

Sustainability Engagement Plan

As a challenger institution, Northumbria seeks ways to continuously evolve and improve in all areas, including in our sustainability performance and activity. Strategic Business Outcome 47 of the University Strategy 2018-23 commits to supporting the UN Sustainable Development Goals (SDGs) and to achieving “an enhanced reputation for sustainability”.

To support this, the University is optimising its contribution to the SDGs through our research and teaching, as well as further improvements to the sustainability of our campus and operations, with areas of focus including reduced carbon emissions, and waste.

Key to delivering Business Outcome 47, however, is the need to deliver effective engagement and communications amongst staff, students and the communities in which we work.

Our engagement activity around sustainability has three aims:

- **Inform and Encourage:** To help our stakeholders understand more about sustainability challenges and to encourage them to adopt behaviours that support the SDGs at Northumbria and beyond.
- **Shared Voices:** To gather the views of our students and staff and to use these to shape our sustainability agenda and associated activity.
- **Promote:** To raise staff, student and public awareness of Northumbria’s sustainability successes.

A number of positive engagement schemes are already in place, but this Plan captures the roadmap for ensuring we continually improve our engagement output and meet the Business Outcome 47 ambitions set for 2023.

This Sustainability Engagement Plan is overseen by the University Sustainability Management Group (USMG). It is reviewed annually by the USMG with interim oversight /coordination completed by the Sustainability Manager. It is reported on annually in the Sustainability Annual Report.

Last Update: June 2021



SUSTAINABILITY ENGAGEMENT PLAN: 2021-2023

| ACTIVITY | AUDIENCE | OBJECTIVE | RESOURCES | TARGET(S) | RESPONSIBILITY | NOTES |
|---|-----------------------------|--------------------|---|---|---|---|
| Sustainability Engagement Working Group | Students, Staff & Community | All | <ul style="list-style-type: none"> Membership includes representatives from Marketing & Students' Union (SU) as well as Sustainability Manager and Carbon Manager. | Create a new Sustainability Engagement Working Group to oversee sustainability engagement activity. | Sustainability Manager | Completed May 2021. |
| Training module & inductions | Students | Inform & encourage | <ul style="list-style-type: none"> Online training platform. Input from Technology Enhanced Learning Team. | Develop new sustainability module for inclusion in all student inductions. | Sustainability Manager Student, Library & Academic Services | Completed May 2021. |
| | Staff | Inform & encourage | <ul style="list-style-type: none"> Bespoke online training platform. Facilitation and monitoring from Human Resources. | Develop new sustainability module for inclusion in all staff inductions. | Sustainability Manager Human Resources | Completed January 2019. |
| Competency matrix & training | Staff | Inform & encourage | <ul style="list-style-type: none"> Costs for externally provided training. Time requirements for in-house training course development and delivery. | Review Competency Matrix to ensure it is comprehensive and effective. | Sustainability Manager University Sustainability Management Group (USMG) | Completed Mar 2021 and new courses identified. |
| | | | | Aim for all mandatory courses to have a completion rates of 75% by Dec 2021. | Sustainability Manager USMG | Ambitious target as some courses only launched summer 2021. |
| | Students | Inform & encourage | <ul style="list-style-type: none"> Cost of IEMA certification. | Develop new Sustainability | Sustainability Manager | Completed May 2021. |



