

# Green Impact

## Strategy and Communications Plan



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## **1. Green Impact Strategy**

### **1.2. Green Impact Background**

Green Impact is an environmental accreditation programme with an awards element run with support from the NUS. It brings staff and students in a department together in a team and provides them with a tangible framework to make their department more sustainable, to improve their environmental behaviour at work and is a way of recognising and celebrating the efforts of environmental champions across the University.

### **1.3. Aim of the programme**

Involving staff and students in Green Impact programme will lead to following desirable outcomes:

- Comprehensive, measurable improvements in environmental performance at the University, helping achieve carbon management targets;
- Increased reputation for the institution through involvement with the programme – it is increasingly being seen by students as a valuable initiative for the university to be a part of, demonstrating active commitment rather than simply ‘box ticking’.
- Improved communications about the university’s commitment to sustainability.
- Average savings of £13,700 per annum.

### **1.4. Benefits**

Students gain practical skills and experience through IEMA approved training and by leading Green Impact audits plus experience in project managing sustainability behaviour change across an entire academic year. Development of key transferable skills such as communication, team work and time management.

Green Impact programme will allow staff to learn more about environmental issues have a big impact in department and encourage colleagues to think about sustainability. Staff will be able to take advantage to build professional and personal skills and work with others from across the organisation including meeting new

people within department. Achieve and gain recognition at the awards ceremony. It also empowers staff in departments to take action.

## **1.5. Resource Required**

On average, half a day a week is required to manage and run the programme with greater time commitments needed during key parts of the programme such as recruitment. It is proposed that Green Impact is run as part of the Graduate Intern scheme. The cost is based on the number of staff at London Metropolitan University which according to estates statistics would fit in the category of 1,001 to 1,500 FTE.

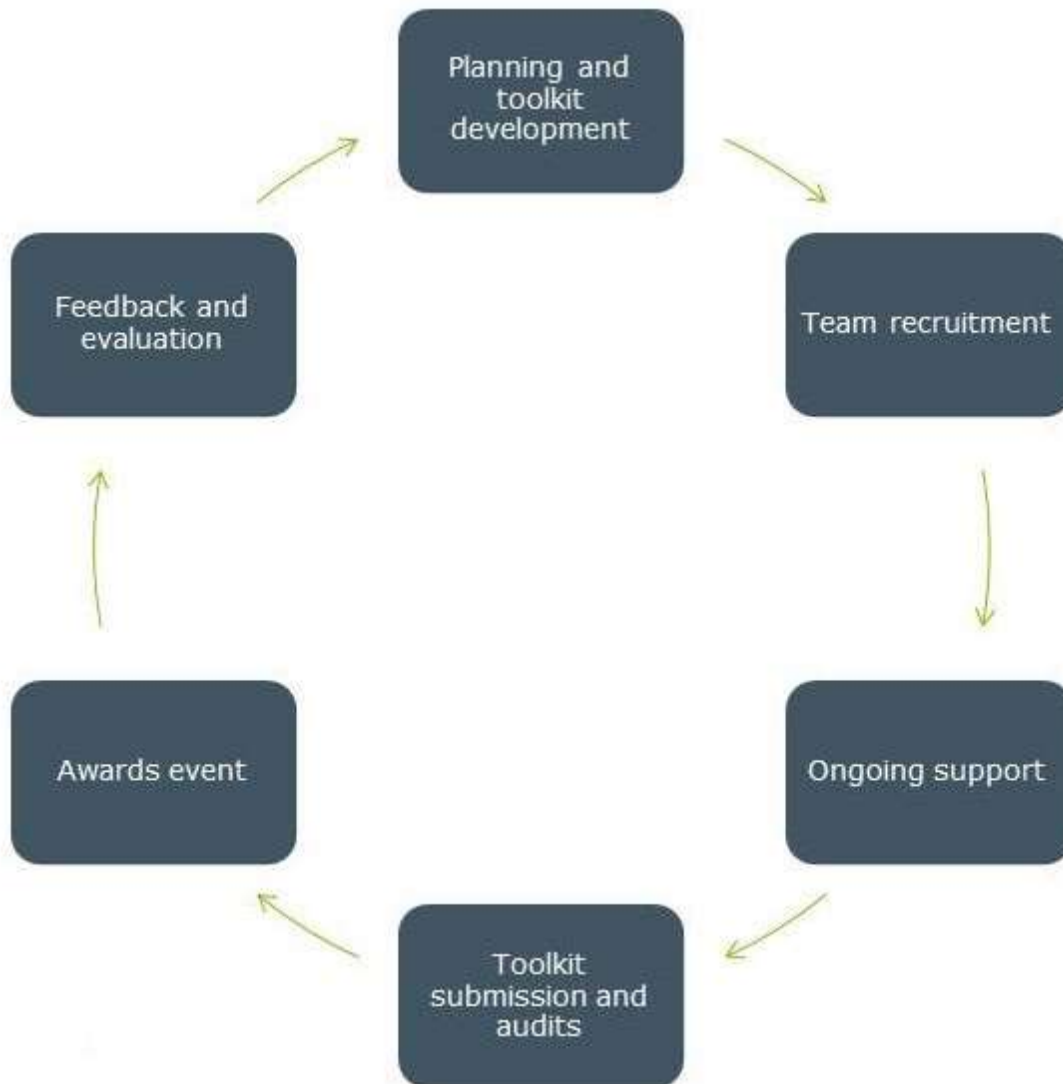
## **1.6. Programme structure and timeline**

