

# Sustainability Communication and Engagement Plan

Staff, Students and the local community

2019-2021 (2020 update)



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## Introduction

The purpose of this Communication and Engagement Plan is to support implementation of the University's Sustainability Strategy 2016-20, through accessible, effective and engaging communications within our student, staff and wider communities. The plan provides a framework on which we organise and deliver our engagement schemes across the eight core theme areas of our Sustainability Strategy. The plan sets out SMART objectives and targets for key communications, tracking progress annually to measure impact and supporting continual improvement under our [ISO14001 environmental management system](#).

At Swansea University, we recognise it is vital our students, staff and the wider community understand how they can individually and collectively contribute to environmental and social impacts. That is why we have a mission to “equip staff and students with the knowledge, skills and confidence to create a more sustainable future (Sustainability Strategy 2016-2020, Theme 8, Knowledge and Skills).

We have translated our strategy themes from organisational opportunities like “Lower Carbon” into personal challenge areas as follows:



The Sustainability Team of 12 full-time staff, all play an active role in engaging students, staff and the wider community in sustainable behaviour change through a range of engagement schemes identified in this plan. The schemes are resourced and funded through the sustainability budget. We work closely with other communications and marketing teams both inside and outside the University, tailoring engagement activities so they meet the shared needs and expectations of our key stakeholders and the University.

Across these schemes, we are actively improving understanding, reducing barriers and providing triggers, rooting sustainable and positive wellbeing values into everyday behaviours, embedding long-lasting change throughout people's lives. Here are some examples of key schemes:

- Our staff [SWell programme](#) challenges and rewards staff for changing behaviours and contributing to the University **Sustainability Strategy**,
- Our [student Sustainability Award](#) provides students with involvement and oversight opportunities in **developing a more sustainable university** whilst supporting them in gaining employability skills.
- Sustaining [Carbon Management Plan](#) objectives.
- Our [Biodiversity Action Plan](#) ensures staff, students and the wider community actively engage in **campus biodiversity**, through a variety of activities including conservation and inclusion in local schools' curricula.

**NOTE:** The revised and updated Sustainability Strategy is due to be adopted in spring 2021. The current Sustainability and Communication Plan will need a full redraft to address the Sustainability Strategy 2021 – 2026. This will be undertaken during 2021.

## 1. Sustainability Strategy objectives and targets –2019/20 progress update

The following SMART objectives and targets are set out within the University Sustainability Strategy and track progress on key communication and engagement schemes:

Objectives	Key	Target	Key Sustainability Indicator (KSI)	Management Review update
<b>Culture and Community</b>				
<b>Support a culture of engagement and collaboration around sustainability issues within our local and wider community.</b>				
1. Induct, train and support staff to conduct their activities in an environmentally responsible manner	<b>CC1</b>	At least 50% of staff registered on the University's Sustainability engagement portal (SWELL) by July 2020	Number of staff registered on Engagement portal pa	<b>Not achieved.</b> A total of 1365 members of staff (around 46% of total staff members) were signed up to the SWell programme on 27th July 2020.
2. To raise awareness of sustainability issues and to communicate sustainability achievements to students, staff and other stakeholders	<b>CC2</b>	To hold at least 12 sustainability events, workshops or campaigns for students and staff in 2019/20	Number of discreet corporate sustainability initiatives pa	<b>Achieved.</b> At least 3 sustainability events, campaigns or workshops were held each month during the 2017-18 academic year. Over 36 events in total.
3. To reduce environmental emissions and discharges by improving the University's monitoring and maintenance plan.	<b>CC3</b>	Achieve full legal compliance on environmental emissions and discharges.	Number of legal non compliances per annum	<b>Achieved.</b> No legal non-compliances recorded.  1. Internal audit plan completed and area inspections (lab/workshops) undertaken across all Colleges. 2. Compliance monitoring ongoing. 3. Review of Quemis model applicability ongoing 4. Local monitoring plans being developed through A&I registers and plan to develop with key contractors.

