

## **Staff and Student Engagement & Behaviour Change Strategy 2017-2023**

### **INTRODUCTION**

Communication plays a central role in delivering all aspects of Sustainability, helping staff and students to understand the key issues involved in a range of sustainability issues, what the University is setting out to achieve, what actions we can take as individuals, as well as encouraging sustainable behaviours.

### **AIMS**

- Support and promote to staff and students the University's sustainability aims within the Vision and Strategy and its 2015 Green Capital pledges.
- Communicate to and support staff and students in the delivery of the University's sustainability policy aims, as well as the delivery strategies.
- Communicate to staff and students the meaning and implication of the UN's Sustainable Development Goals (SDG's) and how they apply to the University.
- Raise staff and student awareness in relation to sustainability with the aim of encouraging learning around sustainability leading to more sustainable behaviours in the workplace and wider community.
- Create communication channels that allow feedback and enable staff and students to develop their own sustainability agenda.
- Promote the University's aspirations and actions on sustainability to the wider sector and public community.
- Create a physical and learning environment that facilitates our students to become global citizens when they graduate.

### **SCOPE**

All university staff and students, with an interface to the wider external community covering the period 2018 to 2022.

### **OBJECTIVES**

- Run initiatives to raise awareness around a range of sustainability issues as set out in the University's Sustainability Policy and UN's SDG's.
- Provide staff and student training/skills programs.
- Delivery of behaviour change campaigns relating to sustainability issues.
- Produce regular sustainability updates for internal and external audiences.

## **TARGETS**

- See an annual increase to more sustainable behaviours as noted within the sustainability segmentation survey over the next 5 years.
- Year on year growth of staff and students trained in sustainability over the next 5 years.
- Investigate how to record impacts of behaviour change campaigns and see a reduction in energy use and waste produced as a result.

## **ACTIONS**

- Run sustainability skills training for staff and students.
- Run waste and resource management, as well as energy behaviour change campaigns.
- Run awareness and behaviour change campaigns to support other sustainability strategies including procurement, transport, water and sustainable labs.
- Run sustainability and behaviour change projects within the University's halls of residence.
- Recruit student volunteers to increase learning and assist with delivery of behaviour change campaigns.
- Run Green Impact Offices and Labs schemes.
- Assist student sustainability groups to deliver specific projects.
- Produce an annual sustainability report.
- Produce regular case studies and stories on sustainability activity.
- Produce an annual action plan for communications.
- Carry out sustainability segmentation surveys of staff and students.