

Environmental Sustainability Engagement Strategy

Document Version	1.0
Responsible Office	Estates and Services
Responsible Officer	Sustainability Manager
Approving Authority	Education Committee
Date of Approval	18/06/2025
Effective Date	18/06/2025
Related Procedures	
Related University Policies	Sustainability Strategy, Collaborative Community Strategy Carbon Management Plan, Grounds Management Plan
Amended (if applicable)	N/a
Supersedes	N/a
Next review due	June 2026

Bath Spa University's environmental sustainability engagement strategy aims to encourage environmental responsibility and positive behaviour, in line with our University Strategy 2030, our Sustainability Strategy and our University values of Inclusion, Collaboration, Respect and Sustainability.

The University implements a range of activities to encourage environmental sustainability engagement throughout the staff and student journey, both on campus and in the local community.

This strategy sets out the mechanisms and initiatives which the university will use to engage staff and students on the sustainability agenda, as well as the targets and reporting tools. The engagement strategy is to be used with our Sustainability Strategy, Carbon Management Plan and our Grounds Management Plan. The engagement strategy also aligns with our Collaborative Community Strategy, which sets out the principles by which staff and students can get involved, shape their experience and become active members of the university community.

This strategy, including activities and progress towards targets, is overseen by the Sustainability Steering Group. It reports periodically to the University Leadership Group (ULG) and Education Committee. Resources allocated to sustainability engagement activities are agreed by the University Executive Board.

This Strategy is the first version and therefore sets out existing plans as well as our first set of goals. We aim to ensure all actions outlined in this strategy are in place by the end of the academic year 2025/26, when progress against our targets will be reported to the Sustainability Steering Group. This strategy is reviewed on an annual basis, with targets and progress updated.

Student Engagement:

Welcome Week, Events and Activities

Our students are welcomed to Bath Spa University with information packs from our Campus Life teams. This includes our accommodation packs which feature our sustainability strategy and aims for net zero. This is to ensure that sustainability is included from the first day a student joins us.

To embed sustainability during welcome week and the student welcome, we will aim to:

- Present during Student Welcome talks to ensure all students are aware of sustainability priorities, rather than just those staying in university accommodation.
- Encourage engagement and participation with students across the year. The Sustainability office will support with a calendar of events across the year, this

includes flagship events such as “Green Week” and “Fair Trade Week”, and ad-hoc events to support engagement and interest in sustainable behaviours such as “Clothes Swap shops” and workshops.

- We employ on a casual basis, Student Sustainability Ambassadors. This provides two benefits:
 - The opportunity for employment and career development during their studies.
 - A second channel to engage with students via the Student Ambassadors and to support the engagement and update in student facing initiatives (e.g. Student Travel Survey).

Student Community Partnership

The SCP is formed of the five anchor institutions across the City of Bath (Bath Spa University, University of Bath, Royal United Hospital, Norland College, Bath and Northeast Somerset Council). The University is represented at the SCP and its sub-groups, including the Green Group.

The SCP works with students across the city of Bath to promote neighbourly relations, safety, sustainability, and community awareness. It runs several initiatives to encourage volunteering and advocate for active citizenship. These include:

- Campaigns aimed at reducing waste as students transition in and out of their halls. This includes written guidance for students and parents ahead of both moving in and moving out.
- Year-round initiatives in partnership with the British Heart Foundation. Collection bins are located across the city to encourage reuse rather than disposal at the end of the academic year.
- A variety of events throughout the year designed to engage students across all academic institutions in Bath, fostering connections and collaboration. We aim to hold one event or campaign each term, and are involved with relevant task and finish groups targeting issues such as vape recycling and food waste reduction.
- Educational and engagement initiatives tailored to students in private rentals, including guidance on living in terraced housing.

Student Engagement Campaign

The university aims to use the Student Communication Channels effectively, using them to promote a two-way communication between staff and students. Our aim is for students to know where they can get in touch about any news, feedback, or ideas for improving sustainability across our campuses and activities, and for the university to

have multiple channels to keep students informed of our progress, and any opportunities to get involved.

