
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.
- 1.3 This plan has been updated since it was first presented at the meeting on 10 March 2020 and will continue to be refreshed and developed as further opportunities arise.

2.0 RECOMMENDATIONS

- 2.1 The Group consider and note the updates to the communication plan as set out at Appendix 1

3.0 CONCLUSION

- 3.1 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.

4.0 IMPLICATIONS

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|------------------------|--|
| 4.1 Policy | None |
| 4.2 Financial | None. |
| 4.3 Legal | None |
| 4.4 HR/Equalities/Risk | None |
| 4.5 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 communitiesNational 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 (+ Julie Millar, Comms rep)	Status	Success measure
The council’s carbon footprint is 13% lower	March 2020		Dates to be rescheduled, to allow for COVID-19 response demands	Positive engagement with information published, to be measured via digital channels analytics.
Report to CPP Management Group setting out current climate change activity.	March 2020			
Renewable energy – great opportunities in Argyll and Bute to deliver this	April			
LED street lights success	May			
Green transport fleet – hybrid cars promotion	June		Complete	
Eco schools success – congratulations to all our pupils.	June		Complete	
Home insulation programme – promote	July		Complete	
Local youngsters do their bit for the environment	July		Complete	
‘Climate Friendly Argyll’ brand developed	August		Complete – on hybrid vehicles See example at end of this action plan	
Energy Efficient Scotland Area Based Scheme promotion and press release – save money by reducing fuel consumption and reducing your carbon footprint	August		In planning: Press release – w/b 31 August Facebook advertising – mid September Press advertising – from 31 August	
Restart recycling: CCEAG press release, thanks for holding recycling during COVID, it’s time to get going again. Here’s what we take and here’s where happens to it	September		Press release – by 7 September Info on website – by 7 September	
Helensburgh Waterfront – sustainable development	September			
Cook local – promote recipes using local products	October		In planning	
A&BC electric cars – unveil with branding	October			
Spaces for People – sustainable transport	October			
The journey of a can	October		In planning: how a can makes its way to recycling	

Positive carbon reduction with increased home working and decrease in business miles	November			
Promoting the council's Decarbonisation Plan	November			
Reuse options in your area	November		How to recycle household goods	
What to do with Christmas leftovers – paper, cards and food	December			
Sustainable School Meals – Green Christmas	December			
COP 26 Evidence climate-friendly Argyll and Bute – post information daily showing an employee/member of the public taking action			Rescheduled for 2021	

Example of branding

