



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

# Sustainability Engagement Strategy

## POLICY COVERSHEET

### Key Details

<b>POLICY TITLE</b>	<i>Sustainability Engagement Strategy</i>
<b>DATE APPROVED</b>	<i>7<sup>th</sup> May 2025</i>
<b>APPROVING BODY</b>	<i>Academic Board</i>
<b>VERSION</b>	<i>1.1</i>
<b>PREVIOUS REVIEW DATES</b>	<i>September 2020</i>
<b>NEXT REVIEW DATE</b>	<i>March 2027</i>
<b>OUTCOME OF EQUALITY IMPACT ASSESSMENT</b>	<i>* No major change</i>
<b>RELATED POLICIES / PROCEDURES / GUIDANCE</b>	<i>Strategy 2030 Carbon Management Plan 2024 – 2030 Sustainability Engagement Strategy Sustainability targets and Carbon Management focus Business Travel and Expenses Policy Ethical Investment and Banking Policy Careers Policy Ethical Supply Chains Policy Fairtrade Policy Sustainable Procurement Policy Environment and Sustainability Policy Sustainable Food Policy Sustainable Seafood Policy Thermal Comfort Policy Biodiversity Policy Sustainable Construction &amp; Refurbishment Policy Waste Management Policy Water Management Policy Travel Plan</i>
<b>IMPLEMENTATION DATE</b>	<i>March 2025</i>
<b>POLICY OWNER (JOB TITLE)</b>	<i>Sustainability Engagement Manager</i>
<b>UNIT / SERVICE</b>	<i>Environment, Estates and Sustainability</i>
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## Version Control

<b>VERSION</b>	<b>DATE</b>	<b>REASON FOR CHANGE</b>
1.0	September 2020	First version
1.1	March 2025	Review and inclusion of SDG's

## Policy Hub

For further information on policies:

- 1 You can go to the Secretariat pages on InSite at <https://outlookuwicac.sharepoint.com/sites/Secretariat>;
- 2 You can go to the Policy Hub at [cardiffmet.ac.uk/about/policyhub](http://cardiffmet.ac.uk/about/policyhub); or
- 3 Contact [policies@cardiffmet.ac.uk](mailto:policies@cardiffmet.ac.uk).

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# Sustainability Engagement Strategy

## 1 Introduction

### 1.1 Purpose

Our Sustainability Strategy seeks to:

‘Develop a culture of environmental stewardship amongst our staff, students, visitors and local community to support positive behaviour change.’

### 1.2 Scope

The University organises its continual improvement through an Environmental Management System (EMS), and performance is measured formally against the requirements of ISO 14001.

This Policy supports Sustainable Development Goal numbers; 2,3,4,6,7,11,12 &13



### 1.3 Definitions

- 1.3.1 **ISO 14001** The University activities have an impact on the environment, and we are committed to continual improvement of our Environmental Management System (EMS) and to exceed the requirements of ISO 14001. This is supported by the publication and reporting of smart objectives and priorities to deliver the EMS, Sustainability Strategy and Carbon Management Plan with sustainability themed policies.
- 1.3.2 **Sustainable Development Goals SDG's** - The Sustainable Development Goals (SDGs) are a set of 17 goals that were established in 2015 by the United Nations (UN). The goals are intended to create a more sustainable and equitable world by addressing global challenges.
- 1.3.3 **The Well-being of Future Generations (Wales) Act 2015** is a law that aims to improve the social, economic, environmental, and cultural well-being of Wales. The act's purpose is to ensure that actions meet the needs of the present without compromising the ability of future generations to meet their own needs.

## 2 Sustainability Engagement Objectives

### 2.1 Inform

We will inform our campus and local communities of the University sustainability ambition, activities, challenges and achievements. We will support our messaging with clear evidence-based information and encourage discussion and debate to enable our communities to share in our sustainability goals. We will deliver clear and regular updates on the full variety of sustainability actions and opportunities across the University.

### 2.2 Increase engagement

We understand the importance of involving people in decisions that affect them and will therefore seek new and a variety of methods for the University and our local communities to engage with and contribute to the development of our sustainability priorities.

### 2.3 Inspire

Empowering sustainability: We want our students, staff and local community to lead and inspire future positive change. Our work will provide opportunities for our communities to gain experience and practical help in turning their ideas into practice: from simple changes to lifestyle and within homes through to start-up community projects.

## 3 Sustainability Communication

### **We will: -**

- 3.1 Ensure clear, concise audience appropriate messages on sustainability via InSite/MetCentral/ TV's / social media
- 3.2 Communicate the success of our actions openly and transparently /InSite /MetCentral/University website / social media
- 3.3 Strengthen and extend relevant external strategic partnerships to enhance understanding of sustainability in our students, staff and external communities Keep Wales Tidy; Repair café Wales /Students' Union Strategy
- 3.4 Empower individuals and groups to promote sustainability both within and outside the institution via Induction (compulsory e-module for all new starters)/Staff development/Benefit Markets - roadshows/ Community Days/Green Workshops / Res Life programme / Repair Cafes/ Keep Wales Tidy hub for community / Refill organisation /Students' Union Strategy / Real World projects / Work placements in Sustainability Team / Student Interns / Carbon Literacy Training / Sustainability Research / Sustainable Development Goals module / The Well-being of Future Generations Act module

