

Sustainable Annual Communications and Engagement Strategy 2022/23

Background

The University of Kent recognises that communication and engagement are key to achieving the ambitious objectives set out in our Sustainability Strategy for Climate and the SDGs (Sustainable Development Goals). As such the Sustainability team, working in conjunction with central communications, are working on delivering against several objectives included in the sustainability strategy action plan.

It is important that we show our students, staff, and the wider community the progress we are making towards becoming more sustainable, as well as encouraging others to get involved to help combat Climate Change. Having a visible sustainability presence can also help attract new students to Kent, with GenZ being the generation who are potentially most concerned about Climate Change and the global environmental impact.

Aims

- To **raise awareness about sustainability progress** at Kent, for example sustainability reports
- To share **sustainability successes** with internal and external audiences
- To **build sense of community around sustainability** at Kent, for example Sustainability Champions network and Kent Community Oasis Garden
- Build momentum and **inspire action** from our Kent community

Target and Objectives

Communications Planning

Working with central communications team to plan and deliver a calendar of targeted communications and engagement material across multiple platforms.

To achieve this, we have set the following Objectives in line with our Sustainability strategy action plan:

- Establish a sustainability communications sub-group (by September 2022)
- Develop a sustainability communications and engagement strategy (by September 2022)
- Publish an annual sustainability report (by May 2023)

and set the following targets

- 100 themed posts across Instagram and Twitter
- 12 themed internal communications

Futureproof

Developing the FutureProof staff champions network to better support existing champion; recruit new champions and build capacity to deliver sustainability projects across the University.

To achieve this, we have set the following Objectives in line with our Sustainability strategy action plan:

- Target champion recruitment from underrepresented areas (by September 2022)
- Develop peer-to-peer champions network (by September 2023)
- Publish a full timetable of workshops and network events (by September 2022)

and set the following targets

- Total 60 champions (all 6 division represented)
- Recruit and train 3 champions for peer-to-peer pilot

Events

Bring people together to share good practice, engage in important challenges and solutions and celebrate sustainability wins.

To achieve this, we have set the following Objectives in line with our Sustainability strategy action plan:

Actively participate in Canterbury Climate Action Week (by December 2022)

- Develop opportunities for staff to engage with campus volunteering centred around sustainability (by July 2023)

and set the following targets

- Hold a summer celebration of sustainability (by July 2023)
- Deliver 4 events/activities annually with a community engagement and sustainability focus (by September 2023)

Communications Plan

Audience

The audience will vary depending on the type of content but could include current students, prospective students, staff, and other external audiences.

Stakeholder	Area of interest	Channels	Responsibility
Internal – Champions	All	Champions network (via email and workshops)	Sustainability
Internal – All Staff	Key Sustainability messages; periodical updates; annual report	Staff Newsletter; Open events; Local Sust Champion; Wide reaching campaigns e.g., Energy Campaign, secret sustainability; physical signage	Sustainability; Communications
Internal - Academics	ESD; research opportunities; campus-based research; outdoor teaching	Local Sust Champions; ESD (Education for Sustainable Development) Subgroup; Staff Newsletter; Wide reaching campaigns e.g., Energy Campaign, secret sustainability	Sustainability; Communications
Internal – Lab based/technical staff	Energy; funding; LEAF; Waste Management	Technicians Forum; Local Sust Champion; Wide reaching campaigns e.g., Energy Campaign, secret sustainability	Sustainability
Internal – Student (Interested groups e.g., env. Societies, Sust network and Inquire)	All	Open Forums; Representation on key sustainability themed boards; transparency on website with progress.	Sustainability
Internal - Student	Key Sustainability messages; periodical updates; annual report	Student Guide; Social Media platforms; digestible versions of reports/strategies; Wide reaching campaigns e.g., Energy Campaign, secret sustainability; physical signage	Sustainability; Communications
External – Community organisations (sustainability related)	Key Sustainability messages; annual report; campus development plans; events; community engagement	Termly briefing pack; via membership in various groups	Sustainability; Communications; Estates; Community and College Life
External – Local residents groups	Campus development plans; community engagement; events; transport; waste & recycling.	Residents' associations; external comms; external newsletters; termly briefing pack	Sustainability; Communications; Estates; Community and College Life
External – Reporting (e.g. People and Planet, SDG Accord)	On request	On request	Sustainability

Content by month

Month	Broad themes	Specific events/key moments
September	Partnerships + Engagement	Diamond Orchard ceremonial planting events (see Diamond Orchard comms plan), Canterbury Climate Festival
October	Leadership + Staff	
November	Procurement + Ethical Investment	Diamond Orchard planting event
December	Waste	Diamond Orchard planting event
January	Transport	
February	Food	
March	Biodiversity	
April	Annual Round Up / Annual Report	Earth day (22 April), Annual Report publication,
May		
June	Buildings	BioBlitz, World Refill Day (16 June)
July	Teaching + Research	
August	Energy, Carbon + Water	
Ad hoc	Sustainability successes, events, seasonal changes etc	

Content ideas

Create engaging and visual content to tell stories about sustainability on topics such as:

- ‘Secret Sustainability’ – highlighting the ways the University are working on sustainability that might not be immediately obvious
- Personal stories from Sustainability Champions and students/societies
- Promoting Sustainability Champions Network to staff
- Celebrating sustainability successes big and small
- Kent Community Oasis Garden features
- Diamond Orchard events and updates

Communications channels

Channels	Commitment/aims	Responsible
Social media	Regular posts to sustainability channels	Sustainability
	Regularly featuring sustainability stories on central social media accounts or resharing from sustainability accounts	Communications
	Sharing live content at key events or roundup posts of content after key events	Sustainability and Communications
Emails	Monthly newsletter to Sustainability Champions	Sustainability
	Regularly feature sustainability stories in staff newsletter	Communications
	Aim to send out one sustainability themed email per year to students	Communications
	Ask Divisions to share sustainability content in their regular newsletters	Communications
Web	Keep sustainability website up to date	Sustainability
	Regularly promote sustainability website	Communications
	Add sustainability events to central or student events calendar as appropriate	Sustainability
	Post regular blogposts to Student News and Staff News, occasionally featuring on front of Student Guide and Staff Guide (intranet eventually)	Communications
Press	Press releases where there is specific external interest	Sustainability and Communications