



UNIVERSITY OF
BIRMINGHAM

Sustainability Engagement Strategy – Staff and Students

2025-2030

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Introduction

As a university founded on social responsibility, we are committed to addressing the sustainability and climate challenges facing our world. Guided by the UN Sustainable Development Goals and our role as a leading global institution, we aim to drive positive change, not only through our research, education, operations and partnerships, but through the behaviour and actions of our students and staff, and our engagement with our local communities. Our ambition is to embed sustainability into everything we do - empowering our community to lead, innovate, and act for a more sustainable future, from our local region to the global stage.

Objectives of our Staff and Student Engagement Strategy:

The following strategic objectives are used when designing and delivering Staff and Student Engagement activities:

- We will support staff and students to be knowledgeable about issues of sustainability and how to integrate sustainability into everyday actions, behaviours, and business practices. This will support the delivery of the Goals and Priorities outlined in the Sustainability Pillar of our Strategic Framework, particularly our commitment to embed environmentally responsible practices across our university.
- We will create ongoing opportunities for the University's community to engage and address the biggest impacts within their working environment through a range of interventions. We aim to offer additional funding support to staff and student sustainability champions on an annual basis, where feasible and affordable, to enable staff and students to lead sustainability projects, aligned to our sustainability priorities. Invitations to apply to the fund will be advertised to sustainability champions through the [Sustainability Champions Teams Page](#) and the weekly all staff email, 'sustainability spotlight'. For example: [University announces year-on-year growth for its Sustainability Fund - University of Birmingham](#).
- We will aim to engender a more sustainable culture on and off campus, enriched and informed by regular events and communications. Our communications and events will aim to empower greater ownership of actions, foster commitment to environmentally responsible practices and encourage the sharing of best practice.
- We will equip our students to be knowledgeable practitioners of sustainability, integrating sustainability into our academic programmes to prepare our students to tackle real-world challenges. We will work in partnership with the Guild of Students to deliver and coordinate student engagement activities, where appropriate.

- We will draw on our academic expertise to develop learning programmes on climate change and sustainable solutions, from natural to social capital. The full list of academic courses available can be found on our website.

Monitoring and Measuring

We will measure the impact of our staff and student engagement activity through a blend of event-specific feedback and staff and student surveys, including the annual University staff survey and the National Student Survey.

Communication

We will communicate with colleagues, students and the wider community, wherever appropriate, through a blend of communication channels including email, social media, events, and through our partnerships. New members of staff will have chance to engage with information on the University's sustainability work at their Central Induction.

Where appropriate, case studies or news items will be posted on the website to recognise and celebrate achievements.

Best practice will be shared across partnerships and external fora, as appropriate.

An indicative summary of events that have been provided for staff and students, is set out within the Appendix. This includes the name of the event, the audience, the objective, the attendance, and the impact.

Responsibility

The Head of Sustainability and Director of Sustainability Education are responsible for coordinating and promoting a rolling programme of staff and student engagement activities, working in partnership with our internal Communications team, Professional Services and College communications networks and Sustainability Action Groups. An example of Engagement Activities is included in the Appendix below.

This strategy was updated in July 2025 and reviewed and approved by the Engagement Action Group and the Sustainability Steering Group.

Appendix 1: Sustainability Engagement Campaign of Activities (2024/25)

Date	Name of Event/Activity	Audience	Approx Reach
Jun-24	Junkbusters	Students/ residents of Selly Oak Campus	-
Jul-24	Sustainability Open Forum and Green Impact Awards	Staff & Students	155
Summer - 24	Summer Sustainability Internships	Students	20
Autumn 2024	Sustainable Travel/ Travel Survey presentations	Staff	500+
Academic Year 2024-25	BIFoR Volunteer Scheme	Students	-
Sept-24	Green Impact Launch Webinar	Staff	60
Sep-24	Sustainability Champions Workshop – Sustainable Travel	Students and Staff	40
Oct-24	Sustainable Travel Survey	Students and staff	6,014
Oct-24	Staff benefits fair	Staff	700
Nov-24	Sustainability Champions Workshop – Net Zero Journey	Student and Staff	60
Nov-24	Birmingham Professional Session; Demystifying Sustainability	Staff	92
Dec-24	Birmingham Professional Festive Forum	Students and Staff	100
Jan-25	Sustainability Champions Workshop – Green Events	Students and Staff	40
Feb-25	Green Impact Laboratory Accreditation Launch webinar	Staff	198

Date	Name of Event/Activity	Audience	Approx Reach
April 25	Sustainability Champions Workshop - Biodiversity	Students and Staff	50
May-25	Green Impact training and auditing	Students	56
Bi-annually	Central Induction	Staff	60

Appendix 2: Staff and Student Engagement Targets

As published in Carbon Management Plan 2025

Impact Area	Objective	Target	KPI
Community Involvement	Increase awareness and engagement of students and staff around climate and sustainability issues	<ol style="list-style-type: none"> 1) Increase sustainability champion membership to minimum 400 members by the end of academic year 25/26 2) Deliver a Sustainability Champions engagement event 25/26 3) Deliver one Green Week per year in collaboration with the Guild of Students 	Number of sustainable champions, delivery of event and Green Week

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