



Timetable for Communication

Date	Audience	Actions	Measure of Success	Responsibility
Term time	Staff and Students	All user WordPress Blog, regular updates included with weekly all user Blog. Daily emails for Go Green Week	Number of occurrences	KB/C&P
Term time	Students	MyDay Student Update, regular information posts to student MyDay page blog	Review analytics	KB/PK
Oct and May/June	Internal/External	Sustainability Webpages - updates	Review analytics	Web Team/KB
Term Time	Internal/External	www.susthingsout.com	Gain 120 commentators/readers	WC/HH/Students
Term Time	Internal/External	UW_sustain Instagram & Twitter	Increate number of followers and likes and retweets	KB
Oct-April	Students	Student Switch Off – annual campaign to increase awareness and knowledge	Last year 11% energy reduction aim for greater than 11% this year. To reduce the amount of power used in student halls.	SOS UK & the Residential Life Team
February	Staff	Learning for Responsible Futures call for project proposals	Increased number of proposals submitted by staff	HB
2 nd week in February	Students/Staff/Community	Go Green Week – week long behaviour change with community business and local schools	Level of involvement/interactions	ENMS1005 students /SU
January/February	Academic staff/students	SDG Teach-in participation	Increased numbers of staff and students participating	HB
Oct - May	Staff	Green Impact – Staff team/department specific sustsianbility projects to increase knowledge and awareness	Behaviour changes as a result, Green Impact SOS UK surveys pre/post. More teams signed up each year.	SOS UK/PK/KB
To be agreed	community	Annual Sustainability Lecture, hold annual event and invite local well-known environmentalist/s to be guest speakers	Numbers attending in person. number watching online or viewing recording.	KB/HB
Term Time	Internal/External	Staff and students work jointly with the Community, on projects such as litter picks. Foodbank collections.	Reports to Community Forum. Local press articles.	All
Nov/Dec	Students/Staff/Community	Tree planting	Trees planted	ALL
April	Students/Staff/Community	Go Green Week in the Community	STO hits	KB/PK

Ongoing	Students/Staff/ Community	Worcester News press coverage	Maintain an elevated level of local press coverage	coms/KB
Ongoing	Students/Staff/ Community	BBC Hereford and Worcester Radio	More than two interviews on local radio	coms/KB
Ongoing	Students/Staff/ Community	National/Sector wide coverage	At least two sector/national items.	coms/KB/HB
May/June	Students/Staff/ Community	Green Gowns and Green Apples applications	2 Green Apples and 1 Green Gowns shortlisting ceremonies normally held Nov and April.	KB/coms
Term Time	Staff/Students/Community	Prioritise Fairtrade as normal for major on campus events and assisting a community group obtain Fairtrade status	Fairtrade – raising awareness/promotion	PK
Term Time	Staff/Students/Community	Maintain Gold HedgeHog friendly Campus status	Being Hedgehog Friendly	PK
Christmas/Summer/Easter	Staff/Students	Increase re-use and re distribution of food etc as well as reporting maintenance items and defrosting fridges/freezers to make more efficient.	Holiday Switch Off/Reporting Leaking taps	PK
Term Time	Students/Staff	Responsible Futures – implement recommendations from bi annual audit	Higher score in Impacts and Outcomes metric	HB

Sustainability Strategy Group - 20 June 2022