

# Sustainability Engagement, Communication and Culture Change Strategy 2021/22

## 1 Introduction

The University of Kent recognises the importance of staff and student engagement in achieving its ambitions to improve its environmental sustainability. This last two academic years have and continue to pose a unique challenge in delivering objectives due to social distancing, disruptions to university events and online delivery of teaching due to Covid-19.

This strategy has been developed as a further 1-year extension to the previous Sustainability Engagement, Communication and Behaviour Change Strategy 2018-20 and 2020-21 to detail how we intend to continue to adapt our approach. At the end of 2021/22 this strategy will be replaced by a new university wide sustainability communications and engagement strategy as set out in the newly published Strategy for Climate Action and SDGs 2021-25.

## 2 Baseline and Targets

**Key Objective:** To develop a University wide communications and engagement strategy to be delivered alongside the University Sustainability Strategy – From Strategy for Climate Action and the SDGs 2021-25

	KPI	2020/21 Target	2020/21 Actual	2021/22 Target
Engagement	Champions	60	50*	50
	Workshops	10	11**	8
	Events	2	1**	2
	Partnerships	4	4	4
Communication	Social Media (Twitter/Instagram)	1200	1419	1700
	Publications (incl. blogs)	40	35	40
Behaviour Change	Participating teams	40	32	32

\* A fall in champions and participating teams was expected in 2020/21 due to organising for success as existing teams are merged and staff numbers are reduced.

\*\* All workshops and events were delivered online in 2020/21 and the majority will be online in 2021/22

## 3 Sustainability Engagement and Partnerships

**Key objectives:**

- Engage with sustainability champions through delivery of a series of online engagement events including 'cup of tea and an SDG' events with each event focusing on an individual goal.
- Explore opportunities to develop new partnerships and to continue to work in partnership with internal and external stakeholders including Kent Sport (wellbeing), Mind (Kent COG), the GOLD programme and Canterbury Climate Action Partnership.
- Further development of the University Sustainability Steering Group and ensure that communication and engagement remain a core function of the group.

## 4 Sustainability Communication

### Key objectives:

- Work with central University communications to enhance the visibility and reputation of sustainability at the University through regular stories, features and social media content.
- Develop a Sustainability You Tube channel to host internal content and link to useful external resources.
- Continue to grow the sustainability team's social media presence.
- Publish Newsletters and blogs etc that bring a wide variety of sustainability news to people.

## 5 Culture Change

### Key objectives:

- Continue to re-establish and grow the Futureproof programme following its move away from the Estates department and the impacts of the pandemic
- Improve links between sustainability, environmental management and top-level strategic decision making of the University.