

# DMU Sustainability Engagement Strategy Updated 2020-2025

*“DMU is committed to successfully shaping a sustainable world by combining research excellence, innovative thinking and ambitious plans for our estates.”*

**De Montfort University**

---

Published – June 2021

Last Updated – June 2023

---

## Contents

Introduction	1
SeeDs Grants for SDGs	2
Carbon Literacy	3
Student Swtich Off Campaign	<b>Error! Bookmark not defined.</b>
SDG Teach In	5
Green Impact	7
Social Media Campaign	8



## Introduction

---

The university has made a number of strategic commitments through its Environmental Policy, Sustainability Strategy and Carbon Management Plan to communicate and engage with the university community on sustainability issues and to report annual progress on these issues publicly through its website. The commitments made in the aforementioned policies and strategies shaped the 'DMU Sustainability Engagement Plan', a document that sets out engagement approaches that not only provides a platform to communicate the university's own sustainability message, but also empowers the DMU community to have their say on the matter.

As well as being a road map to achieving the university's engagement objectives in sustainability, the DMU Sustainability Engagement Plan is also a mechanism of reporting progress towards these targets, with the use of baselines as a foundation to build upon.

This plan will outline the different mechanisms and initiatives which the University will use to engage staff and students on the sustainability agenda. Each element of the plan will be dependant upon funding being available to deliver the initiatives. Targets for the different initiatives are based on continued funding but this is not guaranteed.



*“These eco-inclusive enterprises stimulate sustainable development to reduce poverty and combat environmental degradation.”*

---

## **SeeDs Grants for SDGs**

---

### **About the Engagement Strategy**

The Seed Grant for Sustainable Development Goals (SDGs) funding is designed to help members of the DMU community to take action on sustainable development and the SDGs. The grants are designed for situations where a little funding and support can help kickstart sustainability projects on campus. The grants are open to staff, students and DMU alumni.

### **Promoting the Fund**

With a successful 2020/21 launch campaign, 11 applications for the fund and all £2,500 of the budget was allocated to sustainability projects. With such success engaging the DMU community with the fund, subsequent campaigns will follow similar marketing methods, using the DMU Intranet, the ESDG at DMU website and social media to promote the Seed grant in the next academic session. To build on this, case studies on the sustainability projects of the awardees from 20/21 year will be used to demonstrate the positive impact of the fund.

### **Targets and Time-frames**

Success on engagement of the Seed grant will be based on the number of applications the university received in the baseline year of the 2020/2021 academic session. Therefore, a target is a 50% application increase year on year. Further promotions of the Seed grants in subsequent years will be dependent on securing funding for the grant scheme.

### **Teams Responsible**

The Sustainability team will be responsible for promoting the fund, reviewing applications and administering award payments out to successful applicants. The Sustainability team will work with the students' union in the assessment of the grants.

### **Budget and Resources**

Funding for the 2020/21 and 2021/22 Seed grants were provided through the Education for Sustainable Development (ESD) project board. Funding for 2022/23 has also been offered from this project although funding amounts have yet to be confirmed



DE MONTFORT UNIVERSITY

**CARBON LITERACY TRAINING**

January 15 | 2020



*“An awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organizational basis”.*

---

## Carbon Literacy

---

### **About the Engagement Activity**

The Carbon Literacy project aims to educate the community on climate changes and the impacts our everyday actions have on the environment. This training will improve knowledge of a range of issues and provide relevant skills needed to engage in sustainable development and conversations around sustainability.

### **Promoting the Course**

Carbon Literacy training at De Montfort University has now qualified approximately 100 students and staff at the university as Carbon Literate Individuals. As a result of the ever growing number of those who have attended the DMU Carbon Literacy course, there is an element of word of mouth in the promotion of the course, as those who attend leave the course with a new found passion for sustainability and a greater understanding of carbon footprints. As well as encouraging networking to increase numbers attending the course, the university will also promote Carbon Literacy through internal intranet communication to staff, website updates and social media posts.

### **Targets and Time-frames**

Targets will be based on the number of staff and student trained and the Carbon Literate Organisations standards of the Carbon Literacy Project. Our target is to become a Bronze level Carbon Literate Organisation and to train a minimum of one member of the Executive Board by 2024/25. ***This target has been met.***

### **Teams Responsible**

The DMU Sustainability Team run and promote the courses, along with academic colleagues at the university. Digital Skills team make course available for staff to book onto on the DMU intranet.

### **Budget and Resources**

Members of the DMU Sustainability Team have been trained as trainers for the Carbon Literate training. These resources will be used to deliver further training across the institution and in the local community. Funding for the certification of attendees at the training will be sought through the ESD Project.



