LEEDS ARTS UNIVERSITY EST. 1846 & SAIL

Knowledge Exchange Partnership

Final Impact Report

April 2022- October 2023

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THE PARTNERSHIP

Throughout 2022/23, SAIL has been delighted to have worked closely with Leeds Arts University to develop a programme of activities as part of our Knowledge Exchange Partnership. This programme has included:

1. Live Briefs: SAIL & SAIL Members
2. Student Placements
3. Carbon Literacy Training
4. Sustainability Workshops
5. Climate Communication Best Practice Guide Development

The programme has been delivered through the core focuses of:

- Developing student's **employability** through providing student experiences working with SAIL & our members
- Developing **sustainability literacy** within students, and an understanding of the importance and relevance of sustainability to student's creative practice and personal lives.
- Providing students equipped with the sustainability skills they need to be **sustainability advocates** in our sector: an essential element to progressing our sector towards becoming Net Zero.

HEADLINE IMPACTS

151 students engaged throughout the programme

4 Carbon Literacy Training Sessions delivered, training 41 students

2 student placements completed

5 sustainability workshops delivered

7 live briefs completed

9 paid student opportunities facilitated

2 SAIL members supported via live brief projects

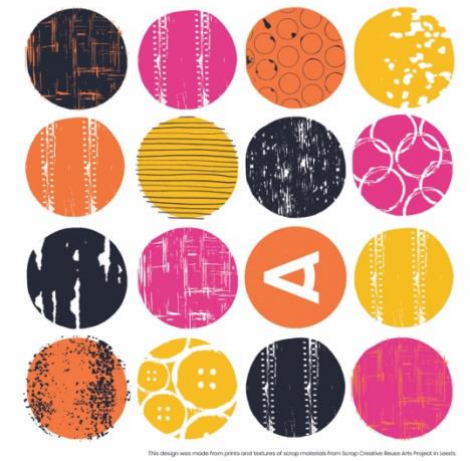
7 SME's & freelance artists supported financially via the project

LIVE BRIEFS

Throughout this project, 4 briefs for SAIL were completed, alongside 3 briefs with SAIL members. A number of briefs were launched but received no applications from students.

The SAIL members or SAIL community stakeholders engaged in the project included Harewood House and Buy Nowt LS6 (x2 briefs). A course brief working with Little Motel Motion Studio was also completed.

Feedback from the SAIL members engaged in this project were incredibly positive, with both organisations engaged happy with the outcome and stating they would work with their allocated student(s) again.



Erin Jones Tarling

Brief: SAIL: Create designs for SAIL branded reusable sustainable items



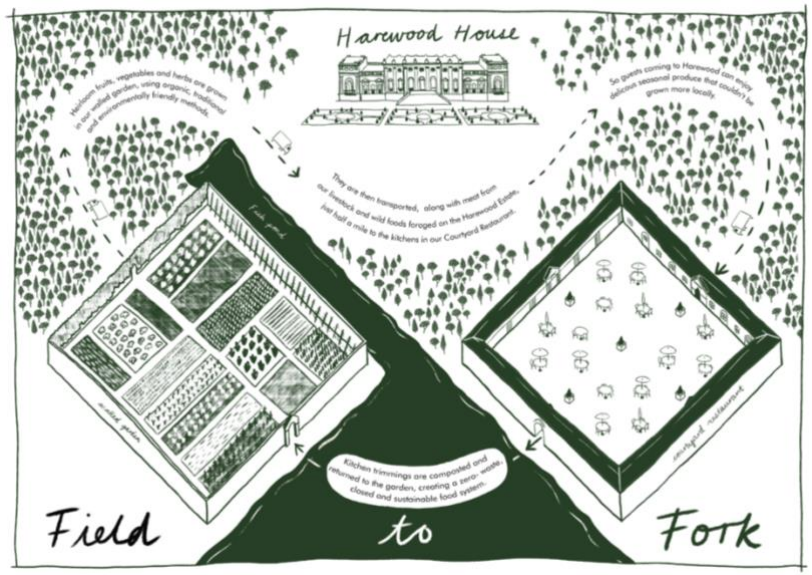
Maria Kimberley Furtado

Brief: SAIL: Design 5 Sustainability themed emojis for use on social media



Elly Bazigos

Brief: Buy Nowt LS6: Create designs to promote the BNLS6 Library of Things



Lydia Roe

Brief: Harewood House: Create a one-page illustration, telling the story and mapping the journey from 'field to fork' of Harewood House's Walled Garden



