

Annual Climate Change and Social Responsibility Performance Report

An update on headline climate change performance for the financial year
2020/2021.



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1 Introduction

This note reports on initiatives and actions being taken to tackle climate change mitigation and adaptation across the University estate for the financial year 2020/2021. It also outlines performance against the University's Strategic Plan, our net zero emissions target and operational sustainability action. The University continues to make progress in tackling a range of climate change mitigation and adaptation aspects.

2 University Strategic Plan Carbon Reduction Target

Strategic Aim 5.2 in the University's Strategic Plan states that it will deliver high quality, sustainable infrastructure by:

- delivering a step-change in our response to climate change: as a community; as an institution; and as a thought leader and creator of 21st century solutions to global issues
- delivering planned infrastructure developments with a focus on net zero
- growing our staff numbers in all categories through new talent attraction and retention, whilst also embracing digital transformation
- capitalising on our investment in information systems and tools to allow us to take a digital-first approach, with a focus on simplification and automation of business processes
- adopting a 'data protection by design and by default' approach and ensuring that we actively tackle cyber security challenges

2.1 Commentary on Current Target Performance

At the end of the financial year 2020/2021, the University's carbon emissions were 25,678 tonnes of CO₂e, a reduction of 32% since the baseline year as illustrated in Figure 1. Reductions have been achieved primarily through minimal business travel; investment in solar PV technology on university buildings; investment in the District Energy Centre and the decarbonisation of the electricity grid. However, these reductions and efficiencies are being offset by continued growth in built development with more highly serviced buildings. This will continue to be a challenge in the years to come and a significant effort will be needed to ensure that existing building efficiency is improved and that any new buildings are designed to be fabric-first, low carbon exemplars that are also climate resilient.