Programme structure and timeline is designed in order to achieve intended aims of this programme in directed course of actions.

### **1.6.1. Programme structure**

- Create communications plan and how to recruit teams and get them on board.
- Design themed monthly focus to provide structure – one theme per month from the toolkit e.g. travel month where sustainability team holds one travel event, travel focussed communications and GI teams work through travel criteria. Each month a different theme.
- Team recruitment: Sustainability team launch and champion the programme and highlight the importance of signing up. Face to face engagement will be a key to recruiting teams – meetings with potential teams to introduce them to the programme and sign them up to the toolkit.
- Target of 10 teams.
- Face to face engagement as a most beneficial support over the course of the programme.

### 1.6.2. Programme timeline



- Planning and toolkit development - Bespoke Toolkit created June 2016- September 2016.
- Team recruitment – toolkit was Launched October 2016 and team recruitment ongoing until January 2017.
- Ongoing support - teams complete toolkits October 2016– April 2017 and receive ongoing support.

- Student auditor recruitment February 2016.
- Toolkit submission and audits – teams submit their toolkits and audits from students take place in April (conducted by London Met students so will need to be aware of Easter holidays/exam times).
- Awards event - June 2017.
- Feedback and evaluation – July to September 2017.
- Planning and toolkit development - June 2017.

## **2. Green Impact Communications**

This communications plan is used to communicate Green Impact programme. It includes information to who we need to communicate this programme and how we are doing it.

### **2.1. Background**

We used the Green Impact model to develop our own bespoke programme creating a simple but sophisticated online toolkit to guide and monitor people's progress together with a dynamic, engaging support and communication package which is then delivered in collaboration with students and NUS creating a community of people working together towards common, agreed goals.

Awards are given to teams adding light competition and a useful way of inspiring and recognising achievements. Students receive training to enable them to support and verify each programme aiding their own understanding of sustainability and social justice as well as their professional development.

This Communications plan informs the planning of Green Impact, and suggests what communication routes need to be scheduled across the first year of the programme.

### **2.2. Aims**

The main goal of the communication element of Green Impact is to raise awareness of the project and help create engagement and involvement from staff in each of the key milestones of the project. In the longer term, the desire is to provide the information required to support behavioural change and engagement with sustainability across London Met sites.

### **2.3. Target audiences and key messages**

Primary audiences are the staff at sites across London Met. Secondary audiences are influencers such as senior managers and students.

