

## Marketing and Communications

### Our Guiding Principles

We will communicate openly and accessibly so sustainability is visible, understood and easy to act on. Through simple updates and clear participation pathways, we will ensure our community sees their impact and celebrates achievements.

Year 1		Year 2		Year 3	
Establish clear, accessible sustainability communications by delivering a yearly roundup and maintaining up-to-date webpages that help students (and staff) understand our aims and how to get involved.		Strengthen and scale engagement by delivering one central, high-impact sustainability email and a roundup that highlight actions, pathways and progress while maintaining consistent updates across channels.		Embed sustainability communications as business-as-usual, ensuring annual emails, yearly roundups and dashboards clearly show multi-year progress and how every community member contributes.	
Targets and Actions		Targets and Action		Targets and Action	
<p>Increase visibility of Sustainable SU activity by delivering yearly roundups so students (and staff) clearly understand aims and how to get involved.</p>	<ul style="list-style-type: none"> <li>Publish a yearly roundup with key outcomes and ways to get involved.</li> <li>Improve awareness of SU/University aims and participation routes.</li> <li>SSSG allocates a contact point to coordinate plan with Marketing.</li> <li>Provide regular updates to staff via newsletter/all staff meetings.</li> </ul>	<p>Normalise sustainability communication and aim for a central impactful communication email that highlights participation pathways and their impact.</p>	<ul style="list-style-type: none"> <li>Send one targeted email.</li> <li>Publish yearly roundup with stronger student voice content.</li> <li>More visibility on "how to get involved".</li> <li>Continue regular staff updates.</li> <li>SSSG comms lead maintains the plan and cross-team coordination.</li> </ul>	<p>Embed sustainability comms as BAU by delivering one targeted annual email and a yearly roundup that clearly show progress and how everyone contributes.</p>	<ul style="list-style-type: none"> <li>Send all student email.</li> <li>Publish yearly roundup.</li> <li>Share highlights showing achievements and impact.</li> <li>Continue regular staff updates.</li> </ul>
<p>Increase transparent progress tracking by maintaining webpages and running Sustainability Badge initiatives.</p>	<ul style="list-style-type: none"> <li>Promote initiatives like Climate Cup and Sustainability Badge.</li> <li>Ensure recognition within SU Awards.</li> <li>Improve awareness of toolkits, sign-ups and FAQs for participation.</li> <li>Keep webpages current with simple, action-oriented pathways.</li> </ul>	<p>Normalise ongoing engagement by sustaining an updated Badge accreditation information and 'leaderboards'.</p>	<ul style="list-style-type: none"> <li>Keep webpages updated, improve page accessibility/storytelling.</li> <li>Showcase student group case studies.</li> <li>Continue SU Awards recognition.</li> <li>Keep toolkits and FAQs prominent.</li> </ul>	<p>Embed transparent progress reporting and updating pages - increased Badge participation and leaderboards.</p>	<ul style="list-style-type: none"> <li>Maintain website updates with clear impact reporting.</li> <li>Celebrate long-term progress.</li> <li>Keep awards and FAQ's live.</li> <li>Ensure accessibility/clarity is high; streamline participation pathways.</li> </ul>
Outcomes		Outcomes		Outcomes	
A yearly roundup is published with $\geq 1,000$ reach; webpages remain current with clear "how to get involved" pathways; highlights and student stories are regularly shared; consistent updates and coordinated communications planning are built.		One targeted sustainability email achieves a 20-25% open rate; the yearly roundup reaches $\geq 2,000$ people; webpages and updates remain consistent and accessible as part of strengthened cross-team coordination.		Sustainability communications operate as BAU: the targeted annual email again achieves 20-25% opens; the yearly roundup shows clear progress; impact reported and webpages embed "how to get involved" guidance.	



**Social Enterprise and Facilities  
(Events and Venues)**

**Our Guiding Principles**

We will deliver events and run venues that minimise waste, reduce environmental impact and make sustainable choices simple. Through practical guidance and visible infrastructure, we will embed sustainability into every stage of operations.