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| Sustainability Ambassadors Programme | | | <ul style="list-style-type: none"> Guidance from Technology Enhanced Learning Team. Paid student internship – Inclusivity assessment. Blackboard VLE. | Ambassadors Programme suitable for all students. | | |
| | Students | | | Sign up 150 students in its first full year of running i.e. 2021/22. | Sustainability Manager | |
| Goalkeepers | Staff | Promote Shared voices | <ul style="list-style-type: none"> Workbook and supporting guidance and suggested actions. Goalkeepers' training workshops. Ongoing support from Sustainability Manager i.e. regular meetings. Dedicated Teams site. Audits Annual Audit reports – 1 per team. | At least one active Goalkeepers team in every Faculty and Service annually. | Sustainability Manager | Complete June 2021 / Ongoing |
| Goalkeepers Audits | Students | Promote Shared voices | <ul style="list-style-type: none"> Half-day training session. Refreshments for volunteers. Templates for auditors. Availability of Goalkeepers for audit. Compilation and distribution of audit reports. | Deliver Goalkeeper Audits annually (including training of student volunteers and 2 audit opportunities for each participant). | Sustainability Manager | Offers around 20 volunteer audit opportunities annually. |
| LEAF | Staff | Inform & encourage | <ul style="list-style-type: none"> Cost of subscribing to the LEAF programme. | Launch LEAF at Northumbria with a | Sustainability Manager | |



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| | | | <ul style="list-style-type: none"> Support through Sustainable Labs Group. Staff time of participants in the scheme. Staff time to complete audit. | number of active teams in 2021/22. | | |
| Education for Sustainable Development (ESD) | Students & Staff | Inform & encourage | <ul style="list-style-type: none"> Significant staff time involved in any programme redesign. ESD Resource intranet site for staff. Staff training e.g. climate literacy, ESD workshops. Dedicated Teaching Quality Excellence Fund. Academic Registry support and dedicated Teaching excellence Team. Living Lab projects list. | See 'Education for Sustainable Development Plan' for more details. | Sustainability Manager SLAS | |
| Research for the SDGs | Staff | Inform & encourage | <ul style="list-style-type: none"> Research Services support for associated funding bids. Business Services support for business partnership opportunities. Research for the SDGs Guidance site on staff intranet. SLAS support on compiling data for reporting metrics around publications. | Develop dedicated staff intranet site for supporting research for the SDGs. | Sustainability Manager Research & Innovation Services | Completed Sep 2020 |
| | | | | Develop new reporting on Research for the SDGs using publishing metrics and case studies by December 2021. | Sustainability Manager SLAS | |
| | | | | Identify metrics which can be used for setting | USMG | |



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| | | | <ul style="list-style-type: none"> Goalkeepers input on sharing updates from Faculties regarding relevant research. | targets around increasing research in support of the SDGs by December 2021. | | |
| Guidance and Procedures | Staff | Inform & encourage | <ul style="list-style-type: none"> Multiple, accessible guides and resources to assist sustainable and compliant activity e.g. Environmental procedures, Waste Directory, Reuse Guidance and forms etc. Located on staff intranet pages. | Undertake an annual schedule of audits to identify any guidance that is required or which needs revision. | Sustainability Manager | Undertaken as part of ISO14001 activity. |
| | Students | Inform & encourage | <ul style="list-style-type: none"> Information and guides on relevant topics including sustainable travel, Cycle2Campus and waste guidance. Located on website and student intranet pages. | Continually review based on student feedback i.e. GOAL findings. | Sustainability Manager | Ongoing |
| Campaigns | Students & Staff | Inform & encourage | <ul style="list-style-type: none"> Cost of campaign design and delivery e.g. visual resources, hosting events etc. | Run at least one major sustainability campaign annually e.g. Responsible Consumption. | Sustainability Manager Goalkeepers Students' Union | Responsible Consumption campaign (2020), Wildlife (hedgehog) campaign (2021). |
| Events | Students & Staff | Inform & encourage | <ul style="list-style-type: none"> Event costs e.g. Dr Bike | Run at least 30 sustainability events annually. | Sustainability Manager Goalkeepers | Over 30 events in 2019/20. |