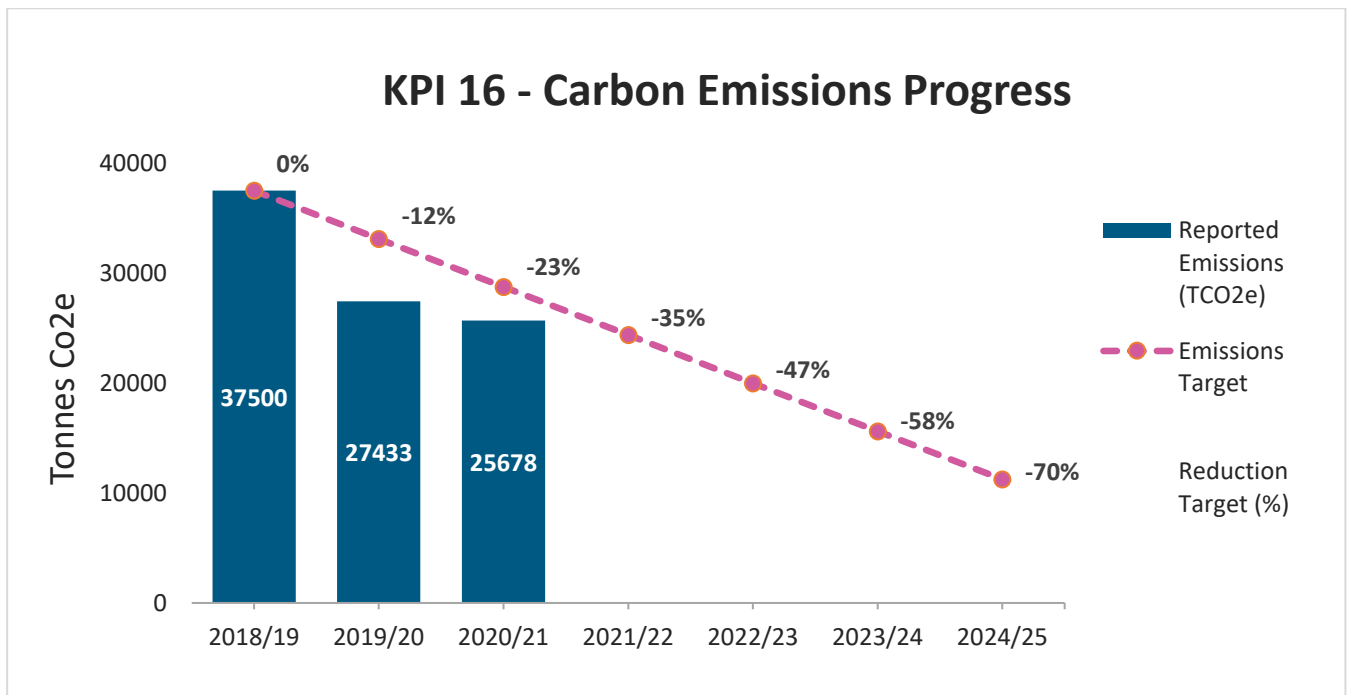


Figure 1 - Strategic Carbon Reduction Target

2.2 Factors Affecting Current and Future Performance

2.2.1 Current Performance

- There has been a continued downward trend in grid electricity emissions factors in 2020/21 as more UK renewables come on line, and this has reduced campus emissions associated with electricity purchases.
- As we expand our estate, the Gross Internal Area (GIA) rises. This GIA figure has a major impact on the emissions KPI. How much depends on the scale and pace of investment and divestment.
- Construction: Changes in our building stock e.g. new buildings, divestment of buildings, refurbishment, all have a large impact on our emissions KPI. Generally, new buildings have higher energy demands but are more energy efficient.
- Demand Growth: This year we have seen a growth in mechanical ventilation for building air handling in line with Covid guidance.

2.2.2 Future Performance

- Further emissions reductions are anticipated in 2021/2022 from the continued operation of university solar PV arrays but these reductions may be offset by increases in other emission sources.
- An increase in emissions will result from new developments that are more highly serviced and used more intensively, for example, the new Learning and Teaching and Wolfson buildings. Operating more buildings and space heating and power demands will add to this challenge and increase our emissions.
- Future step changes in carbon emissions reduction will be dependent on city-wide solutions and collaboration with others which we are actively working on as part of our [Climate Neutral Districts Vision](#).

2.3 Cost of Utilities and Water reduction

During 2020/21 there was a saving in utilities costs of £2,000,000. This was primarily due to the operation of the CHP District Heating System and what is known as the “spark gap” – which is the difference in cost between gas and electricity. We also saw a unit rate reduction of 19% for gas.

2.4 Community Benefits – The Strathclyde Commitment

As part of the University’s Climate Change and Social Responsibility Policy, the University is committed to ensuring the delivery of socially progressive outcomes through its procurement processes.

[Climate Change and Social Responsibility Policy](#)

[Strathclyde’s CCSR Plan and the SDGs](#)

This commitment includes taking the opportunity to include a range of community-based benefits as a result of procurement activity. This is achieved through the inclusion of specific clauses within procured contracts known as, the ‘Strathclyde Commitment’ clauses. Two major capital projects completed their Community benefits work during the period. The Socio Economic Impact Assessments for the Learning and Teaching Building and the Wolfson Building are attached below. Each of the reports was prepared using data from the main contractor and compiled by the Fraser of Allander Institute:

[FAI - The Economic Impact of the Learning and Teaching Building](#)

[FAI - The Economic Impact of the Wolfson Building](#)

3 Climate Change Adaptation

The Public Bodies Climate Change Reporting Duties require institutions to bring forward plans to cope with the impacts of climate change adaptation, increased rainfall, extreme weather events and installation of more robust infrastructure. A number of initiatives are now underway to adapt to climate change issues and these are noted below:

- The University is represented on the Board of Climate Ready Clyde, a collaboration between a range of organisations in the River Clyde catchment including Local Authorities, NHS, Universities and Scottish Government.
- Climate Change Adaptation solutions are being integrated into new building designs, e.g. a green roof on the new Learning and Teaching Building and rain gardens are being designed into the Heart of the Campus Project which will pedestrianise and relandscape the central part of the city University campus.
- A Climate Change Adaptation Policy has been developed and can be found on our [policies and reports page](#)
- The University continues to be represented on Adaptation Scotland’s (Sniffer) Adaptation Benchmarking Working Group to participate in knowledge exchange and consultation activities alongside other private sector organisations in Scotland working in connection with adaptation.

