

UNIVERSITY OF BRISTOL

Staff and Student Engagement & Behaviour Change Strategy

INTRODUCTION

Communication plays a central role in delivering all aspects of Sustainability, helping staff and students to understand the key issues involved in a range of sustainability issues, what the University is setting out to achieve, what actions we can take as individuals, as well as encouraging sustainable behaviours.

AIMS

- Support and promote to staff and students the University's sustainability aims within the Vision and Strategy and its 2015 Green Capital pledges.
- Communicate to and support staff and students in the delivery of the University's sustainability policy aims, as well as the delivery strategies.
- Communicate to staff and students the meaning and implication of the UN's Sustainable Development Goals (SDG's) and how they apply to the University.
- Raise staff and student awareness in relation to sustainability with the aim of encouraging learning around sustainability leading to more sustainable behaviours in the workplace and wider community.
- Create communication channels that allow feedback and enable staff and students to develop their own sustainability agenda.
- Promote the University's aspirations and actions on sustainability to the wider sector and public community.
- Create a physical and learning environment that facilitates our students to become global citizens when they graduate.

SCOPE

All university staff and students, with an interface to the wider external community covering the period 2018 to 2022.

OBJECTIVES

- Run initiatives to raise awareness around a range of sustainability issues as set out in the University's Sustainability Policy and UN's SDG's.
- Provide staff and student training/skills programs.
- Delivery of behaviour change campaigns relating to sustainability issues.
- Produce regular sustainability updates for internal and external audiences.

TARGETS

- See an annual increase to more sustainable behaviours as noted within the sustainability segmentation survey over the next 5 years.
- Year on year growth of staff and students trained in sustainability over the next 5 years.

- Investigate how to record impacts of behaviour change campaigns and see a reduction in energy use and waste produced as a result.

ACTIONS include,

- Run sustainability skills training for staff and students.
- Run waste and resource management, as well as energy behaviour change campaigns.
- Run awareness and behaviour change campaigns to support other sustainability strategies including procurement, transport, water and sustainable labs.
- Run sustainability and behaviour change projects within the University's halls of residence.
- Recruit student volunteers to increase learning and assist with delivery of behaviour change campaigns.
- Run Green Impact Offices and Labs schemes.
- Assist student sustainability groups to deliver specific projects.
- Produce an annual sustainability report.
- Produce regular case studies and stories on sustainability activity.
- Produce an annual action plan for communications.
- Carry out sustainability segmentation surveys of staff and students.