



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

SUSTAINABILITY ENGAGEMENT ACTION PLAN

2025-2030

A future-ready institution where sustainability is embedded across education, research, operations and daily practice, honouring our responsibility to current and future generations.

UWTSD Group Environmental Sustainability Strategy

Mae'r ddogfen hon ar gael yn Gymraeg ac yn Saesneg | This document is available in Welsh and English

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1. Introduction

This Sustainability Engagement Action Plan supports the delivery of the UWTSD Group Environmental Sustainability Strategy 2025–2030. The Strategy sets out the University’s long-term vision and strategic priorities for sustainability, while this Action Plan outlines the specific engagement activities and behavioural change initiatives required to support its implementation across the UWTSD.

Within the strategy Leadership, Engagement and Culture identified in Strategic Priority 5, with a clear objective:

“Foster a culture of sustainability through active engagement with students, staff, and local communities—building awareness, shaping behaviours, and empowering climate conscious behaviours and empowering change.”



The plan focuses on raising awareness, building capability, and enabling staff, students, partners and communities to actively contribute to the University’s sustainability and carbon reduction ambitions.

The commitments within Strategic Priority 5 are:

- 🌱 Engage students, staff and local communities in sustainability initiatives
- 🌱 Act as an engaged role model for sustainability in our regions and within the tertiary education sector
- 🌱 Promote a culture of equality, inclusion and social justice within sustainability efforts
- 🌱 Develop a culture across UWTSD Group planning to embed environmental sustainability

This plan links with UN Sustainability Goal 13 and 17.



As a Welsh institution, the University’s approach to sustainability engagement is also shaped by the Well-being of Future Generations (Wales) Act 2015, which requires public bodies to consider the long-term impact of their decisions and work towards the seven national wellbeing goals.

Through this Sustainability Engagement Action Plan, the University will support the Act’s ambition to create a more prosperous, resilient and globally responsible Wales by engaging staff, students, partners and local communities in sustainability initiatives that promote long-term environmental and social wellbeing.

Engagement activities will reflect the five ways of working established under the Act by:

- 🌱 Thinking long-term about the environmental and societal impacts of our actions
- 🌱 Working collaboratively with internal and external partners
- 🌱 Involving staff, students and communities in sustainability decision-making
- 🌱 Integrating sustainability across education, operations and campus life
- 🌱 Preventing environmental harm through awareness and behavioural change initiatives

Through this approach, UWTSD aims to act as a responsible regional partner, supporting sustainable development across the communities in which it operates.

2. Alignment with UWTSD Group Environmental Sustainability Strategy 2025-2030.





This Sustainability Engagement Action Plan supports the Sustainability Vision of the UWTSD Group Environmental Sustainability Strategy 2025–2030 by delivering engagement and behavioural change activity across the three institutional pillars: Our People, Our Purpose and Our Place.

OUR PEOPLE: Through awareness campaigns, training, events and participation opportunities, we will empower staff, students and partners to actively contribute to the University’s sustainability ambitions, fostering a culture of shared responsibility and climate-conscious behaviour.

OUR PURPOSE: By supporting academic engagement, student-led initiatives and sustainability education activities, this plan will help embed sustainability within learning and teaching, strengthening the development of green skills and enabling learners to engage with real-world sustainability challenges.

OUR PLACE: Our campuses and wider estate will act as platforms for engagement, demonstrating sustainable practices and enabling staff, students and communities to participate in practical sustainability initiatives such as biodiversity enhancement, energy awareness campaigns and sustainable travel programmes.

Delivery of Strategic Priority 5 – Leadership, Engagement and Culture requires coordinated activity across multiple Strategic Priorities within the Environmental Sustainability Strategy:

-  Strategic Priority 2 – Education and Employability
-  Strategic Priority 3 – Sustainable Estate
-  Strategic Priority 5 – Leadership, Engagement and Culture
-  Strategic Priority 6 – Monitoring and Reporting

Engagement is therefore not a standalone activity but must be seen as a critical enabler of the UWTSD’s sustainability ambitions, supporting the behavioural change, cultural transformation and stakeholder participation required to deliver meaningful progress across all areas of the Environmental Sustainability Strategy.

