Activity	Core Objectives	Dates	Budget	Target Audience	Success
Green Festival 2019 *A programme of events to engage and inform staff and students*	• Visibility • Action	November 2019	**£1500**	Interested students Environmental academics Though open to all staff & students	• 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 To engage staff directly with sustainable actions	• 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 *Sustainability newsletter.* *Termly for students* *Monthly for staff.*	• 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 Rotating information around campus in receptions on portable banners / flags	• Visibility	Regularly phased through the year	**£4000** £3000 for semi-permanent signage	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

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Sustainability Services

Annual Communication and Engagement Plan 2019/20

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. Academic travel impacts (impact of plane travel)
3. 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.

Sustainability Services

Annual Communication and Engagement Plan 2019/20

Appendix 1 Stakeholders matrix assess University stakeholder against their Impact and Influence at the University.

STAKEHOLDER MATRIX 2019/24

HIGH IMPACT	HIGH IMPACT
LOW INFLUANCE	HIGH INFLUANCE

Suppliers (external)   UEB - Management (internal)

Non - Academic Staff (internal)   Student Union (external)

Academic Staff (internal)   Technical Staff (internal)

Donors (external)   Student - Customer (internal)

UPP (external)

Perspective Students

People & Planet (external)

Local Community (external)   Local Authority (external)

Alumni   Head of Schools (internal)

Other University (external)   Press / Media (external)

Tenants (external)

EAUC (external)   Unions (external)

LOW IMPACT	LOW IMPACT
LOW INFLUANCE	HIGH INFLUANCE