

Annual community engagement and communications plan 2019-2020

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	RL Oct/Nov Woo Bikes Sept 2019, & on going	Review analytics	Woo bikes tile added as permanent feature. Recycle League banner temp for duration of campaign	KB/C&P
3. Sustainability webpages Site under continuous development	September 2019	Review analytics	Website continuously updated. Adding more video links to keep current. Banner photo updated, same as www.susthingsout.com for consistency	Web team/KB
4. www.susthingsout.com	December 2019	gain 120 commentators /readers	Recruit 4 Digital creative students. Change website hosts. Complete refresh Feb 2020 for GGW	WC/HH/student s
5. UW_sustainability Instagram and Twitter	ongoing	Increase number of followers and likes and retweets	Twitter followers 222 increase to 400 Instagram 385 increase to 500	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 10% on 2017/18 levels	
7. Recycling in halls and student accommodation.	Oct/Nov	Recycle League pilot with NUS and Coke	Great progress for the start of the semester- must be monitored for it to stay a success. New literature produced. Integrated into level 5	

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			module.	
8. Sustainability Events Calendar	Wellbeing team and residential life team – coordinated calendar	All using shared calendar, pooling resources	Identify budget/extend competition for more on campus photos	KB/RSL/Wellbeing team/SU/Societies/volunteers
Staff Activity				
9. Green Impact.	Oct onwards	Behaviour changed as result. Green impact NUS surveys pre/post. More teams signed up for this year	Create 20 Green Impact Teams Including GIPA student volunteers. Mapped to SDG's-speed dating launch	Various institutes and service departments
Campus Activity				
10. Building specific energy/recycling information	January	Quantified energy savings/increased recycling	Publish reports/information on savings Display on the Plasma TV across all Department? Activities in GGW	
Academic				
11. Annual Sustainability Lecture Hold annual event and invite local well-known environmentalist/s to be guest speakers.	To be agreed		Use event to promote Emerging Leaders course	KB/RS
Local Community				
12. Staff and students Joint work with the community	Litter picks arranged 3 December, and February April coincide with GGW's	Reports to Community Forum. Local press articles	Including student/community litter picks, sharing expertise, working with local schools and voluntary groups.	all

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13. Tree planting	Nov/Dec	All planted	400 sapling donated by Woodland Trust planted at Lakeside	
14. GGW in the Community	April 17 to April 25	STO hits, other 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 articles per year	Videos produced	
Apply for Green Gowns and Green Apples	Applications May/June 2020		2 Green Apples and 3 Green gowns shortlisted ceremonies November 2019.	