



UCL Green Economy Society

'Inspiring you to create a change you believe in'

The UCL Green Economy Society was established in 2010 with three core goals:

- **Increase awareness** of sustainable development where green economy is the determining driver;
- Offer a platform for **multidisciplinary discussion** of green economy issues;
- Introduce students to **careers** in the environmental jobs sector as well as firms who believe strongly in the concept of sustainability.

Our Vision

We want to **inspire** and **enable** students to become part of the future green economy. We will aim to achieve this through acting as a platform for varied opinions across disciplines and different segments of society ranging from **government, to corporate, to community, to the individual**. In doing so, we can **inspire** students to form their own vision of a green economy and imagine their own place within it. Through our efforts, students will then feel enabled to **take action** towards actively shaping a sustainable future.

We will achieve this by:

- creating and facilitating **multidisciplinary dialogue and debate** across different segments of society;
- **educating** the student body;
- shedding light on the **complexities** and **different voices** within the existing discourse, whilst motivating **new discourses** and **collaborations** between stakeholders;
- inspiring **behavioural change** through **direct action and creating awareness** for sustainable practices;
- promoting and inspiring **value change** as an essential part of the transition towards a green economy;
- inspiring sustainable **innovation** and **creativity**;
- raising awareness for and promoting **green career** opportunities;
- widening our reach to include the **public**.

E-mail: info@greeneconomyucl.uk

Website: <https://greeneconomyucl.uk/>

What do we do?

Our **main activities** include:

- **Talks, panel discussions and practical sustainability-themed events;**
- Our annual **conference** - the Green Business Forum;
- **Green careers** events;
- **Media outreach:** Blogging, podcast episodes, YouTube channel;
- **Sustainability Challenge:** creating real solutions to pressing sustainability issues at UCL;
- **Awareness campaigns** on UCL campus;
- Green Economy related **social activities**, such as visits to environmental/sustainability exhibitions, film screenings or volunteering;
- **Sustainability inductions**, in cooperation with the UCL Sustainability Team, which introduce new students to the main sustainability challenges on a global and university level.

How could you benefit from investing in us?

- **Access** to students at world-leading faculties, such as the world number one Bartlett Faculty of Architecture, Urban Planning and Civil engineering. As a part of University College London Union, the Green Economy Society reaches out to a student body of more than 30,000 under and postgraduates;
- Presenting to and working with our students through **talks and skills sessions**, raising the company's positive profile amongst those students;
- **Promotion** through multiple social media platforms by an active and dedicated team. We aim to record as many of our talks as possible and distribute highlights across our network, spreading the message of our sponsors. We also offer **promotional advertising** during our **podcast** and **YouTube videos**.
- Your **logo** displayed prominently on promotional material, social media platforms and our newsletter, currently distributed to **nearly 2000** students and lecturers.

Through these channels and our combined efforts our society can be an important part of your Corporate Social Responsibility and graduate recruitment plans for the next year and beyond.

Why support us?

We are committed to delivering value for our sponsors by organising events that will best prepare the future generations of industry professionals. Our strategy includes:

- Utilising our access to cutting edge researchers at UCL to organise events that **educate** and **inspire** innovating thinking;

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- Organising events and debates that allow for productive and educated discussions between academics, industry professionals, students and entrepreneurs, which we believe allows for **creativity** and **innovation** to thrive;
- Organising industry **skills sessions** which will raise students' business awareness and strengthen industry relevant skills;
- Organising **practical sessions** which will inspire change in students' lifestyle choices and encourage greener living. This will help foster a generation which is able to make educated consumer choices.



Why do we need your support?

To ensure that our society can optimise its events offering throughout the year, extra expenses are necessary. The funds we receive from our sponsors will be used to improve the society by:

- Subsidising educational events, such as exhibitions and conferences outside of the university;
- Increasing the scale of events by allowing us to book larger venues, purchase additional film licenses and catering;
- Providing society-marketing materials to help reach a wider audience;
- Funding for prizes in sustainability-themed competitions;
- Tokens of appreciation for our guest speakers.

We offer **three sponsorship packages** – Gold, Silver and Bronze. You can find the details for each one below.

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Green Economy Society Sponsorship Packages

	Gold	Silver	Bronze
Sponsorship Packages	£500	£300	£150
Company's name and logo promoted across all of our social media platforms and weekly newsletter	✓	✓	✓
Invitation to be a speaker at our annual Green Business Forum 2018	✓	✓	✓
Invitation for your company to hold promotional talks , events or careers sessions at UCL (organised and promoted by GES)	✓	✓	
Company's logo displayed on all our flyers and banner, and the first slide of all PowerPoint presentations at each event	✓	✓	
Exclusive podcast advertising	✓		
Promotional advertising during each video on our YouTube channel	✓		



Thanks for reading! We look forward to working with you,

UCL Green Economy Society

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