

Sustainability Communication and Engagement Plan

1. Introduction

At the heart of BU's strategy (BU2025) is the Fusion of education, research and practice with the purpose to inspire learning, advance knowledge and enrich society.

Sustainability is one of the key outcomes of BU2025:

- We are a catalyst for sustainable social, environmental and economic growth and development; and
- We enrich society by having a significant impact on the challenges world-wide (as defined by the UN Sustainable Development Goals (SDGs)).

Effective communication is essential to deliver the sustainability actions, in particular:

- Leadership and impact: Enhance our position as a sustainable organisation and manage the environmental impact of our actions (Actions 44 & 45), and
- Reputation and networks: Position BU as the destination of choice for students and staff seeking a distinctive environment and culture, based on Fusion (Actions 46 – 51)

One of the central activities of the Sustainability Team is to raise awareness and engage with key stakeholders to encourage them to adopt more sustainable behaviours and so deliver these positive outcomes:

- Enhancing the student experience through learning about global challenges and how these skills and attributes are key requirements for employers;
- identifying opportunities for research linked to the four Strategic Investment Areas;
- reducing the impact on the environment from BU's operations, through for example saved energy, reduced pressure on car parking, and increased recycling of waste;
- fostering a culture of sustainability at the University; and
- demonstrating the impact BU has to enrich society.

This Communication and Engagement Plan sets out how the Sustainability team will work with partners to inform and encourage behaviour change and so help deliver the BU2025 outcomes.

2. Aims

- To raise awareness with staff and students about the global challenges facing society;
- To inform and engage with key stakeholders to encourage behaviour change and the adoption of more sustainable behaviours;
- To demonstrate how the actions of BU are helping achieve BU2025 outcomes and the UN SDGs to enrich society.

3. UN SDGs

The 17 UN SDGs provide an action plan for people to transform our world by 2030.

SUSTAINABLE DEVELOPMENT GOALS



The UN SDGs provide a road map for implementing sustainable development and as such provide a recognisable and approved 'brand' to use in place of the term sustainability. This makes it much easier to communicate with and inform stakeholders about the vital importance of tackling the world-wide challenges facing society.

The Sustainability Team is using the Goals as the cornerstone of their annual communication plan. The annual plan takes account of any national events and initiatives and those internal to BU which can be aligned with the sustainability agenda. The plan is reviewed and amended over the year to keep it up to date.

4. Communication and engagement framework

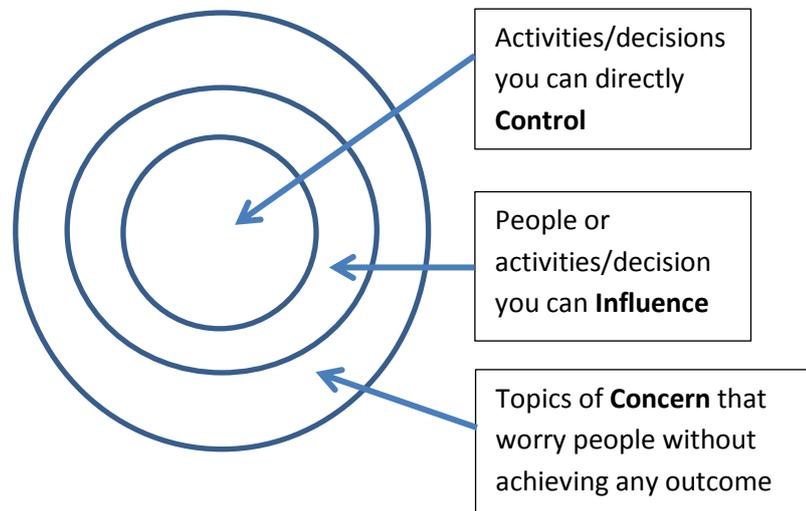
Communication can be defined as the imparting or exchanging of information by speaking, writing, or using some other medium and the successful conveying or sharing of ideas and feelings. Effective communication leading to higher levels of engagement is the key to both behaviour change and continuing support for the sustainability agenda.

Engagement and participation are particularly important as behaviours are influenced not through information alone but through action. Increasing participation in sustainability initiatives is the best way to develop a culture of sustainable behaviour at the University.

