Sustainability report for 10th March

The Students’ Union led campaign (Pearl the Polar Bear) has been picking up steam, it’s safe to say. We were pleased to be involved with the first year sustainability students’ organised Go Green Week where Pearl was out and about in the community meeting the public during various events like the igloo build with uni-tots (that is visiting the nursery and getting the young kids involved with the fun aspect of it) and going travelling around on the Worcester Buses for a couple of hours explaining our campaign. We were also fortunate to get media attention from local newspapers during Go Green Week as well.

We also took part in the celebrations of International Polar Bear Day (February 27th) where we got Pearl to go around campus explaining that the campaign is about energy saving awareness and ultimately climate change education. We also asked students and other members of staff to write a personal pledge that can help in lessening the effect of climate change. For example one individual wrote that he pledged to hang his laundry outdoors and use the tumble dryer less. As simple as this might sound it can have drastic impacts. Individuals were then offered the chance to take a picture with Pearl to be posted on our photo wall for the day. They were then rewarded with an #ILoveTheArctic sticker for their participation. We hope to get the photo wall on display very soon.