



Swansea University
Prifysgol Abertawe

Sustainability
Cynaliadwyedd

Sustainability Communications and Engagement Plan 2022/23

Contents

Background	Page 1
Our Communications Principles	Page 3
Our Communications Objectives – 2022/23	Page 3
Our Key Audiences & Messages	Page 3
Supporters & Influencers	Page 4
Committees & Fora	Page 4
Our Key Communications Channels	Page 4
Sustainability Communications Activity Planner 2022/23	Page 5

Background

Swansea University is a leading sustainable university. The University has been top 10 of the People and Planet Green League for a number of years and aims to be a leader in sustainable development.

Sustainability is an enabling foundation of the University's [Strategic Vision and Purpose](#), which outlines its commitment to being a carbon zero university by 2035.

Swansea's [Sustainability and Climate Emergency Strategy](#) defines how we will operationalise the Sustainability Policy, committing the University to ambitious actions across four clear themes:

- [The Climate Emergency](#)
- [Our Natural Environment](#)
- [Our Working Environment](#)
- [Our Travel](#)

Embedding Sustainability

Delivering the Sustainability and Climate Emergency Strategy requires a whole institution approach. The Sustainability Team has a vital role to play in educating, influencing and inspiring our campus and local community to take action, embedding a culture of sustainability at Swansea University, and engaging staff, students and the wider community in sustainable behaviour change, to ensure we achieve our sustainable development ambitions.

The Sustainability Team is supported by the Communications and Engagement Team within the Estates and Campus Services Directorate and works collaboratively with colleagues and teams across the institution (see page 3). The Team has significant experience in delivering staff/student communications and engagement campaigns on campus and has done much to raise awareness of sustainability and environmental issues. Following the launch in 2021 of the new Sustainability and Climate Emergency Strategy, the Team carried out a review of its current approach to communications (see Appendix 1).

Plans for 2022/23

During the 2022/23 academic year, as well as general awareness raising, we also aim to focus on changing attitudes and behaviour. We plan to take a more focused and streamlined approach to communications, building on past successes, harnessing the considerable experience and expertise within the team, making best use of key communications channels such as the Sustainability webpages and social media accounts, together with the campus digital screens, to tell the University's sustainability story, whilst promoting increased engagement with existing tools such as [SWell](#) and the [Sustainability Award](#).

The overarching aim of this communications plan is to support the implementation of the Sustainability and Climate Emergency Strategy, assisting our efforts to embed sustainability into the day to day lives of students and staff at Swansea.

Our Communications Principles

- We will make optimal use of existing resources such as the Sustainability Webpages, Sustainability Social Media Channels and the Digital Signage Infrastructure on campus.
- We will consider the communications needs of students and staff on campus when developing our communications campaigns, ensuring they are well planned and researched and tailored to our various audiences.
- When planning and delivering our campaigns, we will endeavour to work in collaboration with key partners across the University including the Students' Union, Student Partnerships, Engagement and Communications Team, Strategic Communications and others.
- We will take an ethical approach to our communications, ensuring communications are timely and accurate, and that we tailor them to the needs of target audiences, ensuring they are accessible, timely and accurate, and considerate of climate anxiety.
- We will use two-way mechanisms to communicate and engage with our audiences and will seek the views of our colleagues and students in order to inform and evaluate our communications.
- We will use student champions wherever possible to help design and deliver our campaigns.
- We will make our communications attractive and eye-catching in order to cut through the communications noise.
- We will make use of digital communications platforms and tools wherever possible.
- We aim to gently nudge our community towards sustainable behaviour change.

Our Communications Objectives - 2022/23

Our communications plan supports the delivery of the Sustainability and Climate Emergency Strategy. Our overarching communications objective is:

“By July 2023, more staff and students will have an understanding of the four key themes of our Sustainability and Climate Emergency Strategy and how they can influence/work towards them”

Our Key Audiences and Messages

Audience	Key Message(s)
University staff	We're aiming to be a zero-carbon campus by 2035. Support us on our path to net zero. Log your personal Sustainability journey through SWell.
Current students	Do the right thing and boost your career prospects through the Sustainability Award. Log your personal Sustainability journey through SWell.
Prospective students	We're a leading sustainable university with ambitions to be zero carbon by 2035.
Local community	We're a leading sustainable university with ambitions to be zero carbon by 2035.
Contractors	We're aiming to be a zero-carbon campus by 2035. Support us on our path to net zero.

Supporters & Influencers

In order to achieve our ambitious communications goals, we will harness the support of colleagues and student groups across the institution:

- Student Partnership & Engagement Services Team
- Student Engagement Leads - Faculties
- Students' Union
- Estates & Facilities Management Communications Team
- Strategic Communications Team
- Corporate Marketing Team
- Contract Managers (e.g. Michelle Dene)
- Campus Life
- Sustainability Award Students
- Student Ambassadors
- Press Office
- Sustainability Awards Students
- Student Reps
- Residential Services
- Faculty leads/technical staff and academics
- Research staff/groups and PGR students

Sustainability Committees and Fora

- Sustainability Committee
- Sub-committees – faculties
- EMS groups (safety and sustainability network groups)
- Biodiversity Working Groups

Our Key Communications Channels

In order to reach our key audiences, we have identified the below key communications channels which we will use to tell our sustainability story, raise the profile and understanding of our work and inspire sustainable behaviour across the key strategy themes of climate emergency, biodiversity, our working environment and sustainable travel:

