
CHANGEMAKERS: BUILDING YOUR PERSONAL BRAND FOR SUSTAINABLE EMPLOYMENT (ACNA5000)

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OUTLINE

- Module Descriptor
- Structure of the Course: Semester ONE
- How are we assessed
- Conferences
- Current Knowledge Activity

MODULE ACNA5000: 2024/2025

MODULE AIMS

- Module descriptor can be found on Moodle:
- <https://moodle.uwtsd.ac.uk/>
- *“To build the skills and competencies necessary for career resilience and professional development for the future work context.”*





Lecture 1: Introduction to ACNA5000

Date	Lecture #	Lecture topic	Activity
01/10/24	1	Introduction to ACNA5000	
08/10/23	2	Skills and Opportunities in Environment	
15/10/23	3	Community Engagement and CSA	
22/10/23	4	FIELDWORK WEEK	Cae Tan Visit
29/10/23	5	Communicating and the Environment	
05/11/23	6	Building YOUR Brand	
12/11/23	7	Blogging for Science & Sustainability	
19/11/23	8	GREEN ECONOMY CONFERENCE	Swansea Arena Conference
26/11/23	9	Employability and Digital Skills (S. Grieve)	Digital Skills Team
03/12/23	10	Online GAM modules: Units 1 and 2	
10/12/23	11	Online GAM module: Unit 3 and 4	
	12	Christmas Break	
	13		
	14		



Assessment details can be found in the Module Descriptor, via Moodle:

<https://moodle.uwtsd.ac.uk/>

This module be assessed via coursework:

- Two assessments (2000 words each)

Assessment 1: Online portfolio for environmental issues

Assessment 2: Project Management



Your degree studies should not just equip you with the necessary skills to fulfil a role within a specific workplace. You should also be guided on how to develop you more fully too. Within the environment field we are often synthesizing a wide variety of scientific information, with the aim of disseminating it in a clear and engaging way.

For this task, you are asked to build a personal brand and promote scientific rigour though an online blog. Your blog will focus on a key environmental topic of your choice (e.g. marine microplastics, PFAS in waterways, sustainable forestry). You will generate an engaging and informative portfolio examining your chosen topic. You will need to read and communicate output from recent scientific papers on your topic (from 2024 and beyond) in the form of an engaging online portfolio. This will highlight your skills in showcase yourself utilising work-based social media and developing your scientific communication skills for sustainable employment.

Mode of assessment	Volume	Weighting	Due date
Online portfolio	2,000 words or equivalent	50%	12 th Jan 2024



You are to create the following:

- A stylised blog or vlog with at least one post on your chosen topic, informed by recent scientific findings (e.g., 2024).
- Appropriate branding and identification for your online content (e.g. logo, blog name, tag lines, corresponding imagery).
- A short autobiography / about section to introduce yourself and how your skills / interests fit into the environmental sector (*approximately 300 words*).

The entire portfolio is to be submitted in a single document to the Turnitin provided. If you chose to create a functioning blog or vlog post, you should provide the hyperlink to this within your document, ensuring any necessary permissions to view are granted. You may also choose to submit this document without publishing the content, but you are expected to present your content in the style of a blog, with appropriate branding and design incorporated.

The entire portfolio should be 2,000 words +/- 10%.

Mode of assessment	Volume	Weighting	Due date
Online portfolio	2,000 words or equivalent	50%	12 th Jan 2024



Regardless of which career you work in, there is often the requirement to carry out discrete projects. This is especially true in environmental careers which include either consultancy projects or environmental management projects that require EIA's or management plans to be devised. Within academic careers, research projects are dependent on strong independent project management skills. These projects can vary in size and complexity, but all require a core set of project management skills to ensure a cohesive and efficient process and maximise the success and quality of the project output.

For this assessment, you will be assigned an example project, either from a list of potential example projects provided by the tutor, or selected from a job type you select yourself. Once agreed with the tutor, you will then devise your own project plan, including a Gantt chart, and costings, and write-up the project scope and proposed methodology. This assessment will be in the form of a project proposal which could be presented to the project stakeholder.

Your writing needs to be clear and outline how the various elements come together, and what the decision-making process has been, including considerations for stakeholder engagement.

This report should be 2,000 words +/- 10% and is submitted to Moodle only.

Mode of assessment	Volume	Weighting	Due date
Assignment	2,000 words or equivalent	50%	26 th April 2025



Room for Urban Green Spaces

[Swansea Community Green Spaces — Environment Centre Swansea](#)



Peatland Restoration

[Peatlands and Uplands | Bannau Brycheiniog National Park Authority \(beacons-npa.gov.uk\)](#)

the
green
ECONOMY
CONFERENCE
& EXHIBITION

GREEN ECONOMY CONFERENCE

The Green Economy Conference is back for 2024 – an opportunity for businesses and organisations to come together from across Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot, to share knowledge and co-create a resilient future.

With insightful panel discussions and over 70 regional exhibitors, it will be a busy day of networking, learning and connecting.

Please register here: [Green Economy Conference 2024 - 4theRegion](#)





Optional(!)

[Eventbrite | Green Fair 2024](#)



- Has anyone had, or currently got, a job (regardless of which sector)?
- What skills are / were required in the role?
- Did you learn any new skills in the role?
- What skills would be relevant for your next role? (if applicable)
- What skills do you have that perhaps you do not use in your current role?



