

CLIMATE CHANGE PUBLIC ENGAGEMENT STRATEGY

SSN Steering Group
17 Feb 2021

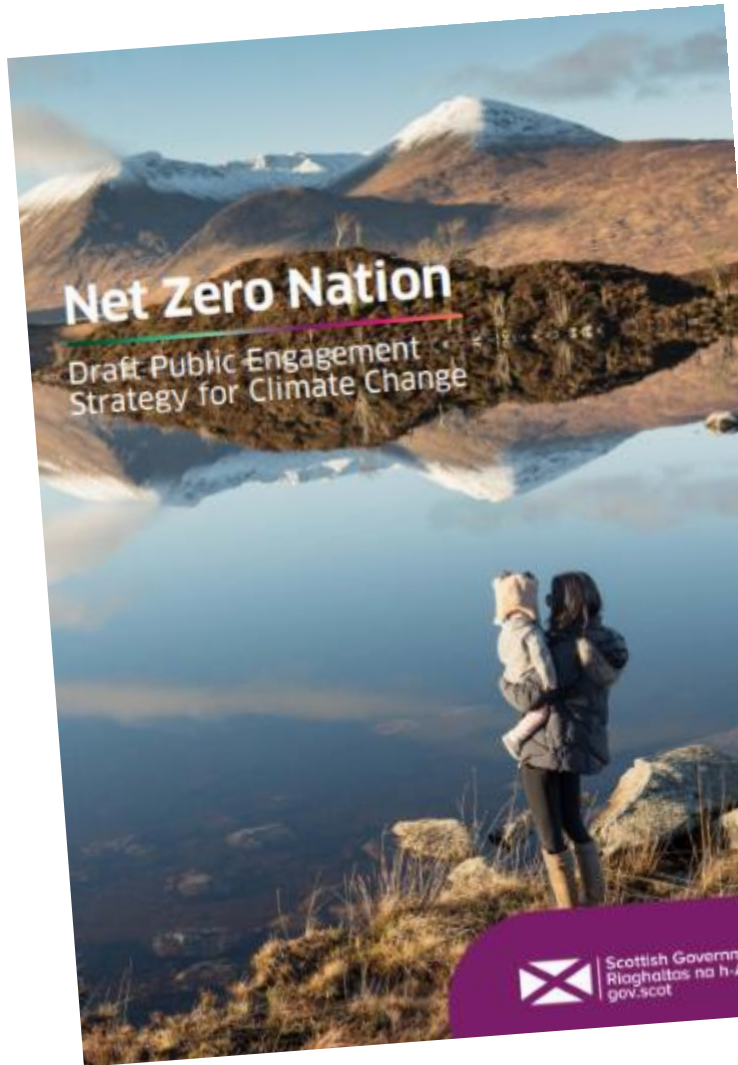
RICHARD DRYBURGH
Senior Policy Officer
Climate Change Behaviours & Engagement



Scottish Government
Riaghaltas na h-Alba
gov.scot



Net Zero Nation: Draft Public Engagement Strategy for Climate Change



6 Net Zero Nation | Our Framework for Engagement

Our Framework for Engagement

Our Vision

Everyone in Scotland recognises the implications of the climate emergency, fully understands and contributes to Scotland's mitigation and adaptation response, and embraces their role in the transition to a net zero and climate ready nation.

Strategic Objectives

Communicating Climate Change Policy

People are **aware** of the action that the Scottish Government is taking to address climate change and how it relates to their lives

Actions

- Develop and implement our public communications approach to ensure people understand Scotland's climate targets and the policies that will be required to reach them
- Collaborate with delivery organisations to ensure information reaches audiences both domestically and internationally, including through initiatives such as Climate Week
- Working with Adaptation Scotland and others to continue to provide consistent messaging that makes clear the effect of climate change locally, nationally, and globally

Guiding Principles

- Our approach will be **inclusive** and accessible to all
- Our approach will actively put **people first** and place people at the heart of all that we do

Enabling Participation in Policy Design

People actively **participate** in shaping fair and inclusive policies that encourage adaptation to and mitigation of climate change

Actions

- Learn from Scotland's Climate Assembly and develop further deliberative approaches
- Continue to facilitate meaningful climate conversations with people and audiences not currently engaged on the topic
- Ensure those most affected by our transition and climate impacts are engaged in the design and delivery of policies
- Develop our approach to ensuring climate change policies exhibit the principles of Open Government through meaningful consultation and participation
- Develop a new approach to ensuring a genuine role in the policy process for young people

- We will listen to and engage with experts to ensure an **evidence-based** approach
- Climate justice and a **just** transition will be embedded within our approach
- We will continue to encourage a societal **dialogue** on climate change

Encouraging Action

Taking **action** on climate change is normalised and encouraged in communities and places across Scotland

