



University of
Salford
MANCHESTER

Sustainability at The University of Salford

Communications and Engagement Induction



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1. Strategic Context – University Strategy

- Our University Strategy ‘Innovating to Enrich Lives’ frames how we will work towards our ultimate goal of innovating towards a more sustainable, equitable, just, healthy, creative and prosperous society.
- Setting enquiry, learning and action at the heart of all we do, our four delivery themes drive our combined work in research, education and collaborative engagement:
 - / Developing Cutting-edge Creativity & Innovative Practice
 - / Building Prosperity, Equity & Community
 - / Improving Environment & Sustainability
 - / Enabling Healthier Living
- We aim to lead the way on environmental sustainability

1. Strategic Context – Sustainability Strategy

Our Vision

By embedding sustainability in all aspects of University life, we will enable our University community to create impactful positive change for society and environment.

Our Goals



To create a Sustainable Campus



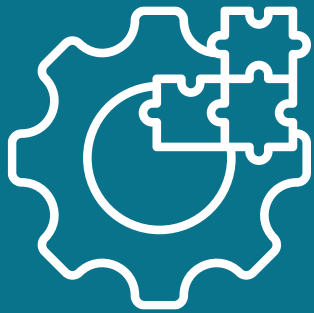
To enable a Sustainable Impact beyond our campus



To support Sustainable Communities

1. Strategic Context - Our Delivery Principles

Embedding Sustainability



Through support provided by leadership and the Sustainability Office we will embed sustainability principles into everybody's business as usual. We make a lot of decisions as an institution, we want to make sure that sustainability is at the heart of those decisions and not a bolt-on. We will make sure policies and procedures support sustainable choices.

Collaboration



Our Strategy has been developed through collaboration and we will continue this approach in implementation. We will work collaboratively within and beyond the University to develop the right tools and resources our people need to enable sustainability. We will apply an equity, diversity and inclusion (EDI) lens to our activities and collaborate with groups that champion EDI.

Knowledge Sharing



We know there is good practice, great research and teaching, and real enthusiasm for the sustainability agenda. We will ensure that sustainable practice is recognised institutionally and that good ideas are easier to develop and implement. We will lead by example and share best practice to enable wider sustainable change.

1. Strategic Context – communications vs engagement

- Communication is about delivering messages, engagement is about building relationships.
- Communication is simple messages that can appeal to a wide audience, awareness-raising activities to increase profile and reach.
- Engagement goes beyond communication to create tailored messages for specific audiences to help build relationships. It encourages active participation which can create more meaningful interaction.

2. Communication and Engagement Aims

1. To increase awareness, knowledge and understanding of sustainability issues among students, colleagues and the wider community.
2. To inspire and encourage positive sustainable action on campus and beyond through personal lifestyle, individual actions and collaboration.
3. To demonstrate how the University sustainability ambitions, actions and achievements are helping to achieve the University Strategy 'Innovating to Enrich Lives' and the UN Sustainable Development Goals

2. Comms and Engagement Targets

Objective	Key Performance Indicator	Baseline	2021/22	2022/23	2023/24	Target
Increase influence of Green Impact at the University	Number of staff/students influenced in Green Impact	2023/24 338	N/A	N/A	338	Increase in number of staff/students influenced yr on yr by 5%
Increase engagement around sustainability with staff and students at the University	Number of staff/students engaged with sustainability campaigns & events	2020/21 1,499	3236	1107	3364	Increase in number of staff/students engaged by 5% each year

3. Principles

Connect

Understand

Provide

Create Agency	We need to create agency: When you know what to do/how to do something. We need confidence in climate action and need to build this in our audiences. A useful tool to frame this is CUP: Connect, Understand and Provide. We need design messages and communication and engagement programmes that provide opportunities to connect with our audiences, building understanding and provide opportunities for doing.
Create opportunities for doing	Tap into automatic processing, create nudges; for example – is the avoidance of waste or recycling available – coffee cup reuse, recycling bins
Positive messaging	Climate change is hard to talk about. Negative communications framing—albeit realistic—can exacerbate fear and hopelessness. Use positive framing to instead encourage hope and increase action. Bridge the gap between people’s individual lives and the state of our planet. Framing climate change not as a “problem,” but as a reality, and our responses as “actions” rather than “solutions.” This framing shifts focus toward increasing understanding, clarifying climate change’s scientific consensus, and discussing collective, effective actions. Rutgers Media and Communications Professor Melissa Aronczyk (Aronceasek)
Create conversation and share stories of action	Action drives beliefs more than awareness – the more we do, the more we care. Share stories of motivated individuals – tell stories of action – if they can do it, so can. Conversation brings insight and a sense of camaraderie
Simplicity and consistency	Sustainability can often feel complex, laden with technical jargon and intricate concepts. To foster understanding and engagement, it’s essential to simplify communication. Break down complex ideas into clear, digestible messages that are easy for your audience to grasp. For example, recycling messages, using images. Consistency will help tap into automatic processing
Adapting to the intended audience	Evolve over time and adapt for the channel and audience: Tailoring messages to resonate with specific groups—such as students, colleagues, or community—ensures that your communication is relevant and impactful. Keep messaging fresh
Inclusive and accessible	Inclusivity and accessibility are core values for the University, and our audience may come from a myriad of cultural, political, religious and socio-economic backgrounds. Sustainability issues can be controversial and sensitive topics for some, and while we may not always be in agreement with our audiences, we must be open-minded and respectful in our approach to exploring such issues. We also need to ensure we meet accessibility requirements

