Environmental sustainability communication and engagement plan

Aim

We want everyone to feel part of the solution, and recognise that every action, however small, can make a difference towards reducing environmental impact.

This should be done by using the go! campaign to embed the sustainability messaging into communications coming from across UoN.

- o To demonstrate and raise awareness of commitment and action at the highest levels of the university.
- o To showcase how an individual and collective commitment to sustainability makes a tangible impact.
- o To identify how on-the-ground actions will contribute to sustainability goals.

Objectives

- To demonstrate and raise awareness of commitment and action at the highest levels of the university.
- Increase engagement by staff and students in sustainability initiatives, actions and events.
- Increase sustainable behaviour to meet our environmental targets. E.g. energy, waste, travel etc.
- Increase the number of people who are aware of how they can be involved in UoN's sustainability work.

Alongside the objectives we will keep in mind that we want to:

- Improve staff and student wellbeing
- Support the student experience
- Drive cost efficiency
- Maintain engagement in our existing communications and engagement programme
- Increase feelings of nature connection

Audiences

Audiences	Message	Channels
Students	Awareness of the university's work on sustainability Engagement with events and content Make a change, make a difference	Central student comms channels (student news, in-term newsletters, student Instagram accounts, digital screens) Student halls emails and newsletters, posters

		Sustainability team channels (sustainability newsletter, website, social media) In person events Student's Union channels
Staff	Awareness of the university's work on sustainability Engagement with events and content Make a change, make a difference	Central staff comms channels (Campus News, staff newsletters, intranet (coming soon) Sustainability team channels (sustainability newsletter, website, social media)
Prospective students	Awareness of the university's work on sustainability	Marketing materials, social media activity, media presence
Alumni	Awareness of the university's work on sustainability Engagement with events and content	CARO channels (newsletters, engagement events) Media presence and social media activity
Community/civic audiences	Awareness of the university's work on sustainability Engagement with events and content	Advocacy channels, engagement events, general public-facing social media and media channels
Political audiences	Awareness of the university's work on sustainability	Advocacy channels, engagement events, general public-facing social media and media channels

Strategy

There is a strong existing strategy for communicating the key messages, updates and engagement opportunities for our staff and student audiences. This includes a forward plan of activity and teams across the university are connected appropriately where there is an opportunity to optimise content on central university channels.

This strategy builds on that existing foundation.

Forward planning

The calendar of events is managed within the sustainability team, but we can increase visibility and engagement by feeding in key milestones to the external relations forward planning process through link up between Head of Sustainability and Deputy Director of Communications and their teams

Key milestones or announcements will be reviewed based on the following criteria:

- Is this something that is newsworthy? Either on a national or regional scale, or if there is potential for more specialist or sector interest.
- Is this something that our staff or current student audiences need to know about? Either for information, to increase engagement in events or **take action**.
- Is there additional content that could be created to develop something that engages our social media audience?
- Is this an achievement that should be included in our marketing activity around sustainability?
- Would this be of interest to our civic or political audiences?

Centrally, the focus will be on 'big moment' milestones like Sustainability Action Week, COP conferences, THE Impact Announcement or league table achievements which will have dedicated comms planning, within these will be clear call to actions so that we can drive and realise positive sustainable behaviours. We will also focus on timely moments (e.g. World Environment Day) to promote our relevant strengths, accolades and research and to encourage action.

Consistent messaging

We will use the go! campaign toolkit, the campaign story and messaging hierarchy to develop messaging and supporting calls to action.

The sustainability strategy should be communicated to staff and students through internal communications with ongoing progress updates.

We will highlight relevant elements from environmental sustainability teaching and embedding sustainability in teaching through marketing collateral and communications for prospective students.

There will be a regular drum beat of content on sustainability channels, which can also be amplified on flagship social media channels. This should include but not limited to the Sustainable Living Guide, Green Rewards, the Sustainable Nottingham Bulletin, go! Switch Off, Sustainability Inductions.

Responsibilities

Sustainability team channels

The sustainability team will continue to promote key messages across dedicated sustainability web pages, social media accounts, blog posts and newsletters.

Green Rewards is the main engagement platform that exists for staff and students, providing both information on sustainability initiatives that exist at the university and actions our community can take.

Central university channels

This content can be amplified through central university channels through the central communications team.

Evaluation

We will measure success based on:

- Increased engagement with events
- Engagement with sustainability web pages
- Number of readers of internal communications content and of newsletters
- Engagement rate on social media content and posts
- Feedback opportunities
- Media reach from coverage of sustainability research
- Sign up numbers and actions completed on Green Rewards

Increased sustainable behaviours to meet our environmental targets. E.g.

- Reduce energy use
- Reduce waste and food waste
- Increase active and sustainable business and commuting travel
- Increase connection with nature
- Save water
- Increase sustainable food uptake
- Increase sustainable purchasing
- Increase sustainability literacy
- All of the above feed into - increasing actions on Green Rewards

Some of these points may be evaluated through data and tracking, others will be through anecdotal and informal data.