Internal and external communications is part of BU's Environmental Management System (certified to ISO14001:2015) and is based on the Five Ws and H model:

Who – Key internal and external stakeholders who have an interest in BU’s sustainability performance have been identified together with what the risks and opportunities are for engaging with them.

Staff and students must take personal responsibility (one of BU’s Values) for their actions if society is to realise the UN SDGs by 2030. The Sphere of Concern model provides a useful way to think about how people can take control of their actions to effect change:



Most people tend to spend their time worrying about things they cannot change and so do nothing. This is why any communication must inform people of what they can do themselves to make a difference; as a call to action.

Senior management must also show leadership in embedding sustainability throughout the organisation to demonstrate to internal and external stakeholders the commitment and importance of this agenda in delivering BU2025 outcomes. This leadership is essential to help embed sustainability in the culture of the organisation.

Why – Setting out clear aims for the communication and engagement, such that the outcomes can be measured.

What – Behaviour is typically not changed through the provision of information alone but through action; by asking members of the BU community to try a new action there is a higher chance of its adoption. Everyone can choose to make small changes to how they behave and it is the accumulation of all these little changes that adds up to a significant change both for the individual’s health and wellbeing and also the environment.

It is recognised many staff and students will only make such a change if they know what’s in it for them and that it is easy for them to do. These benefits can be anything from improved health and wellbeing to financial incentives to being a valued member of the community.

The Sustainability Team can control certain activities directly and can also try and influence the behaviour of staff and students to deliver positive outcomes for their health and wellbeing and the environment:

Control	Influence
1. To implement a systematic EMS to reduce BU's negative environment/ethical impact and accentuate the positive impacts and encourage staff and students to take personal responsibility for their actions	1.To encourage academic staff to educate their students about the UN SDGs and what they can do to help realise them
2. To encourage staff and students to engage with sustainability platforms, such as Green Rewards and Student Switch-off.	2.To encourage students and staff to volunteer for community projects
3. To lead the installation of energy and water saving technologies	3.To encourage staff and students to restart PCs and switch off equipment at the end of the day
4. To ensure the development of the estate incorporates sustainability to deliver a better environment for all	4.To encourage staff and students to report sub optimal environmental conditions
5. To use information/images to tell a sustainability story based on the UN SDGs	5.To raise staff, students and others awareness of the UN SDGs and encourage them to adopt more sustainable lifestyles
6. To provide the right bins and information	6.To encourage staff and students to use the right bins to recycle their rubbish
7. To provide sustainable and cost effective travel solutions for staff and students	7.To encourage staff and students to try a more sustainable travel mode at least one day a week
8. To encourage caterers to provide more healthy and nutritious food and drink that also meets high environmental and ethical production standards	8.To encourage staff and students to try going meat free for at least one day a week
9. To provide support/information to Procurement to ensure staff make environment/ethically responsible purchasing decisions	9.To encourage staff and students to buy more environmental/ethically responsible products
10. To develop a business travel policy based on more sustainable transport options	10.To encourage staff to apply the business travel hierarchy when deciding on their travel arrangements
11. To implement wildlife friendly gardening techniques and planting to increase	11.To instil a sense of pride in staff and students in BU's sustainability ethos and

biodiversity on BU's campuses	values
12. To implement the 'Living Lab' concept to enhance academic sustainability work and make a difference	12. To encourage staff and students to use campus operations to develop their education and research impact portfolios

Where – Provide details of the location,

When – Provide details of the timing of the activity or event; and

How – Use of multiple communication channels tailored to a particular target audience. The Sustainable Communication Plan encourages staff and students to use digital rather than print media. Where paper is used it must be from a sustainable source (as defined by the WWF 'Check your paper: Excellent or Very Good standard').

The Sustainability Team works closely with both the Marketing and Communications team and the SUBU Sustainability Action Hub to communicate with staff and students, respectively. Peer to peer communication is vital for students as they are generally far more receptive to messages received from other students rather than from the University.

5. Monitoring and Evaluation

Information is collected to evaluate the effectiveness of communication and engagement activities to effect change and measure any resulting impact.