4 Waste Resource Management

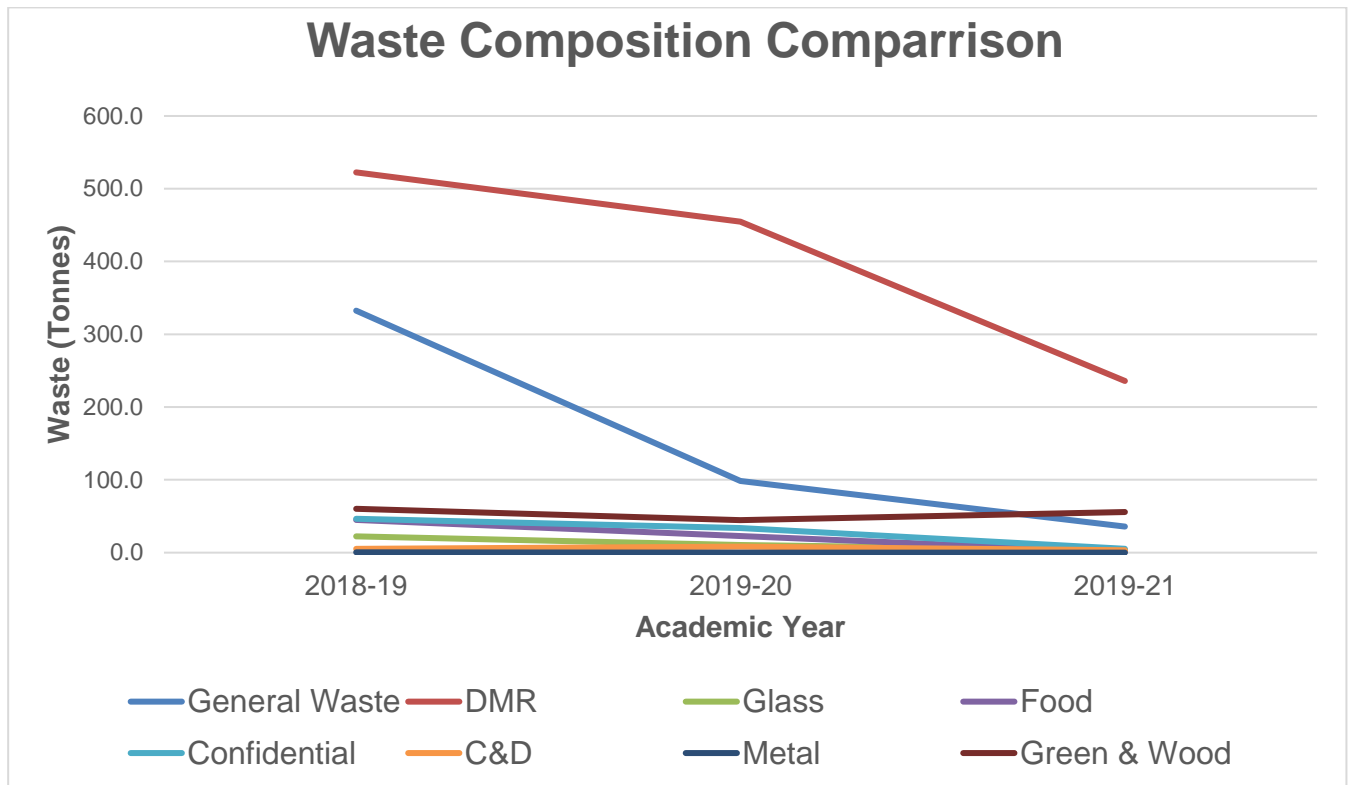


Figure 2 - Annual Waste Composition Comparison

There was a significant impact from campus closures on waste arisings over the reporting period, with total waste reducing from 683 tonnes in 2019/20 to 340 tonnes in 2020/21, a decrease of 50%. It is anticipated that this will rise significantly in 2021/22 with any return to campus, and the opening of the new Learning and Teaching building.

4.1 Resource Reuse – The Reuse, Recycling and Resource Centre (RRREC) at Corn Street

The RRREC continues to be used as a key resource for furniture and waste resource management. Due to covid related building closures, the RRREC has been heavily utilised as a temporary store for furniture removed to allow social distancing.

Plans for the renovation of facilities at the RRREC and inventory management software are being investigated and planned to allow utilisation of resources more efficiently.

4.2 Plastic Waste Reduction

The university successfully replaced single use plastic items in all catering outlets with compostable items, well in advance of the planned ban on these items in June 2022. To improve waste outcomes, the university waste contractor has undertaken to recycle compostable catering packaging with the food waste stream by the end of the academic year.

5 Staff, Student and Wider Stakeholder Engagement

During the 2020/21 academic session, engagement activities continued to see staff and students getting involved on wider levels. The main engagement campaigns centred around Fairtrade Fortnight which involved social media engagement raffles and deals on ethically sourced food, Go Green Week which involved the collaborative running of that annual Glasgow Goes Green Festival (with the University of Glasgow, Glasgow School of Art, Glasgow Caledonian University).

