

Purpose	<p>The purpose of this campaign is to promote environmental and sustainable initiatives at the Royal Agricultural University, in line with the impact areas identified in the Environmental & Sustainability Policy and the Environmental Action Plan.</p> <p>It is also to raise awareness of the cutting-edge technology used on campus (and new Rural Innovation Centre) to reduce the University's carbon footprint and other environmental impacts.</p> <p>This includes promoting environmental and sustainable activities undertaken by staff and students, new policies, and improvements to the environmental status of the campus.</p> <p>This strategy also forms part of the University's ISO14001 Environmental Management System.</p>
Lead officers	<p>Shelly Hampshire – Press and Publications Officer Pearl Costello – Environmental Officer</p>
Background information	<p>The RAU has an extensive history of educating those training to work in the rural environment on how to do so sustainably; current foundation degree courses include FdSc Environmental Conservation and Heritage Management and FdSc British Wildlife Conservation, plus BSc (Hons) Rural Land Management, BSc (Hons) Countryside Management (top-up) and MSc Sustainable Agriculture and Food Security.</p> <p>The focus now is to continue to improve the sustainability topics in courses, our contribution to research and knowledge exchange in this field whilst developing the University estate to be more environmentally friendly, with all members of the community taking part in this.</p> <p>The University's continued efforts to improve and embed environmental and sustainable practices into all aspects of University life will be communicated to a range of audiences using the tools identified in this communications strategy.</p> <p>In the 2015-16 academic year, the University held 32 environmental awareness raising events or campaigns such as Liftshare Day, the Zero Waste Challenge and Fairtrade Fortnight.</p>
SMART objectives	<p>The objectives of this plan are:</p> <ol style="list-style-type: none"> 1. To post one environmental news stories per month on the RAU website 2. To keep staff informed by posting one news story per month on the intranet 3. To gain press coverage on one news story per month 4. To post four message per month on social media with pics – FB, Twitter, LinkedIn and Instagram. 5. To inform new students of environmental initiatives at freshers week 6. To host 24 environmental awareness raising events, promotions or campaigns throughout the course of the year

<p>Key messages</p>	<p>The key messages for this campaign are:</p> <ol style="list-style-type: none"> 1. The University is undertaking innovative environmental research and advocates the importance of sustainability in all elements of its teaching – i.e. embedding sustainability into the curriculum and encouraging students to use the campus as a ‘living lab’ for coursework and dissertation research 2. The campus and University farms (especially the Rural Innovation Centre) are dramatically reducing carbon emissions with the use of cutting-edge technology – and are trial sites for ongoing research in the agricultural sector 3. The University is concerned with conserving rural wildlife; even teaching degrees in Environmental Conservation and Countryside Management – students regularly engage in trips and visits, undertaking conservation work in the local area 4. The University is minimising waste in all areas (food, energy, rubbish etc.) and is encouraging staff and students to reuse and recycle as much as possible 5. The University is engaging with students, staff and the local community in its initiatives
<p>Audiences and tools</p>	<p><u>Internal communication</u></p> <p>Objective: To create a culture where all staff and students feel like they have a part to play in delivering environmental goals, to take ownership of projects and gain personal satisfaction from the involvement.</p> <p>1. Staff</p> <p>Staff inductions – all new staff will be directed to the Environmental & Sustainability policy, Environmental Action Plan and environmental intranet pages during the HR induction process. An sustainability flyer with an optional Sustainability Induction Checklist is also handed out.</p> <p>Intranet articles – one topic from the Environmental Action Plan per month, outlining what the University is doing (duplicated with external news story) and how staff can help</p> <p>Green intranet pages – with a section for useful information, hints and downloadable resources, plus a section for technical EMS information and new/existing policies</p> <p>Vice-Chancellor’s blog – outlining importance of what the RAU is doing environmentally and how staff can get involved</p> <p>All staff email – with a clear ‘call to action’; upcoming events, specific campaign details</p> <p>Posters/flyers – departmental noticeboards, public display boards and other prominent areas. Generic posters/stickers from websites such as Carbon Trust, bespoke posters with key messages, and copies of information such as the ‘Recycling Guide’</p> <p>Digital displays (screens) – display messages i.e. the amount of energy used that month</p> <p>Pop-ups – around campus, at events including open days</p> <p>Climate week – host a full week of environmental awareness raising and events once per year, in conjunction with the RAU Students’ Union</p> <p>Planned activities /events – ‘War on Waste competition’ where staff and students are tasked with coming up with ideas for using resources more efficiently on campus, Cycle to Work Day, , Fairtrade Fortnight, Staff and Student Allotment days etc.</p> <p>Toolbox Talks for specific departments, as part of committee meetings or staff inset days</p> <p>Staff Green Impact scheme – staff teams take part in an competition to complete as many sustainability actions as possible throughout the idea, with various awards at the end of the year</p>

Trade Unions – Staff can contact their Trade Union representative with any issues. They can liaise directly with RAU environmental staff or utilise their union’s resources.

Green RAU newsletter – sent out every few months with information on progress, ‘environmental hero of the month’ etc.

