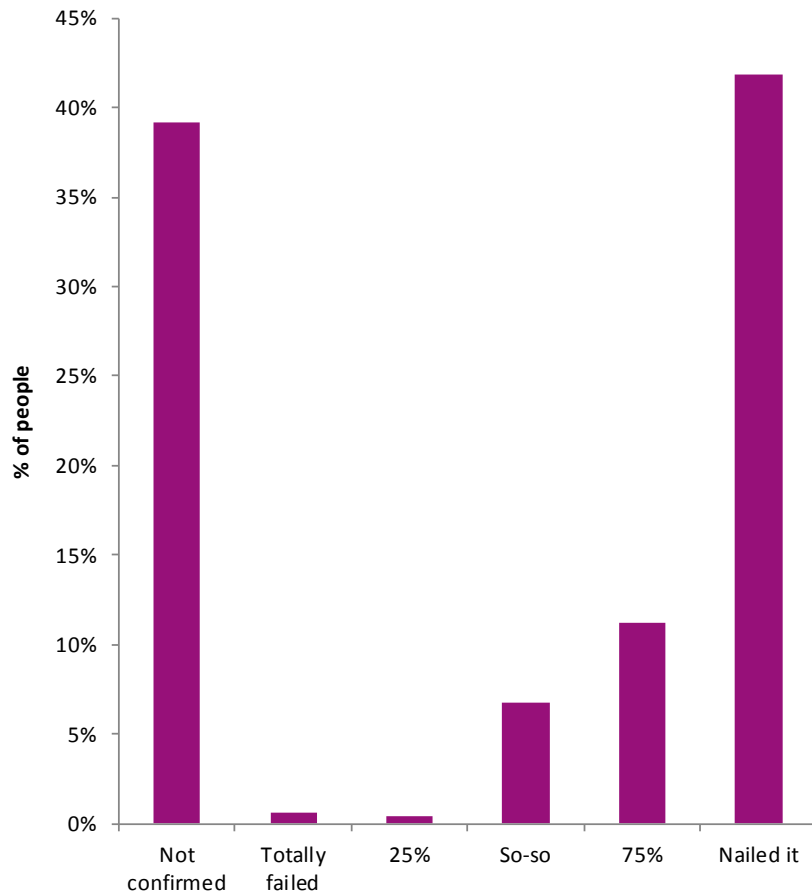


How many pledges did people make?