Developing the identity and key messages for the overall campaign will be critical for positioning the project and creating the desired impact. It is important that the overarching Green Impact messages and identity provided by NUS are implemented in a way that suits London Met and fits its existing brand and values. The messaging will broadly fall under the following areas:

- Communicating benefits to staff and students – professional development; team building; positive environmental impact;
- Specific sustainability and environmental calls to action amongst staff and students

Below is a list of the key audiences and the specific messages that will be communicated to them.

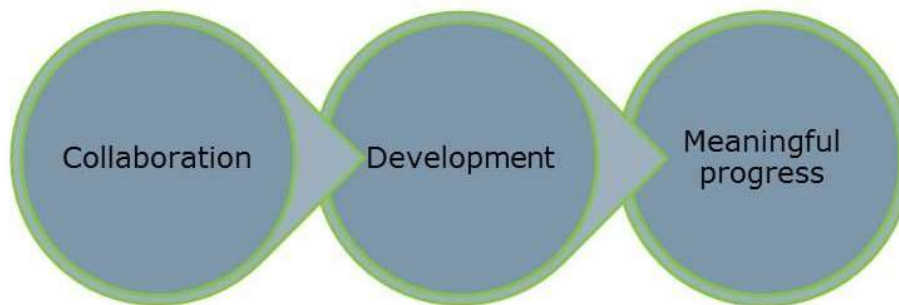
<b>All staff</b>	<b>Join a team. Getting involved is good for team building, your professional development, student experience, the business and the environment.</b>
<b>Managers</b>	Form and participate in teams and encourage your staff to do the same. Participation is good for the student experience, saving money, improving staff communications and team building, reducing environmental impact and provides professional development opportunities for your staff and makes your office/lab etc. more efficient.
<b>Senior managers and governors</b>	Encourage staff to participate. Champion the programme. Enable central changes to be made that help meet the goals of the programme. Participation is good for the student experience, saving money, improving staff communications and team building, reducing environmental impact and provides professional development opportunities for your staff and makes your department more efficient. The business will gain a positive reputation for environmental action as a result of the programme.
<b>Local and national press including awards schemes</b>	Showcase the programme to others in the sector and beyond. London Met should gain a positive reputation for environmental action.





## 2.4. Key Themes

Key themes helps to focus on what is it most important whilst delivering this programme and this is explained to new or prospect teams for them to clearly understand benefits of participating and use this programme to help improve their professional development as well as department wellbeing.



### 2.4.1. Collaboration

Green Impact can build new relationships between completely different teams across the organisation, breaking staff out of silos, and loosening hierarchical structures. Bringing in the dynamism of students, and carving your place within the wider community, sustainability action becomes a platform for deeper, more fruitful connections.

Green Impact can lead to a more joint-up-thinking across the university and provide staff with a common goal as well as create stronger linkage between students and non-student-facing staff.

### 2.4.2. Development

From offering employability skills for students, to sharpening critical and creative thinking among staff, Green Impact provides incredible developmental opportunities for both individuals and university. Offering a fun way for staff and students to work outside the parameters of their everyday roles, the effects on morale and productivity can be huge.

Not only new ideas on sustainability that can be used in any workplace but also it is fantastic opportunity to gain practical skills and boost your employability in a fun and friendly environment.

Gain better communication skills, and prove ability to work effectively as a team.

### 2.4.3. Meaningful progress

Whether teams are taking their first steps into sustainability, or they feel like there's nothing left for them to do – teams can make meaningful, visible progress in just one year of Green Impact, whatever their starting point.

## 2.5. Support

Sustainability team will be visiting teams and follow up on their progress as well as doing call-arounds to see how teams are getting on.

Teams will receive regular communications and the sustainability team will be running themed months and multiple events according to the Green Impact criteria to make this even easier for all the teams.

All teams are provided with contact details to raise any questions, receive ongoing support and provide feedback as well as share their best practices.

Ongoing support will be provided through the Staff Zone sustainability pages where Resource Bank is created to assist the tasks.

<https://staff.londonmet.ac.uk/employment-support/sustainability/green-impact/>