



Sustainable events and activities implementation plan 2024/2025

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



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<p>November</p>	<ul style="list-style-type: none"> Go! Switch off halls energy competition <p>Audience:</p> <ul style="list-style-type: none"> student in halls 	<p>Promote:</p> <ul style="list-style-type: none"> Responsible energy consumption – hierarchy of savings How to get involved and take positive actions for the planet <p>Raise Awareness:</p> <ul style="list-style-type: none"> How to save energy and money wherever living 	<ul style="list-style-type: none"> Decreased energy consumption in halls Energy dashboard hits Webpage hits Increased signups to newsletters Increased engagement on social media 	<p>£1,000 halls prize, 50/50 ST and ResX</p> <p>£20 voucher raffle prize for survey</p>	<p>Sustainability Team, ResX, Student Living</p>
<p>December</p>	<ul style="list-style-type: none"> Go! Switch off for Christmas <p>Audience: Staff and students, student in halls</p>	<p>Promote:</p> <ul style="list-style-type: none"> Taking responsibility for ensuring areas are turned off over Christmas Break Responsible energy consumption Sustainable Christmas/Holidays Mindful use of heaters <p>Raise Awareness:</p> <ul style="list-style-type: none"> How to save energy and save money Share tips on socials on how to celebrate Christmas sustainably 	<ul style="list-style-type: none"> Increased number of Switch Off actions completed on Green Rewards Decreased energy consumption over Christmas on campus and in halls News story hits 		<p>Sustainability Team</p>
<p>January</p>	<ul style="list-style-type: none"> Sustainable Resolutions Veganuary Launch new staff e-learning module <p>Audience: Staff and students</p>	<p>Promote:</p> <ul style="list-style-type: none"> Green Rewards Sustainable living guide eLearning module <p>Raise Awareness:</p> <ul style="list-style-type: none"> The biggest changes individuals can make for the planet, personally and at the university Share some easy but impactful sustainable resolutions Share information about diet and climate change Share plant-based recipes or links to it. 	<ul style="list-style-type: none"> Number of Sustainable Resolutions made on Green Rewards Webpage and blog hits Number of learners who complete the eLearning and make a pledge. 		<p>Sustainability Team Catering Student groups Learning and development</p>



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



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



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		<ul style="list-style-type: none"> Life span of plastic and its impact on oceans and marine life. 			
August	<i>No main campaigns as quieter on campus. Planning for Welcome and students return. Ad Hoc comms.</i>				
All year	<p>Wilding Campuses project</p> <p>Audience: Mainly students but also staff, in particular those from backgrounds traditionally more disconnected with nature.</p>	<p>Promote:</p> <ul style="list-style-type: none"> Events and activities to facilitate nature connectedness Hands on improvements to campus biodiversity Opportunities to develop skills <p>Raise Awareness:</p> <ul style="list-style-type: none"> Benefits of green spaces and nature to mental and physical health The nature crisis and practical action to combat it 	<ul style="list-style-type: none"> Number of attendees at events Feedback from completed surveys Measures of biodiversity improvements 	Externally funded	<ul style="list-style-type: none"> Sustainability Team and external partners Internal stakeholders