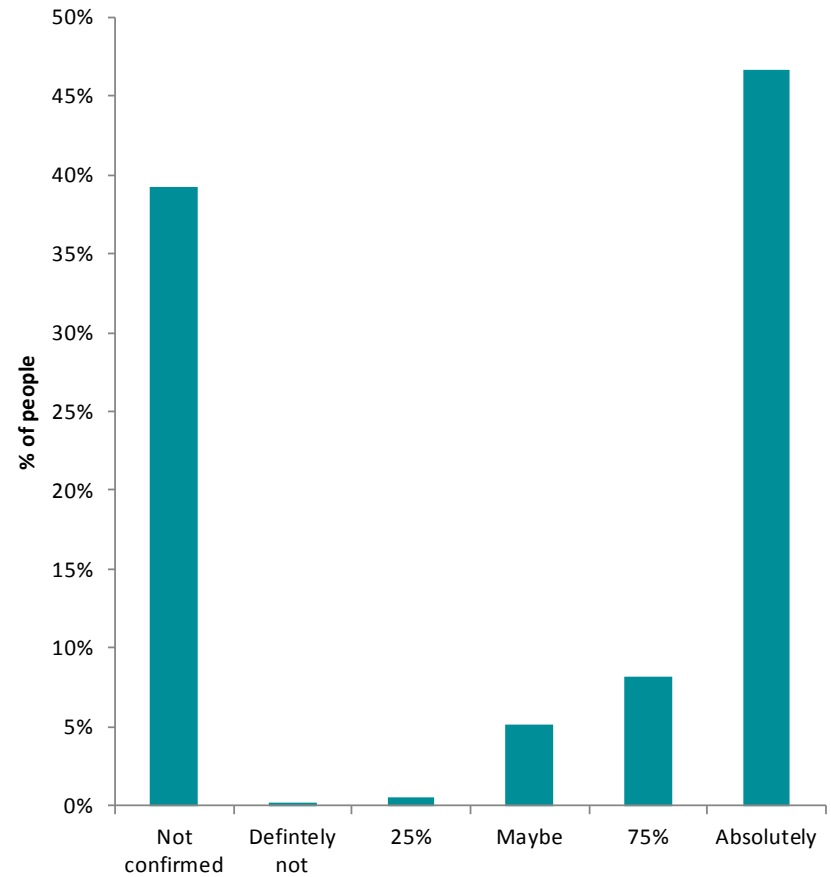


Success and completion rates

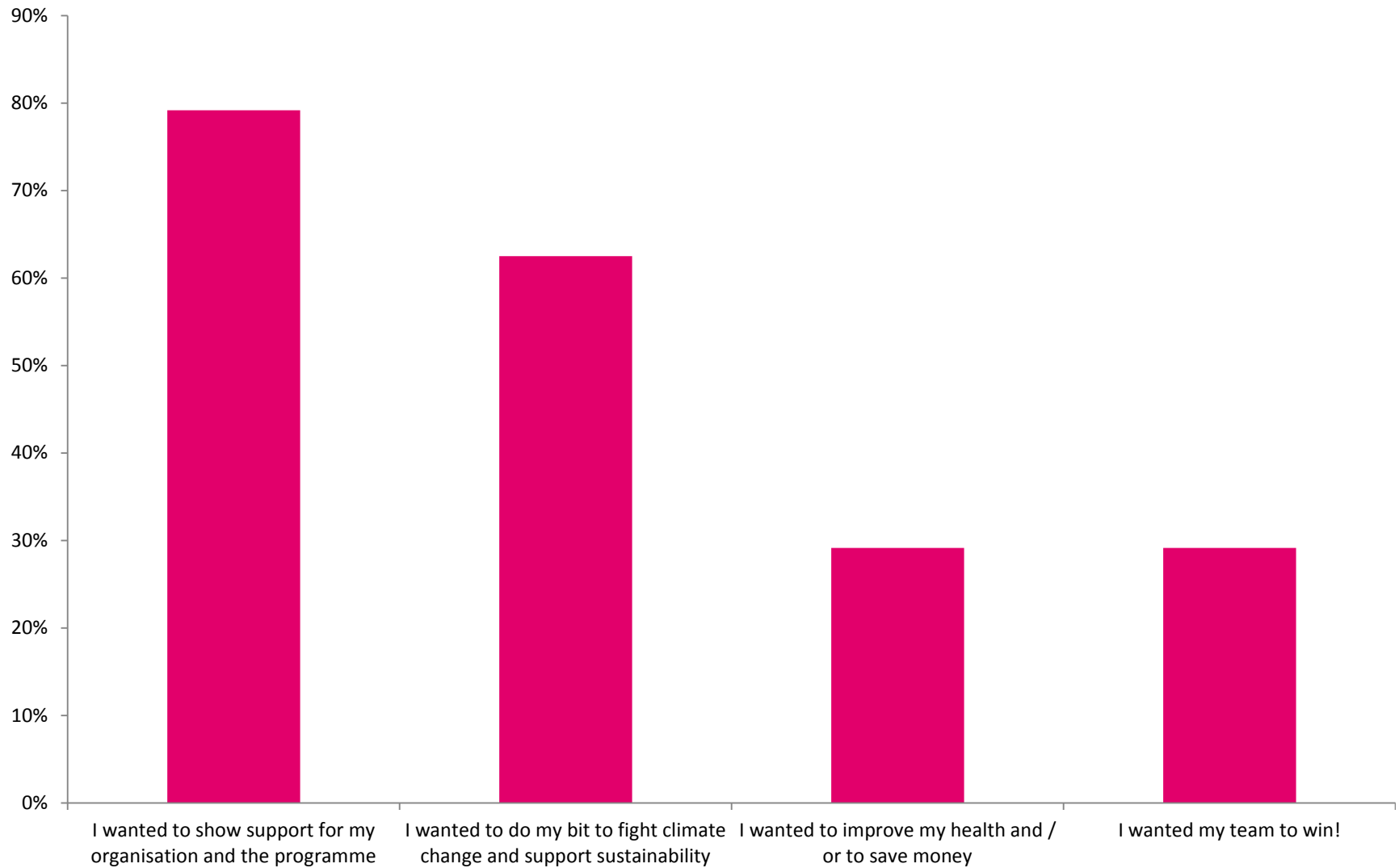
How did you do?