Year 1		Year 2		Year 3	
Establish practical systems that make sustainable event planning, food-waste separation and reuse easy and visible across SU central events and venues.		Strengthen and scale sustainable events and venues operations, improving consistency, participation and introduce a standardised deposit scheme on cups.		Embed sustainability as core practice across all SU venues and events, supported by strong processes, improved behaviour and clear long-term impact with strengthened deposit scheme.	
Targets and Actions		Targets and Action		Targets and Action	
Normalise sustainable and accessible event planning by ensuring SU-run events use a simple checklist that embed good practice.	<ul style="list-style-type: none"> <li>Finalise the a sustainable event guide.</li> <li>Launch an event planner for centrally-run events checklist by September.</li> <li>Add templates/guidance to SU site.</li> <li>Gather feedback and refine.</li> </ul>	Embed sustainable event planning by ensuring the checklist is routinely used with improved feedback.	<ul style="list-style-type: none"> <li>Update guide and checklist.</li> <li>Integrate checklist into event sign-offs.</li> <li>Showcase case studies demonstrating impact.</li> </ul>	Embed sustainability and accessibility planning as BAU and show improvements in event impact.	<ul style="list-style-type: none"> <li>Maintain checklist compliance.</li> <li>Publish 3-year impact report.</li> <li>Highlight examples through SU Awards or recognition.</li> <li>Develop next-phase improvements.</li> </ul>
Introduce FoH food waste bins for students in Plug, the Student Centre and The Corner.	<ul style="list-style-type: none"> <li>Install front-of-house food-waste bins in; Plug, Student Centre and Corner.</li> <li>Create clear signage for bins.</li> <li>Include food-waste instructions in sustainable event materials and online.</li> </ul>	Embed consistent FoH food-waste separation across Plug, the Student Centre and The Corner.	<ul style="list-style-type: none"> <li>Refresh FOH signage.</li> <li>Review and optimise bin placement.</li> <li>Add waste separation to induction.</li> <li>Share visible comms on why food-waste separation matters for the campus.</li> </ul>	Embed sustainable food-waste behaviour across venues and events.	<ul style="list-style-type: none"> <li>Maintain FOH bin presence.</li> <li>Refresh signage only where required;</li> <li>Integrate systems fully into core Venues operating procedures.</li> <li>Review long-term plan for waste and recycling with university.</li> </ul>
Reduce single-use waste by strengthening existing reuse systems and ensuring reusable cups are fully operational and visible.	<ul style="list-style-type: none"> <li>Ensure reusable cup system is used throughout all major bar/events (i.e. Weekend Warm Up).</li> <li>Promote the system through signage, digital comms.</li> <li>Conduct review of current systems to identify gaps/report impact.</li> </ul>	Scale reuse across all SU events so that reusable cups and other systems are standard practice and with deposit schemes.	<ul style="list-style-type: none"> <li>Expand reuse visibility and deposit across all events/student-led activity.</li> <li>Introduce additional reuse options where feasible.</li> <li>Introduce a universal deposit scheme for cups across the SU and events.</li> <li>Implement improvements from Yr 1.</li> </ul>	Embed reuse systems as standard at all SU events and expand deposit schemes.	<ul style="list-style-type: none"> <li>Expand deposit scheme for all cups in centrally run SU events.</li> <li>Implement improvements based on operational and student feedback.</li> <li>Scope next-stage expansion (e.g., food containers, hire-stock for groups etc.)</li> </ul>
Outcomes		Outcomes		Outcomes	
100% of centrally SU-run events use the sustainable event checklist; FOH bins installed in Plug, the Student Centre and The Corner support food-waste capture with low contamination; reusable cups are fully operational during all event (i.e. Weekend Warm-Up.)		Checklist use remains embedded; food-waste systems sustain with less contamination, reuse expands across all major events; and year-on-year single-use avoidance increases.		Checklist use stays, food-waste systems have <5% contamination, reuse becomes standard across all venues and events and cumulative single-use avoidance demonstrates long-term culture change.	



