

Communication to support climate change

1.0 HEADLINES

- 1.1 Leading by example, and showing others how they can get involved in making Argyll and Bute climate-friendly, will be key in achieving success for our environment.
- 1.2 The outline communication plan set out in Appendix 1 is intended to evidence the work the council is doing to address climate change, and to support others in playing their part.

2.0 RECOMMENDATIONS

- 2.1 The Group agrees the draft communication plan set out at Appendix 1

3.0 DETAIL

- 3.1 Protecting our environment from the impacts of how we use it needs action from us all.
- 3.2 The aim for communication about climate change therefore is to highlight the steps the council and others are taking to enable involvement by as many people as possible in making Argyll and Bute climate-friendly.
- 3.3 This would involve for example:
 - Sharing information on the environmental impact of actions we all take
 - Highlight on a room by room basis of everything in your home or workplace that can be recycled.
 - Demonstrate the steps individuals are taking to encourage others to do the same (I am protecting our environment by../ I am climate-friendly, I [do this]...)
- 3.4 Addressing climate change means long-term action; communication about climate issues will therefore be regular and on-going.

- 3.5 Internal and external climate champions will be identified to help promote work already being undertaken in their area of work/community.
- 3.6 The plan outlined in Appendix 1 will be developed further as opportunities arise.

4.0 CONCLUSION

- 4.1 Communication about climate change will focus on highlighting the ways in which we can all play the part we need to, to protect the environment on which we all depend.

5.0 IMPLICATIONS

- 5.1 Policy None
- 5.2 Financial None.
- 5.3 Legal None
- /HR/Equalities/Risk
- 5.7 Customer Service We will use a variety of communication channels to enable customers to play their part in protecting the environment

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Appendix 1: Climate Change Communication Plan (actions will be added as they are identified)

CLIMATE-FRIENDLY ARGYLL AND BUTE			
WHO WE WILL REACH			
External communities		Employees	
<ul style="list-style-type: none"> Local communities National and local partners 		<ul style="list-style-type: none"> 80%+ of employees are residents 	
WHAT WE WILL SAY			
External		Employees	
<ul style="list-style-type: none"> We can all protect our environment – this is how and why; ‘I am protecting our environment by../ I am climate friendly, I [do this] We are making progress in Argyll and Bute by... 		<ul style="list-style-type: none"> We can all protect our environment – this is how and why; ‘I am protecting our environment by../ I am climate friendly, I.[do this] 	
HOW WE WILL REACH PEOPLE			
Channels		Digital channels: social media, website, intranet,	
Content		Demonstrate achievable climate-friendly steps to take; evidence that many others are taking action.	
ACTIONS (to date)			
Action	date	Responsible	Success measure
The council’s carbon footprint is 13% lower	March 2020	Ross McLaughlin	Positive engagement with information published, to be measured via digital channels analytics.
Short Life Working Group (SLWP) established at the Dec meeting of the CPP Management Group will report to CPP meeting setting out current climate change activity and recommendations for joint working.	March 2020	Rona Gold	
Renewable energy – great opportunities in Argyll and Bute to deliver this	April	Audrey Martin	
LED street lights success	May	Peter Leckie	
Eco schools success – congratulations to all our pupils	June	Louise Connor / Aileen Maclennan	
Recycle room by room – this is how	July	Peter Leckie/Ruth Crosbie	
ACHA residents workshops on recycling – points covered	August	Peter Leckie	
Local energy networks on Mull	September	Audrey Martin	
A&BC electric cars – unveil with branding	October	Julie Millar/Ruth Crosbie/Sandra Black	
COP 26 Evidence climate-friendly Argyll and Bute – post information daily showing an employee/member of the public taking action	9-19 November	Ruth Crosbie	