

Low carbon, climate change and communications

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Building a climate action communications approach





Work in progress

Oxfordshire is the best performing county council in the UK for tackling climate change (CEUK scorecard).

Two types of communications focus:

1. Corporate communications strategy
2. Partnership: climate action programme



Corporate comms strategy

- Deliver a single, joined up narrative on taking climate action for colleagues, residents and businesses of Oxfordshire.
- Position as part of a joint global and county commitment – using Oxfordshire’s collective expertise to raise our profile with funders and national government (be part of the debate).
- Clearly articulate and raise the profile of work being done by the council to achieve its objectives.
- We want our audiences to be informed, inspired and empowered to drive and implement real change across the county.
- Aligns with climate action programme communications strategy (partnership).



Corporate comms strategy: themes

- The importance of behavioural change among residents and businesses.
- Supporting nature recovery and biodiversity.
- Creation of a circular economy for Oxfordshire.
- How Oxfordshire partners are ambitious for net zero and delivering the outcomes that are relevant to our collective vision.
- How the council will implement an action plan developed as part of the PAZCO report to deliver a net zero Oxfordshire 'well before' 2050.
- How we are reducing our emissions by 2030.

Specific project workstreams will be our corporate content focus, use to evidence our corporate narrative, alongside wider partnership messaging.



Corporate comms strategy

Four streams:

Develop long-term two-year milestone plan (with 3 - 5 month tactical comms plan)

1. Communicating the strategic direction and ambition (council and partner vision for net zero).
2. Ongoing corporate communications (single, joined up narrative focused on storytelling).
3. Engagement with partners and government.
4. Communicating the practical support available.



Corporate comms strategy

- **Extend our reach:** press work and corporate channels but explore opportunities to tell stories across a number of digital channels eg discussion boards Reddit, LinkedIn, events.
- **Speaking in one consistent voice:** single narrative about the vision (cabinet, cllrs and senior management share opportunities with comms).
- **Internal as well as external advocates:** bold and clear about deliverables and outcomes and use colleagues to share positive stories externally.

Partnership: website and campaign



climate action oxfordshire
your choices matter

[Home](#) [Articles](#)

Individual

Community

Organisations

HOW MUCH CAN **YOU** DO?

We should all be making better climate choices, but don't worry - it's not just the big stuff that matters.

Here are lots of ideas for practical things that you can do, with the time and effort you can spare. Some are free. Many will even save you money.

Together, small changes add up to big action.





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I'm not a car driver



I'm not a home owner



Effort

- Any -

Impact

- Any -

Cost

- Any -

Savings

- Any -

Sort by

Impact

Order

Desc

Apply

Lifestyle

Adopt a plant-based diet



Effort: ● ● ●

Impact: ● ● ●

Cost: ● ● ●

Savings: ● ● ●

Switching to a plant-based diet can reduce the carbon footprint of what you eat by up to 73%.

Lifestyle

Choose ethical banking, pensions & investments



Effort: ● ● ●

Impact: ● ● ●

Cost: ● ● ●

Savings: ● ● ●

Choose ethical banking and investments - is it time to align your money with your values?

Lifestyle

Join a Community Action Group



Effort: ● ● ●

Impact: ● ● ●

Cost: ● ● ●

Savings: ● ● ●

Join one of over 100 community action groups working to make Oxfordshire a fairer, more sustainable place.



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- Challenge: budget contributions and investments from districts.
- Some promotion possible – investment by us and Oxford City Council.
- Investment = considerable reach and engagement. Key to ongoing success is maintaining and investing in other forms of advertising.
 - During the website launch: £1k investment in online advertising = **4.4k click throughs** and almost **700k impressions**.
 - Similar burst of advertising in March = **2.4k click throughs** and **200k** impressions.
 - Summer push £424 = **2k click throughs** and over **200k impressions**.
- Users spend a few minutes on the site, suggests they're engaging/reading
- Users view on average two pages; majority move on to partner sites for further details of actions they can take. What we want as a signposting website.
- Majority (**67 per cent**) view site on mobile – importance of digital marketing to drive traffic – catch in moment with content/adverts that engage.



