



## Sustainable events and activities implementation plan 2023/2024

Summary of communication and engagement activities planned by the Sustainability Team in conjunction with others.

Month	Activities	Objectives	Measure of success	Budget	Responsibility
September	<ul style="list-style-type: none"> <li>Welcome/Welcome Back</li> </ul> <p><b>Audience:</b> New and returning students</p>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>Saving energy in halls with Go! Switch Off Halls Competition</li> <li>Education on how to live sustainably as a student and take action with:               <ul style="list-style-type: none"> <li>Sustainable living guide</li> <li>Green Rewards</li> </ul> </li> <li>Get involved by representing your hall as a sustainability ambassador</li> </ul> <p><b>Raise Awareness:</b></p> <ul style="list-style-type: none"> <li>Work and research of the university on climate issues.</li> <li>University environmental targets</li> <li>How to get involved</li> </ul>	<ul style="list-style-type: none"> <li>Increase in students signed up to Green Rewards</li> <li>Increase in students signed up to Sustainability newsletter</li> <li>Increase in followers on social media</li> <li>Recruitment of student sustainability ambassadors</li> </ul>	<p>£50 prize for Green Rewards Sign Up competition</p> <p>Freebies</p>	Sustainability Team (ST)
October	<ul style="list-style-type: none"> <li>Welcome/Welcome Back (as above)</li> <li>Brighten Up</li> <li>Liftshare Week</li> </ul> <p><b>Audience:</b> Staff and students</p>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>As above</li> <li>Safe cycling into the winter</li> <li>Sustainable commuting for staff, saving money and CO2</li> </ul> <p><b>Raise Awareness:</b></p> <ul style="list-style-type: none"> <li>Impact of travel on environment</li> </ul>	<ul style="list-style-type: none"> <li>As above</li> <li>Increase in followers and engagement on social media</li> <li>Entries in Brighten Up competition</li> <li>Increase in signups to Liftshare</li> </ul>	<p>£100 prize for Brighten Up competition</p>	Sustainability Team



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November	<ul style="list-style-type: none"> <li>Climate Action Week for COP (separate comms plan)</li> <li>Go! Switch off halls energy competition</li> </ul> <p><b>Audience:</b></p> <ul style="list-style-type: none"> <li>Staff and students,</li> <li>student in halls</li> </ul>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>How to get involved and take positive actions for the planet</li> <li>Responsible energy consumption</li> </ul> <p><b>Raise Awareness:</b></p> <ul style="list-style-type: none"> <li>Work and research of the university on climate issues.</li> <li>University environmental targets</li> <li>Community action</li> </ul>	<ul style="list-style-type: none"> <li>Number of pledges made and increased actions taken on Green Rewards</li> <li>Webpage hits</li> <li>Attendance at events</li> <li>Increased signups to newsletters</li> <li>Increased engagement on social media</li> <li>Decreased energy consumption in halls</li> </ul>	£1,000 halls prize, 50/50 ST and ResX	<p>Sustainability Team and Institute for Policy and Public Engagement</p> <p>ResX</p>
December	<ul style="list-style-type: none"> <li>Go! Switch off for Christmas</li> </ul> <p><b>Audience:</b> Staff and students, student in halls</p>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>Taking responsibility for ensuring areas are turned off over Christmas Break</li> <li>Responsible energy consumption</li> </ul> <p><b>Raise Awareness:</b></p> <ul style="list-style-type: none"> <li>How to save energy and save money</li> </ul>	<ul style="list-style-type: none"> <li>Increased number of Switch Off actions completed on Green Rewards</li> <li>Decreased energy consumption over Christmas on campus and in halls</li> </ul>		Sustainability Team
January	<ul style="list-style-type: none"> <li>Sustainable Resolutions</li> <li>Veganuary</li> </ul> <p><b>Audience:</b> Staff and students</p>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>Green Rewards</li> <li>Sustainable living guide</li> </ul> <p><b>Raise Awareness:</b></p> <ul style="list-style-type: none"> <li>The biggest changes individuals can make for the planet</li> <li>How diets contribute to climate change</li> </ul>	<ul style="list-style-type: none"> <li>Number of Sustainable Resolutions made on Green Rewards</li> <li>Webpage and blog hits</li> </ul>		<p>Sustainability Team</p> <p>Catering</p> <p>Student groups</p>