Samita Anekritmongkol

Brief: SAIL - Create a brand design for the 'SAIL Pale Ale'



Maria Kimberley Furtado

Brief: SAIL: Design 5 animated stickers & gifs for use on social media



Katy Hartley

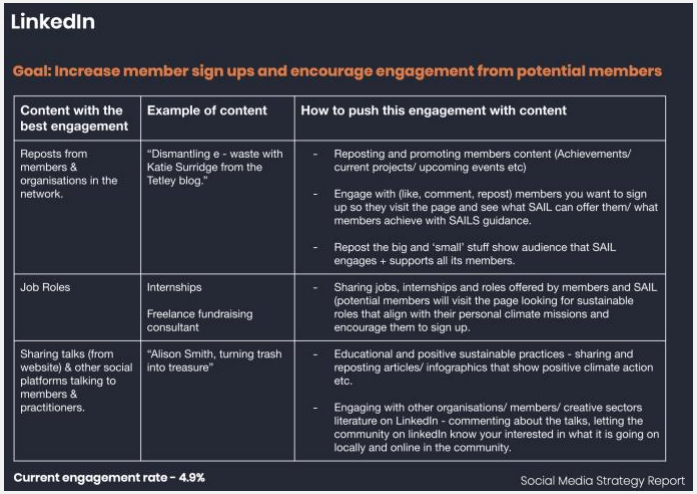
Brief: BNLS6 – create an illustrated infographic highlighting the impact of the BNLS6 library over the last 6 months

STUDENT PLACEMENTS

SAIL facilitated two Student Placements working with the SAIL team throughout the programme.

In November 2022, Guy Parsons completed a **Social Media Internship** with SAIL. Throughout the placement, Guy experimented with a number of different social media techniques and formats, and measured the level of engagement with each. During Guy's internship, engagement with SAIL's Instagram rose by **700%.**

The outcomes of Guy's project fed into Ellen Worrell's project, to develop a **Communication Strategy** for SAIL's social media channels, website and general external relations. Ellen's suggestions have since been implemented into our social media programming and communications.



LinkedIn

Goal: Increase member sign ups and encourage engagement from potential members

Content with the best engagement	Example of content	How to push this engagement with content
Reposts from members & organisations in the network.	"Dismantling e - waste with Katie Surridge from the Tetley blog."	- Reposting and promoting members content (Achievements/ current projects/ upcoming events etc) - Engage with (like, comment, repost) members you want to sign up so they visit the page and see what SAIL can offer them/ what members achieve with SAILS guidance. - Repost the big and 'small' stuff show audience that SAIL engages + supports all its members.
Job Roles	Internships Freelance fundraising consultant	- Sharing jobs, internships and roles offered by members and SAIL (potential members will visit the page looking for sustainable roles that align with their personal climate missions and encourage them to sign up.
Sharing talks (from website) & other social platforms talking to members & practitioners.	"Alison Smith, turning trash into treasure"	- Educational and positive sustainable practices - sharing and reposting articles/ infographics that show positive climate action etc. - Engaging with other organisations/ members/ creative sectors literature on LinkedIn - commenting about the talks, letting the community on linkedIn know your interested in what it is going on locally and online in the community.

Current engagement rate – 4.9%

Social Media Strategy Report



Social Media Schedule (When)

Monday	Tuesday	Wednesday	Thursday	Friday
Eye on	Industry news (Arts)	Statistics & infographics	Upcoming events in Leeds	Showcase impact
Eye on	Industry news (Arts)	Showcase impact	Upcoming events in Leeds	ask an expert
	'Behind' the scenes	Showcase impact		
Statistics	Carbon literacy training	question prompts	Ask an expert	Hashtag series
Collaborate w members	Showcase impact	Question Prompts	Guest Blogger	Testimonials
Testimonials		Upcoming Events		
Industry news (council)	Behind the scenes	Guest takeover	Eye On	What's On
Industry news (students)	Share resources (curate)	Share website content	Eye on	Showcase impact
	Carbon literacy training		Collaborate with founders/ members	
Industry news (Freelancers)	Eye on	Upcoming events	Showcase impact	Behind the scenes
Question prompts	Guest blogger	Showcase impact	Eye On	Industry News
Statistics/infographics			Industry news	

