



Nottingham Trent  
University

# Student and Staff Engagement Strategy

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# 1. Introduction

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Embracing Sustainability is a strategic theme, within *University, reimagined* at Nottingham Trent University (NTU) and is embedded throughout our corporate governance, operations, research and curriculum. It is as a whole-institution priority for which everyone is responsible for embedding.

As such Sustainability is enabled through support from several key teams including the Sustainability Team, Green Academy team, Nottingham Trent Students' Union (NTSU) and Centre for Student and Community Engagement (CenSCE), who work collaboratively with each other as well as with academic colleagues and other professional services across the University to provide regular, meaningful engagement opportunities for staff and students, which connect our people with sustainability issues.

## 2. The Strategic Purpose of our Engagement

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- 1) Embracing Sustainability engagement work at NTU is driven by the University's strategic vision of '*University, reimagined*. We are committed to '*curating an intergenerational conversation with our students, colleagues, and stakeholders*' and being '*recognised as the most environmentally responsible University in the UK.*' Therefore, we are required to think long-term and outwards and to ensure that all our work is as efficient and impactful as possible. The four Approaches, within Embracing Sustainability, for delivering the strategy are:
  1. We will align our activities with the United Nations' Global Sustainable Development Goals, recognising environmental, social and economic sustainability in a triple bottom line and supporting our partners and suppliers to do the same.
  2. We will set and meet specific and challenging targets for reducing our environmental footprint and ensure our campuses are exemplars of sustainable practice.
  3. We will prioritise research that promotes sustainability.
  4. We will reflect our social responsibility in our curriculum, our partnership with the Nottingham Trent Students' Union, and our support for social action.
- 2) The role we can play in the social and environmental life of the City and Region is reflected by the central commitment in the UN's 2030 Agenda for Sustainable Development including the 17 Sustainable Development Goals (SDGs). These goals are used in this document to guide the principles of sustainable development at NTU. As a signatory to the SDG Accord, NTU is committed to contributing to global efforts to achieve these goals. This is the purpose at the root of why we undertake the work we do.
- 3) These 17 SDGs are the framework around which NTU approaches sustainable development and therefore how we work to create the *University, reimagined*. Every piece of work we undertake should target one or more of these goals. However, these SDGs are complex and far reaching and it is important that we can measure the success of our engagement work more tangibly to ensure it is having the maximum impact.

- 4) The focus for SMART objectives, which will help us to deliver the 17 SDGs through our engagement, are found in the Sustainability Team's strapline: *'enabling a culture of sustainable development across NTU, enhancing the student and staff experience and creating a global legacy.'* The elements of the tagline are broken down to explore the three things we want to achieve:

**1) Enabling a culture of sustainable development across NTU**

Culture can be defined as the *'habits of the people and the way they generally behave'*. Therefore, we must ensure we understand habits and behaviours which will help NTU contribute to the SDGs. At NTU it is recognised that the principles of Sustainable Development should be included in the taught curriculum which is the main purpose of the Green Academy to support. Our staff and students are also influenced by activities outside of the curriculum. Therefore, the Sustainability Team will collaborate with other departments across the university to deliver several extra-curricular engagement projects throughout the academic year.

**2) Enhancing the staff and student experience**

We believe that studying and working at a sustainable university improves the experience of our students and staff. Through our work to contribute to the SDGs, we can offer multiple benefits by offering fulfilling extra-curricular experiences, skills for lifelong learning and enhanced wellbeing.

**3) Creating a global legacy**

We want to have an impact, not only on the lives of the people and environment on our campuses but around the world. We aim to communicate this impact, collaborate with the wider community, and for NTU's pioneering approach to sustainability to influence others. We disseminate our best practice through several national and global networks such as EAUC and the SDG Accord.

Furthermore, NTU's Environmental Policy commits us to: *Developing and embedding environmental awareness and principles in staff and students; encouraging a university-wide participation in environmental activities, training and programmes. Promoting Education for Sustainable Development for all, via a formal curriculum-based approach, coupled with informal initiatives.*

Details of engagement activities from the Sustainability Team to help us to deliver these objectives for 2020-2021 is included in the appendix.

Charmaine Morrell, Head of Sustainability.....22<sup>nd</sup> June 2021

## Appendix

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**Aims:** Through our engagement strategy, the Sustainability Team aims to inspire, inform, and empower our stakeholders to ‘Embrace Sustainability’ by fostering a culture of zero carbon working.

**Objectives:** Please see the table below for the 4 primary objectives, an action plan and related activities for each area, and the expected outcomes.