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Campaign themes 2023:

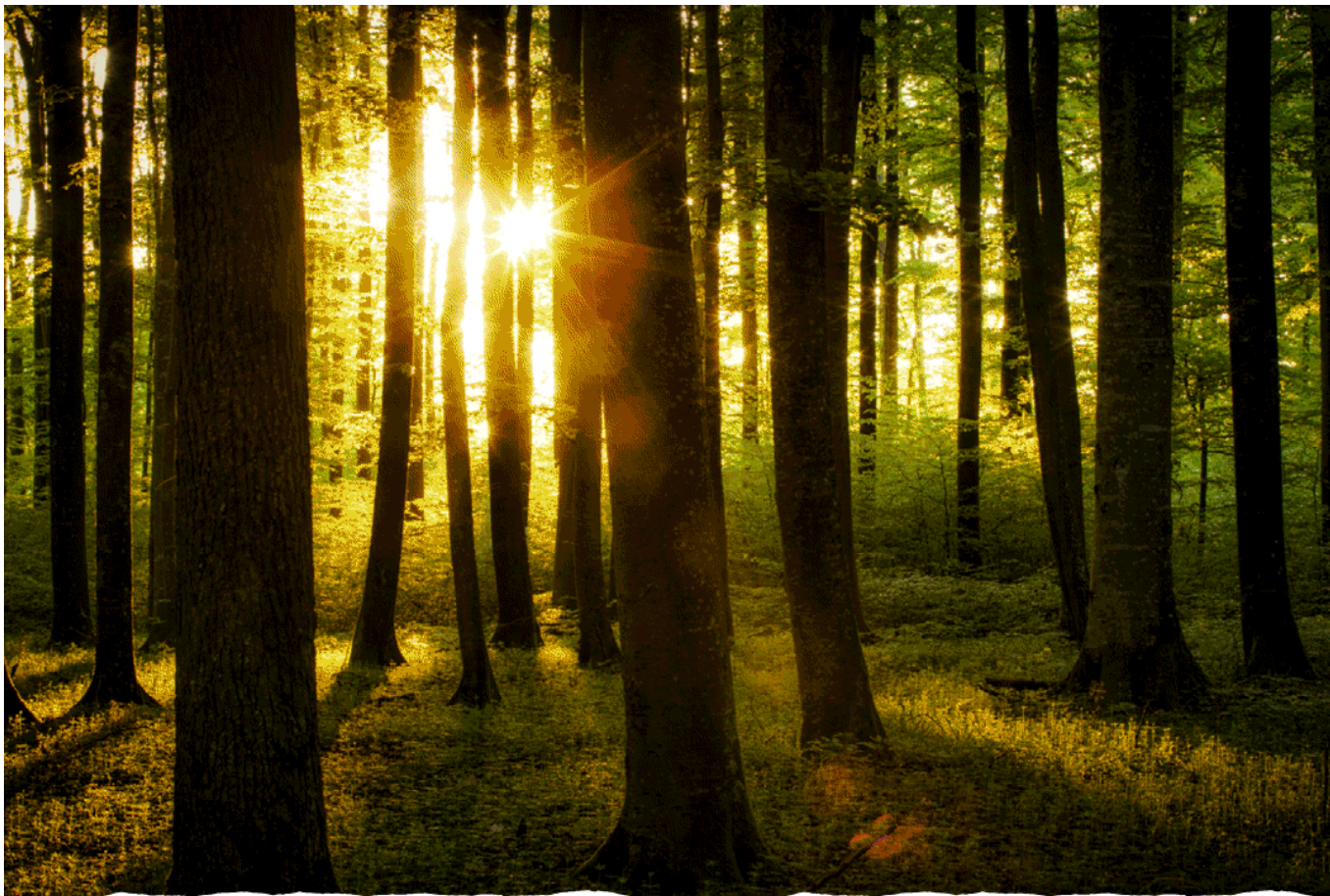
- Retrofitting
- Biodiversity (No Mow May)
- Food (National Vegetarian Week)
- Great Big Green Week
- EV car clubs
- Plastic (Plastic Free July)
- Biodiversity
- Waste (Second Hand September, Zero Waste Week)
- Recycle Week
- Climate Action Oxfordshire survey
- Trees (community tree projects, tree guardians, tree planting)





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Creatives and social



We look after around
400,000 trees



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your choices matter



Oxfordshire County Council

Published by Falconio · 12 May at 18:30 ·

...