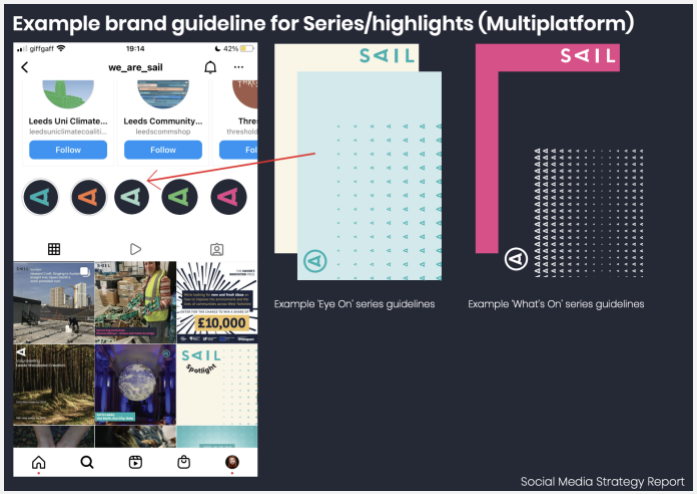
Instagram
Twitter
LinkedIn
Website

Instagram 1-2 Posts per day (Tuesday + Wednesday best days) 12 - 6pm (According to current SAIL Instagram insights).

Twitter 5 - 20 times per day - bare minimum 1-2 times a day (Retweets, replying to comments etc - not purely posted content)

LinkedIn 1- 2 times per week.

Social Media Strategy Report

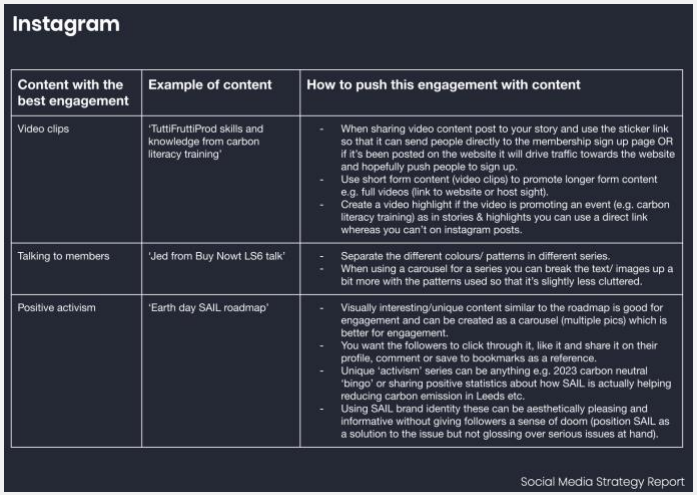


Example brand guideline for Series/highlights (Multiplatform)

Example 'Eye On' series guidelines

Example 'What's On' series guidelines

Social Media Strategy Report



Instagram

Content with the best engagement	Example of content	How to push this engagement with content
Video clips	'TuttiFruttiProd skills and knowledge from carbon literacy training'	- When sharing video content post to your story and use the sticker link so that it can send people directly to the membership sign up page OR if it's been posted on the website it will drive traffic towards the website and hopefully push people to sign up. - Use short form content (video clips) to promote longer form content e.g. full videos (link to website or host sight). - Create a video highlight if the video is promoting an event (e.g. carbon literacy training) as in stories & highlights you can use a direct link whereas you can't on instagram posts.
Talking to members	'Jed from Buy Nowt LS6 talk'	- Separate the different colours/ patterns in different series. - When using a carousel for a series you can break the text/ images up a bit more with the patterns used so that it's slightly less cluttered.
Positive activism	'Earth day SAIL roadmap'	- Visually interesting/unique content similar to the roadmap is good for engagement and can be created as a carousel (multiple pics) which is better for engagement. - You want the followers to click through it, like it and share it on their profile, comment or save to bookmarks as a reference. - Unique 'activism' series can be anything e.g. 2023 carbon neutral 'bingo' or sharing positive statistics about how SAIL is actually helping reducing carbon emission in Leeds etc. - Using SAIL brand identity these can be aesthetically pleasing and informative without giving followers a sense of doom (position SAIL as a solution to the issue but not glossing over serious issues at hand).