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| | | | | | Students' Union | |
| Sustainability Awards | Students & Staff | Inform & encourage Promote | <ul style="list-style-type: none"> Costs of awards / prizes. Refreshments | Design new Northumbria Sustainability Awards Scheme. | Sustainability Manager | |
| | | | | Launch new Sustainability Awards schemes for 2022/23. | Sustainability Manager | |
| | | | | Undertake quarterly monitoring to identify most successful posts and stories. | Sustainability Engagement Working Group | Ongoing |
| USMG & Sub-Groups | Students & Staff | Shared voices | <ul style="list-style-type: none"> Staff time for preparation, attendance and follow-up actions. | Track attendance to ensure strong representation from all group members. | Sustainability Manager | Ongoing |
| Climate Change Think Tank (CCTT) | Students & Staff | Inform & encourage Shared voices | <ul style="list-style-type: none"> Internal and external speakers (and associated costs). Support from Sustainability Manager and staff/student volunteers. | Re-launch CCTT in 2021/22 now open to all staff and students (originally launched in Law School). | CCTT Lead | Launched in 2019 in Law School. |
| 'Sustainability' Teams Group | Staff | Inform & encourage Promote | <ul style="list-style-type: none"> Regular updates from Sustainability manager and encouraging others to post. Responding to posts from others and acting on suggestions where possible. | Establish Sustainability group on Teams. | Sustainability Manager | Completed April 2021 |
| | | | | Publicise the group to increase membership – target 200 members by June 2022. | Sustainability Manager | |



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| GOAL | Students | Shared voices | <ul style="list-style-type: none"> Availability of University Executive and Sabbatical Officers. Coordinated by SU to give objectivity/student voice. | Undertake an annual GOAL Day on a sustainability focus. | Students' Union / University Executive | First launched in 2019/20. |
| SU Survey | Students | Shared voices | <ul style="list-style-type: none"> Completion of annual student survey coordinated by SU. | 70% student rating for institutional commitment to sustainability by 2023. | Students' Union | 76% in 2019 |
| Student societies | Students | Shared voices Inform & encourage | <ul style="list-style-type: none"> Regular meetings between societies, Sustainability Manager and SU Activities Coordinator. | SU Activities Officer to sit on Sustainability Engagement Working Group | Students' Union Sustainability Manager | Complete May 2021 |
| Student Sustainability Mailing List | Students | Inform & encourage Promote | <ul style="list-style-type: none"> Creation of mailing list. Gecko account for signup. | Increase Mailing List membership by 50% from 2020/21 to 2021/22. | Sustainability Manager | |
| | Students | | | Post to the student sustainability mailing list at least quarterly. | Sustainability Manager | Ongoing |
| Staff Intranet | Staff | Promote Inform & encourage | <ul style="list-style-type: none"> Copy provided by Sustainability Manager. Updates completed by Marketing. | Post at least 12 sustainability news updates on the student intranet annually. | Sustainability Engagement Working Group | Ongoing |
| Student Intranet | Students | Promote Inform & encourage | <ul style="list-style-type: none"> Copy provided by Sustainability Manager. Updates completed by Marketing. | Post at least 12 sustainability news updates on the student intranet annually. | Sustainability Engagement Working Group | Ongoing |



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| All Staff Email | Staff | Promote Inform & encourage | <ul style="list-style-type: none"> All Staff email from USMG Chair – requires approval from Marketing. | Include a sustainability update in one all-staff update, at least once a year. | Marketing | |
| Social media | Students, Staff & Community | Inform & encourage Promote | <ul style="list-style-type: none"> Direct support from Marketing team. Commissioning of some content e.g. videos. Annual Plan of social media output. | Create a Sustainability Engagement Working Group to enhance sustainability social media output. | Sustainability Manager | Completed May 2021. |
| | | | | Undertake quarterly monitoring to identify most successful posts and stories. | Sustainability Engagement Working Group | Ongoing |
| Annual Report | Students, Staff & Community | Promote | <ul style="list-style-type: none"> Multiple contributions required. | Publish a Sustainability Annual report once a year. | Sustainability Manager | Ongoing |
| Website | Students, Staff & Community | Promote | <ul style="list-style-type: none"> Dedicated sustainability webpages. | Maintain up to date webpages. | Sustainability Manager | Ongoing |
| Collaborative Newcastle University Agreement (CNUA) | Community | Inform & encourage Promote Shared voices | <ul style="list-style-type: none"> CNUA Working Group 16 project plans for key projects supporting people, place and/or planet. Dedicated website Launch event Funding applications Allocation of funds | Develop 16 actions plans for key projects to be delivered under CNUA e.g. NetZero. To be completed by Sep 2021. | Pro-Vice Chancellor (Business & Enterprise) | |



