Sustainability Annual Communication Plan

This Annual Communications and Engagement Plan sits beneath the Sustainability Services Communications Strategy. The Strategy identifies 4 core objectives for our communications and engagement; Availability, Visibility, Relationships and Actions. The purpose of this Plan is to detail how we will deliver against these 4 core objectives each year.

The Strategy is intentionally flexible to allow for different priorities to be focussed on. The focus for 2020/21 will be to **increase the actions for sustainability undertaken within departments across our University community.** To reflect this, the activities planned for the year are weighted towards achieving this objective.
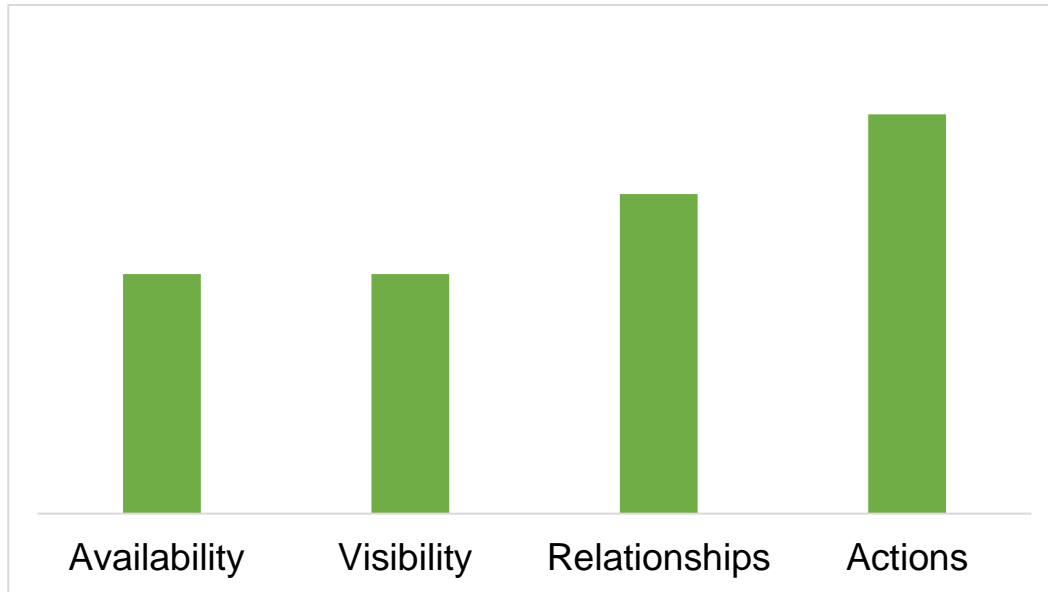

Figure 1 - Number of actions planned for 2020/21 that deliver against a core objective

Key messages this year will be:

General

- Sustainability is 1 of 4 guiding principles of the new University Strategy. A new Environmental Strategy will be launched in 2020/21, covering 6 workstreams:
    - Zero carbon
    - Waste & resources use
    - Biodiversity
    - Community & civic engagement
    - Education for Sustainable Development
    - Catering and Campus Commerce
- Encouraged staff to take up and use the JUMP - an activities based rewards platform. The platform will incorporate a new car sharing tool in August 2020, to encourage sustainable travel.

Energy

- Out of Hours energy use is a major £ and carbon cost and a great opportunity to make a tangible contribution to reducing our carbon footprint. We will be seeking to increase sustainability actions associated with each department, as well as to continue working with MCE to run campaigns in order to drive engagement and messages.
- The University is a leader in reducing its carbon emissions and in line with the University Strategy's aim for "Carbon neutrality by 2030", it will seek to continue to be so.

Recycling/ Waste Management

- We have rolled out improved waste facilities to improve recycling rates – do you know what you can recycle? (**increase the actions undertaken by departments)**
- It's now easier than ever to re-use through Warp-it and UniGreenScheme.

Sustainable Travel

- Cycle skills – we provide a range of training and support for budding cyclists.
- Business travel is a major £ and carbon cost, there is an excellent opportunity to encourage the use of video conferencing as a substitute to travel.
- Liftshare – launch of the new JUMP lift share module

Energy and Environmental Management Systems

An annual compliance responsibilities matrix will be produced and shared with each School/Function to ensure they remain aware of their legal and Environmental Management System compliance responsibilities and are able to discuss them.

Suggestions for improvement to our Energy Management System (ISO 50001) and Environmental Management System (ISO 140001) are welcome through emails, the website, social media, JUMP platform and newsletters.

Sustainability Services

Annual Communication and Engagement Plan 2020/21

Activity	Core Objectives	Dates	Budget	Target Audience	Success
Green Festival 2020 *A programme of events to engage and inform staff and students*	• Visibility • Action • Relationships	November 2020	**£2,000**	Interested students Environmental academics Interested staff	A good attendance to events at the Festival across campus.
Continue JUMP communication To ensure sustainability is visible across campus on a staff focus *JUMP Newsletter*	• Visibility • Availability • Action	Delivered by end of June 2020	**£15,000** Including a £2500 contribution by HR for the wellbeing module	University staff community	Increase on the 20% of staff sign ups by 5% in 2020 to 25% Launch a Liftshare element to the platform
Sustainability Matters *Sustainability newsletter.* *Termly for students* *Monthly for staff.*	• Availability • Visibility	Monthly / Termly	**£500** Design work: £500	Interested students Interested staff	Develop the mailing list to target 20% of all staff and 200 additional students. Increased input from Environmental Strategy workstream leads
Monthly / Termly meetings with key teams / student groups and lectures	• Relationships • Actions	Regularly through the year	**Staff time to deliver**	Key internal stakeholders Key student reps UPP	Min. 2 lectures a year to students to develop stronger relationships with staff and students

Socail media platforms and website Twitter, Facebook, Blogs, Instagram and website. With support from MCE, we will share the excellent research undertaken by University staff to tackle climate change.	• Visibility • Availability	Across the academic year 2020 / 2021	**£500** Design work and event promo	Staff, Student and external views	Increase the current website click rate of 40,000 in 2020/2021 by at least 10% and increase our followers to our other media platforms Create new pages linking with each of the Environmental Strategy workstreams
Visible fixed sustainability Signage	• Visibility	Installation across the academic year completed by 2020	**£4,000** Highlighting heat pumps, district heating network	Staff, Student and external views	Design fixed signage for the heat pump, district heating fitting for the locations.
Energy Event	• Visibility • Action • Relationships	Within the academic year 2020 / 2021	**£5,000** Design and Promo Event Running Incentives/awards	Staff, Student	Delivers a measured energy saving.
School/Dept Environmental Footprint Initiative With support from MCE.	• Action • Relationships	Within the academic year 2020 / 2021	**Staff time to deliver**	Staff, Student	Sustainability footprints available for each dept. to increase sustainability exposure.