

Motivations (not necessarily stand-alone)										
Incentives	Already have values (from parents, school etc.)	Want to see a change	Social	Employability	Academic	Requirement				
Entry points										
Friends and peers	Email	Web content	Lecture content	Newsletter	Twitter	Fresher's Fair or induction	Other broader social events	Volunteering or careers fair	Mandatory part of role	
Short or immediate commitment										
Facebook Like	Retweet	Facebook photo upload	Snap It Off participant	Survey response	Mandatory sustainability courses in non-traditional disciplines	Induction, officer training, handbook, read NUS Connect pages or newsletter				
Mid-term commitment										
Student Switch Off Ambassadors	Green Impact auditors and project assistants	Blackout volunteers	Event attendance on campus	Green Impact Student Homes participant	Students' Green Fund, Students' Union and/or Student Eats volunteer or project participant	Sustainability society membership	Student Sustainability Summit attendees (out of curiosity)	Optional sustainability modules for those in non-traditional disciplines	Attendance at SU Local, SU2015 or other NUS event or webinar	
Leadership roles and/or long term commitment										
Low intensity				High intensity					Taking a sustainability course	Taking leadership, initiating activity, embedding sustainability in role and impact
Students' Green Fund, Students' Union and/or Student Eats volunteers	Green Impact project assistants	Sustainability society membership	Student Sustainability Summit attendees (pro-active, already campaigners etc.)	Dissertations for Good participant	Leading or initiating a campaign	Society committee member	Standing for Students' Union office	Sustainability work placement students		
Outcomes – the end goal										
Sustainability literate (with knowledge and understanding, skills and attributes)			Active global citizen		Passionate about making change			Continues to engage		

Key:

Engagement as part of the curriculum

Engagement through being a student officer or staff member in the local students' union

For information on the programmes mentioned above please visit:

Green Impact: www.nus.org.uk/greenimpact; Student Switch Off: www.nus.org.uk/studentswitchoff; Student Eats: www.nus.org.uk/studenteats; Green Impact Student Homes: www.greenimpactstudenthomes.com; Dissertations for Goods: www.nus.org.uk/dfg; Blackout: www.nus.org.uk/blackout