*"Daria was among the one in eight adults in Britain that never learned to ride a bike, but thanks to the Sustainability Team and Leicester City Council, she turned herself from a cycling novice to a proficient cyclist."*

## **The Daria Project**

---

### **About the Engagement Activity**

In November 2022, Daria Brazhnyk, a placement student in the sustainability team, bravely decided to learn how to ride a bike for the first. What made her biking story really extra special though was the fact that she recorded and documented her bicycle journey from cycling beginner to a proficient cyclist, a biking odyssey that would eventually be named The Daria Project. From her story, Daria inspired dozens of staff and students at the university to learn how to ride and take part in bike riding lessons run by the Leicester City Council. The increase of cyclists at DMU boosts the number of sustainable travelers on campus.

### **Promoting The Daria Project**

The cycling initiative is promoted through a number of channels. A social media promotional video has been shared on Twitter, Instagram and TikTok this promotional content will be used annually to encourage to cyclists. The Daria Project can also be signed up to via QR codes that can be scanned from university adverts being shown on tv screens across campus. Newsletters created by DMU's Marketing and Communications team encourages participants too.

### **Targets and Time-frames**

The Daria Project is scheduled to take place at least once a year, with scope to have multiple block bike riding sessions in any given academic year. The target is to increase participants every year until 2025.

### **Teams Responsible**

The Sustainability Team coordinate and promote the event. Marketing and Communications promote Daria's story and the bike riding lessons. The Leicester City Council run the sessions and teach the participants how to ride.

### **Budget and Resources**

No budget required. The Leicester City Council (LCC) are providing the lessons free of charge. Resources are provided by the LCC too, with Brompton Bikes being provided by them.



*'The Teach In calls upon educators across all stages of education to pledge to include the Sustainable Development Goals (SDGs) within their teaching, learning, and assessment on their course(s) / in their classrooms...'*

---

## SDG Teach In

---

### About the Engagement Activity

The Sustainable Development Goals (SDG) Teach-in is an annual event where universities across the UK aim to make links to one or more of [the SDGs](#) within their taught courses.

All of DMU's taught courses and any other student or staff-led activities are invited to join in the teach-in. The event offers a great opportunity to showcase how learning on a course or at DMU can help students respond to societal challenges such as access to healthcare, social inequality, preserving ecosystems, combatting climate change or more.

The event is co-ordinated by the [SOS-UK \(Students Organising for Sustainability\)](#), which grew out of the sustainability work of the National Union of Students (NUS).

### Promoting the SDG Teach In

The SDG Teach In will be promoted via social media, the DMU Intranet, the ESDG at DMU website and existing academic networks such as the ESD Forum. The Sustainability Team will also run a series of support events to demonstrate to academics how the SDGs can be incorporated into teaching and assessment for the event.

### Targets and Time-frame

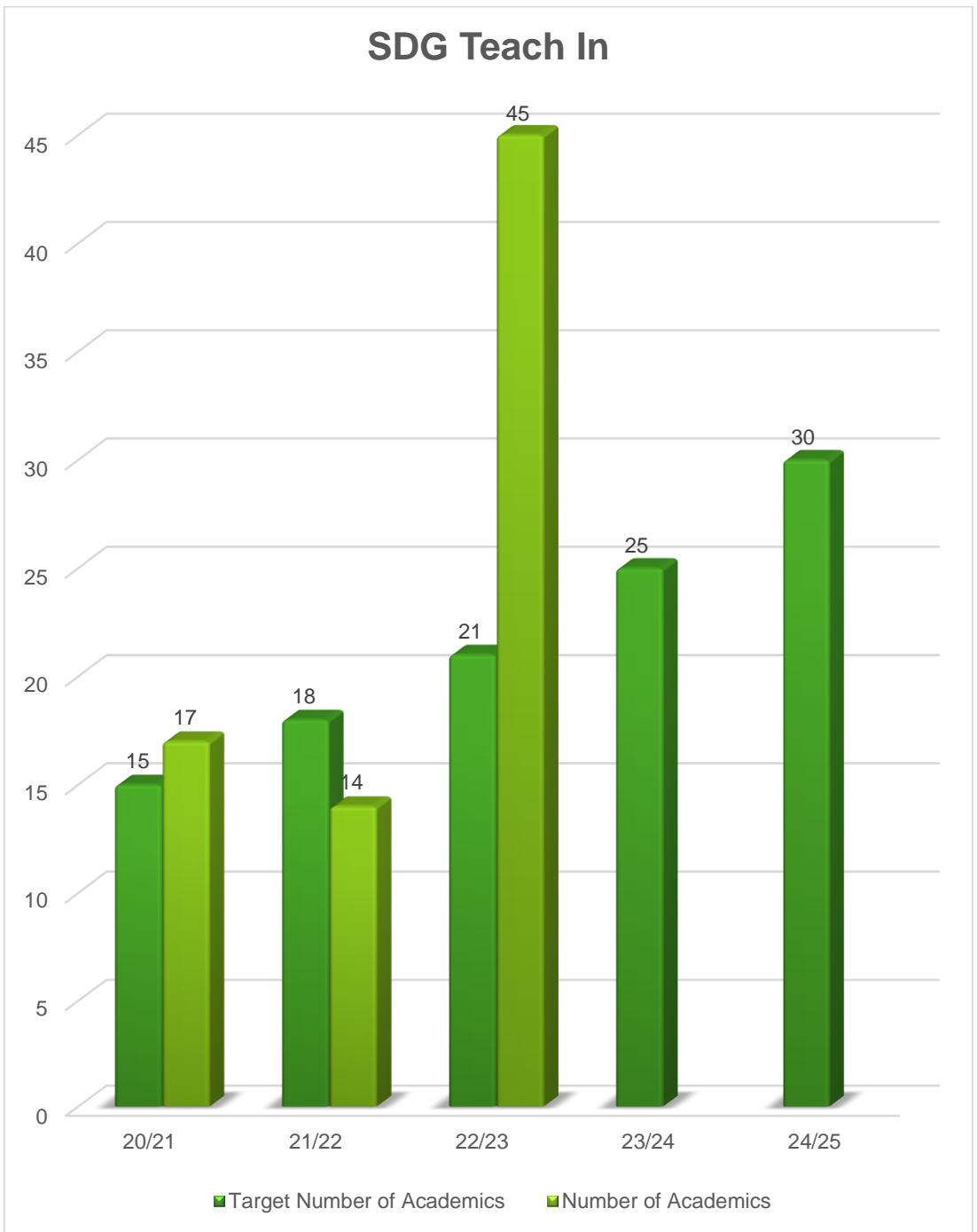
DMU has participated in the SDG Teach In for the past three years and will aim to achieve a year on year increase of participation levels from both academics and students based on the 2020/21 levels.