**Central Services (Data, Insight and Research, Finance, Governance and Strategy)**

**Our Guiding Principles**

We will deliver sustainability through accountable governance, transparent reporting and collaborative planning. By embedding clear structures, consistent oversight and meaningful student involvement, we will ensure progress is measured, resourced and aligned with our community's values.

Year 1		Year 2		Year 3	
Establish strong governance, secure resources and deliver early Green Impact progress to build a stable foundation for the Sustainable SU Plan.		Strengthen governance, improve reporting and raise Green Impact performance while aligning with wider University sustainability activity.		Embed governance and reporting as core practice, complete the full plan cycle and achieve an 'Excellent' Green Impact award.	
Targets and Actions		Targets and Action		Targets and Action	
Establish accountable governance for Sustainable SU delivery through an active cross-SU steering group (SSSG) + BoT oversight.	<ul style="list-style-type: none"> <li>Finalise and approve Terms of Reference (TOR) and membership.</li> <li>Schedule quarterly SSSG meetings.</li> <li>Prepare and deliver annual Board update for June 2027.</li> <li>Revise officer involvement.</li> </ul>	Strengthen governance by embedding SSSG as the central delivery body and ensuring Officer remits transition smoothly year-on-year.	<ul style="list-style-type: none"> <li>Maintain quarterly meeting cycle.</li> <li>Publish a simple annual governance update for transparency.</li> <li>Increase student representation.</li> <li>Support Officer transitions.</li> </ul>	Embed accountability as standard SU practice, ensuring SSSG functions sustainably and produces a clear end-of-strategy review.	<ul style="list-style-type: none"> <li>Maintain quarterly cycle; focus meetings on outcomes and planning.</li> <li>Deliver an impact review for the Board.</li> <li>Recommend governance refinements for 2029-32.</li> </ul>
Ensure the Sustainable SU Action Plan is fully embedded in the early 26-27 Semester One.	<ul style="list-style-type: none"> <li>Engage students, SLT, staff, SSSG and Officers with plan.</li> <li>Ongoing review of action plan and update actions as and when required.</li> </ul>	Deliver and track progress against the Sustainable SU Plan.	<ul style="list-style-type: none"> <li>Update timelines and milestone tracking tools.</li> <li>Review alignment with University activity and adjust if/as needed.</li> </ul>	Complete full delivery of the Sustainable SU Plan with reported and begin forward planning.	<ul style="list-style-type: none"> <li>Deliver final KPI tracking and evidence gathering.</li> <li>Publish public-facing Sustainable SU Impact Report and begin forward planning.</li> </ul>
Ensure appropriate personnel and budget resources are agreed and allocated by SLT and held by the SSSG to enable project delivery.	<ul style="list-style-type: none"> <li>Identify GI projects/link to area plans.</li> <li>Agree resource needs with SLT.</li> <li>Allocate resources to projects.</li> <li>Begin collecting evidence for impact reporting.</li> </ul>	Strengthen resource monitoring and ensure funding and staff time are allocated effectively.	<ul style="list-style-type: none"> <li>Review Year 1 resource allocations.</li> <li>Identify new GI projects or SU area plan requirements.</li> <li>Deliver internal resource update to SLT.</li> <li>Continue collecting evidence for impact reporting.</li> </ul>	Embed resource allocation as routine practice, with clear annual monitoring and strong justification for future investment.	<ul style="list-style-type: none"> <li>Produce a full resource review for Officers, SLT + Board.</li> <li>Showcase project ROI and student/community impact.</li> <li>Recommend long-term budget and personnel requirements.</li> </ul>
Complete the annual Green Impact SU programme and achieve a minimum 'Good' rating while delivering priority projects.	<ul style="list-style-type: none"> <li>Deliver key GI student projects, e.g.: TH009: Student poverty-support project and TH007: Nature protection, recovery, education project</li> <li>Join or make progress toward the Nature Positive Universities.</li> <li>Submit GI and review for next year.</li> </ul>	Achieve improvement from 'Good' to 'Very Good' in the Green Impact SU programme.	<ul style="list-style-type: none"> <li>Strengthen Year 1 projects.</li> <li>Deliver at least one high-visibility student nature project.</li> <li>Expand participation in Nature Positive, biodiversity challenges/volunteering.</li> <li>Submit GI evidence with improved coverage and depth.</li> </ul>	Achieve an 'Excellent' Green Impact SU award through consolidated, high-quality evidence and expanded student-facing nature and justice projects.	<ul style="list-style-type: none"> <li>Deliver flagship nature or poverty-support projects.</li> <li>Embedded participation in plan.</li> <li>Submit full evidence for 'Excellent' GI rating.</li> <li>Publish a 3-year GI impact report.</li> </ul>
Outcomes		Outcomes		Outcomes	
SSSG operates quarterly with TOR approved; Sustainable SU Plan approved across organisation; resources agreed and allocated; Green Impact SU award of 'Good' achieved and initial project delivered.		Governance processes strengthened with consistent reporting; resource execution improved; Green Impact SU award rises to 'Very Good'; and mid-year progress snapshot published.		Governance and reporting fully embedded with an end-of-cycle impact review; resources evaluated and future needs identified and the SU achieves an 'Excellent' GI award.	