Social Media Strategy Report

Ellen Worrell

SAIL Communication Strategy Project

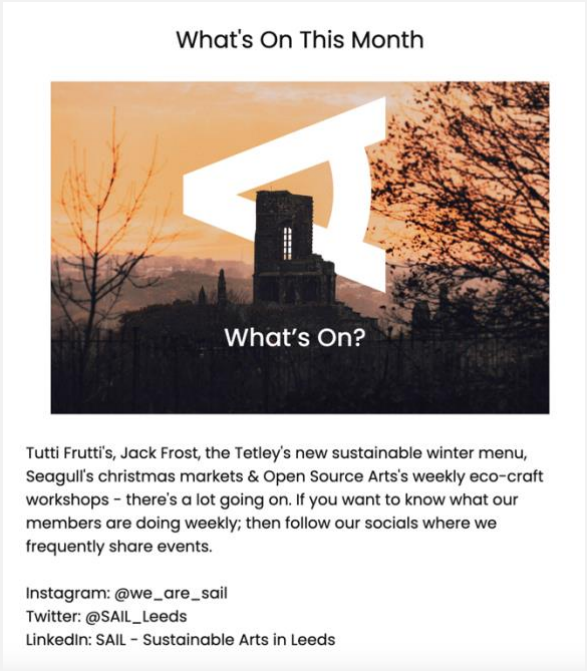
Excerpt pages from final report

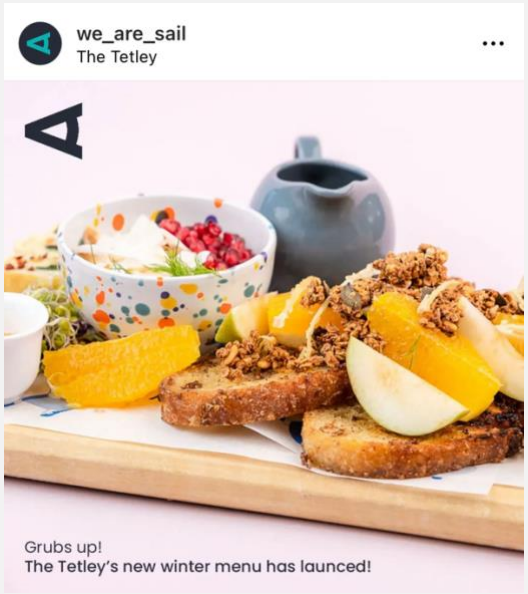
Guy Parsons

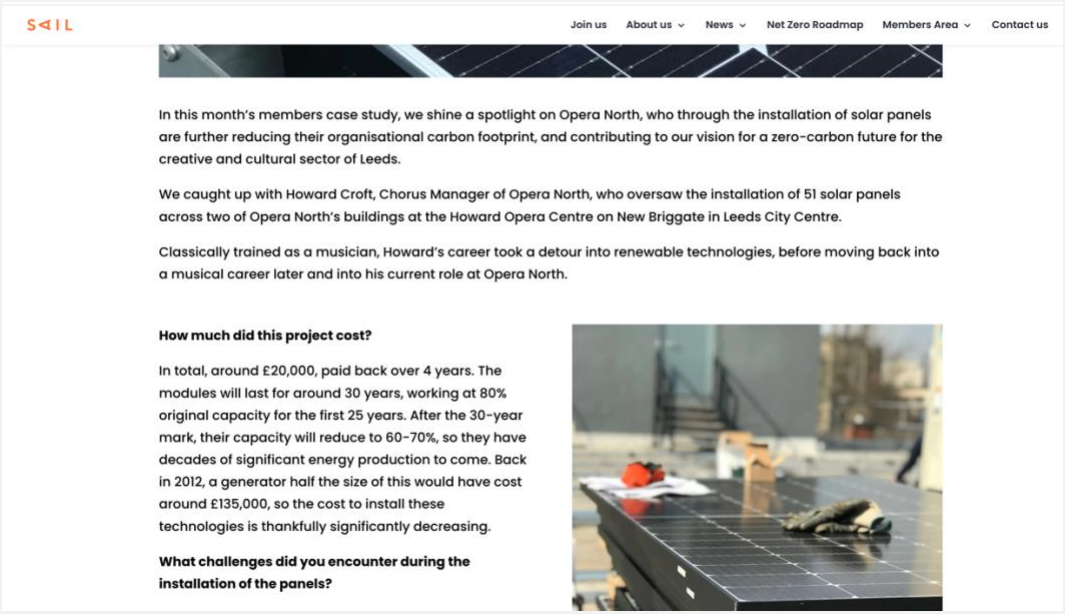
Social Media Internship

Excerpt posts created by Guy, from SAIL's social media (Instagram, twitter, linked in), newsletter and website.









