

3. Staff and Student Engagement

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.

Aim

To identify opportunities and methods for effective use of communication to promote sustainability and deliver sustainable change.

Objectives

1. Develop and run an annual program of awareness raising initiatives to increase staff and student understanding of sustainability, across all 14 areas of the University's Sustainability Strategy, as well as the UN's Sustainable Development Goals.
2. Provide sustainability training & skills programs on an annual basis, to enable Staff and students to deliver sustainability improvements.
3. Deliver behaviour change campaigns relating to sustainability issues annually.
4. monthly sustainability updates for internal and external audiences across a range of communication channels.
5. See an annual increase to more sustainable behaviours as noted within the sustainability segmentation survey over the next 5 years.
6. Investigate how to record impacts of behaviour change campaigns and see a reduction in energy use and waste produced as a result.
7. Develop and deliver an engagement program aimed at community groups and stakeholders to encourage sustainable behaviours and awareness in the wider community and strengthen University connections with the Bristol community.

Actions

1. Run 'Be the Change' behaviour change campaign.
2. Develop the student volunteering program called 'Go Green'.

Benefits

1. To have a highly aware staff and student community, which is enabled to make sustainability improvements.

Sustainable Development Themes

1. 11 – Sustainable cities and communities
2. 12 - Responsible consumption and production
3. 13 - Climate action