

Sustainability communications and engagement strategy

1. Introduction

Communication and engagement forms an essential part of the work of the Sustainability team, supporting delivery of sustainability objectives across the University and maximising the effectiveness of other projects and initiatives.

2. Strategic commitments

City's sustainability commitments are defined in the Sustainability Strategy 2016. The strategy sets out long-term sustainability objectives, in line with the University's Vision to 2026 and current drivers within the sector. It is supported by annual Sustainability Report targets.

The Sustainability policy states that, in addition to improving our performance across a range of sustainability issues, we will 'increase environmental awareness and responsibility amongst staff, students and visitors and encourage University-wide participation in environmental activities, training and programmes'.

3. Objectives

The key objectives of our sustainability communications and engagement campaigns are:

- To support university sustainability initiatives by ensuring all relevant information is clearly communicated to all students and staff.
- Educate staff and students on sustainability issues facing local, national and global communities.
- Encourage adoption of sustainable practices and inspire action to make positive changes across the universities operations.
- Enhance the University's reputation with key stakeholders.

4. Roles and responsibilities

The Sustainability team are responsible for developing and coordinating communications and engagement activities to support ongoing sustainability work, as well as specific initiatives. Annual targets are approved by the Sustainability Committee and published in the annual Sustainability Report. Communications and engagement projects are funded by the Sustainability team budget.

5. Stakeholders

Sustainability communications and engagement activities are led by the Sustainability team, however often require or are enhanced by collaboration with other university initiatives and external partners.

Sustainability campaigns are relevant to and target a wide range of internal and external audiences, sometimes targeted to a group with specific interests or characteristics.

Our key internal and external partners and target audiences are listed in the table below.

	Partners	Audiences
Internal	Marketing and Communications Organisational Development Student and Academic Services Catering contractors	Students studying at City Students with an interest in sustainability Student Sustainability Leaders Professional services staff Academic staff Staff Sustainability Leaders
External	City, University of London Students' Union Islington Council Other universities and networks	Local community Other universities and networks

6. Identity

Sustainable City communications and engagement should fit within the City brand guidelines and display the following characteristics: accessible, friendly, positive, encouraging, action-oriented and supportive.

The key Sustainable City tag lines are 'Play your part in a Sustainable City', 'Let's create a Sustainable City' and 'Working for a more Sustainable City'.

7. Engagement programme

A number of Sustainable City events and campaigns are run throughout the year, often in conjunction with other university departments. The below table outlines a timeline of key engagement initiatives run annually at City.

Term	Initiative	Audience	Owner	Details
Autumn	Freshers Fair	Students	Students' Union	Stall at Freshers Fairs with sustainable freebies, games, information and mailing list sign-up.
	Student Sustainability Leader recruitment	Students	Sustainability team	Recruitment of student Sustainability Leaders to run projects throughout the year.
	CitySpark	Students	CityStarters	Enterprise competition to develop a sustainable business idea.
	Sustainable City Week/Global Goals week	Students Staff	Sustainability team	A week of free events and activities to promote sustainable lifestyles and the Global Goals, in conjunction with internal and external partners.
Spring	Fairtrade Fortnight	Students Staff	Sustainability team	Promoting Fairtrade and trade justice issues through free events and activities.
	London Student Sustainability Conference	Students	Sustainability team	Event to highlight student projects which create positive impact in the world. It is student-led; with opportunities for students to exhibit work through presentations, posters and performances.
	Student Leadership Award and Conference	Students	Students' Union	Accreditation offered by Students' Union where students can utilise leadership roles and voluntary activities/achievements to develop competencies.
Summer	Sustainable City Awards	Staff	Sustainability team	Annual event to recognise and reward staff for participation in sustainability initiatives (primarily Sustainable City Challenge).
Throughout year	Sustainability volunteering opportunities	Students Staff	Sustainability team	Student and staff volunteering opportunities to assist in Sustainable City events and activities.
	Cycling promotion	Students Staff	Sustainability team	Communications regarding cycling at City, including free bike maintenance sessions, second hand bike sales and

			a mailing list.
Bee team	Students Staff	Sustainability team	Communications regarding biodiversity and beekeeping at City, including free Bee team sessions, lip and beard balm workshops and a mailing list.
Staff Inductions	Staff	Organisational Development	World café table and stall at the University induction days for all new staff.
Sustainable City Challenge	Staff	Sustainability team	Yearlong competition between university staff, comprised of monthly challenges and extra mile projects.
Staff Sustainability Leaders	Staff	Sustainability team	Support for staff Sustainability Leader projects and communications, including workshops, marketing materials and a mailing list.
Student Sustainability Leaders	Students	Sustainability team	Support for student Sustainability Leader projects, focussed on various sustainability themes, including workshops, resources, funding and a mailing list.

8. Communication tools

The following table outlines the communication and engagement channels available to the Sustainability team to share information with students, staff and external stakeholders.

Staff and students	Website	University website (News, events schedule, Experience City portal, volunteering hub)
		Sustainability web pages
	Digital screens	Public areas
	Social media	Sustainable City accounts (Twitter and Facebook)
		Other City department accounts (Twitter and Facebook)
	Physical materials	Posters and flyers (campus wide)
		Sustainability noticeboards
		University noticeboards
		Pop-up banners
		Sustainability annual report
		Promotional items
	Face-to-face	Events
		Stalls
Staff	Staff hub	Hub news articles
		Sustainable City Challenge pages
	Screensavers	Staff computers
	Emails	CityWire
		Sustainable City newsletter (staff)

	Internal networks	Yammer
		SharePoint (Sustainability Leaders)
	Face-to-face	Welcome to City (World café table and marketplace stall)
Students	Student hub	Hub news articles
	Emails	Sustainable City newsletter (student)
		Student Sustainability Leaders mailing list
		All student emails
	Face-to-face	Freshers fair
		Pre/mid-lecture briefings
	Students' Union	Social media accounts
		Newsletter
		Website
External	Website	University website (News, events schedule)
		Sustainability web pages
		Blog
	Social media	Sustainable City accounts (Twitter and Facebook)
		City accounts (Twitter, Facebook and Instagram)
	Media	Press releases
	Networks	London Universities Environmental Group
		Environmental Association of Universities and Colleges
		Islington Sustainable Energy Partnership

9. Engagement review and evaluation

Levels of engagement on social media (Facebook and Twitter) as well as website pages are periodically reviewed to reflect on performance and identify successful approaches.

Engagement campaigns are evaluated through SWOT analysis, which reviews the strengths, weaknesses, opportunities and threats of overall engagement campaigns and individual events. Relevant stakeholders are included in the evaluation process as appropriate.