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| Active membership of local groups, championing sustainability in the community | Community | Inform & encourage | <ul style="list-style-type: none"> Membership of groups including: <ul style="list-style-type: none"> Local Enterprise Partnership (Chair) Students in Newcastle / City Life NetZero Taskforce North East Coalition on Climate Change Newcastle Biodiversity Group (Chair) Newcastle Fairtrade Partnership. | Maintain membership and undertake actions as agreed within the relevant groups. | Various | Ongoing |
| Pack for Good Campaign | Students & Community | Inform & encourage Promote | <ul style="list-style-type: none"> Locate British Heart Foundation Banks on campus and in local area on agreement with the Council. Publicity of the scheme e.g. door-to-door leaflets. Litter picks. | Deliver an annual Pack for Good scheme on conclusion of the academic year. | Sustainability Manager Sodexo Students' Union | Complete June 2021 / Ongoing |
| Best Neighbour on Campus | Students & Community | Inform & encourage Promote | <ul style="list-style-type: none"> Prize money for the scheme Resources for receiving entries, judging, promoting scheme etc. | Deliver the Best neighbour on campus scheme on an annual basis. | Student, Library & Academic Services | |
| Engagement events for Climate Change e.g. youth climate engagement, | Students, Community & Staff | Inform & encourage Shared voices | <ul style="list-style-type: none"> Funding for events Provision of staff experts Administration of events Provision of space e.g. lecture theatres | Deliver at least two engagement events a year with local audiences focusing on challenges | Marketing Sustainability Manager Business Enterprise Services | Co-organiser: Student Climate Summit & Innovation |



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| policy forums with local government etc. | | | | relating to climate change. | | Challenge (March 2021) / Newcastle150 cosponsor and contributor (May 2021). |
| Public lectures | Students, Community & Staff | Inform & encourage | <ul style="list-style-type: none"> Organised by events team i.e. identifying speakers, publicity etc. Refreshments Provision of space e.g. lecture theatres Booking portal | Deliver an annual schedule of public lectures exploring a range of sustainability-related challenges. | Events Team | Ongoing |
| Sustainability community education programmes (free or include a fee) | Community | Inform & encourage | <ul style="list-style-type: none"> Programme development by academics and Business Enterprise team. Programme delivery by academics. Training materials and assessment (where relevant) CPD portfolio | Deliver an annual programme of education opportunities around sustainability for local businesses/ local community – at least some must be free. | Business Enterprise Teams Faculties SLAS | Ongoing |
| Outreach schemes in support of the SDGs incl. NUSTEM, Building Advice Centre, Student Law Office & Business Clinic | Community & Students | Inform & encourage Shared voices | <ul style="list-style-type: none"> Student volunteers and paid supporting staff. Funding for schemes. Travel to schools, businesses and organisations receiving free advice. | Deliver an annual programme of outreach schemes which support the SDGs. | Various | Ongoing |



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| Volunteering Programmes | Students, Community & Staff | Inform & encourage | <ul style="list-style-type: none">• Funding for schemes.• Travel costs for volunteers.• Engagement with organisations/ individuals being supported.• Health, Safety & Risk Assessments. | Deliver an annual programme of volunteering opportunities supporting sustainability needs within the local community (people, planet and prosperity). | Students' Union Graduate Futures | |