3. Principles – UN SDGs

- The United Nations Sustainable Development Goals (UN SDGs), or Global Goals, are a call for action by all countries to promote prosperity while protecting the planet and provide a framework for action on sustainability globally. They recognise that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.
- We recognise the critical role that education has in delivering the UN SDGs and are using them as a framework for action by mapping our Sustainability Strategy activity to the relevant goals.

SUSTAINABLE DEVELOPMENT GOALS



4. Communication Methods – Sustainability at The University of Salford managed 1

Method	Key Audiences	Key Messages
Sustainability at The University of Salford web pages www.salford.ac.uk/environmental-sustainability	Students Colleagues HE Sector Local community Wider community	Strategic commitments Policies and procedures Progress and achievements Initiatives Events and campaigns
Sustainability at the University of Salford blog	Students Colleagues HE Sector Local community Wider community	Strategic commitments in action Progress and achievements Records of initiatives
Sustainability at the University of Salford newsletter	Students Colleagues	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
Email	Students Colleagues	Direct messages for events and initiatives

4. Communication Methods - Sustainability at The University of Salford managed 2

Method	Key Audiences	Key Messages
Viva Engage	Colleagues	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
Green Impact Teams Site	Green Impact participants (active and inactive)	Progress and achievements Records of key initiatives, link to Green Impact action Events and upcoming initiatives, campaigns Opportunities to get involved
University Sustainability Board Teams Site	University Sustainability Board Members	Progress and achievements Project and impact area updates Events and upcoming initiatives, campaigns
ESD Working Group and Community of Practice Teams Site	ESD Working Group Members Academic Colleagues	Strategic commitments around ESD in action Progress and achievements Events and upcoming initiatives, campaigns Opportunities to get involved
Hedgehog Friendly Campus Teams Site	Colleagues Students	Events, campaigns and upcoming initiatives linked to hedgehog friendly, wildlife and green campus Opportunities to get involved

4. Communication Methods – Sustainability at The University of Salford managed

Method	Key Audiences	Key Messages
Community Growing Space Teams Site	Colleagues Students	Events, campaigns and upcoming initiatives linked to community growing, wildlife and green campus Opportunities to get involved
Green Campus Group Teams Site	Colleagues Students	Events, campaigns and upcoming initiatives linked to wildlife and green campus Opportunities to get involved
Cycle User Group/Active Travel Teams Site	Colleagues Students	Events, campaigns and upcoming initiatives linked to sustainable and active travel Opportunities to get involved
Plastic Free Teams Site	Colleagues Students	Events, campaigns and upcoming initiatives linked to plastic free and waste Opportunities to get involved
EEMS Teams Site	Colleagues, mainly Estates and Facilities	Policies and procedures Progress and achievements Records of key initiatives, link to operational action Events and upcoming initiatives, campaigns Opportunities to get involved

4. Communication Methods – The University of Salford managed 1

Method	Key Audiences	Key Messages
Staff Hub	Colleagues	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
Student Hub	Current students	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
University managed social media	Colleagues and current students	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
Student newsletter	Current students	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved

4. Communication Methods – The University of Salford managed 2

Method	Key Audiences	Key Messages
School Business and Marketing Managers	Colleagues and current students	Events and upcoming initiatives, campaigns Opportunities to get involved
School Employability Advisors and Student Progression Assistants	Students	Events and upcoming initiatives, campaigns Opportunities to get involved
Project Management Community of Practice	Project managers - colleagues	Events and upcoming initiatives, campaigns Opportunities to get involved
Digital Screens	Campus users	Events and upcoming initiatives, campaigns Opportunities to get involved
Screen Savers	Campus users	Events and upcoming initiatives, campaigns Opportunities to get involved
Staff Networks	Colleagues	Events and upcoming initiatives, campaigns Opportunities to get involved
Student Voice	Students	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved

