1. Introduction

1.1. Aim

Staff, student and stakeholder engagement is a vital component of our overall sustainability strategy. In order to achieve our pledge to reduce the university's CO2 emissions by 43% by 2020 (from a 2005 baseline), we must meet all our strategic objectives outlined in the Sustainability Sub-Strategy. With each university student, employee and stakeholder contributing to our overall energy usage, notable reductions in GHG emissions can be achieved through engagement alone.

The aim of this document is to formalise our overarching engagement plan in order to aid us in tracking our progress; to enable staff, students and stakeholders to discover opportunities to engage in sustainability on campus; and to demonstrate our commitment to sustainability engagement.

This document also outlines the University of Essex sustainability team's core activities for 2018-19. It is subject to change but gives an overview of our main projects for the coming academic year.

1.2. Objectives

Our underlying objectives for student, staff and stakeholder engagement are as follows:

- To collaborate with the Students' Union in a joint effort to improve sustainability on campus.
- To normalise the NUS Green Impact initiative and to involve every department on campus.
- To encourage students to establish new sustainability or environmental themed societies or clubs.
- To push for improvements in integrating education for sustainable development into the curriculum.
- To integrate sustainability as a core component of student and staff inductions.
- To increase and improve engagement opportunities with the Sustainability Sub-Strategy, Carbon Management Plan, Statement of Investment Principles and other key strategy and policy documentation.
- To ensure that Trades Unions are presented with opportunities to engage with sustainability management.
- To collaborate with Print Essex to promote sustainability on campus using best-practice marketing techniques.

2. Engagement Initiatives

2.1. Accommodation engagement programme (#LittleChoicesBigChanges)

Bringing engagement with students under one campaign, #LittleChoicesBigChanges encourages students living on campus to reduce energy use, increase recycling and save water, but will also target those living off campus to adopt sustainable habits. This campaign will target key dates throughout the academic year: Welcome Week, Christmas move out, January/February cold season and the end of the year move out, an addition to promoting sustainability on an on-going basis, in collaboration with key partners such as EssexFood.

2.2. Green Impact

The NUS Green Impact scheme continues to be a success at the University of Essex. New teams are recruited each year and the proportion achieving a Gold award has risen year-on-year since 2014. Green Impact commences in October and runs through to the award ceremony in July.
The NUS provides the university with a bespoke workbook of actions from which departmental teams can work through with the support of our students. Student assistants are provided with training to aid in the auditing of teams.

2.3. Engagement Events:

2.3.1. Welcome Week
Welcome Week spans the first two weeks of term, from 30th September to 12th October. The first week focuses on welcoming new students to the university; while the second is an opportunity to welcome back returning students. This presents a perfect opportunity to launch a marketing campaign to raise awareness about environmental issues and sustainability on campus. The event consists of stalls, informative handouts and face to face discussions involving members of the sustainability team. Activity for this will primarily be held on the Colchester campus; however, a similar event will be held at Southend campus for Fresher’s Fair on 3rd October.

2.3.2. Sustainability awareness promotion
During October the university will deliver a sustainability awareness campaign which links to our ‘reduce, recycle, protect’ initiative, including utilising the Enormoboards found on the university squares between the dates of 19th – 26th October alongside digital signage on the Squares and in student accommodation.

2.3.3. Sustainability Week (March TBC)
Each year, the university hosts a sustainability-themed week in March where events take place to raise awareness about sustainability issues. Past activities have included a smoothie bike, guided tree walks around campus, cooking tips to avoid food waste, electric vehicle test drives, photo competitions and recycling information.

3. Engagement Opportunities

3.1. University Committees
Having student representatives on our committees is a valuable way in which students can engage with strategic decision making at the university governance level. However, it is important that we ensure that students are engaged as active participants and not simply observers. One of our aims is to ensure that student committee members have the necessary support to confidently participate.

Student representatives are primarily on Senate committees; however, there is also some representation at Council. Below is a list of all university committees involved in sustainability, ethics, estates planning, finance and strategic decision making with student representation.

**Council**
1. People Supporting Strategy Committee
2. Resource Committee:
3. Advisory groups of the University Steering Group (USG):
4. Joint Committee of the Council and the Senate

**Senate**
1. Education Committee
2. Ethics Committee
3. Research Committee

**Table to show Annual Sustainability Engagement Actions**

<table>
<thead>
<tr>
<th>Strategic Area</th>
<th>Action</th>
<th>Date</th>
<th>Owner(s)</th>
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</thead>
<tbody>
<tr>
<td><strong>Campaigns</strong></td>
<td>Green Impact Launch</td>
<td>October 2018</td>
<td>Sustainability Engagement Officer</td>
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<td></td>
<td>Green Impact Student Assistant Training</td>
<td>October/ November 2018</td>
<td>NUS Officer, Jane</td>
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<td></td>
<td>Green Impact Audits</td>
<td>April/ May 2019</td>
<td>Sustainability Engagement Officer, Student Assistants</td>
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<td>Green Impact Awards</td>
<td>July 2019</td>
<td>Sustainability Engagement Officer, NUS Officer</td>
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<td></td>
<td>AEP Welcome Week Stalls</td>
<td>October 2018</td>
<td>Sustainability Engagement Officer</td>
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<td>AEP Christmas Move Out</td>
<td>December 2018</td>
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<td></td>
<td>AEP Cold Season</td>
<td>January/ February 2019</td>
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<td></td>
<td>AEP End of Year Move Out</td>
<td>July 2019</td>
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<tr>
<td></td>
<td>Annual Sustainability Week</td>
<td>March 2019</td>
<td>Sustainability Engagement Officer</td>
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<tr>
<td><strong>Marketing</strong></td>
<td>Implement and Launch the New Sustainability Website</td>
<td>October 2018</td>
<td>Sustainability Engagement Officer, Sustainability Project Officer, Head of Sustainability and Grounds, WDEM</td>
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<td></td>
<td>Update the Sustainability Branding</td>
<td>September 2018</td>
<td>Sustainability Engagement Officer / Print Essex</td>
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<td></td>
<td>Utilize the two Enormoboards on Colchester Campus Squares to promote sustainable living.</td>
<td>October 2018</td>
<td>Sustainability Engagement Officer</td>
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<tr>
<td></td>
<td>Sustainability News Letter</td>
<td>Ongoing</td>
<td>Sustainability Engagement Officer</td>
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### Maintain Social Media Pages
- **Education**
  - Summer School in Sustainable Practice: June 2019, Dr Jane Hindley
  - Tree Walks: Ongoing, Sarah Manning

### Sustainability Engagement Officer
- **Transport**
  - Social Cycle Rides: October 2018
  - Cycle to Work Day: 15 September 2018, Transport Policy Coordinator

This document is subject to annual review by the University of Essex

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<thead>
<tr>
<th>Signed by</th>
<th>Date</th>
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<td>Daisy Malt</td>
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<td>01/07/2019</td>
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