

LOCAL AUTHORITY FORUM - EVENT

NET ZERO NATION: PUBLIC ENGAGEMENT STRATEGY – CLIMATE CHANGE

28th April 2022

CHAIR: John Wincott, Fife College & SSN Steering Group Chair

AN INTRODUCTION TO THE APPROACH TO ENGAGING THE PUBLIC ON CLIMATE CHANGE

Jeremy Hanks: *Senior Policy Officer Behaviours & Engagement Unit, Scottish Government*

- Public Engagement Strategy published Sept 2021 – a strategy for climate change communicators. Trusted Messengers. “Understand-Participate-Act”
- 7 Principles of Engagement
- Support for Trusted Messengers including Public Engagement Grant Funding Scheme (new, expected launch Summer 2022), Accessibility Checklist.

LOCAL AUTHORITY ROLE

Fergus Boden: *Public Sector Team, Scottish Government*

- Include public engagement as a key element in organisational climate change strategies and align with the national PES as a blueprint (3 principles of engagement).
- ‘Open’ dialogue between Scottish Government & Local authority.
- Key role as trusted messenger and to secure public buy-in, current inquiry in Scottish Parliament on local authority role (report due in Autumn), emissions target setting & delivery.

Climate Action Hubs & Climate Action Towns

Louisa Harvey: *Communities Team, Behaviours & Engagement Unit*

- 2020 PfG commitment to regional climate action hubs – support communities to transition to low carbon & climate resilience.
- Form of Hubs bespoke to area, community led and community owned, can recruit sustainability officers, will have seed funding.
- Collaborate and build on existing work in area
- Stakeholder working group to support the Hubs
- 2 Pathfinder projects (North highlands & Island Climate Hub & North East Scotland Climate Action network)
- Climate for Change programme – run by SCAN

WORKSHOP

The challenges & opportunities for public engagement on climate change
Link to the Miro board can be found [here](#)

BEHAVIOUR CHANGE

Victor Gigeux, *Senior Policy Officer Behaviours & Engagement Unit, Scottish Government*

- Demand side mitigation supports Just Transition & wider co-benefits.
- Behaviour/Societal Change has a key role to play (>60% measures)
- Individual and societal are interdependent and should be addressed simultaneously and hand in hand
- Existing approaches are insufficient to deliver adequate demand reduction
- Specific/individual behaviours are linked to other behaviours underlined by interlinked practices
- Reducing demand requires society-wide, systemic changes.

Lucia Stucki, *Behaviours & Engagement Unit, Scottish Government*

- One behaviour change 'unravelling' other behaviour changes (e.g. 'Walking the School Run' rather than driving)

Annie Howden, *Team Leader, Behaviours & Engagement Unit, Scottish Government*

3 strands of work currently under development

- Research, Sector Team Cooperation, Co-ordination
- Frameworks: ASI (IPPC 6th Assessment report) & ISM models

Take Home Message

- Behaviour change is complex
- Embedded in a social context
- Requires infrastructure and investment

Climate Anxiety

Karen Fonstad, *Behaviours & Engagement Unit, Scottish Government*

- Important to manage emotions in a healthy way and lead to positive action and build resilience.
- Threat can be both **real and perceived** and the result of direct or indirect experience

SSN Steering Group Member observations/reflections:

- How are local authorities engaging with the Climate Hubs & that Climate Hubs are reaching out to 'all'?
How are the outputs from Hubs being measured/held accountable?
- Moving from traditional local authority communication to Participate and Act to involve people in policy development with 2 way dialogue. Role of groups/organisations as Trusted Messengers, as it varies depending on the message and the organisations involved. Reflect on climate anxiety and involving young people.
- Future dynamic & detailed dialogue with Scottish Government on tools & knowledge to support Local Authorities and the levers for participation, building on current expertise. Important to link with biodiversity emergency and Just Transition.

PLENARY/DISCUSSION

- What is the best way to communicate & work with local authorities on this? Scottish Government and SSN to discuss this in more detail. LA Forum is the key vehicle for local authorities to share information but there is also the Community Planning Improvement Forum, SOLACE, Community Planning
 - Need wider involvement of officers across Councils on community engagement on climate change. Example: Falkirk Council approach
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Summary & Close

- Continue dialogue & to follow up with Scottish Government
- Sharing Research & information and support required from Scottish Government

USEFUL LINKS

Let's Do Net Zero
Climate Conversations
Sports for Climate Action
Open Government climate change commitment
Climate Emergency Campaign Toolkit
SCAN
Circular Communities Scotland

USEFUL INFORMATION

Dates for your diary

- [Climate Week 2022](#) (w/c 26th Sept)

Funding Opportunities

- Public Engagement Grant Funding Scheme

Event slides

- [Access here](#)

Useful information/Further Reading

[Climate change Communication & Engagement with Older People in England](#)

BE-ST have just launched their "accelerate to net zero" network.

Climate Action Hubs

<https://www.nhclimatehub.co.uk/>

<https://www.nescan.org/>

[Eco Anxious in St Andrews](#)

SSN: [ISM Framework](#) examples

How the World's Richest people are Driving Global Warming [link](#)
