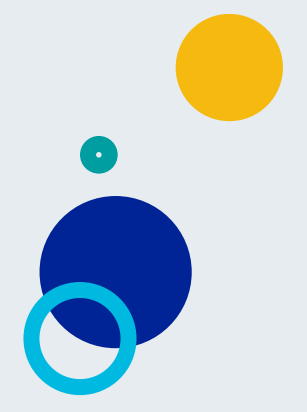


Communications & Engagement Plan 2024/25



Pillars of engagement





Objectives

**Increase awareness,
transparency and
feedback**

**Support and embed
education and
research initiatives**

**Build King's profile as a
thought leader and
convenor**

**Empower behaviour
change**

**Maintain and grow
student and staff
networks**



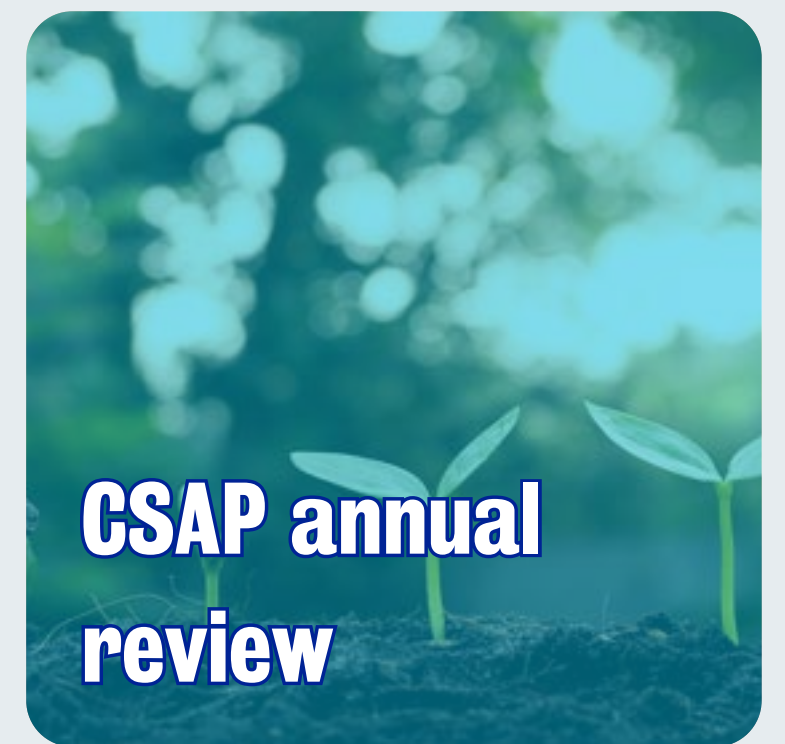


1. Increase awareness of King's sustainability activities, ensuring transparency and consulting with our community

- We will ensure that our community is aware of how to get involved in sustainability at King's, be open and transparent about what we do, and provide opportunities to feed back on key processes and initiatives.
- We aim to achieve a 10% increase in reach across our communications, and consult representatives of 50% of faculty and directorates annually on key KCS initiatives.



Mechanisms



Operational areas & processes



**Offsetting,
internal carbon
pricing and
budgeting**



Sustainable food



**Socially
responsible
procurement**



2. Support and embed climate and sustainability education and research initiatives at King's

- Our communications and engagement will help deliver wider King's objectives to embed Education for Sustainability within the curriculum and grow climate and sustainability research.
- We aim to increase the knowledge and skills necessary to embed related topics into research, teaching and/or studies at King's, achieving an average of 80% positive feedback across all events and projects.



Education

A woman in a dark patterned dress is presenting at a seminar. In the background, other people are visible, and there is a computer monitor on a stand.

**Sustainability
Seminar Series**

A close-up view of solar panels installed on a wooden roof, with a bright sun flare in the upper left corner.

**Carbon Literacy
Training**

A small globe with a green plant growing out of the top, set against a background of green foliage.

**KEATS
Sustainability &
Climate module**

A laptop computer with a document titled 'Mr. Arico' resting on top of it.

**Staff & student
induction
(Workrite)**

A group of people sitting around a table in a meeting or classroom setting, with laptops open.

**Education for
Sustainability
Projects Fund**



Research



Seed Fund



**Workshops and
training
programmes**



Concordat





3. Build King's profile as a thought leader, convenor and key contributor to climate and sustainability

- Our communications and engagement will help deliver the wider King's objective to develop profile as a university with strong and visible responses to the challenges of climate change.
- We aim to deliver 1-2 high-profile annual events with representation from senior King's leaders and external partners, and achieve a 10% growth in media coverage of King's climate experts and initiatives.





High-profile public events



External engagement



Philanthropy



Engaging senior leadership



LinkedIn



4. Encourage and empower the King's community to make sustainable choices through behaviour change campaigns and strengthened communications

- Our communications and engagement will help deliver wider King's objectives to reduce business travel emissions, reduce waste, increase recycling rates and reduce energy emissions.
- We aim to increase sustainable behaviour among the King's community, with 60% of people self-reporting an increase in end-of-year project surveys.





Travel campaign



Waste campaign



The Big Switch Off





5. Maintain and grow staff and student networks, events and development opportunities related to sustainability

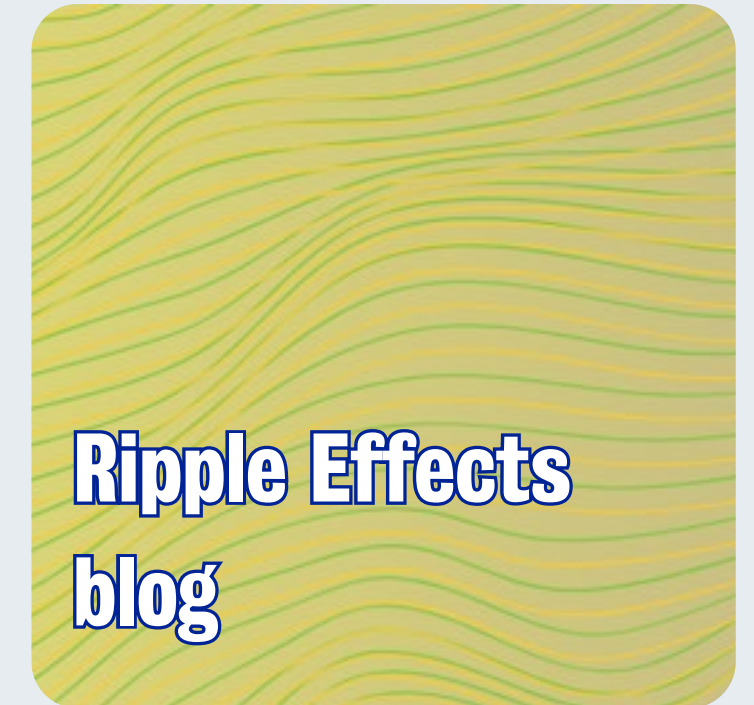
- We will build on existing work to facilitate active and passionate networks at King's, deliver compelling events across key themes and provide multiple sustainability-related development opportunities.
- We aim to grow our network membership by 10%, cover 70% of CSAP areas through events and achieve 600 development hours annually.



Flagship events



Networks and development opportunities





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2024-25