3. Building on past success

A number of successful engagement activities were undertaken in line with the 2023/24 Sustainability Engagement Action Plan

- Significant engagement was undertaken during the Freshers Week Sustainability Showcase particularly focusing on waste legislation in university halls.
- Participated in 'No disposable cup day' to reduce the number of single use cups being used and promote reusable cups
- Delivered lectures to students on Environmental Management Systems, Biodiversity and University Sustainability.



4. The importance of engagement

Achieving the University's sustainability ambitions requires meaningful participation from staff, students, contractors, and partners.

Technological advances have exponentially increased the methods of engagement, but every stakeholder and individual will respond to these methods differently, with preferred choices that must be understood. To engage with the widest possible audience and to deliver the biggest impact, multiple methods will likely be required both online and in person, bringing resources challenges for any successful programme.

Individual actions do make a difference, both in driving policy and higher change alongside minimising the risk of climate change itself. The Committee on Climate Change (CCC) in 2020 calculated that 43% of the cuts to UK net-zero require a combination of low-carbon technologies and behaviour change (installing heat pumps, switching to electric cars etc.) with a further 16% coming solely from societal or behaviour changes.¹

Our targets set out in the UWTSD Group Environmental Sustainability Strategy 2025-2030 and associated Management Plans are only possible with engagement across staff, students, contractors and local communities. For this reason, UWTSD places a strong emphasis on awareness, participation and shared responsibility.

¹ [2020 Progress Report to Parliament](#)

5. Engagement with Non-Traditional and Diverse Learners

Engagement must be tailored to the organisation and the individuals it seeks to reach. Sustainability engagement at the University of Wales Trinity Saint David (UWTSD) is no exception. The Sustainability Team works closely with colleagues across the University to understand and respond to changes within both the student population and the wider organisational structure, recognising that UWTSD's context differs in several respects from other institutions within the sector.




The University's Equality and Diversity Annual Report highlights the demographics of both staff and students and provides important insight for shaping engagement activities. Recent reports indicate that more than half of the student community is aged over 25. Engagement approaches must therefore reflect the needs and expectations of mature learners, while continuing to support and involve younger students. The University's geographically dispersed structure must also be considered, alongside the differing needs of on-campus, commuter, and remote learners.

Engagement activities must therefore reflect the diversity and structure of the UWTSD community while remaining responsive to future changes. Sustainability engagement will prioritise accessible digital communication, flexible opportunities for participation, and integration within teaching, learning, and professional practice. This approach will help ensure that mature learners, distance learners, international students, and those returning to education are all able to engage meaningfully with the University's sustainability agenda. By recognising the wide range of pathways into higher education, UWTSD aims to ensure that sustainability initiatives remain inclusive, relevant, and accessible to the full breadth of its student community.



6. Engagement Framework

The UWTSU Sustainability Engagement Programme is structured around three levels of participation:

-  **Awareness**
Ensuring staff, students and partners understand the University's sustainability commitments, targets and progress.
-  **Participation**
Providing opportunities for individuals and teams to take part in sustainability activities such as campaigns, volunteering, and behaviour change initiatives.
-  **Leadership**
Empowering staff and students to lead sustainability initiatives, develop projects, and influence decision-making within their departments and communities.

This approach ensures engagement progresses beyond communication towards meaningful behavioural change and cultural transformation.

Behavioural change principles underpin many of the activities within this Management Plan. Campaigns will be designed to make sustainable choices visible, accessible and socially normal within the University community, using peer influence, positive reinforcement and practical guidance to support long-term cultural change.

7. Stakeholder mapping

It is important that our staff, students, and trade union representatives have an opportunity to engage in the development and ongoing review of our policies, strategies and management plans.

Stakeholder Group	Engagement Approach
Students	<ul style="list-style-type: none"> • Welcome Week engagement • Volunteering opportunities • Blackout events • Living lab projects / academic projects • Academic Intern programs • Food collections
Academic Staff	<ul style="list-style-type: none"> • Curriculum integration • Guest lectures • Research collaboration • Carbon literacy training • Green Gown Awards
Professional Services	<ul style="list-style-type: none"> • Carbon literacy training • Operational engagement campaigns • Green Gown Awards
Contractors & Suppliers	<ul style="list-style-type: none"> • Supplier engagement events • Procurement sustainability requirements
Local Communities	<ul style="list-style-type: none"> • Community events • Biodiversity projects • Civic mission activities • Community Cupboard
Sector Partners	<ul style="list-style-type: none"> • EAUC networks • Research partnerships • Collaborative projects