Do you have a garden? Could you make one change to how you garden to help protect nature? Why not try:

- Leaving an area to grow wild
- Putting out a bowl of water or creating a pond
- Creating hedgehog holes in your fence or gate

For more ideas to help bring nature back to your garden, visit -

<https://sites.google.com/.../wildlife-garden-charter> and sign the pledge if you're a Didcot resident

Let us know in the comments below if you have any other ideas to nurture nature!

And if you live near Didcot, pop along to the Wild Didcot Café at 10am, this Saturday at Didcot Civic Hall for bug hotel making and more! Register - <https://sites.google.com/.../wild-didcot/wild-didcot-cafe>

Sustainable Didcot #NoMowMay #MakeSpaceForNature



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1,711
People reached

12
Engagements

-
Distribution score

Boost post



4



Oxfordshire County Council

Published by Falconio · 16h ·

...

Hot bins, worm farms or Bokashi. Whichever method takes your fancy, composting at home is brilliant for boosting biodiversity:

- It provides a habitat for lots of creatures including worms, mites and millions of microscopic bacteria
- The fertiliser improves soil health, structure and fertility
- It's a vital living ecosystem that sustains wildlife and plants, especially useful if you're planning to grow your own food
- Avoids the need to buy commercial compost which can cause habitat destruction in its production

Could you give it a go? <https://replenishoxfordshire.com/compost/>



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your choices matter

1,603
People reached

62
Engagements

-
Distribution score

Boost post



5

4 comments 1 share



Like



Comment



Share



Ongoing challenges

- Residents' survey 2023: climate as a priority is dropping.
 - **22 per cent** putting action to address the climate emergency at the heart of our work v **38 per cent** in 2021.
- Ambitious administration policies placing the council in the headlines – vegan food motion; transport (LTNs, ZEZ and traffic filters).
- National mood post COVID and cost of living
 - human rights and restrictions.

OXFORDSHIRE COUNTY COUNCIL PASS CLIMATE LOCKDOWN 'TRIAL' TO BEGIN IN 2024

Dec 4, 2022 | Culture & Social Engineering, Latest | 0 | *****

• FALSE



Residents will be confined to their local neighbourhood and have to ask permission to leave it all to 'save the planet'.

Oxfordshire County Council yesterday approved plans to lock residents into one of six zones to 'save the planet' from global warming. The latest stage in the '15 minute city' agenda is to place electronic gates on key roads in and out of the city, confining residents to their own neighbourhoods.

**Tackling dis and
misinformation**



Our response and lessons learned

- Importance of working with partners
- Media monitoring and social media sentiment analysis tools in place
- Focus on local media outlets to reassure local audiences, then nationals
- FACT model: Find, Assess, Create, Target
- Move away from Facebook to hyper local social media channels
- In-depth media training for cabinet and senior leadership team
- Discussions in train with disinformation PR specialists
- [Road Warriors \(politicshome.com\)](http://politicshome.com).

We can't do it alone, net zero is a journey... There's a lot to do... so how do we take residents with us?

Yogita Popat
Assistant Director for Sustainability
London Borough of Barnet



Caring for people, our places and the planet

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LONDON BOROUGH

Consider the following...

Barnet is one of the largest boroughs in London (both by population and size); our vision of becoming one of London's most sustainable boroughs is an ambitious one.

We have a target of being net zero as a borough by 2042 (or sooner), so how are we doing this?

We'll tell you about how we've focused on communication and engagement on our journey, and how we developed a borough-wide campaign and delivered a citizen's assembly (inc. young people), all within 12-months of declaring a climate-emergency.

We hope the group can help us consider what else we can be doing and how we can all work on this issue together using the tools and ideas we have

Our Vision

Working together to become one of London's most sustainable boroughs

We will be a borough that:

- Is a **vocal climate leader**
- Takes **action to deliver outcomes**, tackling the most pressing environmental, social and economic challenges whilst **being agile in the ever-changing landscape**
- Ensures our **actions do not negatively impact future generations**
- **Supports residents and businesses** to make sustainable choices

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Housing and
buildings



Transport



Renewable
Energy

£ £ £ £



Waste



Business and
Skills



Natural
Environment



Communities
&
Partnerships

£ £

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Launching the #BarNETZERO Campaign

The carbon baseline found that 4% of the borough's emissions are produced by the council, with remainder being across the borough as a whole.

So, we needed to influence at a place level... enabling residents/communities and businesses to behave in a different way.

Join us on our journey.... #BarNETZERO

#BarNETZERO Campaign – What is it?