Full details of metrics in connection with engagement can be found in appendices 1 and 2.

5.1 Glasgow Goes Green Festival

Each year the University of Strathclyde teams up with the University of Glasgow, Caledonian University and The Glasgow School of Art to run the Glasgow Goes Green Festival. In the 2020 instalment, plans had originally been made to organise an in-person festival to go ahead. However, due to lockdown restrictions this was cancelled last minute. A digital campaign called #Imagine2030 which consisted of a wide programme of digital engagement co-led across the four institutions which encouraged staff and students to share their visions of what a sustainable 2030 could look like. Strathclyde produced a series of videos for this and which generated widespread social media engagement – one of the videos can be seen [here](#).

5.2 Jump

The “Jump” engagement and behavioural reward programme was rolled out this year to 408 (as of end of calendar year 2020) staff and, for the first time, students teams across Strathclyde and, through the actions that they recorded, avoided 51 tonnes of CO₂, saved 6,857 disposable cups and facilitated 5,953 meet free days.

5.3 Scotland Climate Week

To tie into the Scottish Government’s climate week, the Sustainable Strathclyde team partnered with a series of academic experts at the University to produce a social media video series that tied into upcoming COP26 projects as well as Climate Week. These four videos went out on Sustainable Strathclyde’s social channels and (as of 15th October 2020), they received a total of 19,564 impressions and 97 likes on Twitter and a total of 1,506 impressions and 61 likes on Instagram. An example of one of these videos can be seen [here](#).

5.4 Centre for Sustainable Development

To begin our ongoing partnership with the Centre for Sustainable Development, the Sustainable Strathclyde team produced a video series for social media to coincide with the launch of the centre. These four videos went out on Sustainable Strathclyde’s social channels and (as of 15th October 2020), they received a total of 110,563 impressions and 100 likes on Twitter and a total of 1,238 impressions and 41 likes on Instagram. An example of one of these videos can be seen [here](#)

5.5 Carbon Literacy Training

In 2020, the Sustainable Strathclyde began rolling Carbon Literacy Training which consists of 8 hours of training focused on climate change awareness, climate justice and the actions we can all take. This is spread out over three 2-hour Zoom workshops and 2 hours of self-led learning.

Full numbers on accreditation and training for staff and students so far will be updated more fully in next year’s report.

5.6 Management Development Programme (MDP) Students

Following on from Sustainable Strathclyde's ongoing partnership with the Widening Access team, a series of students were interviewed and 8 chosen to take part in the Sustainable Strathclyde team as part of their MDP course where Sustainable Strathclyde acts as a client of business advice and communications support. The students managed the Sustainable Strathclyde Students Society, supported communications surrounding the Jump programme, and completed three data analysis projects looking at Jump engagement, Public Body Reporting carbon emissions and sustainability in the curriculum.

6 Sustainable Labs (S Labs)

S-Labs is a national environmental accreditation programme that aims to make labs safer, successful and sustainable.

The S-Labs Incentive Fund continues to provide new energy and water-efficient equipment in exchange of old ones.

Last year the S-labs accredited PhD Course took place successfully. The course consisted of a lecture in which the students were introduced to the importance of working sustainably within the lab and were taken through the S-labs programme, this was followed by a workshop where students monitored the energy consumption of different equipment within their lab and participated in completing the S-labs framework.

6.1 Living Lab Initiatives

The Sustainable Strathclyde team also works with academic colleagues to enable students to undertake campus-based sustainability projects integrated with course curriculum, research activity, or as a volunteer opportunity. To date, more than 138 students across a number of faculties have worked on projects in partnership with the Sustainable Strathclyde Team across several faculties covering a wide range of social, environmental, technical and commercial practice areas.

7 Sustainable Travel

7.1 New Role: Sustainable Travel and Transport Planner

In March 2021, a new permanent position in the Sustainable Strathclyde team was created for a Sustainable Travel and Transport Planner. This role is responsible for managing and refreshing the Sustainable Travel Plan, covering business travel, staff and student commuting, and fleet travel. Some headline aims of this role will be:

- Support development of new business travel policy and behaviour change programme to reduce air travel emissions.
- Continue improving active travel facilities and supporting initiatives.
- Develop and EV strategy for the University to support a Zero emission fleet and explore potential for staff EV charging.
- Collaborate with partners across the Glasgow City Region to improve sustainable transport links to all Strathclyde facilities.