Throughout the year we have multiple events to engage with students, for example welcome week, refreshers, and Green Week, but we also will now aim to run specific campaigns throughout the year. For this first year of our engagement strategy, we will aim to conduct campaigns for:

- Energy efficiency (e.g. a 'switch off' campaign)
- Correct waste segregation
- Sustainable Christmas

These campaigns will be run by the Sustainability Team in conjunction with the Communications Team for internal communications across the student body and will be supported by our Student Ambassadors who are paid by the Sustainability Team to manage our social media presence on Instagram. We will aim for weekly communications during each of these campaigns. A successful campaign will have an impact on our sustainability reporting, hopefully showing a decrease in energy use and an improvement in correct segregation for waste recycling.

SDG mapping for ESD

As a key part of our Sustainability Strategy, the university has recently undertaken an exercise to map the 17 UN Sustainable Development Goals to its curriculum and research activities. This is accompanied by new [teaching expertise guidance](#) for academic staff focused on our Education Design Principles.

Student Sustainability Ambassadors have been involved in this activity, thereby providing the opportunity for students to be involved in curriculum development at the implementation stage, but below the University Board stage to support the shaping of the university.

Design Council: Skills for Planet Blueprint

BSU is a named partner and supporter for the '[Skills for Planet Blueprint](#)' and through the School of Design, we will be working closely with the Design Council over the next months and years to explore how we can work together to deeply embed designing for planet into design education (curriculum, short courses, skills development, etc).

This direct collaboration with the Design Council bring opportunities to all aspects of our Design provision at BSU: within the School from Computing to Interior Design to Product Design, Graphics to Architecture to Fashion and Textiles; but also beyond the School with Business & Management, Sciences, Education, Music and Performing Arts, and Art Film Media.

Student communication channels

The Sustainability Team has three lines of communication to actively and regularly promote events and activities aimed at increased engagement to Students:

- A public facing, shared inbox: “environment@bathspa.ac.uk”, this is monitored daily, and we aim to respond to requests within a reasonable timeframe. Staff and students are encouraged to use this inbox to notify the team of any areas where issues are occurring, or where practices could be improved, i.e. any ideas for more sustainable behaviours or practices.
- A Sustainability Social media page. The Instagram page, “bath_spa_green” has been active since 2019 and is monitored regularly. This page is used to communicate upcoming events, initiates which may be of interest to Students studying and Bath Spa.
- Bath Spa University has public facing and internal facing communication channels via the Communication and Marketing Teams. Key information and events are advertised via these channels. This can include use of social media, BSU App, all Student email and Microsoft SharePoint.

University support for student-led sustainability projects

Our Sustainability Campaign Grant is available to students to run an innovative campaign focused on a sustainability or environmental issue.

The fund is open to all current students to provide funding to support projects which aim to either promote, tackle and help to solve, or engage students and staff in a sustainability or environmental issue that is impacted by, or impacts, daily life at Bath Spa University.

A funding pool of up to £500 is available each academic year. This could be awarded to one campaign for the full amount, or to multiple projects with smaller budgets totalling £500 (e.g. funding of two projects that each apply for £250).

The grant is open and applications are welcome all year round.

Weblink: **[Student Campaign Grant – Bath Spa University](#)**

Student and Trade Union Representation on University Committees

The Student Union President is a member of the internal Sustainability Steering Group (SSG), Student Community Partnership (SCP), Finance and Infrastructure Committee, and Board of Governors. These groups meet either quarterly or every trimester, and

meetings focus on estates, planning, finance, and strategic decision-making. Trade Union representatives are also invited to participate in the Sustainability Steering Group.

The SU President's invitation ensures participation at a level above the implementation stage but below the University Board stage for key projects across the university. Additionally, SU participation provides an opportunity for the student voice to be consulted on the implementation of key changes that may influence or impact the student experience

Staff Engagement:

Staff Induction

Sustainability is integrated in our Staff Induction process, with presentations from the Sustainability Team given to each new cohort. Sustainability is one of our four core values, and we aim to embed environmentally friendly principles in the day-to-day life of all our employees. Our target is to ensure that every new starter receives information on our strategy, our priorities, and our progress in sustainability, either via a welcome email or preferably a presentation during in person or online inductions. The sustainability team will be responsible for ensuring this is carried out and will review progress annually.