Will you continue?



What motivated people to make their pledge?



(n = 24)

Organisational benefits

As a result of The DoNation program:

63%

felt **more aware** of what Chester were doing to tackle sustainability.

75%

felt **more proud** of what Chester are doing to tackle sustainability.

63%

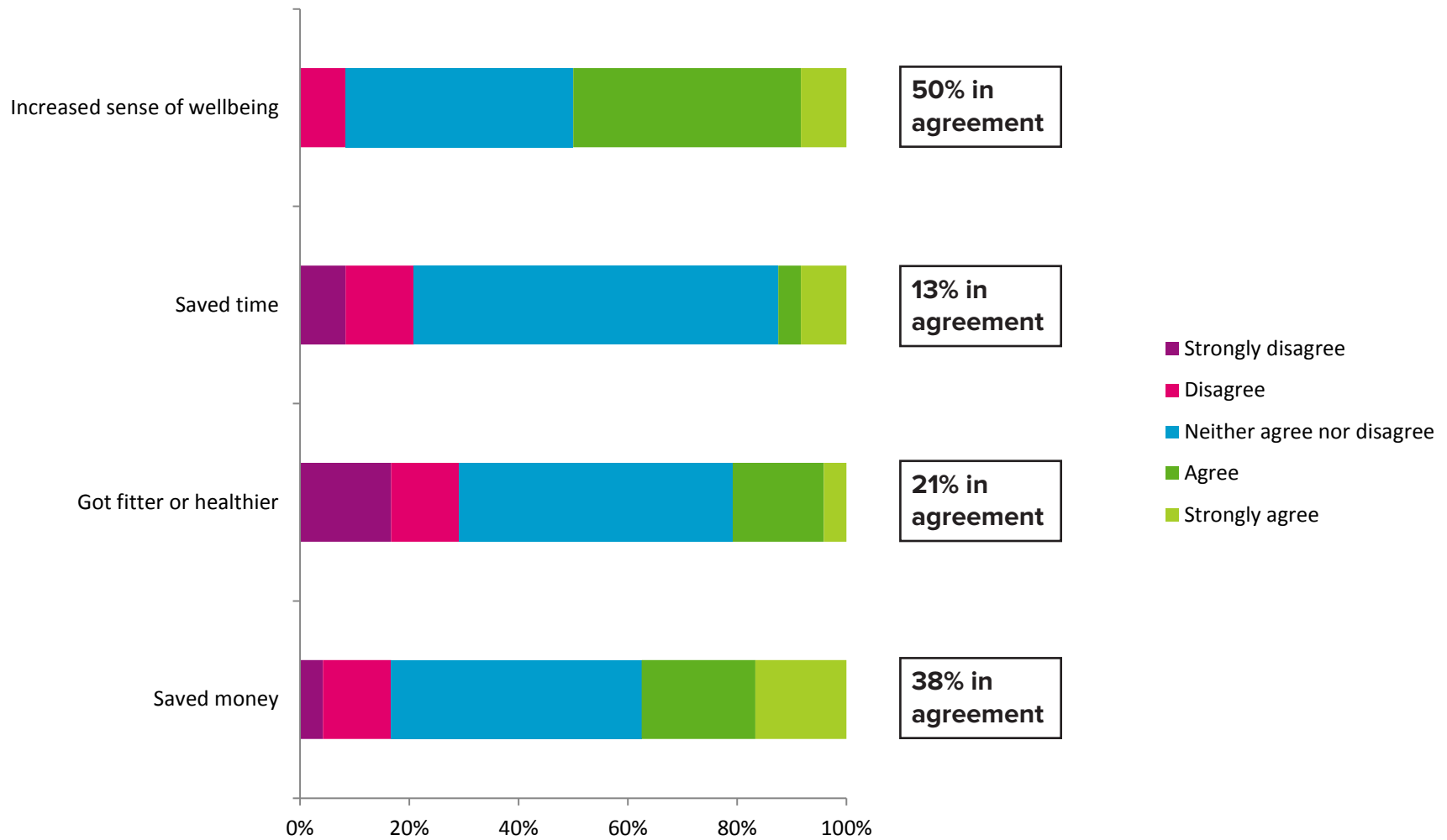
felt the emails and advice from DoNation helped them **keep to their action**.