7.2 Cycle Parking

Since 2015, the University has steadily increased the number of bike parking spaces available on campus, more than doubling them by 2020-21. Due to the Covid lockdowns, work on increasing cycle parking was stalled for the year as on campus presence was limited and commuting levels were very low.

The existing cycle hubs in Royal College Cartway, Curran Building internal car park, and the Business School continue to be maintained and used. These secure parking and bike maintenance facilities help improve bike storage security on campus for students and staff, as well as providing indoor areas to change, maintain bikes and help users to get information pertaining to active travel in Glasgow.

7.3 Cycle to Work Scheme

The Universities Cycle to work scheme was reviewed against the governments working from home guidelines and HMRC [easement on the scheme criteria](#). It was decided that the scheme could remain open for staff who had approval to work on campus in an effort to support the Scottish Governments positive messaging around Active Travel as a safe and healthy means of travelling during the pandemic.

7.4 Low Emission Fleet Transition

Four electric vans were delivered to the University at the start of 2020/21 for use by the Ross Priory Grounds Team, Advanced Forming Research Centre, and the Estates Portering Team.

7.5 Staff pool vehicles

This year was the second full year of operation of the electric pool cars located on Richmond Street. However, due to continued Covid restrictions, and limited staff on campus the vehicles were used very infrequently. The decision

was taken to remove one car to reduce costs while in this period of low demand, and this will be reviewed upon a more substantial return to campus.

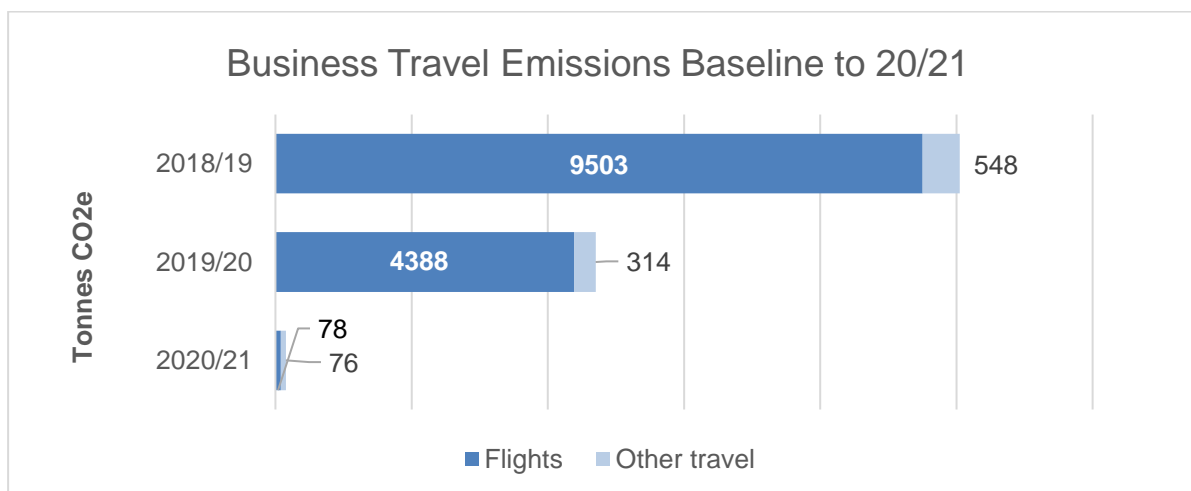
Staff Induction and familiarisation training was paused but is being refreshed for the future to reflect changes in technology and policy relevant to the use of the cars.

7.6 Charging Infrastructure

This year, the Ross Priory charge points have entered use for the 7-seater crew cab and gardeners e-van. The new AFRC standard and fast chargers were also commissioned by Swarco to enable easy charging of the new e-van and staff and visitor EVs.

7.7 Business Travel Monitoring

As part of the new Vision 2025 Strategy Net Zero target, the University has committed to widening the scope of reported emissions. One of the largest single streams of emissions to be included in this new scope are business travel emissions. However, following on from the significant drop in business travel over the latter half of 2019/20, business travel remained very low throughout all of 2020/21 resulting in a reduction of over 95% on 2018/19 baseline levels. This was in large part due to international travel restrictions and various lockdowns limiting travel – however it has also shown the value in remote working as the University has continued to operate effectively given the circumstances.



