CLIMATE CHANGE COMMITTEE	

Date of Meeting	18th July 2023
Report Subject	Climate Change Communication and Engagement Plan
Cabinet Member	Collective Responsibility
Report Author	Climate Change Project Officer (Climate Change Programme)
Type of Report	Operational

EXECUTIVE SUMMARY

In February 2022, the Council adopted its Climate Change Strategy where actions are arranged into five themes, one being Behaviour. Behaviour change is key to decarbonisation through applying Climate Change thinking at all levels of an organisation, promote efficient habits and maximise the effectiveness of interventions.

The Climate Change Communication and Engagement Plan sets out a framework, principles and recommendations to plan and deliver activities that inform and engage with both internal and external stakeholders to drive behaviour change. It is supported by annual action plans which record activity details, assigns ownership, provides monitoring data and reviews to support future improvement.

RECOMMENDATIONS	
1	To adopt the Climate Change Communication and Engagement Plan.

REPORT DETAILS

1.00	EXPLAINING THE REPORT
1.01	**Background** The Council adopted its Climate Change Strategy in February 2022, with actions designated across five themes, one being Behaviour. Behaviour change is key to decarbonisation through applying Climate Change thinking at all levels of an organisation, promote efficient habits and maximise the effectiveness of interventions.
1.02	**Purpose** The Climate Change Communication and Engagement Plan sets a framework for how Flintshire County Council's Climate Change Programme will communicate and engage with both internal and external stakeholders, informing them of the Council's activities and progress, and driving behaviour change to support the reduction of its own and the wider county's greenhouse gas emissions. Furthermore, it is to ensure such activities meet the requirements of relevant laws and standards (e.g. Equality Act, 2010)
1.03	The Plan sets out the key messages of the climate change programme, and its objectives. • Establish the need for urgent climate action • Identify the key behaviour changes that are required • Identify and address stakeholder barriers such as knowledge and policy • Provide the public a platform to engage with the programme at their convenience • Outline communication and engagement activity for the purposes of 'keeping informed' so stakeholders understand why and how progress is being made • Outline communication and engagement activity for the purposes of 'behaviour change' by influencing and encouraging carbon reduction behaviours while providing a platform for residents and other stakeholders to shape council strategy and action.
1.04	The Plan will be monitored and maintained by the Climate Change team, with steer and advocacy from the Climate Change Committee and Cabinet member for Climate Change.
1.05	A stakeholder analysis has been performed to to identify who the key stakeholders of the programme are, and how we can ensure they are effectively communicated and engaged in the programme.
1.06	A number of existing resources have been identified to support the delivery of the Plan, with identification of some additional resources that would assist in effective delivery of the Plan, eg. Internal webpages for employees on climate action, where necessary.
1.07	There are a number of methods that can be adopted to measure the success of the Plan including social media interactions, webpage visits, event attendee numbers, e-newsletter subscribers, etc.

2.00	RESOURCE IMPLICATIONS
2.01	Small revenue costs will be required for activity materials, to be considered on an activity basis

2.02	Staff time to plan, prepare and carry out activities will also be required and may involve other work programmes such as Biodiversity and Countryside and Access.
2.03	Online technologies will be required to provide diverse and engaging content (e.g., questionnaires), which can also provide monitoring data.

3.00	CONSULTATIONS REQUIRED / CARRIED OUT
3.01	The plan has been scrutinised by Climate Change Committee, and the feedback from this has been included in this final document as **Appendix 1.**

4.00	RISK MANAGEMENT
4.01	Increased engagement with stakeholders raises the risk of excluding those with protected characteristics and who use Welsh language. The plan provides key principles to comply with the Equality Act 2010 and Welsh Language Standards, as well as more detailed guidance for inclusion as an appendix. Additionally, risk also arises from communicating topics which are socially or politically sensitive. This will be considered with the climate change team when planning such activities.
4.02	**Ways of Working (Sustainable Development) Principles Impact**

Long-term	Positive: Informing stakeholders and promoting climate action through behaviour change compliments the Council's climate change strategy and supports the net zero carbon targets of the Council (2030) and Welsh Government (2050). Additionally, stakeholders can be informed of and be more prepared for the unavoidable impacts of climate change and have a greater understanding of interventions they might be consulted on.
Prevention	Positive: Increased climate action benefits from behaviour change will help to mitigate greater impacts of climate change that Council services may otherwise have to address in the future (weather extremes), and also ensure communities become more resilient

	Integration		Positive: Becoming net zero carbon integrates with the following priorities under the Council Plan; Green Council, Ambitious Council and Supportive Council. It integrates with the public service board objectives in the Environment priority of the Wellbeing Plan as well as the Smart Access to Energy project in the North Wales Growth Deal. It also integrates with the Environment (Wales) Act 2016 and Welsh Government's decarbonisation of the public sector agenda.
	Collaboration		Positive: The Communication and Engagement Plan promotes engaging with both internal and external stakeholders (schools, landowners, other portfolios) to inform and promote decarbonisation through behaviour change. Additionally, the Council may be informed of improvements to its own climate change strategy.
	Involvement		Positive: The involvement of key stakeholders is key for engagement and to drive decarbonisation.
4.03	**Well-being Goals Impact**		
	Prosperous Wales		Positive: Engaging with stakeholders should promote investment to decarbonise with additional benefits of energy and cost savings, job creation, improved infrastructure, and use of land.
	Resilient Wales		Positive: Resilience can be increased through reduced energy demand and systems at risk of cost volatility. Activities such as tree planting can increase resilience to local weather extremes.
	Healthier Wales		Positive: Promoting behaviour change and climate action can help address climate anxiety through positive participation.

	Additionally, resulting cleaner air from decarbonisation in transport due to changing habits and choices also brings health benefits.
More equal Wales	Neutral: No impact identified.
Cohesive Wales	Positive: Activities that are conducted within community spaces can help bring people together for a common cause.
Vibrant Wales	Positive: All communication and engagement content will be bilingual, promoting visibility and use of the Welsh language
Globally responsible Wales	Positive: Supporting decarbonisation and other climate action will help mitigate climate change and meet local authority, national and international goals.

5.00	APPENDICES
5.01	**Appendix 1 –** Climate Change Communication and Engagement Plan 2023-25

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	**Contact Officer:** Ben Turpin – Climate Change Project Officer **Telephone:** 01352 703393 **E-mail:** ben.turpin@flintshire.gov.uk

7.00	GLOSSARY OF TERMS
7.01	**Decarbonisation Intervention –** An action that is done to reduce the carbon footprint of an activity, material or product **Five Themes –** Buildings, Mobility & Transport, Procurement, Land Use and Behaviour Change **Net Zero Carbon –** To reduce carbon emissions and balance any that remain with carbon dioxide removal activities.