Environmental Association of Universities and Colleges (EAUC) – staff can register for access to members area materials, attend webinars and engage in sharing best practice with other institutions

Environmental Sustainability Advisory Group – committee meets 3 times per year to oversee all environmental initiatives, including monitoring of Environmental & Sustainability Policy, Environmental Action Plan and Carbon Management Plan. Staff can be full or co-opted members and minutes are published on intranet.

2. Current students

Student inductions – toolbox talks during programme inductions; environmental activity during Students’ Union activity day; promotional material e.g. flyers and ‘Green RAU mugs’ put in bedrooms.

SU and RAU Facebook and Twitter – post regular messages about what the University’s been doing, linking back to news story on websites and posting pictures of the event

Gateway message – messages on Gateway i.e. Liftshare, Climate Week, Recycling

Student emails – marketing/SU, clear ‘call to action’; upcoming events, specific campaign

Emails from course managers – encouraging students to get involved in initiatives that might support their studies i.e. conservation foundation degrees involved in voluntary work

Posters/flyers – departmental noticeboards, public display boards and other prominent areas. Generic posters/stickers from websites such as Carbon Trust, bespoke posters with key messages, and copies of information such as the ‘Recycling Guide’

Digital displays (screens) – display messages i.e. the amount of energy used that month

Freshers fair stand – information on environmental topics, posters and stickers to take away, ‘eco-action games’, student (and staff) pledges with prize draw, cakes and sweets (repeat of successful Green RAU launch week in August)

Student Environmental Society – to get interested students involved, pushing forward the agenda and helping with events

Green Impact – students can volunteer as project assistants and auditors to help staff teams put in environmental actions throughout the year

Climate week – host a full week of environmental awareness raising and events once per year, in conjunction with the RAU Students’ Union.

Planned activities – ‘War on Waste competition’ where staff and students are tasked with coming up with ideas for using resources more efficiently on campus; provision of space for student and staff allotments with ‘taster allotment days’ and growing competitions.

Pop-ups – around campus, at events including open days

Curriculum – environmental/sustainability topics to be raised through the curriculum, using RAU as a Living Lab for projects e.g. dissertations

Environmental Association of Universities and Colleges (EAUC) – students can register for access to members area materials and attend the annual conference at a discounted rate

Environmental Sustainability Advisory Group – committee meets 3 times per year to oversee all environmental initiatives, including monitoring of Environmental & Sustainability Policy, Environmental Action Plan and Carbon Management Plan. Student representatives invited at beginning of the academic year.

External communication

Objective: To enhance reputation and attract students, business and funding by showcasing environmental responsibility, in both the delivery of education for sustainable development and the way the estate is used.

3. Local press

Press releases – at least one story to be sent to local and specialist press per month

Website articles – news stories to be posted on RAU website

RAU social media – post regular messages about what the University's been doing, linking back to news story on websites and posting pictures of the event

4. Potential students and their parents

Open days – print outs of important material i.e. Environmental Action Plan made available at open days and displayed in public places, such as Front Reception

Prospectus – include environmental information prominently in front section

Website articles – news stories to be posted on RAU website

RAU social media – post regular messages about what the University's been doing, linking back to news story on websites and posting pictures of the event

Letters/emails before and after events – could include a sustainable message

Pop-ups – around campus, at events and open days

5. Alumni

RAU social media – emphasis mainly on LinkedIn

Landmark – alumni magazine published annually, include a selection of environmental news stories and success stories from the past year

Website articles – news stories to be posted on RAU website

Alumni e-newsletter – send out once a month by alumni, feed in news stories

6. General

Entry to Environmental Awards – such as Green Gown Awards, Gloucestershire Environmental Business Award, Cirencester Green Business of the Year, Guardian Sustainability Awards, BITC Responsible Business Awards etc.

Improvement of People and Planet University League Score

Website articles – news stories to be posted on RAU website

Website pages – make sure that the sustainable pages on the RAU website are as attractive and engaging/interesting as possible

RAU social media – post regular messages about what the University's been doing, linking back to news story on websites and posting pictures of the event

Monitoring	Progress towards the strategy will be reviewed by the Environmental Sustainability Advisory Group at each meeting. The strategy will be reviewed and updated by the lead officers at the end of the 2016-17 academic year.
Evaluation	<ol style="list-style-type: none"> 1. Number of pieces of coverage in local and specialist press 2. Number of 'like' 'comments' and 'shares' on Fb plus the reach of the post, 'likes' and 'follows' on Instagram, and 'retweets' and 'likes' on Twitter plus Bitly click through rate 3. Web hits on environmental news stories 4. Amount of engagement at student and staff activities including Freshers week 5. The number of new and existing students signed up for environmental initiatives
Risks	<p>Not getting press coverage – make sure news stories have a 'hook' and where possible a human interest story that newspapers might be interested in</p> <p>Little engagement on social media – post often with lots of pictures, make the updates interesting and snappy, ask questions and encourage conversation</p> <p>Students not signing up at events – make stands/events as interesting as possible with SU and student ambassador involvement; informative games or give-aways.</p>