



Sustainability Communications & Engagement Plan

2022-25



Background

In 2018, the University of Worcester became one of the first universities to sign the United Nations Sustainable Development Goals Accord, pledging to work towards a more sustainable future. The University was also among the first to declare a climate emergency, and to commit to a net-zero carbon target by 2030 for both direct and indirect carbon emissions.

The University's commitment to sustainability is deep-seated, evidenced by the fact that it has been consistently ranked among the most sustainable in the UK. The University has received numerous awards, including the Green Gown Awards.

The University takes a 'whole university' approach to sustainability, from the development of its curriculum to the purchasing of goods and services, research and consultancy and has mapped its work to the SDGs through the publication of its annual review, clearly demonstrating its commitment and support for social responsibility, environmental sustainability and carbon emissions reduction to its students, staff and to the wider community.

Higher education institutions have an exciting opportunity to inspire, educate and develop generations of students and staff who will take their education and personal responsibility to the University of Worcester. We will instil a sense of ownership and pride.

Communications should help staff to understand how to embed Social Responsibility and Development principles as a core part of their daily working, teaching and research processes, encourage students to make day-to-day lifestyle changes and become advocates and ambassadors for change.

Effective communication is essential to enhance the University's position as a sustainable institution, to manage the environmental and social impact of our actions and to position the University as the destination of choice for students and staff seeking a distinctive environment and culture.

Students

Staff

Partners – to include schools, colleges, health trusts, businesses, and charitable organisations

Contractors, sub-contractors, and suppliers employed to carry out work or provide goods and services for the University

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The University engages closel

Is the University community aware of how the University is minimising its impact on climate overheating and increasing its sustainability credentials?

What are students and staff doing to help reduce carbon or impact positively on society?

How can we work with them and help them to do more?

Have the awareness levels increased?

Have students and staff become more motivated to try to reduce their contribution to climate overheating?

We will continue to collect data and publish results of our projects and programmes so trends over time can be monitored and to measure their effectiveness.

The press cuttings/internet coverage will also be collected and evaluated to ensure that the correct message is going out and is published in the right publications.

Ongoing	Students/Staff/ Community	Worcester News press coverage	Maintain an elevated level of local press coverage	coms/KB
Ongoing	Students/Staff/ Community	BBC Hereford and Worcester Radio	More than two interviews on local radio	coms/KB
Ongoing	Students/Staff/ Community	National/Sector wide coverage	At least two sector/national items.	coms/KB/HB
May/June	Students/Staff/ Community	Green Gowns and Green Apples applications	2 Green Apples and 1 Green Gowns shortlisting ceremonies normally held Nov and April.	KB/coms
Term Time	Staff/Students/Community	Prioritise Fairtrade as normal for major on campus events and assisting a community group obtain Fairtrade status	Fairtrade – raising awareness/promotion	PK
Term Time	Staff/Students/Community	Maintain Gold HedgeHog friendly Campus status	Being Hedgehog Friendly	PK