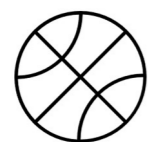


**Social Enterprise (Merchandise) and Central (Procurement)**

**Our Guiding Principles**

We will protect people, planet and student value by ensuring everything we buy or sell is responsibly sourced, ethically produced and low-waste. Through transparent standards, smarter purchasing and sustainable supply chains, we will embed sustainability into every decision and make responsible choices the default across the SU.

Year 1		Year 2		Year 3	
Establish clear sustainability standards for merchandise and everyday purchasing.		Strengthen ethical standards, reduce surplus further and embed sustainable procurement into staff practice.		Embed fully responsible merchandising and purchasing across the SU, improving supply chains and delivering long-term sustainability impact.	
Targets and Actions		Targets and Action		Targets and Action	
<p>Normalise responsible merchandise by ensuring every new unit meets sustainability/ethical standards to protect people, planet and student value.</p>	<ul style="list-style-type: none"> <li>Audit all current suppliers and phase out non-compliant items.</li> <li>Introduce on-demand and pre-order for merch lines to reduce surplus.</li> <li>Launch a repair/return pilot for kit.</li> </ul>	<p>Strengthen responsible merchandise standards so products meet higher-tier sustainability and ethical benchmarks.</p>	<ul style="list-style-type: none"> <li>Improve supplier scoring, monitoring and audits.</li> <li>Expand pre-order/on-demand for most clothing items.</li> <li>Strengthen sports kit repair/return.</li> <li>Continue to look at a sustainable SU space for merchandise</li> </ul>	<p>Embed full responsible merchandise standards as BAU.</p>	<ul style="list-style-type: none"> <li>Ensure all merchandise meets sustainability and ethical standards.</li> <li>Maintain supplier audits.</li> <li>Continue sustainable online/pop-up retail presence.</li> </ul>
<p>Normalise responsible purchasing across all SU areas so sustainability is the default option, with exceptions requiring Line Manager approval, understanding that student impact is our first consideration.</p>	<ul style="list-style-type: none"> <li>Map all "high-impact" purchasing categories.</li> <li>Embed sustainability criteria into event planning and supplier checks.</li> <li>Begin training key staff in sustainable procurement/'buying' basics.</li> <li>Establish a system for approving exceptions (i.e. for cost or availability issues).</li> </ul>	<p>Embed sustainability as routine in SU purchasing behaviour by strengthening processes, improving compliance and supporting staff confidence.</p>	<ul style="list-style-type: none"> <li>Train staff across departments on sustainable procurement principles.</li> <li>Include sustainability in contract renewals and tender processes.</li> <li>Provide simple sustainability-risk checklists for all buyers.</li> <li>Identify gaps and support teams.</li> <li>Strengthen links to SU food-chain suppliers for better sourcing.</li> </ul>	<p>Embed sustainable purchasing across the SU as standard practice, with clear monitoring and transparent reporting on environmental and cost impacts.</p>	<ul style="list-style-type: none"> <li>Fully integrate sustainability checks into everyday procurement workflows.</li> <li>Use findings to contribute to Sustainable SU strategic planning post-2029.</li> <li>Ensure sustainability requirements are built into all cycles.</li> </ul>
Outcomes		Outcomes		Outcomes	
100% of new lines meet sustainability standards; surplus begins to fall under on-demand/pre-order models; repair/return pilot launched; and sustainable procurement standards implemented (with exceptions).		Supplier standards improve; surplus reduces toward; feasibility decision made on retail presence; sustainable procurement embedded in workflows and staff demonstrate increased confidence.		All merchandise meets sustainability standards; surplus reduction is achieved; sustainable retail launched and sustainable procurement is fully embedded and reported transparently across the SU.	