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February	<ul style="list-style-type: none"> <li>Go! Greener Halls competition - Waste</li> </ul> <p><b>Audience:</b> Staff and students, student in halls</p>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>Responsible consumption and waste disposal</li> </ul> <p><b>Raise Awareness:</b></p> <p>University environmental targets</p>	<ul style="list-style-type: none"> <li>Decreased general waste and increased recycling rates in halls</li> <li>Attendance at events</li> <li>Increased engagement on social media</li> </ul>	£1,000 halls prize, 50/50 ST and ResX	Sustainability Team and ResX
March	<ul style="list-style-type: none"> <li>Sustainability Action Week (Separate comms plan)</li> <li>Food Waste Action Week</li> <li>Go! Greener Halls competition – Waste</li> <li>Go! Switch Off for Easter</li> <li>BHF Pack for Good Spring clean campaign</li> </ul> <p><b>Audience:</b> Staff and students</p>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>How to get involved and take positive actions for the planet</li> <li>Green Rewards</li> <li>Too Good To Go</li> <li>Responsible waste and consumption</li> <li>Taking responsibility for ensuring areas are turned off over Easter Break</li> <li>Responsible energy consumption</li> </ul> <p><b>Raise Awareness:</b></p> <ul style="list-style-type: none"> <li>Work and research of the university on climate issues.</li> <li>University environmental targets</li> <li>Impact of food and waste on environment</li> </ul>	<ul style="list-style-type: none"> <li>Increased signups to Green Rewards</li> <li>Pledges made and actions taken on Green Rewards</li> <li>Webpage and blog hits</li> <li>Attendance at events</li> <li>Increased engagement on social media</li> <li>Magic Bags sold on Too Good To Go</li> <li>Decreased energy consumption in halls</li> <li>Increased number of Switch Off actions completed on Green Rewards</li> <li>Decreased energy consumption over Easter on campus and in halls</li> <li>Number of BHF bags collected and money raised</li> </ul>	£200 for SAW activities and events  Prizes for competitions	<ul style="list-style-type: none"> <li>Sustainability Team</li> <li>Central communications</li> <li>Careers Team</li> <li>Student societies and ESJ network</li> <li>Other student and staff groups that volunteer</li> <li>Off campus Affairs Team and BHF</li> </ul>
April	<i>No main campaigns as quieter on campus. Planning and ad hoc comms.</i>				
May	<ul style="list-style-type: none"> <li>Biodiversity &amp; wellbeing</li> <li>- No Mow May</li> <li>- Hedgehog Awareness Week</li> </ul>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>Biodiversity on campus</li> <li>Hedgehog Friendly Campus work</li> <li>Campus conservation activities</li> </ul>	<ul style="list-style-type: none"> <li>Pledges made and actions taken on Green Rewards</li> <li>Webpage and blog hits</li> <li>Attendance at events</li> </ul>		<ul style="list-style-type: none"> <li>Sustainability Team</li> <li>Grounds Team</li> </ul>



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	<p><b>Audience:</b> Staff and students</p>	<p><b>Raise Awareness:</b></p> <ul style="list-style-type: none"> <li>• Global decline of nature</li> <li>• Actions for nature:             <ul style="list-style-type: none"> <li>- No Mow May at home</li> <li>- Wildlife gardening</li> <li>- Citizen Science</li> </ul> </li> <li>• Link between nature and mental health</li> </ul>	<ul style="list-style-type: none"> <li>• Increased engagement on social media</li> </ul>	<ul style="list-style-type: none"> <li>• Hedgehog Friendly Campus Group</li> </ul>	
June	<p><b>Transport and travel</b></p> <ul style="list-style-type: none"> <li>• Bike Week / Better transport week</li> <li>• Clean Air Day</li> <li>• World Environment Day</li> <li>• Pack for Good – moving out campaign</li> </ul> <p><b>Audience:</b> Staff and students</p>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>• Cycling schemes</li> <li>• Sustainable commuting and travel options, saving money and CO2</li> <li>• Responsible waste management</li> </ul> <p><b>Raise Awareness:</b></p> <ul style="list-style-type: none"> <li>• Impact of travel on environment</li> <li>• Benefits to health</li> </ul>	<ul style="list-style-type: none"> <li>• Webpages and blog hits</li> <li>• Increase in take up of travel passes</li> <li>• Increase in signups to Liftshare</li> <li>• Number of BHF bags collected and money raised</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainability Team</li> <li>• Off campus Affairs Team and BHF</li> </ul>	
July	<p><b>Plastic Free July</b></p> <p><b>Audience:</b> Mainly staff, Postgraduate students</p>	<p><b>Promote:</b></p> <ul style="list-style-type: none"> <li>• Refuse, Reuse, Recycle:             <ul style="list-style-type: none"> <li>- Latte levy</li> <li>- Water fountains</li> <li>- Pen recycling</li> </ul> </li> <li>• Green Rewards</li> <li>• Responsible waste management</li> </ul> <p><b>Raise Awareness:</b></p> <ul style="list-style-type: none"> <li>• Impact of waste on environment and health, link to fossil fuels</li> </ul>	<ul style="list-style-type: none"> <li>• Pledges made and actions taken on Green Rewards</li> <li>• Webpage and blog hits</li> <li>• Attendance at events</li> <li>• Increased engagement on social media</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainability Team</li> <li>• Retail team</li> </ul>	
August	<p><i>No main campaigns as quieter on campus. Planning for Welcome and students return. Ad Hoc comms.</i></p>				