Student Leadership and Co-Creation

Students play a critical role in shaping the University's sustainability culture. The Sustainability Team will work closely with the Students' Union and academic programmes to:

- 🌱 Student inclusion into the Universities Sustainability Steering Group
- 🌱 Support student-led sustainability projects
- 🌱 Provide opportunities for volunteering, internships and placements
- 🌱 Promote sustainability champions
- 🌱 Recognise achievements through the Green Gown Awards

8. Engagement Activities and Objectives

Area	Target Audience	Date / Frequency	Overview & Key Message to Communicate
Academic Engagement	Academic Staff	Annually	<p>The UWTSD sustainability team will work with academic staff to deliver enhancement to the curriculum of courses by delivering sessions on real life university case studies. This may include:</p> <ul style="list-style-type: none"> - EMS sessions to L6 Environmental Management and Sustainability - Biodiversity sessions to L6 Sustainable Urban Communities - “Sustainability and...” lectures in Tourism, Fine Art, Outdoor Education and other subject areas. - Engagement on sustainability projects and research - Identify and support Living Lab opportunities
Active Travel Day	All Staff All Students	Spring Term	<p>The UWTSD Group is committed to supporting active travel. A day promoting active travel, delivering cycle training and maintenance workshops.</p> <ul style="list-style-type: none"> - Reducing the carbon emissions of commuting - Promoting a healthier lifestyle - Links to Healthy Travel Charters
Allotment Spaces	All Carmarthen Staff All Carmarthen Students Carmarthen local community	Ongoing	<p>The Carmarthen campus has a number of allotment spaces which are open for use to Staff, Students and the local community around the Carmarthen area.</p> <ul style="list-style-type: none"> - Promoting a healthier lifestyle and wellbeing - Supporting the local community
Blackouts	All Staff All Students	Termly: Planned to deliver a blackout event at least each term	<p>This event involves working with staff and students to conduct blackout events on University campuses to promote energy saving and waste reduction.</p> <ul style="list-style-type: none"> - UWTSD groups commitment to saving energy and reducing waste. - Opportunities to volunteer - Examples that can be used in everyday life.









Food collections	All Students Accommodation Staff	End of each term	Working with students leaving accommodation in the summer to collect unwanted food for donation to local foodbanks and unwanted items to add to the university library of things. - Reducing food waste - Reusing equipment - Supporting the local community
Freshers Week - Sustainability Showcase	New Students Returning Students	Annually September	The sustainability team will be present at the SU Welcome Week events and be an active presence on campus during the week. UWTSD Group's commitment to embedding sustainability across campus, curriculum, culture and community. Advice to students on how to be sustainable in halls and on campus Engage students on opportunities they can be involved in
Green Gown Awards	All Staff All Students High Education Sector	Annually: Applications in April Awards Ceremony in November / December	The Green Gown Awards as the EUAC awards that recognise the exceptional sustainability initiatives being undertaken by universities and colleges across the world. - This can celebrate the UWTSD Group's commitment to embedding sustainability across campus, curriculum, culture and community.
Heating Season	All Staff All Students	October - March	Working with staff and students around the heating of the UWTSD estate to educate building users around the heating policy. Commitment to reducing waste heating
Staff Training	All Staff	Minimum Twice Annually	Working with the Coleg Sir Gar Green Skills Academy and the UWTSD Construction Wales Innovation Centre the UWTSD group will show its commitment to environmental training by delving accredited courses to staff each year.
Student Planting	All Staff All Students	Autumn	The UWTSD Grounds team will offer supervised planting sessions with staff and students. Commitment to enhancing biodiversity on campus Developing staff and student gardening skills

Sustainable Travel Survey	All Staff All Students	Annually: November	The UWTSD Group is committed to supporting active travel. A day promoting active travel, delivering cycle training and maintenance workshops. - Reducing the carbon emissions of commuting - Promoting a healthier lifestyle - Links to Healthy Travel Charters
UWTSD Supplier Engagement	All Staff All Students	Ongoing	The UWTSD Group is committed to engaging with its supply chain to reduce its scope 3 emissions. It will therefore hold supplier engagement events with core contractors to look to reduce emissions in the supply chain.