**Student Groups (Arts, Community, D&S, Media, Societies, Sport and Transport)**

**Our Guiding Principles**

We will harness the energy, pride and community of student groups and sport to drive positive environmental action. Through competition, shared values and practical support, we will empower clubs and societies to lead sustainability efforts and reduce their impacts.

Year 1		Year 2		Year 3	
Pilot competitive sustainability activity and establish the foundations of a low-carbon travel approach across sports and student groups.		Scale sustainability competitions across all student-led groups and embed lower-carbon travel into booking processes and incentives.		Embed sustainability as standard practice in SU Groups through consistent competitions, visible impact and changed travel behaviour.	
Targets and Actions		Targets and Action		Targets and Action	
Use the power of competition across sports and societies to inspire practical, sustainability actions students can be proud of, embedding a pilot competitive scheme.	<ul style="list-style-type: none"> <li>Partner with externals to deliver a competitive sustainability programme.</li> <li>Recruit pilot cohort of clubs to join.</li> <li>Develop and publish sustainable events resources/guides.</li> <li>Begin adapting the framework to apply to wider SU Groups/societies.</li> <li>Share wins through Comms channels.</li> </ul>	Scale the sustainability competition beyond sports by embedding an adapted model across wider Student Groups.	<ul style="list-style-type: none"> <li>Launch an SU-wide competitive sustainability programme.</li> <li>Improve and expand the student facing resource packs.</li> <li>Work with Comms to enhance visibility and celebration of achievements.</li> <li>Begin reporting of results/key wins.</li> </ul>	Embed a high-impact sustainability competition as a core part of SU student group culture, with strong engagement.	<ul style="list-style-type: none"> <li>Run the full SU-wide programme annually as business-as-usual.</li> <li>Strengthen sustainability focused participation/events (pollinator spaces, biodiversity projects).</li> <li>Further embed sustainability recognition into relevant awards.</li> </ul>
Begin reducing the carbon footprint of SU sport and group travel by reviewing current transport practices and introducing accessible low-carbon guidance.	<ul style="list-style-type: none"> <li>Complete a baseline review of travel to events.</li> <li>Engage clubs on current barriers and opportunities.</li> <li>Identify potential future sustainable transport options.</li> </ul>	Embed lower-carbon travel as preferred practice for clubs and groups by introducing incentives, defaults and clearer expectations.	<ul style="list-style-type: none"> <li>Introduce incentives for travel.</li> <li>Establish preferred suppliers for coach and rail bookings.</li> <li>Begin using default options in booking workflows (i.e. rail where feasible).</li> </ul>	Embed sustainable travel practice as the norm across SU sport and group travel.	<ul style="list-style-type: none"> <li>Maintain incentives/preferred suppliers.</li> <li>Integrate requirements into the next strategy cycle planning.</li> </ul>
Outcomes		Outcomes		Outcomes	
Pilot competitive sustainability programme launched with external organisation; early resource pack in place; transport review completed; initial shared-coach, rail-first and eco-transport guidance published.		Sustainability competition scaled to wider SU Groups (starting with societies); incentives in place for low-carbon travel and preferred suppliers confirmed.		SU-wide sustainability competition embedded; strong participation and measurable YTY improvement; sustainable travel defaults in place and evidence of emissions reduction.	