7.8 Further Improvements

The Sustainability team are working with Strategy and Policy colleagues to improve business travel monitoring and reporting. Travel is currently booked through a variety of different methods, all with different formats of reporting that must be checked and combined to give total figures. A new Business Travel policy is under review this year which will seek to implement lessons learned from the Covid Pandemic and minimise future business travel emissions.

8 Pedestrian First Campus

A key strand of the Universities work on developing climate neutral districts is to look at place making in a holistic sense – incorporating biodiversity, accessibility, nature based solutions, and improved connectivity. Two large scale collaborative projects are currently underway with neighbouring City of Glasgow College, and Glasgow City Council to make these changes and improve connections to local communities.

Re-designing our places with a focus on pedestrians will make it easier and safer to walk, wheel, or cycle around and through the campus. Building in sustainable drainage, will help our campus adapt to a changing climate, and re-configuring the spaces to be more sociable will improve the student experience on campus.

8.1 Heart of the Campus

We are developing a plan to create a stunning centrepiece for Strathclyde, by pedestrianising and re-landscaping Rottenrow Gardens, North Portland Street and Richmond Street. Vehicle access in this busy part of campus will be restricted to make spaces safer for staff and students to move around. A new green-roof covered walkway will provide a sheltered connection from East to West and a habitat for local wildlife. Planning approval has been secured and the detailed designs are being finalised.



8.2 Places for Everyone

Led by the University of Strathclyde, the Places for Everyone Project is a £2M collaboration between the University, Glasgow City Council, City of Glasgow College and Sustrans. The aim and vision of the project is to form an active, safe and walkable Learning Quarter in the north-east of the city centre through the creation of an innovative urban realm, which improves the physical environment and allows the student population to move freely between the University of Strathclyde, City of Glasgow College and nearby Glasgow Caledonian University and the rest of the city centre.

This exciting project will deliver a range of active travel solutions in and around the Learning Quarter in the centre of Glasgow. The project also includes local community footpaths, footways and streets. The project is currently at Phase 1 feasibility and concept design stage.

9 Ecology and Biodiversity

During the year, planning for the integration of rain gardens, green roofs, green walls have continued. These climate adaptation and biodiversity solutions are being integrated within new and emerging capital projects as part of the University Sustainable Design Quality Standards. These interventions include the Strathclyde Business School, the Learning and Teaching Building and the Heart of the Campus design.

10 Fairtrade and Sustainable Procurement

The University achieved full Fairtrade reaccreditation in 2017. A Fairtrade Steering Group consisting of representatives from the Environment Team, the Students Association and Catering teams is now working on the creation of a joint set of Fairtrade Policy statements. Through this group, guidelines on sustainable and fairtrade procurement are discussed and have now been implemented across the university. For this to work external partnerships with suppliers are crucial and the university has engaged regularly with Matthew Aglie who supply a large proportion of the coffee beans that are used on campus. Through working towards the National Union of Students' Fairtrade Accreditation, a SMART Action Plan has been created and is available [here](#).

11 Awards and Achievements

The following environment and sustainability awards and accreditations were secured by the University during the year.

- Green Business Tourism Scheme Gold Award for the Conference and Events Team at TIC
- Scottish Funding Council University Carbon Reduction Fund awarded £852,528 for CHP enhancement works.
- Sustrans Community Links Fund (now Places for Everyone) awarded £50,000 grant funding, joint with the City of Glasgow College for Design Fees for Urban Realm surface access improvement works.
- Cycling Scotland also awarded the university grant funding to improve facilities on the John Anderson campus.

12 Climate Neutral Districts Vision

The Sustainable Strathclyde Team has developed a new 'Whole Systems' approach to develop climate projects that will deliver 100% renewable heat, power, transport, adaptation and wellbeing solutions that are socially inclusive and involve local communities. The solutions identified aim to directly engage with and solve the challenges faced in becoming climate neutral at scale and at speed. The projects are multi stakeholder and collaborative. They span across all operational University assets in the central belt of Scotland and they include projects that will enable us to deliver our University Climate Change and Social Responsibility Policy and Plan. There are currently ten projects within the current vision.