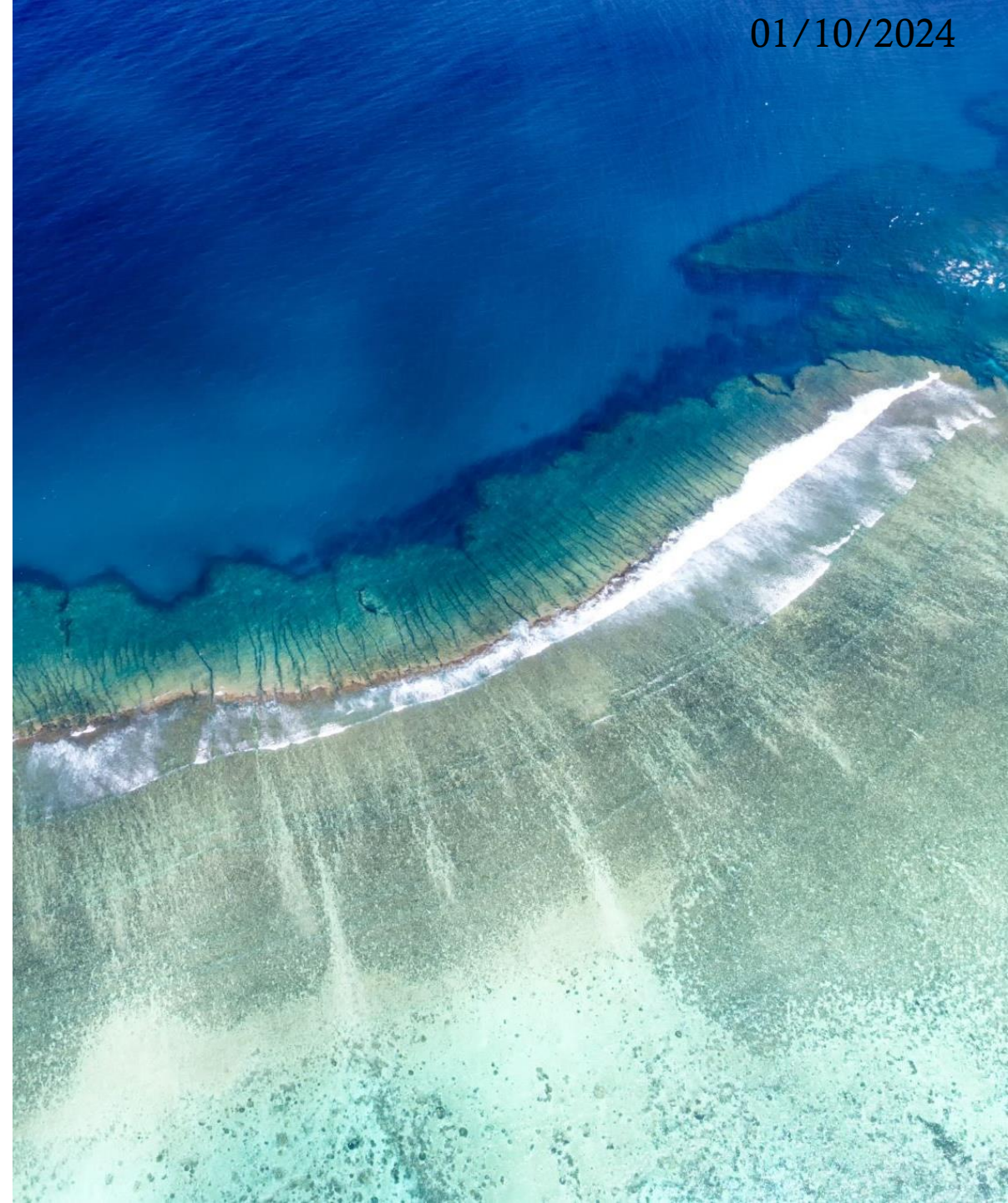
- What are you passionate about?
- Have you read any blogs?
- Is there any media you think is really impactful?
- Can you find examples for your environmental topic?
- What would that look like?

ISLAND CONSERVATION 9 AWESOME ENVIRONMENTAL BLOGS TO FOLLOW IN 2024 - ISLAND CONSERVATION

Examples of Blogs

[The Best Environmental Blogs in the World | The Environment Show](#)

Lecture 1: Introduction to ACNA5000





The next lecture will cover:

Skills and opportunities in environment

Suggested activities:

- Visit an environmental jobs website and review types of jobs available in your field of interest
 - Review the range of jobs, the required skills and requirement for application

Suggested reading:

Classification	Reading List entry	Electronic*
Essential	Lock, D. (2018). <i>Project management</i> . Routledge	☒
Essential	Dweck, C. (2017) <i>Mindset: Changing The Way You think To Fulfil Your Potential</i> . Robinson Publishers.	☒
Essential	Griffith, B.A. (2014) <i>Working in Teams: Moving From High Potential to High Performance</i> . SAGE Publications Inc.	☒
Essential	Baguley, P. (2003). <i>Teams and team-working</i> (New ed.). London: Teach Yourself.	☐
Essential	Gensler, H. J. (2017). <i>Ethics : A contemporary introduction</i> (3 rd ed., Routledge contemporary introductions to philosophy). New York: Routledge.	☐
Essential	Well-being of Future Generations (Wales) Act 2015 (Online). Available at http://www.legislation.gov.uk/anaw/2015/2/contents/enacted	☒



Any questions?

Please contact via:

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Teams: "ACNA5000_Changemakers_2024_25_GRP"



THANK YOU