4. Communication Methods – other managed

Method	Key Audiences	Key Messages
SU Comms channels	Students	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
Student Societies	Students	Events and upcoming initiatives, campaigns Opportunities to get involved
Student Reps	Students	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
Salford City Council – Greener Salford channels	Local community	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
EAUC	HE Sector	Strategic commitments in action Progress and achievements

4. Communication Methods – Sustainability Team social media

Method	Key Audiences	Key Messages
Instagram @uos_sustain @uoshedgehogfriendly	Staff, students (current & prospective), local residents/organisations, alumni	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
Bluesky	Staff, students (current & prospective), HE sector, alumni	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
Facebook	Local community groups/residents, mature students	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
LinkedIn	Staff, current & prospective students, alumni, local community/organisations, partners, HE sector	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
TikTok	Students (current & prospective)	Records of key initiatives, link to action Events and upcoming initiatives, campaigns Opportunities to get involved
X – not currently in use		

4. Communication Methods – Annual Sustainability events 1

Event	Key Audiences	Key Messages	Additional Info
Go Green Salford	Colleagues Students Local community	Strategic commitments in action Events and initiatives, campaigns Opportunities to get involved	Run October and March each year
Green Careers Week	Students	Promotion of green careers and value of sustainability in all future careers	November
SDG Teach In	Colleagues HE Sector	Promotion of UN SDGs in teaching and learning Evidence of ESD at UoS	March
Recycle Week/Global Recycling Day	Colleagues Students	Strategic commitments around waste in action Waste reduction, reuse and recycling campaign	Recycle Week October Global Recycling Day March
Christmas and Easter Switch Off	Colleagues Students	Strategic commitments around net zero in action Energy saving campaign	
Hedgehog Awareness Week	Colleagues Students Local community	Strategic commitments around biodiversity and green campus in action Hedgehog vulnerability and hedgehog-friendly action awareness	May

4. Communication Methods – Annual Sustainability events 2

Event	Key Audiences	Key Messages	Additional Info
Plastic Free July	Colleagues Students Local community	Strategic commitments around single-use plastics in action Plastic free campaign	July
Earth Day	Colleagues Students Local community	Strategic commitments in action Events and initiatives, campaigns Opportunities to get involved	April
World Environment Day	Colleagues Students Local community	Strategic commitments in action Events and initiatives, campaigns Opportunities to get involved	June
Bees Needs Week	Colleagues Students Local community	Strategic commitments around biodiversity and green campus in action Bee and pollinator action awareness	July

4. Communication Methods – Annual University events 1

Method	Key Audiences	Key Messages	Additional Info
Welcome Week	New Students	Strategic commitments in action Events and initiatives, campaigns Opportunities to get involved	September and January
Student Induction	New Students	Strategic commitments in action Events and initiatives, campaigns Opportunities to get involved	
Colleague Induction	New colleagues	Strategic commitments in action Events and initiatives, campaigns Opportunities to get involved	
Open Days/Applicant Visit Days/ Offer Holder Days	Prospective Students	Strategic commitments in action Progress and achievements Records of key initiatives, link to action Opportunities to get involved	
Graduation	Students Graduates Alumni	Strategic commitments in action Promotion of green careers and value of sustainability in all future careers	

4. Communication Methods – Annual University events 2

Method	Key Audiences	Key Messages	Additional Info
UoS Festival of Teaching and Learning	Academic Colleagues	Strategic commitments around ESD in action Progress and achievements Events and upcoming initiatives, campaigns Opportunities to get involved	
UoS Research and Knowledge Exchange Week		Strategic commitments around sustainability in research – ES Concordat Progress and achievements in sustainable research	
UoS Professional Services Conference		Strategic commitments in action Progress and achievements Events and upcoming initiatives, campaigns Opportunities to get involved	

Calendar of Events

August	September	October	November
	Welcome Green Impact Submission Deadline	Go Green Salford Green Impact Audits Recycle Week	Green Careers Week Green Impact Awards Sustainability Skills Survey
December	January	February	March
Christmas Switch Off	Welcome Energy Savings Week		Go Green Salford Global Recycling Day SDG Teach In
April	May	June	July
Easter Switch Off Earth Day	Hedgehog Awareness Week	World Environment Day	Plastic Free July Bees Needs Week Graduation