Actions

- Continue to champion and fund community-led climate action
- Support trusted messengers to increase climate literacy
- Support climate education
- Use marketing and communications activity to ensure that households understand the changes needed to help Scotland get to net zero
- Explore the potential of the arts, creativity and heritage to inspire and empower culture change
- Work with partners to help people make connections to nature and biodiversity
- Encourage a place-based approach to public engagement
- We will take a **positive** approach that outlines a vision for climate action that promotes the many co-benefits
- We will be **open and transparent** to make sure people can see and understand our actions

- Context
- Strategy Development
- New Approach
- Consultation
- Next Steps
- Q&A



Context: Legislative & Policy

Legislative

Climate Change Act (Scotland) 2009 (not amended in 2019)

91 Public engagement

- (1) The Scottish Ministers must prepare and publish a strategy setting out the steps they intend to take to -
- Inform persons in Scotland about the targets** specified by virtue of this Act;
 - Encourage them to contribute** to the achievement of those targets
- (2) The public engagement strategy must, in particular, **identify actions which persons in Scotland may take** to contribute to the achievement of the targets referred to in subsection (1)(a).
- (7) A new strategy published must contain an **assessment of the progress made** towards implementing the steps set out in earlier strategies.

Policy

- COVID-19
- Green Recovery
- Climate Change Plan Update
- CCC advice
- Just Transition Commission
- Scotland's Climate Assembly
- COP26



Context: Previous Strategy (2013)

Ten Key Behaviour Areas

1. Keeping the heat in (insulation, draught proofing, double glazing) 
2. Better heating management (turning down heating thermostat to between 18° and 21°, reducing the hours the heating is on, and turning down hot water thermostat to a maximum of 60°)
3. Saving electricity (buying energy efficient appliances, lightbulbs, TVs and other products when they need to be replaced, washing clothes at low temperatures)
4. Installing a more energy-efficient heating system or generating your own heat by replacing inefficient boilers with condensing boilers and/or microgeneration (e.g. solar water heating, biomass boiler, heat pump)
5. Becoming less reliant on the car (walking, cycling, using public transport and/or car-sharing instead of driving) 
6. Driving more efficiently (using a low carbon vehicle (fuel efficient, hybrid, alternative fuel or electric), and/or following fuel-efficient driving principles)
7. Using alternatives to flying where practical (e.g. train or teleconferencing for business)
8. Avoiding food waste 
9. Eating a healthy diet high in fruit and vegetables, in season where we live
10. Reducing and reusing in addition to the efforts we already make on recycling 

Low Carbon Scotland: A Behaviours Framework



Strategy Development Timeline

NOVEMBER 2018

Review of previous strategy concluded

Evidence gathering exercise started

DECEMBER 2018



climateXchange

Scotland's centre of expertise connecting climate change research and policy

UNIVERSITY of STIRLING



- **Review of new evidence** and theory on engagement and behaviours emerging since 2013.
- Highlighted the limits of individual choice and “nudging” for the scale of change required to reach emissions targets.
- Recommended move towards **a more holistic approach** to engagement and behaviours – “lifestyles as a network of interrelated practices”.