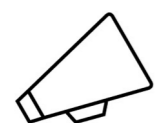


**Support (Training and Culture)**

**Our Guiding Principles**

We will build a confident, climate-literate Students' Union where sustainability is a shared expectation, embedded across leadership, staff practice and organisational culture. Through accessible learning, consistent reinforcement and visible examples, we will ensure our community has sustainable knowledge, skills and confidence.

Year 1		Year 2		Year 3	
Establish the foundations of a sustainability-aware SU by introducing accessible training for leaders and staff to build initial climate knowledge and engagement.		Scale and embed sustainability learning across the organisation by expanding engagement, integrating Carbon Literacy into induction, and strengthening sustainable practice in daily activity.		Fully embed sustainability as a standard expectation across leadership and staff by maintaining high engagement, ensuring climate knowledge is refreshed, and supporting confident decision making.	
Targets and Actions		Targets and Action		Targets and Action	
Normalise sustainability in student leadership by ensuring most leaders voluntarily engage with introductory or deep-dive learning.	<ul style="list-style-type: none"> <li>Integrate a 30-45min optional sustainability intro.</li> <li>Build sustainability into handovers.</li> <li>Develop the Sustainable Event Guide for all groups to engage with.</li> <li>Offer optional deep-dives (e.g., Climate Fresk, sustainability skills).</li> <li>Include simple action prompts leaders can take forward.</li> <li>Finalise content, secure trainers, and confirm session slots for Sept/Oct.</li> </ul>	Build on Year 1 to strengthen the culture of sustainability within student leadership. Increase engagement to ≥35% of leaders, deepening understanding and influence on group activities.	<ul style="list-style-type: none"> <li>Refresh/deliver the optional 30-45min intro session during leader training.</li> <li>Expand deep-dive options and continue embedding practical action prompts.</li> <li>Ensure facilitators, content and training slots are confirmed.</li> <li>Embed sustainability into student groups event planning processes.</li> </ul>	Embed sustainability as a normal and expected part of student leadership by maintaining ≥45% engagement. Leaders should confidently apply sustainable decision-making in their roles.	<ul style="list-style-type: none"> <li>Continue the optional intro + deep-dive framework, refining based on feedback.</li> <li>Deliver sessions within existing leadership training structures and confirm training plan.</li> <li>Push improvements aimed at increasing satisfaction and perceived relevance.</li> </ul>
Equip elected Officers and managers with recognised Carbon Literacy so they can role-model and guide sustainable decisions across SU activity. Focus on strong voluntary uptake.	<ul style="list-style-type: none"> <li>Schedule and deliver Carbon Literacy training for Officers and managers.</li> <li>Promote sign-up and register interest for official CL recognition and look at supporting pledges.</li> <li>Coordinate with facilitators and secure delivery slots in existing training windows.</li> </ul>	Scale Carbon Literacy across SU staff so that at least 80% of staff are certified by July 2028, embedding climate knowledge within everyday operations.	<ul style="list-style-type: none"> <li>Deliver sessions accessible to staff across departments.</li> <li>Embed Carbon Literacy into new-starter induction.</li> <li>Begin training and developing internal CL facilitators to ensure sustainable delivery capacity.</li> <li>Deliver multiple session across year.</li> </ul>	Ensure climate knowledge stays active and relevant by reaching ≥50% refresh completion among those already Carbon Literacy-trained.	<ul style="list-style-type: none"> <li>Deliver refresher sessions.</li> <li>Develop short top-up modules tailored to staff responsibilities.</li> <li>Maintain facilitator availability and support CL processes.</li> </ul>
Outcomes		Outcomes		Outcomes	
By the end of Year 1, ≥20% of student leaders will have engaged in sustainability learning, ≥100% of Officers and ≥40% of managers will be Carbon Literacy trained and identify 2-3 practical sustainability actions and all staff will begin building the ability to recognise and articulate how their area can contribute to future Sustainable SU actions, with early measurable actions starting to appear in area plans.		By the end of Year 2, ≥35% of student leaders will have engaged with sustainability learning, ≥80% of staff will be Carbon Literacy certified, sustainable practice will be embedded in group activity and induction and all staff will be able to explain how their work contributes to Sustainable SU goals, reflected through measurable sustainability actions included in area plans.		By the end of Year 3, ≥45% of student leaders will continue to engage in sustainability learning, ≥80% of Carbon Literacy-trained staff will have completed their refresh and all staff will be fully equipped to recognise and articulate how they and their area contribute to Sustainable SU actions, with measurable sustainability commitments embedded across all area plans and staff confidently supporting student groups with their sustainable efforts.	