	<b>CC4</b>	Develop processes to use the chemical inventory system to improve the procurement of chemicals by July 2020	Number of colleges and Schools using the process for chemical procurement	<p><b>Achieved within boundaries.</b></p> <p>Quartz implemented in the Colleges (alternative chemical management system being developed for SUMS) and training of staff continuing during 20/21.</p> <p>Quartz cannot be utilised for procurement however, some colleges have developed interaction modules But, there has been a more steam lined approach being taken in past year (2020).</p>
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## Knowledge and skills

### Equip staff and students with the knowledge, skills and confidence to create a more sustainable future.

4. To support student employability and development of skills and knowledge via the sustainability programme of work	<b>KS1</b>	At least 500 students to be registered to the University Sustainability Award in year 2019/20	Number of students signed up to the Swansea University Sustainability Award pa	<p><b>Achieved.</b></p> <p>547 students in 2017/18 (as of October 2018 this stands at 707).</p>
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## 1.1 Sustainability Strategy objectives and targets – forward plan for key communication and engagement schemes 2019/20

Objective	Key	Target	Key Sustainability Indicator (KSI)	Plan (further reference)	Responsible Person(s)
<b>Culture and Community</b>					
10. Induct, train and support staff to conduct their activities in an environmentally responsible manner	<b>CC1</b>	At least 60% of staff registered on the University's Sustainability engagement portal (SWELL) by July 2020  Increase % staff engaged with SWell on a weekly basis	Number of staff registered on Engagement portal pa  % of SWell users active on a weekly basis	Swansea University Sustainability communications & engagement plan	Environment Officers & Teifion Maddocks (Sustainability & Staff Wellbeing Officer)
11. To raise awareness of sustainability issues and to communicate sustainability achievements to students, staff and other stakeholders	<b>CC2</b>	To hold at least 12 sustainability events, workshops or campaigns for students and staff in 2019/20	Number of discreet corporate sustainability initiatives pa	Swansea University Sustainability communications & engagement plan  Annual Sustainability Calendar  Annual Sustainability training plan	Sustainability Team
12. To reduce the impact of the University's environmental emissions and discharges	<b>CC3</b>	Achieve full legal compliance on environmental emissions and discharges	Number of legal non compliances pa	Swansea University EMS Action Plan	Hayley Beharrell (Environment Officer) and EMS team
13. To support ongoing continuous improvement in the	<b>CC4</b>	To continue to embed and improve the Environmental	Addition of new buildings/sites pa into EMS scope	Swansea University EMS Action Plan	Hayley Beharrell (Environment

University's management of environmental aspects		Management System across the University	Proportion of Colleges/PSUs with discreet Sustainable Action Plans (SAPs)		Officer) and EMS team
<b>Knowledge and skills</b>					
14. To support student employability, develop skills and knowledge via the sustainability programme of work	<b>KS1</b>	At least 500 students to be registered to the University Sustainability Award in year 2019/20	Number of students signed up to the Sustainability Award pa  Number of students achieving the Sustainability Award pa	Swansea University Sustainability communications & engagement plan	Teifion Maddocks (Sustainability and Wellbeing Officer), Victoria Lewis (Sustainability Officer) and Rhia Cullen (Environment and Sustainability Assistant), Students and Peripatetic Environment Officers



## 2. Communication & Engagement Channels

### 2.1 Staff and student engagement with sustainability strategies, policies and management plans

Swansea University recognises the importance of staff and student involvement in the development of sustainability strategies and policies, and monitoring of progress against their objectives. The University therefore provides the following opportunities to do so:

Committee	Membership	Opportunities of contribution
Corporate Responsibility (Safety Health, Sustainability & Resilience) Committee	University Registrar Head of Sustainability and Staff wellbeing Head of Health & Safety Head of Resilience and Business Continuity Trade Union reps (UCU, Unite & Unison), College/ Professional Services Units (PSU) Heads or Associate Head Student Union reps	Development and approval of Sustainability Strategy, Policy and environmental management system e.g. Carbon Management Plan. Review of the progress of Sustainability Strategy, Policy and and environmental management system e.g. Carbon Management Plan.
College/PSU Corporate Responsibility Committees	Head of College/PSU Heads, Associate Head of College/PSU Manager Departmental staff representation College/PSU student representation and/or Students Union representation for PSUs	Input into the Sustainability Strategy and Policy. Development, implementation and monitoring of sustainability action plans. Input into the arrangements and monitoring of EMS-provision at College/PSU-level
EMS & SWell (Sustainability & Wellbeing) Group	Sustainability team Environmental coordinators from the Colleges/PSUs, Students Union Environment Officer	Discuss the implementation, maintenance and performance of the EMS. Devise and promotes initiatives to inform interested parties about the EMS and plan sustainability initiatives to be implemented in Colleges & PSUs. Aid the EMS co-coordinators to regularly review and improve the EMS provisions. Ensure effective liaison between Corporate Responsibility and Colleges/PSUs for the implementation of the EMS.
Sustainable Travel Working Group	Rep from My Uni Hub Students Services Local authorities Swansea & Neath Talbot Local cycling charities (Wheel ride/Sustrans) Arriva trains & GWT trains	Development of Sustainable Travel Plan. Review of the plan based on progress against the sustainable travel targets. Development & review of procedures.

