

Oxford Brookes Environmental Sustainability Communication Plan Action Plan

VISION

To effectively communicate the University's environmental sustainability aspirations, commitments and performance, including the importance of effective Environmental Management.

OBJECTIVES

- Establish, implement and maintain processes to effectively communicate internal and external communications relevant to our environmental sustainability objectives.
- To ensure all communications are consistent, reliable and compliant.
- To Internally communicate (at all levels) information relevant to our accredited Environmental Management System (EMS), including any changes.
- To ensure information on the EMS, relevant documentation and training is available to embed continual improvement internally.
- Allow information to flow top-down and bottom-up, for maximum pervasion of the EMS.
- To maintain and improve staff, student and stakeholder engagement with regards to our environmental sustainability work.

ACTION PLAN

See Annex 1 for a breakdown of communication methods, frequency, goals and target audience requirements.

The Environmental Sustainability Team shall retain documented information as evidence of its communications, as appropriate. Standard Operational Procedure ([EN010SP](#)) 'Monitoring and Reporting' outlines the actions and responsibilities associated with monitoring, measurement and reporting of key parameters associated with activities and operations of the University's Environmental Management Systems.

This action plan will be reviewed annually by the Environmental Sustainability Team and signed off by the Estates and Campus Services senior leadership team.

ECS SLT sign off date: 5/10/2022

ANNEX 1 : EST Communications Action Plan

Communication method 'WHAT'	Communication goal 'WHY'	Frequency 'WHEN'	Direction	Target audience 'WHOM'
Annual Sustainability Report – published online	Provide an overview of yearly progress and target reporting	Annual (spring)	Internal & External	All internal & external stakeholders
Sustainability website	Contains information on sustainability performance and the EMS. Including the latest copies of relevant EMS documentation.	Updated as necessary – but at least annually	Internal & External	All internal & external stakeholders
Social media	Signpost information relating to environmental sustainability, new campaigns and engagement opportunities. Complete the quarterly so-social calendar with MRE.	At least one post per month	Internal & External	All internal & external stakeholders
Staff newsletter (Staff Communications Hub)	Provide updates on our EMS performance and sustainability work via Staff Update. To include annually: Sustainability Report, Fairtrade Fortnight; Earth day, Green week, Green Impact.	3 x per year (minimum)	Internal	All internal staff
Student Union website and social media platforms for students.	Outline sustainability policies and objectives; information sharing with the 'Environmental Community' and meetings; sustainability societies; Green Impact program; advertise campaigns and planned events such as World Earth Day, Science Fair, End of Year Campaign, Green Week.	At least Termly	Internal	All internal stakeholders

Communication method 'WHAT'	Communication goal 'WHY'	Frequency 'WHEN'	Direction	Target audience 'WHOM'
Residences social media platforms for students	Advertise the Green Impact program, sustainability campaigns and engagement opportunities. As well as planned events, such as World Earth Day, Science Fair, End of Year Campaign, Green Week	At least once per month, during term time.	Internal	All students in residences
Stalls	Advertising and promoting sustainability at Brookes, to include: Freshers Fair; World FM day; Science Fair, World Earth Day	Annual	Internal	Mainly students and staff
VCG presentation	Update the Vice-Chancellor's Group on EMS status/ management review/targets.	Annual	Internal	VCG
Senior Leadership Team (SLT)	Update senior management on EMS status.	At least annually	Internal	Estates & Campus Services SLT
Staff induction	Introduce all new internal staff to Brookes' EMS and other sustainability work.	As requested	Internal	All internal staff (within 6 weeks of joining Brookes)
Lecturing	Business School – sustainable business module. TDE – Post occupancy evaluations, site tours & EMS MSc lecture. Foundation – Sustainability at Brookes	As requested	Internal	Students

Communication method 'WHAT'	Communication goal 'WHY'	Frequency 'WHEN'	Direction	Target audience 'WHOM'
In-person training sessions	Improve knowledge of the EMS for specific staff members (Responsible People).	Refer to training schedule	Internal	Appropriate internal staff
Email forum	Our 'Environment Forum' offers an outlet for staff to communicate about EMS-related matters.	Ad hoc	Internal	Internal staff
On-campus TV screens - Catering	Sustainability information is constantly advertised on TV screens in catering outlets i.e. Fairtrade, MSC fish, re-usable cups, refill points etc.	Permanent, updated as necessary	Internal	All internal stakeholders
Google Drive	Shared Google Drives have been created to disseminate relevant EMS documentation with the Halls of Residence team and assorted Responsible People.	Updated as necessary.	Internal	Internal staff
Environmental networking group meetings	Liaise with local groups such as Low Carbon Oxford and Oxford Green Week, Oxford Green & Blue Network, Oxford Sustainable catering group and Headington Action to share ideas and plan events or campaigns.	Attend meetings at least termly	External	Members of local networking groups
Team email address (sustainability@brookes.ac.uk)	Communication channel available to all: email address is advertised on our webpages. Communications include FOI requests and reporting of environmental issues.	Ad hoc	Incoming	Environmental Sustainability Team

Communication method 'WHAT'	Communication goal 'WHY'	Frequency 'WHEN'	Direction	Target audience 'WHOM'
Sustainability team email addresses and phone numbers.	Personal contact details are available to all internal and external stakeholders via the website. Communications include the reporting of environmental issues and requests for meetings.	Ad hoc	Incoming	Environmental Sustainability Team
Brookes Union environmental forum	Attend meetings that provide an outlet for student and staff feedback on issues relating to the EMS and wider sustainability agenda.	Monthly	Incoming	Environmental Sustainability Team
Brookes Union 'All I want for Christmas' campaign	The Union conducts a survey of the student body to gather feedback on university performance, including environmental sustainability issues.	Annual (January)	Incoming	Environmental Sustainability Team

Communication meetings:

A list of annual events reviewed can be found on the team drive:

<https://docs.google.com/spreadsheets/d/1KOZfweXnYbUoW3O4KEW1OprWwP7OpFLe/edit#gid=1376469025>

1. Meeting with Marketing and Communications (every 4 weeks)Attendance:

Environmental Sustainability Team - Michele Morley,
Community Engagement & Social Responsibility - Andrea Siret
Marketing & Communications – Matthew Butler

Agenda:

To discuss, agree and deliver initiatives and internal/external communications.