**Voice**

**Our Guiding Principles**

We will empower students to shape sustainability outcomes by creating open, supportive and visible channels for participation. Through active Forums, clear representation, accessible advocacy pathways and meaningful links between democratic engagement and environmental action.

Year 1		Year 2		Year 3	
Establish clear, accessible channels for the student sustainability voice by running quarterly Forums, maintaining strong representation on SUMmit and providing baseline advocacy support.		Strengthen participation and advocacy by running effective Forums with transparent follow-through, showcasing advocacy successes and broadening the tools and guidance available to students.		Embed the student sustainability voice into SU decision-making through consistent Forums, structured advocacy pathways and a sustained, visible link between civic action and environmental impact.	
Targets and Actions		Targets and Action		Targets and Action	
Normalise the student sustainability voice by running a termly Forum, keeping the Sustainability Rep on SUMmit and offering advocacy support.	<ul style="list-style-type: none"> <li>Run quarterly Sustainable SU Student Forum; publish minutes and actions.</li> <li>Maintain the Sustainability Rep on SUMmit and promote their role.</li> <li>Provide baseline support and sign-posting for sustainability-related advocacy.</li> <li>Improve awareness of the Forum's purpose, outcomes and routes to contribute.</li> <li>SSSG comms lead collaborates with Activities Officer and Forum reps on messaging.</li> <li>Keep student-facing pages updated with how to participate and influence.</li> </ul>	Normalise active participation in decision-making by running effective Forums and supporting advocacy with clear actions.	<ul style="list-style-type: none"> <li>Run quarterly Forums; publish progress on action tracker each term.</li> <li>Increase visibility of student advocacy stories and wins.</li> <li>Provide improved guidance/toolkits for campaigns and representation.</li> <li>Keep SUMmit Rep visible in comms and at key moments.</li> <li>Keep webpages updated with step-by-step advocacy routes.</li> </ul>	Embed student sustainability voice by running Forums with visible follow-through and structured advocacy support.	<ul style="list-style-type: none"> <li>Continue termly Forums; publish outcomes and next steps on time.</li> <li>Offer structured advocacy pathways (templates, briefings, contacts).</li> <li>Keep SUMmit Rep (or similar) visible in decision-making comms.</li> <li>Maintain clear web pages with advocacy resources and routes.</li> </ul>
Re-run a votes-to-trees pledge that increases turnout by +X% vs prior year and delivers ≥X trees pledged/planted.	<ul style="list-style-type: none"> <li>Launch pledge with elections; partner with Woodland Trust/local providers for one tree per X votes.</li> <li>Promote turnout and volunteering sign-ups before and during elections.</li> <li>Publish post-results tally and impact story (visuals/map).</li> </ul>	Repeat the votes-to-trees pledge to boost strengthening the civic to nature link.	<ul style="list-style-type: none"> <li>Repeat pledge; enhance promotional content and explainer graphics.</li> <li>Share local impact stories from planted trees.</li> <li>Publish transparent post-results tally and lessons learned.</li> </ul>	Embed a signature SU tradition that links democracy to nature by sustaining the votes-to-trees pledge.	<ul style="list-style-type: none"> <li>Continue pledge; publish cumulative 3-year tally and impact map.</li> <li>Celebrate participation and community partners.</li> <li>Capture student testimonials connecting voting to environmental action.</li> </ul>
Outcomes		Outcomes		Outcomes	
Quarterly Student Forums run with minutes and action trackers published; the Sustainability Rep on SUMmit is visible and active; baseline advocacy support and signposting are in place; webpages explain how to participate; and a votes-to-trees pledge increases turnout by +X% with ≥X trees pledged/planted.		Forums continue with clear progress updates; advocacy stories and wins are promoted; improved guidance and toolkits support student campaigns; the SUMmit Rep remains visible; webpages offer step-by-step advocacy routes; and the votes-to-trees pledge delivers another +X% turnout uplift and ≥X trees pledged/planted.		Forums and advocacy pathways operate as BAU with visible follow-through; structured advocacy support is embedded; the SUMmit Rep is integral to sustainability decisions; webpages remain clear and up-to-date; and the votes-to-trees pledge becomes an annual SU tradition.	



