<table>
<thead>
<tr>
<th>Activity</th>
<th>Core Objectives</th>
<th>Dates</th>
<th>Budget</th>
<th>Target Audience</th>
<th>Success</th>
</tr>
</thead>
</table>
| Green Festival 2019                          | Visibility, Action               | November 2019        | £1500   | Interested students, Environmental academics      | • Range of events appealing to different audiences  
• Some student and some staff-led events  
• Good sign ups to Carrington Tour (max. 20) & CHP tours (max. 40), careers event (40).  
• Festival is visible across internal staff and student communications.                                                                                                                                             |
| JUMP Programme                               | Visibility, Availability, Action, Influence | Delivered across the year 2019 | £9000   | University staff                                  | • At least 500 staff signed up and actively participating in JUMP scheme  
• Level of sustainability actions continues at similar rate to 2017/18                                                                                              |
| Sustainability Matters                       | Availability, Visibility, Influence | Monthly              | £450    | Interested students, Interested staff             | • Increase in mailing list signups by 100 staff and 200 students                                                                                                           |
| Regular meetings and engagement with key teams / student groups and lectures | Relationships, Visibility, Influence | Regularly through the year | Team's time | Technical Services, Catering, Building Support, Staff Comms Team, Procurement, Student Comms Team, UPP, RUSU Officer/s | • Retain record of student interviews/ interactions and lectures delivered  
• Minutes of key meetings                                                                                                                                                                                                                                                                                                                                 |
| Other Events TBC, Fairtrade fortnight, Plastic Pledge or Stop Wasting Water | Visibility, Action              | In the new year 2020 (FEB) | £TBC    | University staff & students                       | • Measure increased visits to the website and good attendance to these events                                                                                                                                                                                                                                                             |
| Temporary banners, flags and semi-permanent signage | Visibility                   | Regularly phased through the year | £4000   | Staff & students plus visitors                     | • As part of wider monitoring of activity on our social media channels and website                                                                                                                                                                                                                                                   |
| Cycling Promotions including Dr Bike and Cycling lessons | Relationships, Visibility, Action, Influence | Regularly through the year | £12500  | University Staff & Students                       | • Good attendance and sign ups to our cycling newsletter and the cycling skills sessions                                                                                                                                                                                                                                                |
This Annual Communications and Engagement Plan sits beneath the Sustainability Services Communications Strategy. The Strategy identifies objectives for our communications and engagement: Availability, Visibility, Relationships, Actions and Influence. The purpose of this Plan is to detail how we will deliver against these objectives each year.

The Strategy is flexible to allow for different priorities to be focussed on. A key priority for 2019/20 is to increase action towards environmental initiatives that support sustainability across the University. To reflect this, the activities planned for the year are weighted towards achieving this objective.

A review of uptake on the 2018/19 engagement activity will be published under a separate cover.

Although messages may vary they should align with our overarching sustainability vision, for the University to be:

“…a leader in reducing its impacts on the local as well as global environment, by embedding a culture of sustainability throughout its teaching, research and operations.”

Key messages this year will be:

**Overarching**
1. Take personal responsibility for your action and sustainability.

**Energy**
1. Report opportunities to save
2. Staff can use JUMP an activities-based rewards platform.

**Recycling/ Waste Management**
1. Know your recycling (reduce, reuse, recycle)
2. It’s now easier than ever to re-use through Warp-it

**Sustainable Travel**
1. Alternative travel methods (getting to and from campus: Walk & Cycle)
2. Do you really need a Car? Be Smart Walk Cycle Bus Train Car club

**Energy and Environmental Management Systems**

The University has in place an Energy Management System as well as an Environmental Management System. These ensure that its environmental impacts are managed effectively. An important part of this is making sure that any person working on or on behalf of the University can make comments or suggest improvements to the system. They can do this by emailing sustainability@reading.ac.uk. To deliver on this commitment we will ensure that throughout the year we will encourage staff to make suggestions to us on how we can improve our energy management system. This will be via, though not limited to, the website, social media and newsletters.

The University recognises the importance of communicating with all stakeholders, particularly in relation to compliance obligations (voluntary, mandatory and legal obligations). In some cases the University must communicate with stakeholders at specific time of the year. A plan has been created by Sustainability Services in order to manage environmental communications for compliance purposes.

**Appendix 1 Stakeholders matrix assess University stakeholder against their impact and influence at the University.**