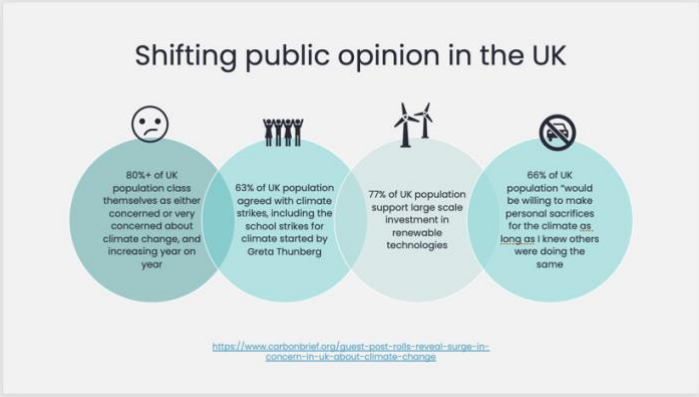


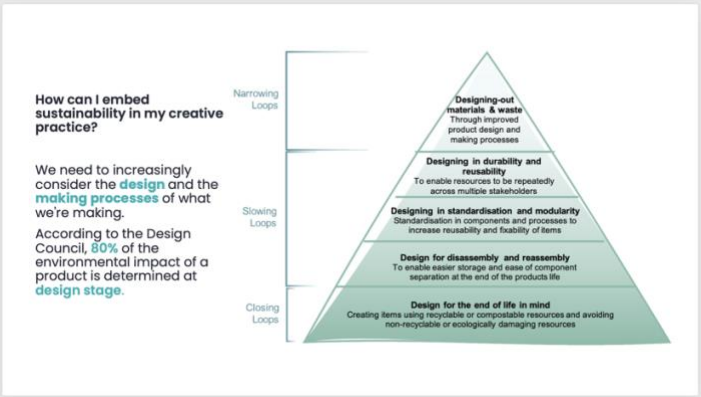
CARBON LITERACY TRAINING

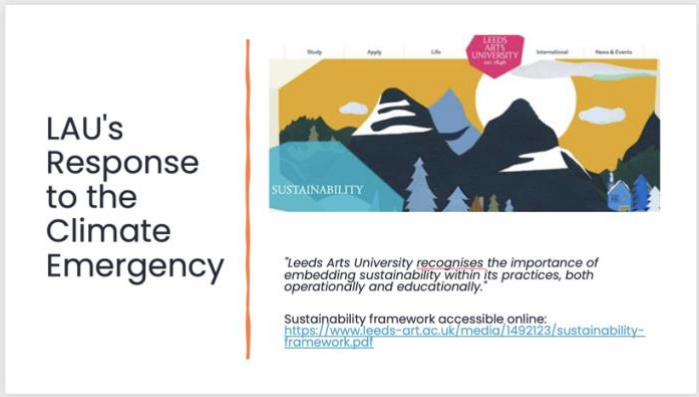
Between January & June 2023, we delivered 3 sessions of Carbon Literacy Training to students, training 41 students to be Carbon Literate.

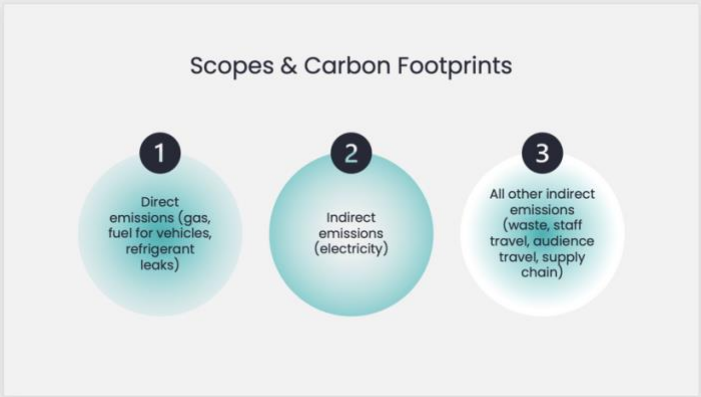
SAIL's Carbon Literacy Training upskills participants with the skills, knowledge and confidence to embed climate action in their personal and professional lives. We hope, that by providing upcoming graduates with these skills, they will be increasingly employable in a sector demanding environmental sustainability awareness in their employees.

