

Annual community engagement and communications plan 2020-2021

Activity / Objective	Action Date	Measure of Success	Progress of Project	Partners/ person responsible
Online Activity				
1. All user WordPress Blog Regular updates included with weekly all user Blog.	Ongoing	Number of occurrences	Regular emails sent out. Aim for something most weeks. Daily emails for Go Green Week	KB/ C&P
2. MyDay student updates Regular information posts to student MyDay page blog	Feb 2021	Review analytics	Go Green Week temp for duration of campaign	KB/C&P
3. Sustainability webpages Site under continuous development	November 2020	Review analytics	Website continuously updated. full update November 2020	Web team/KB
4. www.susthingsout.com	December 2020	gain 120 commentators /readers	Recruit 4 Digital creative students. Change website hosts. Complete refresh Feb 2020 for GGW	WC/HH/student s
5. UW_sustain Instagram and Twitter	ongoing	Increase number of followers and likes and retweets	Review TikTok and create account if deemed appropriate	KB
Student Activity				
6. Student Switch Off. To reduce amount of power used in student halls	Sept - May	Last year 11% energy reduction aim for greater than 11% this year	Increase student participation in Student Switch Off by 2% on 2019/20 levels. no access to halls in person. online only	SOS UK and residential life team.
1. Go Green Week	8 th – 12 th Feb 2021	Blended approach	Covid, only workshops and outside venues plus on line	Sust1001 students/SU
Staff Activity				
7. Green Impact.	Oct onwards	Behaviour changed as result. Green impact SOS	Create 17 Green Impact Teams Including GIPA student volunteers. Mapped to SDG's-	Various institutes and service

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		UK surveys pre/post. More teams signed up for this year	speed dating launch	departments
Campus Activity				
8. Building specific energy information	January	Salix decarbonisation of heat funding	Publish reports/information on savings Display on the Plasma TV across all Department? Activities in GGW	MS/KB
Academic				
9. Annual Sustainability Lecture Hold annual event and invite local well-known environmentalist/s to be guest speakers.	To be agreed			KB/HB
Local Community				
10. Staff and students Joint work with the community	Litter picks /food bank collections	Reports to Community Forum. Local press articles	Including student/community litter picks, sharing expertise, working with local schools and voluntary groups.	all
11. Tree planting	Nov/Dec	All planted	400 saplings donated by Woodland Trust planted at Lakeside	
12. GGW in the Community – <i>review re Covid may not take place</i>	April 17 to April 25	STO hits, another outcome measure to be devised	Write up on STO	WPI team
Press coverage/Awards				
Worcester News	on-going	maintain high level of local press coverage	numerous press articles	
BBC Hereford and Worcester	on going	aim for more than two interviews on local radio	two radio interviews	
National/Sector wide coverage	on going	at least two sector/National	Videos produced	

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		articles per year		
Apply for Green Gowns and Green Apples	Applications May/June 2021		2 Green Apples and 1 Green gowns shortlisted ceremonies November 2020 and April 2021	