5. Sustainability Programmes – Green Impact

- International sustainability engagement programme run by SOS-UK
- Colleague teams (departments or spaces) work together to complete sustainable actions
- Online toolkit with simple, bespoke sustainable actions
- Support from the Green Impact community
- Volunteering and skills development opportunities for students as auditors – IEMA approved auditor training
- Green Impact Awards – celebrate real change



greenimpact

5. Sustainability Programmes – LEAF

CATEGORY	Bronze	Silver	Gold
 Waste	Provide recycling bins in the lab	Single-use plastic waste has been reduced (guidance provided)	Recycling rates have been increased, or overall waste produced has been decreased
 People	Samples owned by departing staff are cleared or tracked	The lab has engaged other labs on LEAF and sustainability	One action to reduce travel has been implemented
 Sample & Chemical Management	Labels are legible, and there's a common labeling system in place	Procedures are in place in case cold storage equipment breaks down	At least 80% of all samples and/or chemicals are clearly catalogued
 Equipment	Equipment is turned off when not in use	There is a system in place for communal equipment booking	Excess equipment is repaired, sold, and/or donated
 Ventilation	There is a clear reporting system for building issues	Fume cupboard sashes are kept closed when not in use	Solvent vapours are condensed and disposed and not released into the atmosphere



- Help integrate sustainable practices into labs
- Run through UCL
- Launched at UoS end of 2024

5. Sustainability Programmes – Hedgehog Friendly Campus

- Designed to help universities, FE colleges and schools protect hedgehogs that are now vulnerable to extinction
- Hedgehog Friendly toolkit
- Based around action to support hedgehog-friendly habitats, information, events, promotion, partnerships and fundraising
- Bronze-Silver-Gold-Platinum levels
- Awarded annually, bronze-gold lasts three years
- Platinum does not expire
- The University of Salford was awarded platinum in 2023/2024



5. Sustainability Programmes – Plastic Free Communities

- In support of the PlasticFreeGM pledge, the University of Salford has committed **to eliminate all avoidable single use plastics from labs, stationery and catering.**
- Surfers Against Sewage run Plastic Free Communities award scheme
- Involves spreading awareness amongst the University community, commitments and actions to reduce single-use plastic and getting other on board

PLASTIC FREE

UNIVERSITY OF SALFORD

SURFERS AGAINST SEWAGE

5. Sustainability Programmes – Community Growing Space

- Established from Salford Advantage funding – philanthropic donations
- A space to bring the University community together to enhance wellbeing and improve biodiversity on campus
- A space to get hands on with planting, grow food or just spend time outside. It can also be used for educational activities and meetings



5. Sustainability Programmes – Carbon Literacy

- Ongoing programme to offer carbon literacy to University colleagues and students
- Bespoke programme developed by Salford Business School to be embedded in all postgraduate taught programmes launched in 24/25
- Working towards Carbon Literacy Educator Award



6. Roles and Responsibilities - Sustainability Office and Environmental Sustainability Team

Sustainability Office

Role overview: Focused on integrating sustainability across all of the University's activity, this team drives initiatives across the three key goals of the Sustainability Strategy: achieving net zero carbon, responsible procurement, and education for sustainable development. Additionally, they collaborate and collate sustainability efforts with both internal and external partners.

C&E Activity includes:

- Management of the Sustainability at The University of Salford social media, web pages, newsletter and functional email account
- Reporting and benchmarking: internal governance reporting, sustainability data reporting including performance data, annual reporting and benchmarking
- Coordination of sustainability award applications
- Engagement programmes: Green Impact, LEAF, Hedgehog Friendly Campus and Carbon Literacy
- University level campaigns and events: Welcome Week, Induction (students and colleagues), Go Green Salford, Green Careers Week and other external environmental days
- Teams groups: Cycle User Group, Community Growing Space group
- Internal and external partnerships: Salford SU, Peel Park Ranger Team, Salford Climate Action Board, Green Skills Civic University Working Group, UoS Colleague and Student Wellbeing Teams etc

Environmental Sustainability Team

Role overview: This team leads the implementation of the Sustainable Campus goal while ensuring adherence to international standards for environmental and energy management through certifications like ISO14001 and ISO50001.

C&E Activity includes:

- Quarterly and annual data reporting for Environmental and Energy Management System
- Local engagement with Estates and Facilities functions
- Local campaigns, e.g. within Estates or specific areas such as WARP-it or single-use plastic actions within departments
- Programme management: reuse via WARP-it, plastic free SAS scheme, HFC and specific litter picks
- Teams groups: Green Campus group