

## NUS | Sustainability and education survey

### About the research

For the last eight years NUS-UK has surveyed over 50,000 students studying in the UK on their attitudes towards, and expectations for sustainable development during their time in education. We have consistently found that 80% of students want their institution to take action on sustainability and 60% want to learn more about the subject.

This research has been transformational for NUS in the UK, helping us to secure funding and support for the sustainability agenda across the sector.

In 2018, we launched an international version of the survey for the first time. We received [over 3000 responses](#) from students all around the world. We found they're in agreement with students in the UK, with 81% say sustainable development is something they want to learn more about. We're running the survey again this year and hope to hear from an even bigger number of students!

### What can you do?

The online survey will be open between **18<sup>th</sup> March and 14<sup>th</sup> April 2019**, so there's plenty of time to promote the research within your institution or to students within your networks.

**Any student currently in higher education can complete the survey.**

**On the 18<sup>th</sup> March 2019, the survey will be live at this address:**

**<https://www.snapsurveys.com/wh/s.asp?k=154748347120>**

**or you can use this short link version: <https://bit.ly/2ANEwj9>**

The surveys are adaptable and can be completed on a computer/laptop, tablet or smartphone.

**\*\*Please remember not to refer to the environment or sustainable development when you are promoting this research and do not send only to courses or groups of students involved with sustainability already- we need to gather opinions from everyone, not just those who are already engaged with the subject.\*\***

There are a number of ways we've used to promote the survey here in the UK, here are some ideas to help you:

- Tweet about the survey on the students' association/union and University Twitter accounts
- Provide information for student representatives and ask them to promote the survey
- Providing information to course tutors and asking them to promote the survey

- Adding a link to appropriate website
- Sending an email to all students at the institution
- Recruit a student survey team to ask fellow students to participate in the research

We are offering 10 100 euro (or equivalent amount in the appropriate currency) prizes to incentivise students to take part in the research. You can also choose to offer local prizes as well, and include these in your communications with students. Emphasising the prizes on offer is likely to increase participation in the survey!

There is a template email and some example tweets provided at the end of this document.

## **What will you get in return?**

We will be sharing the following data with organisations who help to promote the research.

- Summary data for all respondents across the world
- Summary data for all respondents in the country in which you are based
- Raw anonymised data for all respondents in the country in which you are based
- Raw anonymised data for all respondents in the organisation in which you are based

We'll send out regular updates on the responses received throughout the fieldwork period.

## **Confirming your involvement and further information**

Please let us know if you are intending to take part in the research, or if you have any questions about the research.

You can get in touch with Rachel Drayson, Insight manager (Sustainability) at [rachel.drayson@nus.org.uk](mailto:rachel.drayson@nus.org.uk)

Thanks in advance for your help!

NUS Sustainability Team

## Example promotion resources

Please translate the resources below as necessary.

### Example email template

**We want to hear from you!**

**Have your chance to win [100 Euros - insert equivalent amount where appropriate]!**

All students at [insert university / college name] can be in with a chance of winning by completing our online confidential survey about your time at university or college and the skills you develop for getting a job.

The short survey, which is being completed by students from all around the world, will take less than 10 minutes to complete. The closing date is 14th April 2019.

**Click here to take part in the survey!**

### Example social media posts

Please copy the images below to post on social media (e.g. Facebook or Twitter). You can embed the survey link to the image.



#### **Fancy winning some extra money?**

Complete our online survey about what you're learning and the skills you're developing and it could be you!



#### **Win a prize for answering our survey!**

Tell us about your time studying and what you want to do next in our online survey and you could win!