The Staff induction to Sustainability is delivered as part of the whole staff induction for "new starters" and is hosted by Human Resources. The Induction will include an overview of University Sustainability Policy (our aims and targets), Strategy and upcoming developments (those which may influence and impact staff) and opportunities to engage. For those who are unable to attend an induction session, a pre-recorded presentation on sustainability is provided as standard within the induction pack. The introduction to the Sustainability Team is delivered to help promote the team and sustainability awareness at all levels within the university.

The induction is presented in conjunction with other representatives of the university, including representatives of professional service departments and the Trade Unions.

The Sustainability team is responsible for presenting the "introduction to Sustainability at BSU" during the induction. The sustainability team aims to attend the majority of new starter inductions, this responsibility will be shared amongst the team.

Carbon Literacy

The University aims to engage with staff through the delivery of accredited Carbon Literacy Project training (CLP). This training aims to educate our community on climate change and the impact the university and individuals can have on the environment. The

training will also work to promote active conversations and planning on reducing carbon emissions across departments, and prepare academic and student facing staff members to pass on sustainability knowledge to our students.

This training will be rolled out in the first year to selected departments, prioritised based on the potential impact of delivering the training, e.g. academic staff, employees of the SU, may receive the training first due to their influence on students' university experience. Once established, we will advertise the course across the university and continue a programme of voluntary training tailored to each university department.

We aim to deliver at least 6 full training courses over the 2025/26 academic year. These will be delivered by the Sustainability Team, with support from the Learning, Innovation and Skills Team. Members of the Sustainability Team are already trained as Carbon Literacy Educators, and a budget is to be confirmed by the Sustainability Steering Group for each graduate of the course to receive authorised certification from the Carbon Literacy Trust.

Eco Champions

The University aims to engage with staff through a dedicated staff network set up to ensure two-way communication about sustainability best practice across the university. This network aims to connect people from every department with each other, and to the Sustainability Team. Meetings will be held at least 3 times a year to exchange ideas, communicate news, and welcome new members. Ideas and concerns brought to the group by Eco Champions will be noted as actions, and assigned a responsible person to ensure they are actioned before the next meeting. This group will also work to promote active conversations amongst staff members, ensuring news and best practices are disseminated.

This network already exists, but will be refreshed with an internal communication campaign and calls for new members in September 2025. The target is to recruit one staff member from each department across the University, so that communications from the group reach everyone (either directly or through their closest Eco Champion). Any member of staff at the university is welcome to join, and the network will be administrated by the Sustainability Team. Any larger scale ideas or concerns raised at the meetings that require buy in from multiple teams or departments will be taken to the Sustainability Steering Group for further discussion and as actionable items for the relevant members.

Staff communication channels

The Sustainability Office has three lines of communication to actively and regularly promote events and activities, and promote two-way communication aimed at increased engagement for staff:

- A public facing, shared inbox: “environment@bathspa.ac.uk”, this is monitored daily and we aim to respond to requests within a reasonable timeframe.
- Internal Staff Intranet, this is where key information will be posted, providing notification of key information, upcoming initiatives and events.
- Bath Spa University has public and internal facing communication channels via the Communication and Marketing Teams. Key information and events are advertised via these channels. This can include use of social media, BSU App, all Staff email and Microsoft SharePoint.

Monitoring and Evaluation

Green Impact

The University will implement a method of evaluation and monitoring of staff and student engagement. We will utilise the Green Impact framework run by SOS-UK, to support departments and teams within the university to improve their environmental performance and promote sustainability on a pilot basis through the academic year 2025/26.

The Green Impact scheme will be promoted through communication pieces provided on the intranet and through staff newsletters, as well as webinars delivered by SOS-UK. The project will be promoted to students through social media, welcome week, the student union, and student news pieces/newsletters. We will aim to recruit at least 10 teams, with 15 student auditors to complete the training and end of year audit.

This scheme will be delivered by the sustainability team (who will also provide the budget), with support from SOS-UK.