9. Communication Channels





Engagement activities will be delivered through a combination of digital, in-person and curriculum-based communication channels to ensure that sustainability messaging reaches staff, students and partners across UWTSD.

Key communication channels will include:

-  University intranet and staff bulletins
-  Student communication platforms and MyDay
-  Social media channels
-  Digital signage across campuses
-  Workshops, events and campaigns
-  Curriculum engagement and guest lectures
-  Sustainability reporting and dashboards
-  Sustainability website

As a multi-campus institution operating across England and Wales, UWTSD recognises the importance of delivering engagement in ways that are both consistent across the institution and responsive to local campus communities.

To support this:

-  Core sustainability messaging, campaigns and communications will be coordinated centrally by the UWTSD Sustainability Team to ensure alignment with the Environmental Sustainability Strategy
-  Engagement activities will be delivered locally where appropriate, working with campus teams, academic departments and professional services to ensure initiatives reflect the specific characteristics of each location
-  Digital communication channels will ensure consistent messaging across all campuses, while in-person events and activities will be tailored to local opportunities and priorities
-  Cross-campus collaboration will be encouraged to share good practice and ensure successful initiatives can be replicated across UWTSD.

This approach enables the University to maintain a coordinated institutional sustainability narrative while supporting place-based engagement across the diverse communities in which UWTSD operates.

10. Financing and Resources

It is understood that engagement activities require investment of finances and resource to be successful. This activity is supported through annual budget allocations within the Sustainability teams budget, which includes:

- 🌱 ISEP Training Courses – These courses are delivered through PLA funding by the Coleg Sir Gar Green Skills academy. This funding is to support course training delivery
- 🌱 Student-led sustainability projects – This is allocated in conjunction with the UWTSO Student Union. The sustainability fund supports students in delivering unique and exciting projects linked to sustainability, recognising that student engagement is integral in making continual improvement to sustainable development
- 🌱 Engagement and awareness activities – For the delivery of activities such as workshops and training, awareness campaigns, internship support and welcome week delivery.

11. SMART Targets

In order to proactively manage all SMART (Specific, Measurable, Achievable, Relevant and Time-bound) targets for Sustainability related Management Plans the targets relating to this plan are held in the “UWTSD Sustainability SMART targets” document.

This document contains a responsible person, stakeholders, reporting mechanism and actions for each year of this plan. These are aligned to this plan and the Welsh Government Public Sector Decarbonisation targets. They represent a mix of engagement strategies to ensure a systematic approach to sustainability engagement.

Targets can be found here:

https://uowtsd.sharepoint.com/teams/Sustainability_7fuztl_GRP/Shared%20Documents/General/Policy%20&%20Strategy/Strategy%202025-2030/UWTSD_SMART_Targets.xlsx

12. Monitoring and Reporting

The Sustainability Engagement Management Plan will be delivered by the UWTSD Sustainability Team in collaboration with academic departments, professional services, the Students' Union and external partners.

Monitoring of performance will fall within the governance framework established under 'Strategic Priority 6: Monitoring and Reporting' of the UWTSD Group Environmental Sustainability Strategy.

Oversight will follow the Group's three-line assurance model:

Operational Oversight

- 🌱 Head of Sustainability and Environment
- 🌱 Sustainability Steering Group (SSG)
- 🌱 Integration into Sustainability Action Plan
- 🌱 Annual KPI reporting

Governance Oversight

- 🌱 Resources and Performance Committee
- 🌱 University Council

External Assurance










- 🌱 Green Dragon Level 5 Environmental Management System
- 🌱 People and Planet Results
- 🌱 Annual external audit

Progress will be:

- 🌱 Reported annually through the UWTSD Sustainability Report
- 🌱 Integrated into institutional KPI dashboards
- 🌱 Aligned where appropriate with recognised frameworks

13. Links to other policies and procedures

This action plan forms part of the broader sustainability governance framework at UWTSO. It should be read alongside the following supporting strategies and management plans:

-  Group Sustainability and Climate Emergency Strategy 25-30
-  Carbon Management Plan 25-30
-  Sustainable Construction and Refurbishment Plan 25-30
-  Energy Management Plan 25-30
-  Sustainable Travel Plan 25-30
-  Waste Management Plan 25-30
-  Water Management Plan 25-30
-  Sustainable Food Plan 25-30
-  Biodiversity Action Plan 25-30

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