### Teams Responsible

The Sustainability Team will lead on the SDG Teach In and will work to encourage academic staff and professional services staff to participate in the SDG Teach In.

### Budget and Resources

Staff resources and the budget for participation in the SDG Teach In will come from the Sustainability Team. Support workshops for academics will be delivered by the DMU ESD Academic lead.







*'The model has been developed over ten years. Based on proven behaviour change models, its flexible approach means it can be tailored to meet each organisation's unique needs.'*

## **Green Impact**

---

### **About the engagement activity**

Green Impact is a sustainability engagement programme and is run internationally by SOS-UK. It's a simple, fun and flexible way for departments and faculties to improve their environmental performance and promote sustainability at the University, whilst receiving recognition for their efforts and impact. Taking part benefits the University, including providing opportunities for students to gain valuable skills by volunteering as Green Impact Auditors.

### **Promoting Green Impact**

The Sustainability Team will promote the Green Impact project to staff through DMU Connect (Intranet), a series of 'get involved' webinars with SOS-UK, through social media, through internal networks and through weekly staff newsletters. The project will be promoted to students through social media, welcome events, freshers' week events, the students' union, and the DMU website.

### **Targets and Time-frame**

The University has a target to run a staff sustainability engagement programme each year until 2022/23. Through the Green Impact programme the Sustainability Team will aim to recruit at least 15 staff teams each year, at least 20 student sign ups as Green Impact Project Assistants to support staff teams and at least 20 students attending the student auditor training.

### **Teams Responsible**

The Sustainability Team will lead the delivery of the Green Impact project and the recruitment of staff and student volunteers to the programme. The team will work with SOS-UK to support staff and student volunteers taking part in the programme.

### **Budget and Resources**

The resources to take part in Green Impact will be provided through the Sustainability Team in terms of participation costs in the Green Impact programme and the staff resources needed to support staff and student participation as well as the funding for the end of year award ceremony.



---

## Social Media Campaign

---

### About the Engagement Activity

A huge number of staff and student use social media across university. As a result, a strong social media presence from the DMU Sustainability channels will provide followers with the latest information on how to engage with sustainability. Followers will be able to keep up to date on sustainability work being carried by the university and perhaps more importantly, be able to share their own thoughts and experiences in sustainability too. The Sustainability Team have a presence on Twitter, Facebook, Instagram and shortly Tik Tok with the name of sustainableDMU on all channels.

### Promoting Social Media Channels

From Welcome Week to visits to halls of residence, the Sustainability Team social media channels will be promoted. Promotional material for events and activities, presentations and email signatures will contain details of the social media channels. Prize draws will be explored as an incentive to follow the sustainability team.

### Targets and Time-frame

Targets will be based on the increase of followers on these social media channels from the start of the academic year to the end of the year.

Baseline – 2020/21 social media followers.

### Teams Responsible

Sustainability Team.

### Budget and Resources

Budget for potential prize incentives to come from Sustainability Team budget. Staff resources for developing social media content will come from the Sustainability Team in particular the Sustainability Communications Frontrunner. This is a paid intern post for a DMU student to work with the sustainability team to promote the initiatives contained within this plan and other sustainability activities.

