



Sustainability Communication & Engagement Plan 2023/24

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 2023/24 will be to empower staff and student with target and practical action to reduce 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 elements of the environmental workstreams launched in 2020/21 covering the following areas:
 - Net Zero Carbon
 - Waste and resources use.
 - Biodiversity
 - Community and civic engagement
 - Education for sustainable development

Sustainability Services

- Catering and campus commerce
- Promotion of the University's new Environmental Sustainability Strategy when it has Launched.
- The consolidated of the staff and students' sustainability engagement platform 'Doing UoR Bit.'
- Build continued momentum for the behaviour change initiative and engagement programme of Our Future First (OFF)

ENERGY AND CARBON

- The creation of a sustainability behaviours programme Our Future Frist (OFF) has been launched that will support departments in understanding their own carbon footprints and how to positively influence these.
- [add something about comms relating to Major Energy Savings]
- Invite interested parties to see the drilling of boreholes and talk about the water source heat pump project in the Energy Centre.
- 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.
- Give out specific information about new waste minimisation initiatives.

SUSTAINABLE TRAVEL

- Promotion of more sustainable modes of travel than the car.
- Working with public transport and cycling connections within Reading.
- The continuing of the park and ride from Mere oak (junction eleven of the M4).
- Promotion of the University's business travel policy.
- Promotion of the January 2024 staff and student Travel Survey
- Engagement with the new 5-year Travel Plan as it is developed

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 can 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.

Sustainability Services

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

Sustainability Services

Annual Communication and Engagement Plan 2023/24

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	Target / Method of Delivery	Measure of Success	Budget	Target Audience
Our Future First (OFF) 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 2023-2024	<ul style="list-style-type: none"> • Improvement of local environmental footprints and behavioural change campaign • Work with key schools / departments to embed initiative. • Support the launch of the Environmental Sustainability Strategy when released. • Recruit more to behaviour change champions 	<ul style="list-style-type: none"> • Lower carbon footprints and or building energy consumption. • To have 50 champions in total 	£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 2023-2024	<ul style="list-style-type: none"> • Increase users of the lift sharing module within Doing UoR Bit • Include within messaging through Schools / Functions Behaviour Change campaign. • Inform and promote new Travel Plans 	<ul style="list-style-type: none"> • Increase in staff using lift sharing module within Doing UoR Bit • Increase in website hits on travel pages. • Measures of engagement with travel themes in Doing UoR Bit 	£1,800 for lift share module	All staff and students.
Doing UoR Bit platform <ul style="list-style-type: none"> • <i>Actions</i> • <i>Influence</i> • <i>Availability</i> 	Within the academic year 2023-2024	<ul style="list-style-type: none"> • Merge both the student and staff Doing UoR Bit platforms to increase unified recourse use. • Work with Schools / Functions Behaviour Change campaign and use champions to push engagement with the platform. 	<ul style="list-style-type: none"> • Increase student users to 1800 • Increase staff sign ups by 150 	Cost of one combined Doing UoR Bit platform for both staff and students £27,500 (Ex-VAT)	All staff and students.
Welcome Week 2023 <ul style="list-style-type: none"> • <i>Visibility</i> • <i>Relationships</i> • <i>Actions</i> • <i>Influence</i> 	September 2023-2024	<ul style="list-style-type: none"> • Sustainability team presence at Welcome Week • Launch of student Doing #UoRBit platform in collaboration with RSU • Support the launch of the new Environmental Sustainability Strategy 	<ul style="list-style-type: none"> • Increase in students signed up to Doing UoR Bit. • 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 2023 <ul style="list-style-type: none"> • <i>Visibility</i> • <i>Actions</i> • <i>Relationships</i> • <i>Influence</i> • <i>Availability</i> 	November 2023	<ul style="list-style-type: none"> • Green Festival 2023 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 UoR Bit • 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 2024	<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"> • Highlight our work to reduce water consumption. • Community engagement. 	Staff time to deliver.	Interested students, Environmental academic, Interested staff.
Clean Air Day <ul style="list-style-type: none"> • <i>Action</i> • <i>Relationships</i> 	June 2024	<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"> • Highlight 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 X (Twitter) followers to 2500. • Increase Instagram followers to 1100. • Facebook page 100 by end of academic year 2024 	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 student users to 1800 • Increase staff sign ups by 150 	Cost of one combined Doing UoR Bit platform for both staff and students £27,500 (Ex-VAT)
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.