	Existing Staff	New Staff	Arriving Students	Current Students	Residential Students	Local Community	Prospective Students	Contractors	SLT	Estates Projects Team	Faculty of Engineering
Sustainability Website	X	x	x	X	x	x	x	x			
Sustainability Staff Intranet Pages	X	x									
Sustainability Newspages	x	x	x	x	x		x	x			
Sustainability Social Media	x	x	x	x	x	x	x	x			

Channels (Facebook, Twitter, Insta)												
SWell												
Campus Digital Screens	x	x	x	x								
Student Newsletter (sustainability section)												

We have also identified additional University channels below which we can access to support and amplify our communications and engagement campaigns and help us reach external and other audiences:

Celebrating Swansea Newsletter	x	x										
Yammer	x	x										
Intranet Landing Page Banners	x	x										
Student Newsletter						x						
Press Releases/University News pages												

Sustainability Communications Activity Planner – 2022/23

In order to deliver the above objectives, we have planned a calendar of communications and engagement activity targeting our key audiences over the course of the 2022/23 academic year. As well as targeting new students through pre arrivals communications, induction presentations and activities, and the student arrivals fayre, a comprehensive programme of sustainability events, we will also focus on a number of key communications campaigns, as well as a regular stream of content across our key channels. Through this Activity Planner, we will monitor and measure the engagement with events, campaigns, and activities to track our progress throughout the year.

Our full Sustainability Communications Activity Planner is **below**.

Date	Activity	Audience	Purpose/Message
August			
	Develop Sustainability Social Media Strategy and Content Plan aligned with this Sustainability Communications Plan	All	To raise the profile of the team, increase understanding of the strategy and contribution to delivering against the 4 themes.
	Review Sustainability webpages	All	To raise the profile of the team, increase understanding of the strategy and contribution to delivering against the 4 themes.
	Develop suite of templates/design guides for 2022/23 academic year	All	
	Welcome back to campus	Staff	To remind staff about their sustainability obligations on campus.
	Cycle to Work Day - EV Day/Cycle to Work Scheme Event	Staff	To raise awareness of the cycle to work scheme and EV scheme.
	Produce Sustainability Events Calendar (aligned to comms objectives)	All	To engage staff and students in sustainable development.
September			
	Sustainability feature (webpages)		General reminder about Sustainability
	Pre-arrivals communications	Arriving students	Signpost to Webpages
TBC	Presence at arrivals fayre (activities on campus)	Arriving students	

	Photoshoot	All	Capture imagery from arrivals fayre
	Sustainability Events Roundup		
October			
TBC	Big Safe Cycling Roadshow	All	To encourage students/staff to commit to more active forms of travel wherever possible.
	Sustainability News Page Story - Active Travel		To encourage students/staff to commit to more active forms of travel wherever possible.
	Meet the Team Video - Teifion		To raise the profile of the team and understanding of their work
	Sustainability Events Roundup		To engage staff and students in sustainable development.
November			
	Sustainability News Page Story - Waste & Recycling		To increase rates of recycling and raise awareness of importance of recycling.
	Meet the Sustainability Team Member - TBC		To raise the profile of the team and understanding of their work
	Sustainability Events Roundup		To engage staff and students in sustainable development.
December			
	Sustainability News Page features - 12 days of Christmas		To increase understanding of the strategy and contribution they can make to delivering it.

	SWell Awards	All	To raise the profile and awareness of SWell.
	Sustainability Events Roundup		To engage staff and students in sustainable development.
	Christmas Waste Campaign	Students?	
	Sustainable Christmas Message		To increase understanding of the strategy and contribution they can make to delivering it.
January			
	Sustainability News Page Story - Our EMS		To increase awareness and understanding of the University's EMS and staff/student obligations.
	Sustainable Resolutions	Students? All?	To increase understanding of the strategy and contribution they can make to delivering it.
	Meet the Sustainability Team Member - Vic		To raise the profile of the team and understanding of their work
	Sustainability Events Roundup		To engage staff and students in sustainable development.
February			
	Sustainability News Page Story - Why we love being sustainable		
	Meet the Sustainability Team Member - Katie		To raise the profile of the team and understanding of their work
	Fairtrade Fortnight		
	Go Green Week		

	Sustainability Events Roundup		To engage staff and students in sustainable development.
March			
	Sustainability News Page Story - Earth Hour		
	Produce Sustainability video	All	
	Meet the Sustainability Team Member - Emily		To raise the profile of the team and understanding of their work
	Sustainability Events Roundup		To engage staff and students in sustainable development.
April			
	Sustainability News Page Story - The Beach & SSSI (Earth Day)		To increase understanding and awareness of the importance of protecting our natural environment.
	Sustainability Events Roundup		To engage staff and students in sustainable development.
May			
	Sustainability News Page Story - net zero (Video)		To improve awareness and understanding of the University's zero-carbon ambitions.
	Meet the Sustainability Team Member - Ben		To raise the profile of the team and understanding of their work
	SWell Picnic		
	Sustainability Events Roundup		To engage staff and students in sustainable development.
June			

	Sustainability News Page Story - UNSDGs		To raise awareness of the UNSDGs and how we can all play our part in delivering the global goals.
	Meet the Sustainability Team Member - Rhia		To raise the profile of the team and understanding of their work
	Wales Nature Week		To increase awareness and understanding of importance of protecting our natural environment.
July			
	Sustainability News Page Feature - National Simplicity Day		To encourage staff/students to live more sustainably and consume less.
	Our Sustainable Journey - video overview of the year		To raise the profile of the team, increase understanding of the strategy and contribution to delivering against the 4 themes.