

SUSTAINABILITY COMMUNICATION PLAN 2021/22

This Annual Communications and Engagement Plan sits beneath 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 different priorities to be focussed on. The focus for 2021/22 will be to **increase staff and student engagement with reducing their department's environmental footprint**. To reflect this, the activities planned for the year are weighted towards achieving this objective.

Considerations will need to be factored into communications relating to the impact of Covid-19. For example, car sharing might be limited due to the situation of putting individuals in close proximity to each other in an enclosed space.

ACTIVITIES WEIGHT

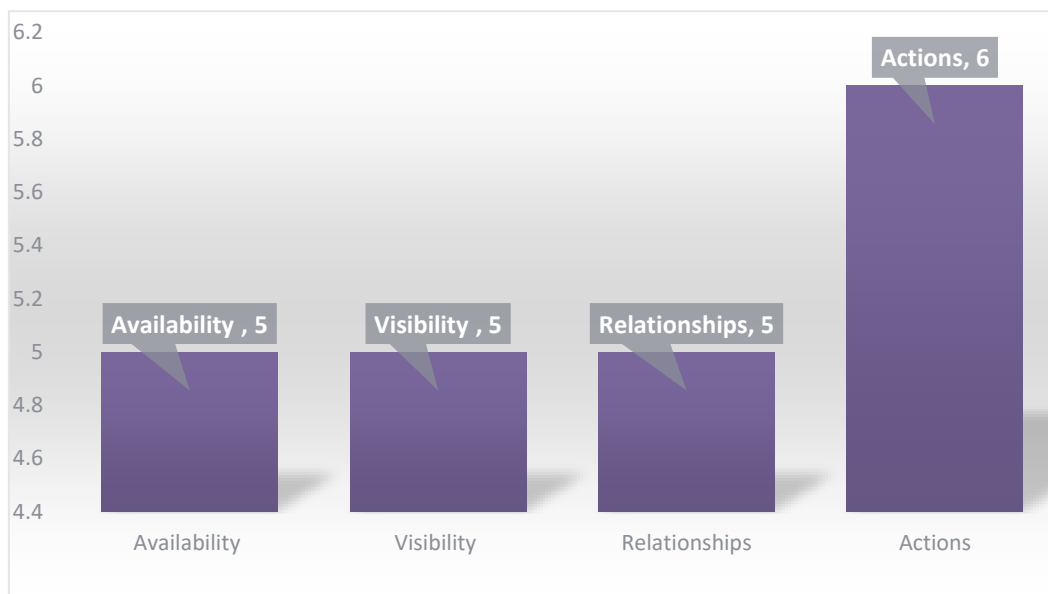


Figure 1 - Number of actions planned for 2021/212 that deliver against each core objective.

GENERAL

- Promotion of sustainability as one of the guiding principles of the new University Strategy
- Promotion of the 6 Environmental Strategy workstreams launched in 2020/21, covering the following areas:
 - Zero carbon
 - Waste & resources use.
 - Biodiversity
 - Community & civic engagement
 - Education for Sustainable Development
 - Catering and Campus Commerce
- Consideration of a re-brand/re-launch of the JUMP activities-based rewards platform.
- Consideration of a re-brand/re-launch of the Sustainability Matters newsletter, working with MCE to achieve greater coverage.
- Promote the publication of the Net Zero Carbon Plan and Waste & Resources Strategy.

ENERGY

- Seeking to increase sustainability actions associated with each department, plus helping departments understanding their own environmental footprints.
- Continue working with MCE to run campaigns in order to drive this engagement.
- Supporting events leading up to the COP26 climate conference that is being held later in the year in the UK.
- Production of stories about what the £3.4million grant from Salix Finance has been spent on, and what it has achieved, will be disseminated throughout the early part of 2021/22.

RECYCLING / WASTE MANAGEMENT

- Focus on the importance of the principles of the waste hierarchy; reducing waste before thinking about re-use and recycling. Linked to procuring goods and services in a circular economy.
- Launch of the new Waste Strategy being published by September 2021.

SUSTAINABLE TRAVEL

- Promoting alternative modes of transport from the car.
- Promoting the biennial travel survey.
- Working with public transport and cycling connections within Reading.
- Lift share to be further promoted once Covid-19 allows this messaging.

ENERGY AND ENVIRONMENTAL MANAGEMENT SYSTEM

Annual compliance responsibilities matrices will again be produced for each School/Function. This aims to ensure they remain aware of their legal and Environmental Management System compliance responsibilities and are able to discuss and act upon them.

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

- Promoting any updates to the Energy and Environment Policy (due in July 2021).
- ISO underpinning everything that we do in sustainability and across parts of the University.

Sustainability Services

Annual Communication and Engagement Plan 2021/22

Activity	Core Objectives	Dates	Budget	Target Audience	Success
<p>Green Festival 2021</p> <p>A programme of events to engage and inform staff and students</p>	<ul style="list-style-type: none"> • Visibility • Action • Relationships 	<p>October /November</p> <p><i>(potentially earlier to fall pre-COP26)</i></p>	£3,000	<p>Interested students.</p> <p>Environmental academics</p> <p>Interested staff.</p>	<p>A good attendance to events at the Festival across campus or online. From both staff and Students.</p>
<p>JUMP engagement platform</p> <p>Potential re-brand/re-launch</p>	<ul style="list-style-type: none"> • Visibility • Availability • Action 	<p>Delivered by end of June 2022</p>	£19,900	<p>University staff community</p>	<p>Increase on the 25% of staff sign ups by 5% in 2021 to 30%</p> <p>Lift share element to the platform to be introduced once Covid-19 risk reduced</p>
<p>Sustainability Matters newsletter</p> <ul style="list-style-type: none"> • Termly for students • Monthly for staff <p>Potential re-brand/re-launch</p>	<ul style="list-style-type: none"> • Availability • Visibility 	<p>Monthly / Termly</p>	£1,000	<p>Interested students</p> <p>Interested staff</p>	<p>Develop the mailing list to target 20% of all staff and 200 additional students.</p> <p>Increased input from Environmental Strategy workstream leads</p>

<p>Monthly / Termly meetings with key teams / student groups and lectures</p>	<ul style="list-style-type: none"> Relationships Action 	<p>Regularly through the year</p>	<p>Staff time to deliver</p>	<p>Key internal stakeholders. Key student reps. UPP.</p>	<p>Min. 2 lectures a year to students to promote internal sustainability work.</p>
<p>Social media 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.</p>	<ul style="list-style-type: none"> Visibility Availability 	<p>Across the academic year 2021 / 2022</p>	<p>£500 Design work and event promo</p>	<p>Staff, Student and external views.</p>	<p>Achieve a website click rate of 40,000 in 2021/22 as per 2019 levels. Increase exposure to the Environmental Strategy workstreams. Increase our 2000 followers on Twitter to 2500. And our 600 followers on Instagram to 1000.</p>
<p>School/Dept Environmental Footprint Initiative Production of local environmental footprints</p>	<ul style="list-style-type: none"> Action Relationships 	<p>Within the academic year 2021 / 2022</p>	<p>Staff time to deliver</p>	<p>Staff, Students</p>	<p>Environmental footprints available for each dept. to increase sustainability exposure. Starting with SMPCS Dr Carbon group and SCFP LEAF program.</p>
<p>Sustainable Travel campaign Promoting alternative to car Promotion of travel survey</p>	<ul style="list-style-type: none"> Visibility Availability Action 	<p>Across the academic year 2021 / 2022</p>	<p>£5,000</p>	<p>Staff, Students</p>	<p>University achieves 2022 sustainable travel target, as measured through biennial travel survey</p>