University of **Reading**

Sustainability Communication & Engagement Plan 2022/23

This Annual Communications and Engagement Plan sits beneath the Sustainability Services' Communications Strategy. The Strategy is intentionally flexible to allow different priorities to be focused on each year, as appropriate. The Strategy identifies 5 key communications objectives:

- **Availability**: Ensure staff, students, contractors and other stakeholders are aware of the University's commitment to environmental sustainability, how it manages its environmental impacts, the successes it has achieved and that relevant, up to date information is readily available.
- **Visibility**: Ensure sustainability is highly visible across the Whiteknights, London Road and Greenlands campuses.
- **Relationships**: Develop relationships across operational and academic areas of the University to create a culture of sustainability.
- **Actions:** Ensure staff, students, contractors and other stakeholders are aware of what their responsibilities are and what positive actions they can take to reduce our collective impact on the environment.
- **Influence:** Staff, students, contractors and other stakeholders behaviours towards sustainability.

There is inevitably cross over of some of these objectives and so most of our communications activities target multiple objectives for maximum impact.

The focus for 2022/23 will be to increase staff and student engagement with the target of reducing their department's environmental footprint. To reflect this, the activities planned for this year are weighted towards achieving this objective. Activities will raise awareness and drive behaviour change in the following key areas.

GENERAL AND STRATEGY
- Promotion of sustainability as one of the guiding principles of the University strategy.
- Promotion of the 6 key environmental workstreams launched in 2020/21 covering the following areas:
  - Net Zero Carbon
  - Water and resources use
  - Biodiversity
  - Community and civic engagement
  - Education for sustainable development
  - Catering and campus commerce
- Promotion of the University's new Environmental Sustainability Strategy due to launch in 2022.

Sustainability Services

- Launch of a new version of the staff sustainability engagement platform 'Doing #UoR Bit', specifically for students.
- Schools and functions behaviour change initiative and engagement programme.

ENERGY AND CARBON
- Support departments in understanding their own carbon footprints and how to positively influence these.
- Promotion of the new staff Climate Change training module due to launch 2022/23.
- Promotion of the University's Net Zero Carbon plan and progress against this.
- Sharing of good news stories relating to energy and carbon reduction projects undertaken across campus.

RECYCLING AND WASTE MANAGEMENT
- Focus on the importance of the principles of the waste hierarchy; reducing waste before thinking about re-use and recycling. Link to procuring goods and services in a circular economy.

SUSTAINABLE TRAVEL
- Promotion of more sustainable modes of travel than the car.
- Sharing results of the biennial travel survey and resulting actions/activities.
- Working with public transport and cycling connections within Reading.
- Launch and promotion of the new lift share scheme where other sustainable travel methods are not viable.
- Promotion of the University's new business travel policy.

ENVIRONMENTAL AND ENERGY MANAGEMENT SYSTEM (EEMS)
- Annual compliance responsibilities matrices will again be produced for each School/Function. This aims to ensure they are aware of their legal and EEMS compliance responsibilities, and are able to discuss and act on them.
- Suggestions for improvement to our EEMS will continue to be encouraged through emails, the website, social media, the Doing #UoR Bit platform and newsletters.
- Ongoing promotion to ensure ISO underpins everything we do in sustainability across all parts of the University.

The sustainability team has responsibility for delivery of activities outlined within the communications plan.

For each activity, metrics of successes have been defined to enable monitoring, measuring and reporting of progress. Sustainability performance is reported on to the Environmental Sustainability Committee (ESC) and University Executive Board (via ESC) through our Environmental Sustainability Report. This report includes a progress update on engagement and awareness activities/targets.

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 • *Actions* • *Relationships* • *Influence* • *Availability*	Within the academic year 2022-2023	• 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	• Lowered changes in footprints	£2,500	All staff and students in schools and functions
Sustainable travel campaign • *Availability* • *Visibility* • *Influence* • *Actions*	Within the academic year 2022-2023	• 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	• 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 • *Actions* • *Influence* • *Availability*	Within the academic year 2022-2023	• 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	• 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 • *Visibility* • *Relationships* • *Actions* • *Influence*	September 2022	• 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	• 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

Sustainability Services

Green Festival 2022 • *Visibility* • *Actions* • *Relationships* • *Influence* • *Availability*	November 2022	• 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.	• 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 • *Action* • *Relationships*	March 2023	• Activity or event • Use social media, blogs and Sustainability Matters to promote the event	• Showcase our work to reduce water consumption • Community engagement	Staff time to deliver	Interested students Environmental academics Interested staff
Clean Air Day • *Action* • *Relationships*	June 2023	• Activity or event • Use social media, blogs and Sustainability Matters to promote the event	• 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	• Increase Twitter followers to 2300 • Increase Instagram followers to 800	Staff time to deliver
Sustainability Matters	• Increase staff sign ups to 850 • Increase student sign ups to 500	Cost of Mailchimp platform - £1000
Doing #UoR Bit	• 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	• Monitor number of hits of different sections of website and content	Jetpack included as part of Wordpress