KEY EVIDENCE

APRIL 2019

Global Climate Emergency Declaration by FM

The Big Climate Conversation launched

JUNE 2019



Strategy Development Timeline



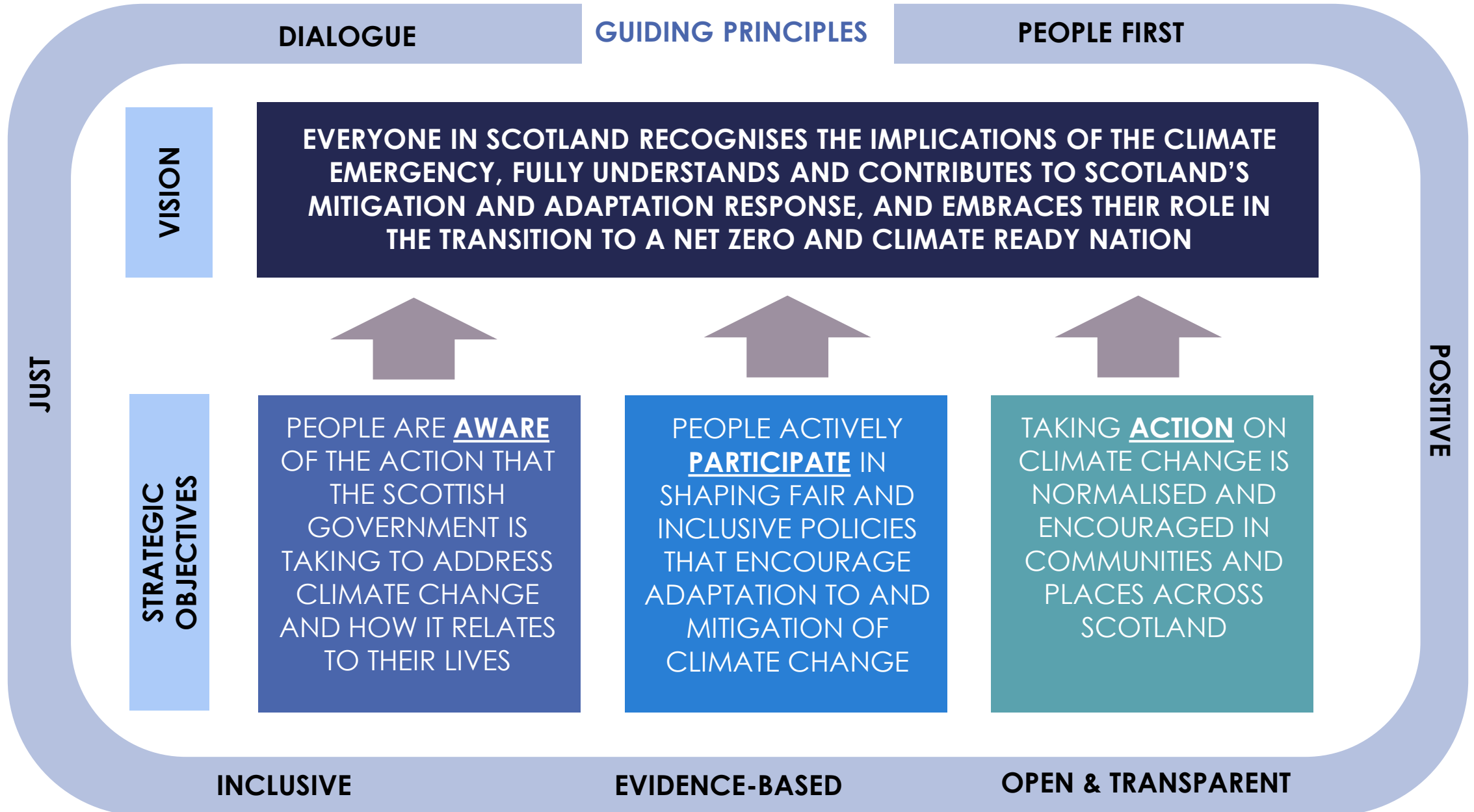
Our Draft Strategic Objectives

- The strategy outlines how the public can play their role in the **national endeavour** of tackling climate change.
- Responds to evidence of a need to build a ‘**social mandate**’ for ambitious policy interventions.
- We identified three **Strategic Objectives** which form the basis of our approach along with our engagement principles...

| STRATEGIC OBJECTIVE | HOW WE WILL ADDRESS THIS |
|---|---|
| <p>People are AWARE of the action that the Scottish Government is taking to address climate change and how it relates to their lives</p> | <p>A set of initiatives to communicate climate change policy and targets to the public. e.g. our communications approach and our approach to working with other organisations such as Adaptation Scotland, Energy Saving Trust and the Sustainable Scotland Network.</p> |
| <p>People actively PARTICIPATE in shaping fair and inclusive policies that encourage adaptation to and mitigation of climate change</p> | <p>A set of initiatives to improve public participation in the climate change policy process. e.g. Scotland’s Climate Assembly, Climate Conversations, public consultations and youth participation.</p> |
| <p>Taking ACTION on climate change is normalised and encouraged in communities and places across Scotland</p> | <p>A set of initiatives to enhance climate literacy and motivate action. e.g. COP26 public engagement, Community Climate Action, our planned 2020-21 Marketing Campaigns across domestic and international workstreams, climate change education and work with the Culture sector.</p> |



Our Approach



Our Principles for Public Engagement

- Positive
- People First
- Dialogue
- Just
- Inclusive
- Evidence-Based
- Open & Transparent

Guiding Principles

- Our approach will be **inclusive** and accessible to all
- Our approach will actively **put people first** and place people at the heart of all that we do
- We will listen to and engage with experts to ensure an **evidence-based** approach
- Climate justice and a **just** transition will be embedded within our approach
- We will continue to encourage a societal **dialogue** on climate change
- We will take a **positive** approach that outlines a vision for climate action that promotes the many co-benefits
- We will be **open and transparent** to make sure people can see and understand our actions

PUBLIC ENGAGEMENT



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+ 15 Consultation Questions
+ 22 'Commitments'



Consultation

Consultation is open until 17 March (Citizen Space)

- Don't feel like you have to answer every single question
- We are keen to hear ideas on implementation and best practice
- Delivery will require collaboration so we are keen to stay in touch!



Reflections on what this will mean

- The draft Strategy sets out a strategic framework, we are keen this is backed up by consistent delivery across all sectors
- We expect to see sector specific delivery plans (e.g. Heat in Buildings Strategy)
- Ensuring consideration of engagement in any net zero plans
- Keen to hear views on how we can best facilitate this co-ordinated delivery



Thank you

Any questions? Get in touch
pesconsultation@gov.scot

