

## Nottingham Trent University's Student and Staff Engagement Strategy

Nottingham Trent University's Sustainable Development Team (SD Team) works collaboratively with other teams at the University to provide regular, meaningful engagement opportunities for staff and students, which connects our people with sustainable development issues.

### The strategic purpose at the root of our engagement

- Sustainability engagement work at NTU is driven by the University's (current) strategic vision of '*Creating the University of the Future*'. We are committed to playing '*an active role in the social, cultural and environmental life of the City and Region.*' 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 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 Change. The principles of sustainable development in this document are broken down into the 17 Sustainable Development Goals (SDGs). 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.
- These 17 SDGs are the framework around which NTU approaches sustainable development and therefore how we work to *create the University of the Future*. Every piece of work we undertake should target one or more of these goals. However, these SDGs are very high-level and it is important that we are able to measure the success of our engagement work more tangibly in order to ensure it is having the maximum impact.
- The themes for SMART objectives, which will help us to deliver the 17 SDGs through our engagement, are found in the SD 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 that understanding and behaviours which will help us to fulfil the 17 SDGs, are common at NTU. We can do this through the academic curriculum, as Green Academy are doing, and also through extra curricular activities, led by NTU's SD Team.

#### 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. Furthermore, through our work to achieve the 17 SDGs, we can offer multiple benefits to our stakeholders by offering new experiences, a chance to learn skills outside of the curriculum, improved wellbeing and so on.

### 3. Creating a global legacy

We want to have an impact on not only the lives of the people and environment on our campuses, but around the World. We need this impact to be communicated to the wider world and for NTU's pioneering approach to sustainability to influence others.

- 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.*

### Engagement objectives

In order to achieve our strategic vision set out above, we will principally need to bring about behaviour change in our stakeholders. One useful tool for planning how to achieve this is Unilever's '*Five-Levers of Behaviour Change*'. Therefore, this paper proposes the following objectives and accompanying KPIs for sustainable development engagement at NTU.

1. Our stakeholders (predominantly staff and students) understand the purpose of the Sustainable Development Team and recognise the 17 SDGs.
  - KPI i): Green Academy will work to embed the 17 SDGs in all academic courses. Students will be taught about at least one of the SDGs during their degree.
  - KPI ii) The number of students taking part in the Sustainability in Practice course will increase each year.
  - KPI iii): Extra-curricular engagement activities for staff and/ or students will take place at least once per month. These activities will raise awareness of the need for the 17 SDGs and the work NTU is undertaking to achieve these.
    - a) Metric: A baseline survey of staff and students will determine the current awareness of the SDGs. When repeated six months later, at least a 10% increase should be recorded.
  - KPI iv): The number of engagements on our social media increases each month.
2. To demonstrate that sustainable behaviours are as easy and as accessible as possible for NTU's stakeholders.
  - KPI i): Defined actions are communicated to staff and students of ways to get involved in the work of the SD Team and to improve sustainability in their own lives.
    - a) Activities such as: tree planting, time on the allotment, volunteering with Notts WT, engagement with Green Rewards, attending our events such as Fairtrade Fortnight and Green Week.
    - b) Metric: Positive feedback, events that achieve their target audience size, people who attend several events.

- KPI ii): Providing financial support for students with sustainable business ideas (through Enterprise Week and Green Rewards) facilitates sustainable behaviours driven by students at NTU.
3. To demonstrate that sustainable behaviour is popular, desirable and is rewarded.
    - KPI i): The number of staff using Green Rewards reaches 500 by the end of the academic year. At least 50 students agree to be on the Eco-Ambassador list.
    - KPI ii): Rewards or sustainable activities (e.g. discount for use of reusable coffee cup) improves uptake of that behaviour.
  4. Messages we promote in our engagement activities are reinforced and our stakeholders are reminded of their importance.
    - KPI i): Engagement activities are always followed up with an email, social media activity or news article wherever possible.
    - KPI ii): We communicate the multiple benefits of sustainable behaviours and make this link wherever possible.
  5. We communicate the impact of our work across the University and beyond (our global legacy).
    - KPI i): Showcase the impact of our team through our Annual Report.
    - KPI ii) : Our work is communicated about to key audiences via multiple communication pathways such as e-newsletters, online articles and social media.
- A plan of proposed engagement activities to help us to deliver these objectives for 2018-19 and 2019-2020 is included in Annex 2. We propose that this plan will be reviewed every six months and reports to the JESDF annually.

### Annex 1. Engagement plan for website

This action plan maps against the requirements outlined in the NTU Engagement Strategy, specifically to develop and embed environmental awareness and principles in staff and students; encourage a University-wide participation in environmental activities, training and programmes.

Planned activity and type of engagement	Strategic aim/ engagement objective	Audience	Collaboration	Actions & timings
<b>Policy development</b> Carbon Management Plan	<b>Consulting</b> Enabling a culture of sustainable development across NTU	All	Estates, NTSU	March-April: development of carbon policy internally
<b>Welcome Week/ student induction</b> Inclusion of sustainability in relevant materials and face-to-face activities	<b>Informing, involving</b> Objectives 1 and 5	Students	Green Academy	Preparation for Welcome Week will begin in June w/c 23 <sup>rd</sup> September: Welcome Week
<b>Sustainability in Halls</b> Facilitate NTU's partnership with BHF in their 'Pack for Good' scheme.	<b>Empowering</b> Objectives 2 and 3	Students	Estates, UPP, BHF, Student Liaison Team	April: Support the organisation of a series of events to collect unwanted items to donate to BHF charity shops. April – May: Events across University halls. June: Collections from the community.
<b>Participatory Activities</b> Green Week, Fairtrade (FT) fortnight, Global Week, Nottingham Green Festival, Foodshare	<b>Informing, involving</b> Objectives 1-5	Students and staff	Green Academy, local community, FT working group, Sports	Green Week – Nov 2019 FT Fortnight 25 <sup>th</sup> Feb – 10 <sup>th</sup> March Global Week 25 <sup>th</sup> Feb – 1 <sup>st</sup> March Green Festival – 15 <sup>th</sup> Sept

				Allotment – regular volunteering sessions on a Wednesday
<b>Student placement</b> Internal SD student placement	<b>Empowering</b> All objectives	Students	Centre for Student and Community Engagement	Placement – promotion April 2019, assume post June 2019
<b>Staff inductions</b> Induction workshops for staff	<b>Informing</b> Particularly objectives 1 and 5	Staff		Take place throughout the year, promoted as an event on NTU's website.
<b>Social media engagement</b> Raise NTU SD Team's profile, inform audiences and notify of upcoming events and opportunities.	<b>Informing, involving, empowering</b> All objectives	All	Central NTU Comms Team, SU	Ongoing engagement
<b>SD Governance -</b> Involvement in strategic governing boards (staff and students): Sustainable Development Operations Forum, Sustainable Development Academic Forum, Student Sustainability Forum.	<b>Collaborating, empowering</b> Buy-in to the SD's objectives	All	Operations staff, Senior Academic staff, SU, Green Academy	SDOF and SDAF meet quarterly, student forum meets monthly
<b>Funding for students' SD projects</b> Green Leaders and Green Dragon awards during Enterprise Week	<b>Collaborating, empowering</b> Objectives 2-4	Students	The Hive, SU, UPP	Enterprise Week 11 <sup>th</sup> – 15 <sup>th</sup> February, Green Leaders competition 25 <sup>th</sup> Feb