12.1 Project Scope

By 'climate neutral' we simply mean energy carbon neutral in operation and climate resilient. That's our starting point and core ethos. The University's 'Sustainable Strathclyde' team is leading and investing in a series of technical and commercial studies all focused on creating climate neutral 'districts' by making use of our natural and physical resources under our direct control or in partnership with others. The solutions are being designed to be scalable and most importantly replicable so that they can be deployed at all University and Local Authority districts as appropriate. Half are infrastructure related. Half focus on systems and process. All enable climate action. The solutions seek to integrate new and innovative ways of thinking and planning, such as the use of emerging smart energy systems like grid balancing, energy storage and demand side response. The solutions will be designed to be future proofed. Importantly, the infrastructure solutions will also bring together climate change mitigation with adaptation elements and integrate them into the fabric and infrastructure of the different project areas, making them accessible for all and seeking to reduce greenhouse gas emissions at scale and enable climate resilience. The solutions will involve community aspects and seek to be socially inclusive where possible. We will work with community groups and organisations as we progress this work. The work will build on emerging climate policy and planning, for instance the emerging Heat Networks Act. Wherever possible the work seeks to integrate with existing and planned city and region infrastructure projects.

Each project ensures that there is a linkage provided between research, innovation and education as a shared learning outcome for all participants and the community. The location of the projects is shown in the attached link. Several are focused on the main city centre campus but they also cover the other operational assets across west central Scotland. The solutions and infrastructure identified by the studies are being costed and prioritised so that they can be funded and also scaled up and replicated across the region and the HE sector.

The technical outputs of the vision are shared with the University community and with wider city and region stakeholder groups such as Sustainable Glasgow, Climate Ready Clyde and Clyde Mission.

https://www.strath.ac.uk/professionalservices/media/ps/estatesmanagement/sustainability/sustdocuments/Climate_Neutral_Districts_Vision_Paper_June_2021.pdf

<https://chorus.strath.ac.uk/link/xtgqbtpligh-gw490j>

Appendix 1

Stakeholder Engagement Activities

Events and Networking 2020-2021

Name	Date	No. of people engaged
Go Green Week 2020	11th February 2019	>1,000 mainly students with campaign through social media
Fairtrade Fortnight 2021	Fairtrade Fortnight 2021	<100 students (reduced capacity due to COVID)
Strathclyde Fresher's Week 2020	September 2020	<100 students (reduced capacity due to COVID)
EAUC Participation	ongoing	30+
Climate Ready Clyde Participation	ongoing	50+

Engagement Initiatives 2020-2021

Name	Date	No. of people engaged
JUMP	2020/21	Currently 400+ students and staff and growing
Campus Community Garden	Continuous from 2016	30+
Online Newsletter	Continuous from 2016	300+

Strategic Engagement Activities

Considerable effort has been made to engage with stakeholders that can help to positively influence the University's ability to tackle climate change. Much of this focus has been on communications with Glasgow City Council (GCC), particularly with respect to the District Heating Scheme, future campus plans and City Deal. The proposals to pedestrianise a number of streets across campus have and will continue to require dialogue with the Council. A note of the stakeholders and aspects discussed is noted below:

- GCC Roads Department – road safety, more disabled bays, pedestrianisation, pedestrian safety, drop kerbs, crossing points, CHP
- GCC Planning – Heart of the Campus Project relandscaping of Rottenrow Gardens and pedestrianisation of Richmond Street, North Portland Street, Rottenrow.

- GCC City Deal Team – to engage with and comment on the opportunity for collaboration on the investment in urban realm works at John Street, Cathedral Street and George Street.
- GCC 'Ruggedised' Team – to determine a methodology for the creation of a city wide Energy Services Company that may enable heat to be traded with the Council as part of a city centre district heating scheme.
- Community Planning Partnerships – funding of £54K was secured from three of our Local Authority partners to fund 5 electric vehicles across our learning and teaching facilities.
- Climate Ready Clyde – the University is represented on the Climate Ready Clyde Board
- Scottish Government – the University continues to engage with the Low Carbon Infrastructure Transition Programme that aims to allocate funding to organisations and groups that can bring forward low carbon energy projects.

Appendix 2

Producing Digital Video Content During COVID-19 Lockdown: A Sustainable Strathclyde Social Media Content Case Study

Ap. 3.1 Climate Week

The Scottish Government's Climate Week ran from 14th to 20th September. To connect to this, Sustainable Strathclyde aimed to produce a series of interviews with some key academic staff who work on climate related projects. It was hoped that, through creating high production-value video content and connecting this to specific hashtags during Climate Week, the videos would receive high engagement and give calls to action on climate change from Strathclyde's researchers to new audiences. A collaboration between Sustainable Strathclyde and the Research and Knowledge Exchange team was established to identify an academic from each of Strathclyde's four main departments to interview and also to support the sharing of the videos on social media.