- 3.5 Work with partners to offer a programme of innovative activities that encourage sustainability via Keep Wales Tidy hub for community / Cardiff Met Award / Repair Café Wales, Refill organisation / Students' Union Strategy / social media / External Award successes
- 3.6 Provide opportunities for taking part in sustainability related volunteering and extra-curricular activities via Real World projects/Community days/Cardiff Met Award / Student internal Auditors / EDGE / HEAR statement / Cardiff Digs – Environmental Champions / Students' Union Strategy
- 3.7 Increase awareness of the need for recycling and reuse amongst staff, students and our communities via Waste Management Strategy and Plan/reuse site / Buy & Sell /Community Days/Repair Cafe
- 3.8 Continue to promote alternatives to car travel, in particular single occupancy car travel via Travel plan / Community Days / Repair Café – Free Bike Servicing / Initiatives on Campus

#### 4 Sustainability Engagement Opportunities

- 4.1 The University recognises environmental awareness as a key aspect in its Environmental Management System, particularly in respect of the large number and annual transition of students, staff, visitors and contractors on site, presenting a challenging mixture of backgrounds, cultures and interests.
- 4.2 Different methods are used in order to engage initially with all, but also to contact the right people at the right time, for example Student Induction, Go Green Week, Freshers Fayre and the e-learning sustainability module for staff induction. There are also compulsory student Halls induction to communicate information regarding the recycling and waste on Campus. Each School provides sustainability induction to students at the start of each academic year.
- 4.3 The use of internal staff and student portals, posters, emails, social media and signage continue to confirm the message and continue to communicate events, initiatives and volunteering opportunities throughout the academic year.
- 4.4 Work placements and Student Interns opportunities are available with the Sustainability Team. Email [Sustainability@cardiffmet.ac.uk](mailto:Sustainability@cardiffmet.ac.uk)

#### 5 Roles and Responsibilities

##### 5.1 Sustainability Consultation

Staff, students, visitors and the local community have the chance to make a difference with sustainability ideas. All sustainability ideas are welcome, these ideas are presented and considered at the Climate Action Working Group.

##### 5.2 Focus Groups

The consultation process for policies and strategies provides the opportunity for staff, students, trade unions and other stakeholders to provide feedback either in person or online at focus groups, as well as throughout the year by emailing the sustainability department. The feedback received is presented for formal consideration through the Climate Action Working Group. This feedback is taken into consideration during the annual review of all sustainability policies and strategies.

### 5.3 How to get involved

Review our [website](#). Contact Sustainability@cardiffmet.ac.uk

## 6 Related Policies and Procedures

### 6.1 Strategies

#### 6.1.1 Strategy 2030

#### 6.1.2 Sustainability Strategy

#### 6.1.3 Carbon Management Plan 2024 – 2030

### 6.2 Policies

#### 6.2.1 Business Travel and Expenses Policy

#### 6.2.2 Ethical Investment & Banking Policy

#### 6.2.3 Ethical Supply Chains Policy

#### 6.2.4 Fairtrade Policy

#### 6.2.5 Sustainable Food Policy

#### 6.2.6 Sustainable Procurement Policy

#### 6.2.7 Sustainable Seafood Policy

#### 6.2.8 Thermal Comfort Policy

#### 6.2.8 Waste Management Policy

#### 6.2.9 Sustainable Construction and Refurbishment Policy

#### 6.2.10 Water Management Policy

#### 6.2.11 Biodiversity Policy

#### 6.2.12 Travel Plan

## 7 Review and Approval

7.1 A key aspect in our EMS, Environmental Awareness, includes specific targets and objectives for continual improvement. Resources, budget and progress are reported to the Climate Action Working Group.

# Annexes

## Annex 1 Objectives & Targets

Impact Area	Objectives	Targets	Indicators / Measures	Responsibility
Environmental Awareness	Increase sustainability awareness activities, Campus and within Community	1) To raise awareness of environmental and sustainability issues amongst Cardiff Met staff, students, stakeholders and local community with events and communication.  2) Maintain ISO 14001: 2015.  3) Improve standing in People and Planet Green League.	1) Monthly reporting on events type, number and impact.  2) Maintain continuous improvement with ISO 14001 and achieve zero non-conformities.  3) Annual publication of league position	Sustainability Engagement Manager

## Annex 2 Baseline performance

Action	Baseline (2019)	Target 2025	Target 2026	Target 2027
1 - Reporting on events type & number	6x Green Workshops, 6x Community Days 12x Repair Cafes 6 x Free Bike Servicing Go Green Week events	10% on baseline, improvement on number of events over the next 3 years	10% on baseline, improvement on number of events and number over the next 3 years	10% on baseline, improvement on number of events and number over the next 3 years



	4 x Guest lectures 3 x Award finalists 2 x Real World project case studies			
2- Maintain continuous improvement with ISO 14001 and achieve zero non-conformities	2 minor non-conformities raised	Achieve zero non-conformities	Achieve zero non-conformities	Achieve zero non-conformities
3 – Maintain position within the People and Planet Green league	2019 league position 68 <sup>th</sup>	Achieve position in the top 10 in the next 3 years)	Achieve position in the top 10 in the next 3 years)	Achieve position in the top 10 in the next 3 years)