The outcome of the course, if students complete their forms, is a Carbon Literate certification. Final certification numbers will be shared upon delivery of the final course.









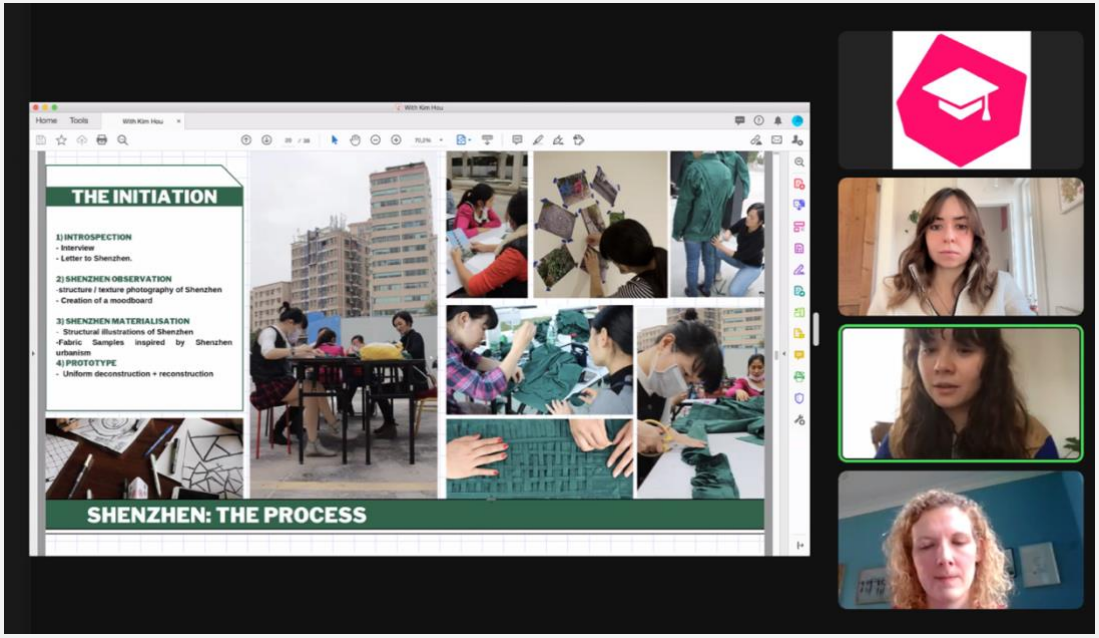
SUSTAINABILITY WORKSHOPS

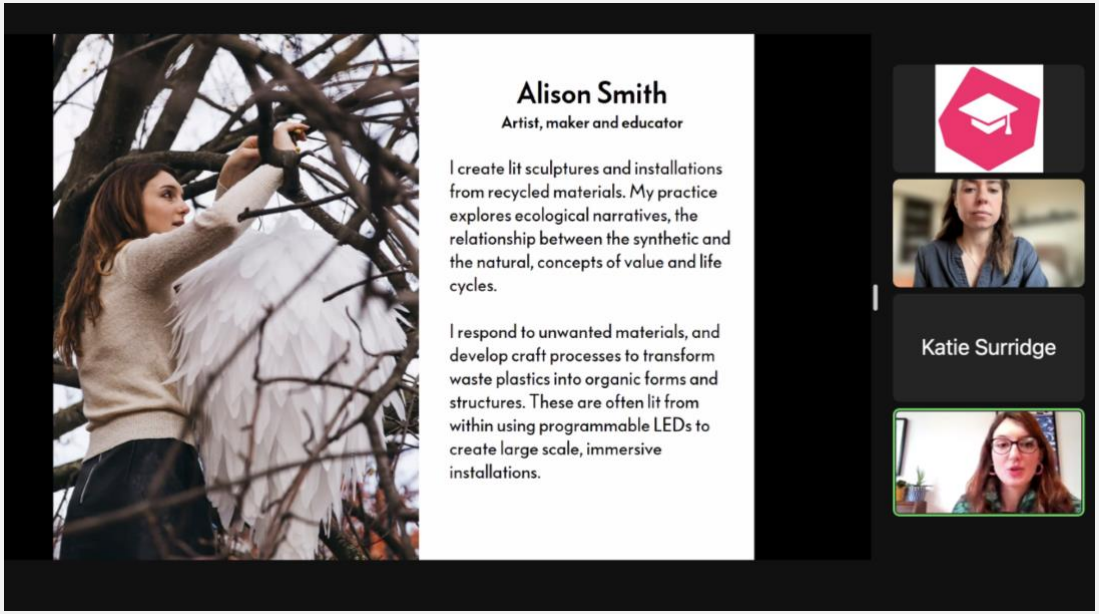
In Q1 of 2023, we delivered 5 Sustainability Workshops, covering the remits of Fashion and Textiles, Digital Art, Screen & Gaming, and Traditional / Visual Art & Sculpture, and Music.