58%

felt **part of a community** who were making a difference together.

(n = 24)

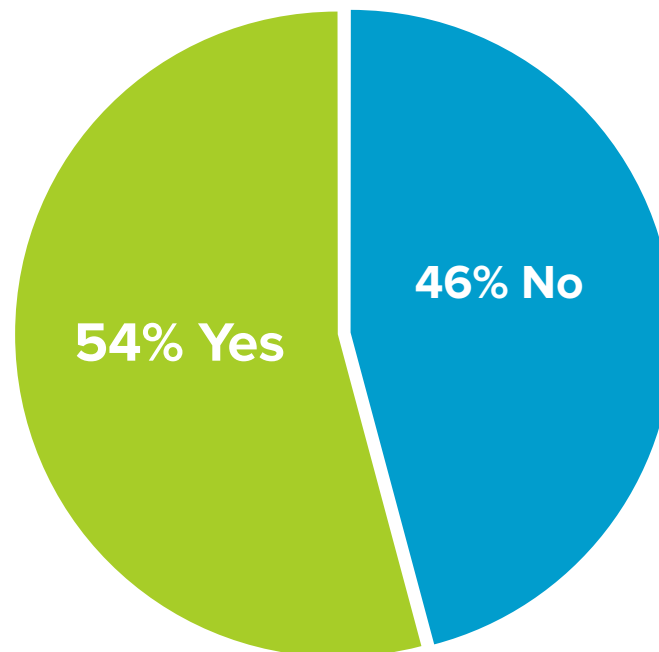
Broader benefits



(n = 24)

Awareness and future pledges

Do you think your awareness of, and interest in, environmental and social sustainability has increased as a result of using The DoNation?



88%

Would make another DoNation pledge for University of Chester if another program was run.

(n = 24)

What people were saying

The whole of the Registry office is composting lunchtime food waste.

Brian O'Callaghan, Feed the earth

I finally have a warm winter coat so I suppose I can wear it forever

CSU.VP.CA , Degrees cooler

Christmas was about 80% homemade gifts and cards, which was a challenge but also much nicer

SamWelfare , All made up

Thank you for fixing my bike, I was so happy to be able to use it again to go to Uni. I told many students who have some problems with their bikes to come over to the next fix it fair.

Anes Djouama, Fix it

With the help of my son fixed an iPhone4 so that I did not have to buy a new phone. Also repaired a futon so that it is now back and use. More than just bits and bobs!

Roy Alexander , Fix it

I don't do many car journeys but love sharing :)

CSU.VP.CA, Lift share

I will need 2 days and 8 sherpas to get up the stairs, but goddamit its for a good cause.

Michael Place, Step up

After I got stuck in the lift for an hour, I started taking the stairs more often. I would say, I now take the stairs 95% of the time. I feel healthier.

Galina Nasteva, Step up

After trying a few different varieties I eventually found Tilapia which I checked is a sustainable fish and very tasty indeed so I will definitely be carrying on with it!

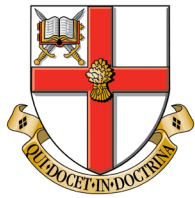
Nick Dudley, Fish food

Saving the environment and saving me money on heating bills. Win, win!

Lee Beever, Draught busters

Saving carbon, losing fat!!

Dotsters , Do diet



University of
Chester



DG4B.com/Chester

the
donation
do good for business

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