## Volunteering and Fundraising

### Our Guiding Principles

We will make sustainability volunteering simple, social and rewarding. By offering short, local opportunities, recognising contributions and building strong partnerships, we will empower students to take practical action that benefits communities, nature and the climate -without overburdening volunteers or staff.

Year 1		Year 2		Year 3	
Establish easy, social and high-impact sustainability volunteering by offering short, local opportunities and building the foundations for wider student involvement.		Strengthen engagement by introducing a sustainable volunteering pathway and expanding routes for students and groups to get involved.		Embed sustainability volunteering as a valued and visible part of SU life through strong partnerships, flagship events and a fully supported recognition offer.	
Targets and Actions		Targets and Action		Targets and Action	
<p>Make it easy and rewarding for students to take part in short, local sustainability volunteering by offering 2-3 opportunities through SU Volunteering.</p>	<ul style="list-style-type: none"> <li>Promote opportunities via SU Volunteering and key student channels.</li> <li>Ensure activities are short, local and social to support high uptake.</li> <li>Collect feedback on barriers, motivations and ideal session formats.</li> <li>Track participation numbers.</li> </ul>	<p>Create rewarding pathways for deeper involvement by launching sustainable volunteering pathways offer for individuals and groups.</p>	<ul style="list-style-type: none"> <li>Enable student groups to earn recognition for collective volunteering.</li> <li>Continue offering 2-3 sustainability volunteering opportunities.</li> <li>Promote the recognition pathway through Activities, Sports and SU Volunteering.</li> <li>Begin identifying suitable local organisations for partnership development in Year 3.</li> </ul>	<p>Strengthen and scale sustainability volunteering by formalising 2-3 local partnerships and co-hosting 1-2 flagship sustainability volunteering events each year.</p>	<ul style="list-style-type: none"> <li>Formalise 2-3 priority partnerships with local organisations (e.g. repair cafes, nature charities, community groups).</li> <li>Maintain volunteering opportunities as in previous years.</li> <li>Integrate partnerships into SU Volunteering work to reduce staff strain.</li> <li>Showcase impact through stories and recognition.</li> </ul>
Outcomes		Outcomes		Outcomes	
2-3 sustainability volunteering opportunities are offered; activities such as repair cafés and local conservation sessions run successfully; and early student engagement shows clear demand for short, local, social opportunities.		A sustainable volunteering pathway is launched; students and groups participate in activities with clear routes to recognition; and termly sustainability volunteering continues with growing engagement.		2-3 priority partnerships with local organisations are formalised; 1-2 flagship sustainability volunteering events are co-hosted; and the combined offer demonstrates growth in student participation and community impact.	