

# **ESG Strategy 2035**

Communication and  
Engagement Plan

April 2026

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### **ESG Communications and Engagement Strategy and Delivery Plan**

#### **Objectives**

##### **Primary communication and engagement objectives**

Grounded in the ESG Strategy 2035 vision - creating opportunity, developing people, and shaping the future through sustainable, net-zero aligned practice - the communications and engagement programme aims to:

- Embed awareness of the University's ESG Strategy 2035 across all staff, students, governors, partners, and civic audiences.
- Build understanding of the University's commitments to the UN Sustainable Development Goals (SDGs) and how individuals contribute to the university's collective impact.
- Demonstrate progress and transparency through annual ESG Impact Reports and interim updates.
- Support adoption and participation in working groups, sustainability champion networks, and sustainability-led initiatives.
- Create a culture where ESG is recognised as a shared responsibility shifting it from a strategic target to a lifestyle commitment.
- Strengthen the university's reputation locally, nationally, and internationally for leadership in sustainability, research, and civic contribution.

##### **Behavioural objectives**

- Staff understand the priority SDGs and how their area contributes.
- Students recognise sustainability opportunities in curriculum, research, placements, and activities.
- Partners understand how to engage through the Green Innovation Corridor and other initiatives.
- Sustainability Champions actively share quarterly dashboards and encourage participation.

## Audience Insight

### Internal Audiences

Audience	Insight	Need
Staff – academic and professional services	Previous updates already shared via staff newsletters, presentations, and directorate briefings.	Clear articulation of actions relevant to their area; frameworks, toolkits, case studies, living lab potentials.
Students	Strong interest in climate, sustainability, and ethical practice.	Tangible opportunities to get involved: research, volunteering, curriculum, SU campaigns.
Sustainability Champions	Already receiving dashboards quarterly.	Regular materials, talking points, shareable content, recognition.
Senior Leaders and Governors	Governance oversight for ESG; require assurance on delivery and reporting.	Clear KPIs, accreditations, regular progress reporting.

### External Audiences

Audience	Insight	Need
Local community and civic partners	Alignment with Green Innovation Corridor and local sustainability ambitions.	Demonstrations of local impact, collaboration stories.
Research partners and funders	UKRI’s environmental sustainability concordat influences expectations.	Evidence of environmental practice in research and operations, accreditations, reporting, compliance.
Prospective students	Sustainability increasingly shapes university choice and influences rankings.	Clear, inspiring narrative on our environmental and social commitments.

Audience	Insight	Need
Alumni	Opportunity to engage in long-term impact and civic mission.	Invitations to contribute, volunteer and advocate.

## Strategy

### Strategic approach

Deliver an integrated, long-term communications programme that:

- Normalises ESG in all University activity - not a side project but part of Strategy 2035.
- Uses consistent narratives anchored in the Strategy’s vision, priorities and outcomes.
- Champions transparency through updates, annual reporting, and public engagement.
- Celebrates leadership and participation - both senior leadership and grassroots actions.
- Aligns with key milestones already scheduled (presentations, dashboards, annual impact report, intranet development).
- Adopt omnichannel communication approach to reinforce a clear, visible and ESG messaging across all touchpoints

### Strategic messages

- The University is committed to its UN SDG responsibilities through education, research, operations, and civic partnership.
- Everyone at the University contributes to sustainability - through decisions, behaviours, research, and involvement.
- We act together transparently and responsibly, reporting progress annually.

## Implementation Plan

### Core Themes for Delivery

The plan delivers against the University’s ESG Strategy through activity grouped under six pillars:

- Awareness and understanding – campaigns, intranet, SDG storytelling

- Transparency and Reporting – annual reports, dashboards
- Engagement and Behaviour Change – champions, campaigns, student activities
- Showcasing Leadership – research, Green Innovation Corridor, media content
- Infrastructure for Comms – website, intranet, screens
- Participation Opportunities – volunteering, Wild WLV (Biodiversity collaboration), allotments, Digital Badges for students, learning module for Staff.

## **Delivery Plan Timeline**

Short-Term (Q1–Q2 2026)

### **Campaigns and Content**

- UN SDGs Campaign launched - feature one SDG every two weeks
- Spotlight on Sustainability Champions begins - feature individuals including ‘Wild WLV’ founder.
- Publish article promoting the new staff E-learning ESG module (already submitted to Insider).
- Publish quarterly dashboards to feature in staff comms; incorporate narrative explanations.

### **Engagement and Participation**

- Promote Wild WLV nature initiative with feature stories.
- Begin comms support for student sustainability digital badge (pipeline).
- Start information screens refresh (recycling, SDGs, behaviour tips).
- Initiate Pledge month participation (refer to UoW ESG portal),

### **Governance and Reporting**

- Working groups established (Jan 2026). Promote meeting outputs and recruitment into groups.
- Strategy target update comms (Spring 2026).

## **Medium Term (Q3–Q4 2026)**

Infrastructure and Channels

New ESG Staff Intranet hub developed and launched (Sept 2026).

- Toolkits
- Case studies
- Dashboards
- How-to guides

- Internal screen content rollout (June–Sept 2026).

Begin integrating ESG stories into the new University website (timeline dependent on Digital).

### **Student and Community Engagement**

- Pop-up allotment at Springfield – comms support for launch, volunteering and progress updates.
- Develop activity around GIC education workstreams.
- Support a Green-Themed Activities Week (Autumn 2026 new intake).

### **Ongoing Content**

- Monthly internal case studies.
- External press around ESG achievements, including GIC collaborations.
- Annual ESG Impact Report promoted (Dec each year).

### **Long-Term (2027)**

Scaling Up and Embedding

Relaunch Sustainability Champions Programme with:

- New narrative assets
- Explore recognition programmes
- Structured quarterly stories
- Expand student-facing sustainability curriculum touchpoints communications.
- Annual ESG Impact Report 2027 production and promotion.
- Strengthen alumni engagement with ESG impact storytelling.

Develop external-facing ESG Comms Plan fully aligned with Strategy 2035, including:

- Media features
- Civic collaborations
- Research leadership stories
- Case studies around UN SDGs

## **Channel Plan**

### **Internal Channels**

- WLVI Insider
- Student Newsletter
- Screens (campuses)

- Staff intranet
- ESG working group collaboration spaces
- Sustainability Champions network

### External Channels

- Newsroom and media
- Web (UoW ESG pages, GIC pages)
- Alumni comms
- Social media storytelling aligned to SDGs and events

### Key Annual Cycles

Deliverable	Frequency	Notes
ESG Impact Report	Annually (Dec)	Major moment for media and stakeholder engagement
Quarterly Dashboards	Quarterly	Shared with Champions and comms to produce explanation piece
Global sustainability campaign tie-ins	Throughout year	Earth Day, COP, SDG Week etc.
Working group updates	Quarterly	Fed through governance

### KPIs and Measurement Framework

#### Awareness

- Staff pulse: understanding of ESG Strategy
- Student survey awareness of sustainability offer
- Living labs participation?

#### Engagement

- Become a Sustainability Champion and link to university channels
- Participation in working groups
- Attendance at campaigns and events

#### Reach and Content Performance

- Newsletter open/click rates
- Views on ESG intranet hub and website pages
- External media mentions

Reputation

- Feedback from civic partners and GIC stakeholders
- Inclusion in regional sustainability rankings

Delivery

- Percentage completion of milestones in this plan

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