

Creating a Sustainable **Digital Space for Culture** and Systems Change

Background

Funded through LSIF (Local Skills Improvement Fund), the Green Changemakers programme brought together colleges across the West Midlands and Warwickshire, led by Fircroft College. The aim was ambitious: to build a second operating system across our colleges, which drives momentum for green transformation and leads to a green mindset for systems and culture change.

An exciting aspect of the project was to build a metaverse-based Hub that would serve as a living, breathing knowledge repository. More than just a digital storehouse, this Hub would support a wider shift in how sustainability is embedded in further education.





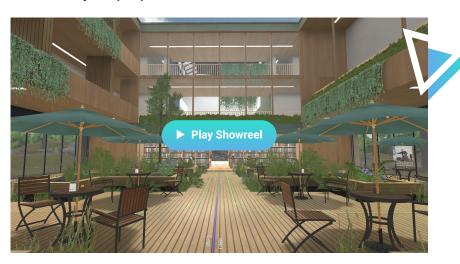


Challenge

Further Education (FE) colleges are no strangers to digital resource banks, but these platforms are often cluttered, outdated, and underutilised. The Green Changemakers team were determined not to repeat that mistake.

From the outset, they knew what they didn't want: a bloated digital library filled with PDFs nobody would read. Budget constraints helped sharpen the vision. The team stripped everything back to basics, working closely with a community of contributors to build a meaningful collection, starting with over 2,000 resources and refining it down to only what truly mattered.

They needed a platform that could be curated, shaped, and sustained by the people who would use it.



Solution

Metaverse Hub partnered with the Green Changemakers to create a secure, immersive space that could house their carefully curated resources without the unnecessary digital debris.

Together, they designed an interactive, nature-infused metaverse Hub with four distinct areas:

The Library: home to rotating resources and toolkits, with some empty shelves built in to encourage regular updates of specialist, curated content.







- The Potting Shed: explore six carefully curated opportunities to work with friends, colleagues and students on nature campaigns.
- The Bistro: where users can find out about food sustainability and visit the podcast stations, hosted by the Green Change Makers each month
- The Atrium: a welcoming central hub with a screen which hosts a collection of videos packed with useful content.

All content is accessible through dynamic links, not static PDFs, and the system is fully content-managed, empowering the Green Changemakers team to keep everything relevant and alive. The platform mirrors the group's sustainable ethos with a low digital footprint and high value.

Results

Even before its full launch, the Hub attracted 119 unique visitors, a number set to rise as awareness spreads. More importantly, it has laid the foundations for a long-term, self-sustaining digital community.

Metaverse Hub helped create an environment that feels organic, rich in symbolism and intentionally designed to nurture growth and dialogue. Content is continually refreshed, with updates funded through revenue from Green Changemakers courses, creating a circular investment model that supports ongoing impact.

The result is a scalable and evolving platform that colleges can take ownership of and one that aligns with the very values it promotes.

Testimonial

The team at Metaverse Hub have been incredibly helpful during the design and development of our Green Change Makers Hub. They have helped to bring our vision to life, merging the digital and natural worlds. They have been flexible in their approach, allowing necessary changes to be made to create a hub that aligns with our values. The training that they provided has also been invaluable in helping us to maintain the sustainability of the Hub.

Dr Lou Mycroft

Green Changemakers Project Facilitator







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W www.metaversehub.co.uk

@ info@metaversehub.co.uk