The workshops included a condensed version of SAIL's Carbon Literacy Training, alongside discipline-specific content for each group. Two discipline-specific industry guest speakers joined each workshop, sharing how they have embedded sustainability practically and creatively throughout their practice.

The purpose of these sessions were to increase students sustainability literacy, and develop understanding of how sustainability specifically relates to their unique discipline.

Throughout these workshops, we engaged 102 students. Through the involvement of paid guest speakers in the sessions, we supported 4 SMEs, and 3 freelance artists and makers through payment for delivering guest speaker presentations.





‘FROM IMAGINATION TO ACTION’
BEST PRACTICE GUIDE DEVELOPMENT

Using the remaining contingency budget from the Knowledge Exchange Partnership, SAIL has developed **‘From Imagination to Action’**: a best practice communications guide for effectively communicating climate change to audiences.

The idea for the guide was created after reflections from delivery of the Knowledge Exchange programme – where traditional reflections of the climate crisis were often maintained within student outputs. The case for the best practice guide was to encourage students to reconsider their engrained practices of communicating climate change and instead enough the creation of playful, creative representations of climate change, highlight co-benefits, challenge systemic norms, require interpretation, include humour, and create opportunities for audience inspiration.

To develop the resource, SAIL has reviewed the extensive literature and industry best practice surrounding effective climate communications and consolidated this into a literature review. SAIL has been working closely with Alexandra Dales from York St Johns University and Rory Padfield from the University of Leeds as they develop their CriSS (The Critical Sustainability Stories) Tool. SAIL is also working with Magpie, a behaviour-change communications agency based in Leeds to further validate the recommendations made within the guide.

Now complete, SAIL would like to work with LAU to ensure the guide is distributed amongst staff & students in the most relevant and impactful form. We would encourage for the guidance to be delivered in workshop & online training formats to provide opportunities for feedback and discussion. SAIL is keen to develop iterations of the guide, which are updated with new content to ensure the guidance remains relevant and interesting.

Excerpt pages from guide.





REFLECTIONS & NEXT STEPS

- Engagement across the programme for students was at times lower than expected. On reflection, more in-person delivery, more tailored and bespoke content, and more frequent and varied briefs might have gathered more engagement.
- Student outputs across the programme of activity often communicated climate change and sustainability in familiar ways: containing similar buzzwords and visuals to what might be expected from traditional sustainability communications. This provided inspiration for the 'From Imagination to Action' guide, which looked to provide guidance that would provoke and inspire unique forms of storytelling around climate & sustainability. Now the guide is completed, we feel students would benefit from in-person workshops or online training covering the content in depth to ensure full and comprehensive understanding.
- SAIL is developing a 'Sustainability Training' offer, which takes a more holistic view of sustainability, increasing coverage of the interrelations between social, economic and environmental factors. This is in response to our existing training taking a purely carbon reduction viewpoint, which we feel no longer meets the needs of our sector. Upon its successful development, SAIL would be keen to discuss delivery of this new training course to staff & students.
- Completion of this project for LAU has ultimately played a critical role in developing and growing SAIL into the organisation it is today. The project was a brand-new strand for SAIL's offering, and as such it has played a critical role in the development of its internal team skills & capacity. We are incredibly grateful to LAU for the opportunity to engage with them & their students through this project, and we look forward to working with them more closely in the future.

Thank you.

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