### Sustainability Engagement Strategy 2020/21

Objective	Action plan and related activities	Measuring Impact
<p>1. To increase awareness among staff and students about ways to integrate sustainability into everyday actions, behaviours, and workplace practices.</p>	<ul style="list-style-type: none"> <li>• Develop and deliver a range of activities, events, trainings and behaviour change campaigns that staff and students can take part in throughout the year e.g. Green Week, Sustainability Action Week and the Enterprise Week - Green Dragon Award.</li> <li>• Continue to offer and deliver comprehensive sustainability induction sessions to all new NTU staff.</li> <li>• Create a calendar plan of events for the academic year to include SD team activities and where suitable include collaborative/NTU wide events.</li> <li>• Develop and maintain contacts lists for all schools and departments to ensure where suitable comms can be targeted.</li> <li>• Work, at least, 1 month in hand for activity plans and consider planning events in a standard event planning cover sheet.</li> <li>• Pre-release information to engaged staff and student platforms.</li> <li>• Consolidate themes and messages across all comms pathways including social media, <a href="#">NTU Green Rewards</a> and other activities.</li> <li>• Review each event in accordance to objective 4 to ensure continuous improvement.</li> </ul>	<ol style="list-style-type: none"> <li>1. Calendar of events with a robust offering of activities, events and engagement opportunities</li> <li>2. Increased levels of awareness among staff and students as evidenced by numbers attending workshops, events, training sessions</li> <li>3. Up to date contacts list for schools/departments and across NTU</li> <li>4. An actively engaged network of student Eco-Champions__who help to raise awareness among their fellow students through peer-to-peer engagement</li> <li>5. Monitoring of number of staff and students signed up to NTU Green Rewards and number of positive actions and carbon avoided</li> </ol>

<p>2. To create ongoing opportunities for the NTU community to address the biggest impacts within their working environment and develop interventions to 'Embrace Sustainability' through tailored projects and action plans.</p>	<ul style="list-style-type: none"> <li>• Provide Sustainability Awareness Training sessions and resources so that staff are informed about how best to embed sustainability into their area of work</li> <li>• Facilitate and support a staff Sustainability Ambassadors Network that seeks to connect and support staff who are passionate about advancing Sustainability in their team/departments</li> <li>• Respond to requests for tailored training sessions</li> <li>• Support staff in identifying, developing and delivering projects that improve environmental performance</li> <li>• Enable departments to manage their own sustainability projects with support from the SD team, including: <ul style="list-style-type: none"> <li>▪ Department impact analysis</li> <li>▪ Project proposal and action plan development</li> <li>▪ Ongoing reviews for monitoring and measuring to empower engaged staff and students.</li> </ul> </li> <li>• Regularly communicate about NTU's Environmental Management System as a framework for reducing our collective environmental impact</li> <li>• Provide resources and demonstrate best practice for adopting a zero-carbon culture</li> </ul>	<ol style="list-style-type: none"> <li>1. Actively engaged network of staff Sustainability Ambassadors who work to embed sustainability in their areas of work</li> <li>2. Bespoke projects with teams/depts</li> <li>3. Delivery of staff workshops and training sessions</li> <li>4. Teams and departments beginning to implement sustainability initiatives and projects within their area of focus</li> <li>5. Measure engagement impacts through EMS Engagement Objectives which includes 2 engagement related targets for 2020/2021: <ol style="list-style-type: none"> <li>a. 20% increase on delivered sustainability sessions compared to 19/20</li> <li>b. Increase the number of positive actions undertaken by students and staff using Green Rewards by 10% by 2020/21</li> <li>c. Monthly monitoring of the above targets by Engagement Strand Leader and the Environmental Manager</li> </ol> </li> </ol>
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<p>3. To foster a culture of sustainability through communications, ongoing dialogue, and by empowering staff and students to share, and act upon, their sustainability ideas and areas for improvement at NTU and beyond.</p>	<ul style="list-style-type: none"> <li>• Develop and maintain contacts lists for all schools and departments to ensure where suitable comms can be targeted in addition to NTU wide communication pathways</li> <li>• Send ongoing comms, at least once termly, to the contacts list with details of upcoming events that staff, and students can engage with.</li> <li>• Develop good news stories to maintain engagement through CAMS, GR and SD website.</li> <li>• Maintain monthly comms with updates and way to get involved for Sustainability Ambassadors and Eco Champions.</li> <li>• Develop targeted campaigns focused on particular practices and/or areas for improvement</li> <li>• Manage social media reviewing:             <ul style="list-style-type: none"> <li>○ Previous month interactions</li> <li>○ Upcoming events</li> <li>○ Local, national and international events.</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>1. Established network of contacts who regularly share sustainability messaging with their staff and students</li> <li>2. Termly good news stories</li> <li>3. Engaging and active social media presence which is regularly reviewed and tweaked accordingly</li> </ol>
<p>4. To monitor and review engagement to ensure that activities, events and communications are having desired impact; and to share success stories with internal and external stakeholders in order to communicate best practice and inspire others to make positive change.</p>	<ul style="list-style-type: none"> <li>• Continually update the Engagement Monitoring spreadsheet, including notes of what has gone well and what could be improved</li> <li>• Wherever possible, capture feedback from participants at events, activities and workshops</li> <li>• Write up summary of events and activities to be shared on our webpages and via social media wherever possible</li> <li>• Disseminate best practice by sharing success stories and outcomes via communication channels such as EAUC email, EAUC midlands group, and conference presentations</li> </ul>	<ol style="list-style-type: none"> <li>1. Continual improvement in our offering of activities, events and behaviour change campaigns</li> <li>2. Continued strengthening of our reputation in the sector as a leader in sustainability</li> <li>3. Additional opportunities to showcase how NTU is 'changing lives, being bold and doing the right thing' through our Embracing Sustainability strategy strand</li> </ol>