	Students Union	
Biodiversity Working Group	Students Union, Conservation and Ecology Society Staff from Bioscience department Grounds Manager Projects Officer Technical Services Officer Biodiversity Officer Head of Sustainability & Staff Wellbeing	Development of Biodiversity Action Plan. Review of the plan based on progress against the biodiversity targets, development & review of procedures.
Sustainable Procurement Working Group (inc ethical investment)	Students Union (Welfare officer) Procurement Officer Sustainability & Wellbeing Officer Head of Sustainability & Wellbeing	Development of Sustainable Procurement Policy, Ethical Investment Policy and Sustainable & Healthy Food Policy. Review of the policies based on progress against the sustainable procurement targets. Monitor the progress of sustainable & healthy food action plan. Review of procedures. Student and staff route to make representations regarding ethical investment at the University
Waste Stakeholder Group	Environmental Coordinators/building managers Students Union and student reps Waste contractors (Veolia) Waste & Recycling Officer Environmental Manager	Development of waste management plan and the review of the waste management based on progress against the waste targets. Devise and promotes initiatives to inform interested parties about the biodiversity and plan initiatives for engagement

## More - Swansea University communication streams and channels used for sustainability engagement

Website	Social Media	Newsletters	Online Platforms (Internal)	Other Platforms (Internal)	Other Tools
<ul style="list-style-type: none"> <li>• Permanent information / news</li> <li>• <a href="http://swell.teamjump.co.uk/">http://swell.teamjump.co.uk/</a></li> <li>• <a href="http://www.swansea.ac.uk/sustainability/">http://www.swansea.ac.uk/sustainability/</a></li> </ul>	<ul style="list-style-type: none"> <li>• News, Events, Achievements</li> <li>• Facebook</li> <li>• Twitter</li> <li>• Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• Updates, news, events, achievements, Invites</li> <li>• SWell (Sustainability and Wellbeing)</li> <li>• Staff Newsletters</li> <li>• Student newsletter (<a href="http://studentnewsletter.swan.ac.uk/send-us-a-story-2">http://studentnewsletter.swan.ac.uk/send-us-a-story-2</a>)</li> <li>• Estates newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• TV screens and Electronic Posters</li> <li>• CR staff and student handbooks</li> <li>• CR noticeboards</li> <li>• Staff and students training around environmental management system</li> <li>• Staff intranet</li> <li>• Yammer</li> <li>• Teams</li> </ul>	<ul style="list-style-type: none"> <li>• Community Forum (<a href="https://community.swan.ac.uk/community/">https://community.swan.ac.uk/community/</a>)</li> <li>• Sharepoint</li> <li>• SWell portal (<a href="http://www.swell.teamjump.co.uk/">http://www.swell.teamjump.co.uk/</a>)</li> <li>• Canvas</li> <li>• All staff &amp; student induction (online)</li> <li>• Sustainability Calender</li> </ul>	<ul style="list-style-type: none"> <li>• Personalised mailing list (Societies, College and Subject Reps, Student ambassadors, ISS student placements, college admin,</li> <li>• ISSUU</li> <li>• Skype</li> <li>• Quartzzy</li> <li>• Zoom</li> </ul>

## 2.2 Staff and student induction

Sustainability induction is part of the University's central mandatory staff induction (University Induction Seminar – ABW Course 205) The sustainability inductions are run on termly basis for all new starters. Student inductions are run every year at the start of the term and are part of the colleges' induction plans.

The following are components of all our staff and student inductions:

- Sustainability Policy
- Environmental management system targets for energy, carbon, waste & water
- Role and responsibilities of staff and students as part of EMS
- Sustainability engagement opportunities for staff through the SWell engagement programme
- Sustainability engagement opportunities for students i.e. Sustainability Award, SWell student engagement, botanical garden volunteering, conservation volunteering & Brighter Futures funding.

