

Communications Implementation Plan 2016-2017

Strategy referred to	Sub-Area	Action	Start Time	End Time	Status	Cost	Policy Objective	Strategy Objective	Target	Update December 2017
Strategy action relates to	e.g. legislation, awareness	The actions should relate back to our strategy and policy objectives	mmyy	mmyy	On target Not on target Complete	Yes No Possible	Specific Policy reference	Strategy objective ref and/or Legislation ref	Target	
General	Communication	Run a range of environmental engagement activities within the halls of residence.	Oct-16	May-17	On target	Yes	1, 5, 6	COM	T2	Not complete - limited engagement, a few pop-up events held. Transfer to next year.
Energy	Communication	Engage with building occupants regarding building heating policies, especially switch on and off and holiday shutdowns	Oct-16	May-17	On target	No	1,2,3,4,6	COM	T2	Not Complete - starting in 2017/18 with appointment of new communications and Campaigns Assistant.
Energy	Communication	Run Sustainability initiatives in Labs called 'S-labs'	Oct-16	Jul-17	On target	Possible	1,2,3,4,6	COM	T2	On-going - Sustainable Labs being run - see annual report.

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Waste	Communication	Develop implement and monitor a communications plan at the University owned and leased halls of residences focusing on increasing recycling and food waste with reduction in general waste delivering financial savings.	Oct-16	Aug-17	Not on target	Yes	1,2,3,4,6	COM	T2	In 2016/2017 2 of the 5 proposed communications activities were successfully delivered. These activities were reviewed for 2017/2018 and will be actioned in line with wider communications plans at the residences.

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Waste	Communication	Run waste reduction and reuse initiatives including 'The Big Give' and 'End of Term Waste Campaign' . including University leased properties, the Bristol Community Partnership and Love Where You Live partnership.	Oct-16	Sep-17	Complete	Yes	1,2,3,4,6	COM	T2	This campaign was completed successfully in 2017-2018 with a record amount of donations collected for charity.
Waste	Communication	Run specific recycling campaigns to increase capture rate of recyclables specifically in student use areas and halls	Oct-16	Jun-17	On target	Yes	1,2,3,4,6	COM	T2	In 2016-2017 one campaign was carried out. Agreement has been received to carry out two campaigns in 2017/2018.

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Waste	MMR	Survey students through the use of door stepping campaigns and focus groups to feedback on effectiveness of campaigns.	Oct-16	Dec-16	On target	Yes	1,5,6	COM	T2	In 2016-2017 one campaign was carried out. Agreement has been received to carry out two campaigns in 2017/2018.
Waste	Communication	Run specific waste and compliance campaigns for the University focusing on hazardous and clinical waste streams and lab waste recycling. Focus on S labs project and expansion of training programmes.	Oct-15	Aug-16	Not on target	Yes	1,2,3,4,6	COM	T2	The S labs project focused on energy campaigns in 2016-2017. waste was targeted through Green Impact labs. Plans are in place to run waste initiatives in 2017/2018.

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Waste	Communication	Communicate national campaigns to University staff and students through the Student Engagement Manager, Bristol Green Capital and legacy channels and established staff communication channels	Oct-15	Aug-16	On target	Yes	1,2,3,4,6	COM	T2	Regular meetings with central communications help to deliver this. Links were made to world oceans day and recycling week in 2016/2017.
All	Communication	Produce an annual report on sustainability	Jul-17	Sep-17	On target	Yes	5,6	COM	T3	Complete. Produced autumn 2017.
All	Communication	Run initiatives to engage with students on general sustainability themes. See separate student engagement program.	Sep-16	Jul-17	On target	Yes	1,2,3,4,6	COM	T2	Not complete - transfer to next year.

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All	Communication	Run Green Impact Awards	Sep-16	May-17	On target	Yes	1,2,3,4,5,6	COM	T2	Complete. Ceremony run in July 2017.
All	Communication	Run Sustainability engagement activity aimed at staff and senior managers - see separate awareness program	Sep-16	Jun-17	On target	Yes	1,2,3,4,5,6	COM	T2	Not complete - transfer to next year.
Transport	Communication	Run awareness campaigns for specific modes of transport and general campaigns for all modes. Including, cycling, public transport, car sharing, car clubs etc.	Aug-16	Jul-17	On target	Yes	1,2,6	COM	T2	Complete - range of activities from cycle clinic to Facebook and mail groups.

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Transport	Communication	Participate, where necessary, in National and Local campaigns, including the Big Uni Travel challenge, the Big Travel Challenge and Bristol's Big Commuter Count	Aug-16	Jul-17	On target	Yes	1,2,6	COM	T2	Complete, e.g. big commuter events.
Transport	MMR	Survey Service 16 bus users to ascertain their level of satisfaction and undertake the Staff and Student travel surveys to ascertain effectiveness of the communication strategy.	Aug-16	Jul-17	On target	Yes	1,2,6	COM	T2	Student surveys completed, effectiveness surveys not complete.

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Labs	Awareness, Energy, Water, Waste	Run campaigns and competitions aiming to reduce waste, energy and water consumption in laboratories. Campaigns to be conducted by student interns and volunteers.	Sep-16	Sep-17	On target	Yes	1,	1, 2	T2	Not complete - transfer to next year.
Labs	Communication	Hold internal 'Sustainable Labs Network' meetings once per term to identify and implement potential projects and schemes, and feedback on current initiatives. Maintain online network forum to ensure consistency and progression between meetings.	Sep-16	Sep-17	On target	No	1, 2	1, 2, 3	T2	Partially complete. Meetings not held, but on-line and informal meetings held.

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Labs	Communication	Regularly inform lab users of sustainable labs initiatives and achievements through newsletters, the website and social media.	Sep-16	Sep-17	On target	No	1, 2, 6	1,2, 6	T2	Complete as part of sustainable labs initiative.
Labs	Communication,	Run Green Impact Labs: - encourage new sign-ups through student volunteer lab assessments, awareness campaigns and media communications - advice, reminders and assistance throughout the year via email - lab audits in May - awards ceremony in June	Sep-16	Jun-17	On target	Yes	1,2, 3, 6	1, 3	T2	Completed sept 2017 - awards ceremony at Technicians Conference.

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Labs	Communication	Develop a technician/lab user sustainable lab training programme in collaboration with national bodies such as HEaTED, S-LAB and other universities. Provide through internal Staff Development.	Sep-16	Sep-17	On target	No	1, 2, 6	1,2	T2	Not complete - under development.
Labs	Communication	Develop a standardised UoB sustainable lab induction and exit system.	Sep-16	Sep-17	On target	No	1, 2, 6	1,2	T2	Not complete - under development.

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Labs	Communication	Represent the University and participate at national events relating to Sustainable Labs. Collaborate on tangible outputs from the Laboratory Efficiency Action Network (LEAN) in order to expand Sustainable Labs nationally.	Sep-16	Sep-17	On target	No	6	2	T2	Complete. Organises the LEAN group. Hosted speakers from National Renewable Energy Lab University of Colorado.

Reference EMS: Issued by Martin Wiles. Approved by Martin Wiles. Issue date December 2017. Version 7. Issue 2.