Ap. 3.2 Centre for Sustainable Development Launch

Through the collaboration established with the Research and Knowledge Exchange team, Sustainable Strathclyde were asked to produce similar media content to publicise the launch of the Centre for Sustainable Development on 1st October. The three staff in charge of the centre as well as three research and Professional Services staff were filmed and edited into a series of four videos to support the launch. 1 Sustainable Strathclyde report "Guidelines for Climate Change Communication", released with EAUC and SSN in February 2020, available at: https://www.eauc.org.uk/sustainable_strathclyde_guidelines Figure 1.1 Two still images from the Centre for Sustainable Development videos (left) and Climate Week videos (right). The Zoom videos were cropped to square and added to colourful backgrounds relating to the interviewees' departments and institutes (orange for HaSS and SDG coloured for the Centre for Sustainable Development). Interviewees were advised on lighting and framing and further corrections were made in editing software.

Ap. 3.3 Social Media Analytics

There was an overall positive response to these two batches of videos for social media with a total of over 133,000 impressions and over 6,800 views. Not only did these videos rank in the top ten posts of all time for both of Sustainable Strathclyde's Twitter and Instagram accounts, but the content was also shared internally and posted by the main University of Strathclyde and Centre for Sustainable Development channels. This led to widespread social media engagement with several external organisations such as EAUC Scotland, Assistant Secretary-General of the UN, and the Strathclyde Union.

Ap. 3.3.1 Twitter

Below are the statistics from the engagement the two batches of videos got on Twitter. The Climate Week videos were only shared by Sustainable Strathclyde but the Centre for Sustainable Development video files were circulated internally and shared by several different department which explains the significant increase in impressions.

Table 2.1.1: Twitter Engagement		
Insights	Climate Week Videos (Sep '20)	Centre For Sustainable Development (Oct '20)
Videos Posted	4	4
Total Impressions	19,564	110,563
Views	2,644	2,888
Likes	97	100
Re-tweets	50	42
Comments	5	5

Table 2.1.1 This table shows engagement on Twitter for the Climate Week video (x4) package that was released between September 16th and September 21st compared to engagement for the Centre for Sustainable Development video (x4) package that was released between 1st October and 9th October.

Table 2.1.2: Twitter Monthly Trends				
Insights	September 2020		October 2020	
	Metric	Comparison (w/ last month)	Metric	Comparison (w/ last month)
Tweet Impressions	32,400	↑ 99.8%	142,585	↑ 340.1%
New Followers	944	↑ 24	966	↑ 22
Mentions	26	↑ 85.7%	38	↑ 46.2%
Profile Visits	234	↑ 515.8%	476	↑ 99.6%

Table 2.1.2 This table shows the overall Twitter metrics for the period around the release of the Climate Week videos in September and the Centre for Sustainable Development videos in October. This is influenced by other tweets as well. However, given that these videos were the first videos to be released in several months on the channel, this data hopes to show the value of video content in increasing social media engagement.

Ap. 3.3.2 Instagram

As each social media platform gives analytical data in different ways, the parameters for Instagram will be slightly different. It should also be noted that the lower engagement here is reflective of the fewer followers on Instagram compared to Twitter, that Twitter is better suited to sharing and discussing media around social issues, and there are more academic departments who actively use Twitter.

Table 2.2.1: Twitter Engagement		
Insights	Climate Week Videos (Sep '20)	Centre For Sustainable Development (Oct '20)
Videos Posted	4	4
Total Impressions	1,506	1,238
Impressions from #	166	163
Views	692	604
Likes	61	41
Profile Visits	21	21

Table 2.2.1 This table shows engagement on Instagram for both packages of videos.

Table 2.2.2: Twitter Monthly Trends				
Insights	September 2020		October 2020	
	Metric	Comparison (w/last month)	Metric	Comparison (w/last month)
New Followers	719	↑ 23	741	↑ 22
Gender Ballance	66% women	N/A	66% women	N/A
Age Range	18 - 24	50%	49%	↓ 1%
	25 - 34	35%	36%	↑ 1%

Table 2.2.2 This table shows the overall Instagram metrics for September and October 2020 with data on gender balance and age range of users showing a consistent percentage across the two months.