All staff and students have access to the Corporate Responsibility handbooks, which outlines key information related to sustainability, health & safety and security. There are two versions available: a staff or student-focused handbook. Both focus on how individuals can support embedding sustainability into their daily activities within Swansea University and where to find additional support or information on key topics.

All the students in campus residences and off campus residences receive an induction pack that includes the University's Sustainability Policy and the following information in the Green Guide

- Waste & recycling
- Energy consumption
- Water pollution
- Sustainable transport
- Green spaces
- Role of students and staff in the University's EMS.

## 2.3 Staff and student environmental sustainability campaigns

- a. **Staff SWell Programme:** SWell is a sustainability and wellbeing programme that rewards and recognises staff at Swansea University for taking positive sustainability & wellbeing actions. There are a number of activities that staff are able to engage and earn Green Points for, all of which are split into eight themes i.e. biodiversity, carbon footprints, knowhow (skills & knowledge), give & gain (community), purchases (sustainable procurement), wellbeing, journey (sustainable transport), resources (waste & recycling). Staff can also see how their departments and teams are doing on the homepage through a leader board. The leader board is automatically updated as individual staff earn Green Points. Some examples of the campaigns are:

Shop free week	Use reusable cups	Cycle Training
Getting fit at work	Travel champions trainings	Cycle maintenance trainings
Meat free Monday	Stairs over lift	Car free day
Switch it off	Pick a stick for a litter pick	Travel roadshow
One cup boiler	Annual green week	Campus bee hives
Grow your own (Polytunnels)	Guided nature trail & SSSI walks	Fairtrade week

**NOTE:** Funding has been committed to extend the Swell programme to include a student Swell engagement programme. The time frame to begin this programme is September 2021.

- b. **Student Sustainability Award:** Is an award scheme that recognises students' individual contributions to improving the sustainability & environmental performance of Swansea University. It helps students develop knowledge, skills and values that will be specifically required to contribute to the transition to the green and lower carbon job sectors. Students get opportunities to increase their transferable skills and gain experience of working on a range of projects as part of a professional team. To achieve the award students get engaged with many campaigns i.e:

Waste & energy audits	Conservation volunteering at SSSI	Earth hour
Botanical garden volunteering	Travel champions trainings	Swansea Switch Off Blackout
Waste ambassadors	Waste mascots in Summer Ball	Annual green week
Waste roadshows	Beach cleans	Arrivals & fresher's week campaigns
Sustainability workshops	End of term Donate it event	Biodiversity day (Bat walk)
Student energy project	Environmental reviews	Week of work on sustainability projects

**NOTE:** The sustainability award is currently undergoing a review. The redesigned format will be active from September 2021 and will be integrated into curricula as part of our commitments to Education for Sustainable development and the United Nations Sustainable Development Goals.

## 2.4 Enabling Staff and Students (Staff/Student led Sustainability projects)

Projects	Available funding	Initiatives
Donate it event	Sustainability Team budget	The project involves collection of cloths, crockery, food, electronics and other items from residences at the end of term from Campus residences. Helps the University with waste & recycling targets.
Green Grant Funding	Green Grants can support student societies with funding of up to £100. This funding can be used alone for a single project or can help fund a larger programme of student-led work.	Delayed due to COVID-19.
Waste free Wednesdays	Estates & Facilities budget Facilitation by Discovery	Working with the Food Swansea project, the students have built strong relationships with the community, and have developed successful partnerships supermarkets and catering outlets who provide their surplus food. All proceeds from these meals go to the charity Discovery SVS.
Staff led lunchtime activities	Facilitated by Sustainability Team	Staff led lunchtime fitness and learning opportunities (including Argentine dance sessions).

### **3. Monitoring and Evaluation**

Responsibility for the Communication and Engagement Plan lies with the Sustainability Team and specifically through the Sustainability Officer for Engagement, based in the Directorate of Corporate Responsibility. The strategy is reviewed and updated by the Sustainability Officer at the end of every academic year.

Throughout the academic year the progress towards this Sustainability Communication & Engagement plan is reviewed regularly through the EMS & SWell Group bimonthly meetings. On an annual basis, the progress against the objectives and targets outlined in Section 1 of the Plan are reported to the Corporate Responsibility Committee via the Management Review<sup>1</sup>. The results are subsequently published in the updated revision of this plan.

The next published review will be in September 2021. Please note a full review of this document will take place at the next review date due to the updated Sustainability Strategy 2021-25.

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<sup>1</sup> The Management Review encompasses the annual review of the University's environmental management system