

Sustainability Services

Annual Communication and Engagement Plan 2022/23

A summary of communication and engagement activities planned by the Energy Officers from Sustainability Services ([Key Staff and Committees - Sustainability \(reading.ac.uk\)](#))

Activity	Dates	Method of Delivery	Success	Budget	Target Audience
Schools and Functions Behaviour Change campaign – Environmental Footprint Initiative <ul style="list-style-type: none"> • <i>Actions</i> • <i>Relationships</i> • <i>Influence</i> • <i>Availability</i> 	Within the academic year 2022-2023	<ul style="list-style-type: none"> • Production of local environmental footprints and behavioural change campaign • Work with key schools / departments to launch initiative • Support the launch of the Environmental Sustainability Strategy • Develop a network of behaviour change champions 	<ul style="list-style-type: none"> • Lowered changes in footprints 	£2,500	All staff and students in schools and functions
Sustainable travel campaign <ul style="list-style-type: none"> • <i>Availability</i> • <i>Visibility</i> • <i>Influence</i> • <i>Actions</i> 	Within the academic year 2022-2023	<ul style="list-style-type: none"> • Launch of lift sharing module within Doing #UoRBit • Delivery of key messages from Travel survey • Include within messaging through Schools / Functions Behaviour Change campaign • Inform and promote new Travel Plan 	<ul style="list-style-type: none"> • Increase in staff using lift sharing module within Doing #UoRBit • Increase in website hits on travel pages • Measures of engagement with travel themes in Doing #UoRBit 	£1,800 for lift share module	All staff and students
Doing #UoRBit platform <ul style="list-style-type: none"> • <i>Actions</i> • <i>Influence</i> • <i>Availability</i> 	Within the academic year 2022-2023	<ul style="list-style-type: none"> • Increase relevance of staff Doing #UoRBit platform • Launch student Doing #UoRBit platform • Work with Schools / Functions Behaviour Change campaign and use champions to push engagement with platform 	<ul style="list-style-type: none"> • Increase the number of staff active users from 144 (4%) to 400 (10%) • Launch student Doing #UoRBit and have 500 active users 	Staff - £16,400 Students (Funded for one year by Alumni donation) - £15,200 Two optional campaigns for the year - £6,200	All staff and students
Welcome Week 2022 <ul style="list-style-type: none"> • <i>Visibility</i> • <i>Relationships</i> • <i>Actions</i> • <i>Influence</i> 	September 2022	<ul style="list-style-type: none"> • Sustainability team presence at Welcome Week • Launch of student Doing #UoRBit platform in collaboration with RUSU • Support the launch of the new Environmental Sustainability Strategy 	<ul style="list-style-type: none"> • Increase in students signed up to Doing #UoRBit • Increase in students signed up to Sustainability Matters • Increase in followers on social media feeds 	Staff time to deliver	New and returning students

Green Festival 2022 <ul style="list-style-type: none"> • <i>Visibility</i> • <i>Actions</i> • <i>Relationships</i> • <i>Influence</i> • <i>Availability</i> 	November 2022	<ul style="list-style-type: none"> • Green Festival 2022 will deliver a programme of events to inform and engage staff and students, focusing on key energy and sustainability themes. • Green Festival will be delivered using a range of mediums to encourage engagement, including Sustainability Matters, social media, blogs, webinars, tours, campus events and linking to Doing #UoRBit platform. 	<ul style="list-style-type: none"> • Increase in students and staff signed up to Doing #UoRBit • Increase in students and staff signed up to Sustainability Matters • Increase in followers on social media feeds • Increase in traffic through website 	£1,000 Staff time to deliver	Interested students Environmental academics Interested staff
World Water Day <ul style="list-style-type: none"> • <i>Action</i> • <i>Relationships</i> 	March 2023	<ul style="list-style-type: none"> • Activity or event • Use social media, blogs and Sustainability Matters to promote the event 	<ul style="list-style-type: none"> • Showcase our work to reduce water consumption • Community engagement 	Staff time to deliver	Interested students Environmental academics Interested staff
Clean Air Day <ul style="list-style-type: none"> • <i>Action</i> • <i>Relationships</i> 	June 2023	<ul style="list-style-type: none"> • Activity or event • Use social media, blogs and Sustainability Matters to promote the event 	<ul style="list-style-type: none"> • Showcase academic work on air pollution • Community engagement 	Staff time to deliver	Interested students Environmental academics Interested staff

Impact and Reach

Communication method	Measure of success	Budget
Social Media	<ul style="list-style-type: none"> • Increase Twitter followers to 2300 • Increase Instagram followers to 800 	Staff time to deliver
Sustainability Matters	<ul style="list-style-type: none"> • Increase staff sign ups to 850 • Increase student sign ups to 500 	Cost of Mailchimp platform - £1000
Doing #UoR Bit	<ul style="list-style-type: none"> • Increase active users from 144 (4%) to 400 (10%) for staff • Launch student Doing #UoRBit and have 500 active users 	Staff - £16,400 Students (Funded for one year by Alumni donation) - £15,200 Two optional campaigns for the year - £6,200
Sustainability Website	<ul style="list-style-type: none"> • Monitor number of hits of different sections of website and content 	Jetpack included as part of Wordpress