Story telling



Brand recognition



Best practice



Practical steps & signposting



Taking action / pledges



Community onboarding



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**“Nobody reads
advertising.
People read
what interests
them, and
sometimes it’s
an ad.”**

Howard Luck Gossage
Gossage, Freeman & Partners, San Francisco, 1950s

Bravo Netflix 🙌

...see more



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Campaign Strands and Tactics

Launched Monday 16 January, through a blend of online and outdoor advertising tactics, communicating our journey in Barnet, across five key strands:



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Superside Bus Advertisements



FOR TWO WEEKS

DISPLAYED ACROSS 18 BUS ROUTES

Reached over 70,000 residents in multiple boroughs


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Keeping Informed: New E-Bulletin & Pledges

Sign Up to our BarNet Zero e-bulletins



BARNET ZERO **BARNET**
LONDON BOROUGH

Sign up to our e-bulletins and pledge to tackle climate change.

Be notified of the latest sustainability news and events, including grant funding and support.

Sign Up to our BarNet Zero e-bulletins



www.engage.barnet.gov.uk/barnet-zero

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BARNET ZERO
• E-BULLETIN •



WORKING TOGETHER TO BECOME A NET ZERO CARBON COUNCIL BY 2030 AND BOROUGH BY 2042.

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Social Media Campaign Toolkit



TO SHARE WITH OUR PARTNERS AND COMMUNITY ADVOCATES

**FIND OUT HOW
YOU CAN MAKE
YOUR HOME MORE
ENERGY EFFICIENT.**



PAM

Resident in Barnet.

www.engage.barnet.gov.uk/barnet-zero

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**WE'RE REDUCING
CARBON EMISSIONS
FROM COUNCIL
BUILDINGS ACROSS
BARNET.**



LUIS

Special Projects Officer. Barnet Council.

www.engage.barnet.gov.uk/barnet-zero

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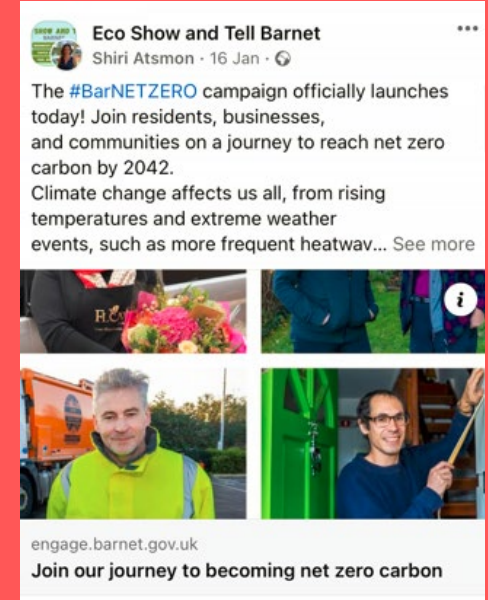
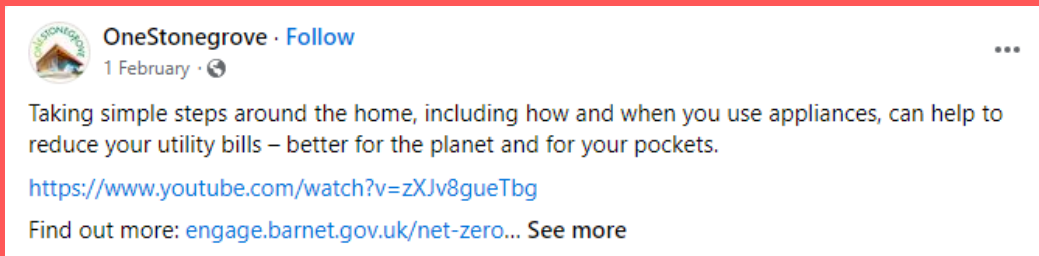
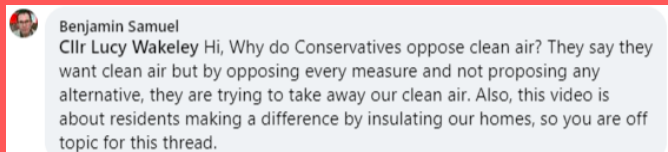
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Community Ambassadors – Sharing the Message



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Campaign Videos

Campaign content for each theme over the 5 weeks: (10 videos) featuring real people from across the borough (40-50 participants); residents, council staff, businesses, school children and community groups on the importance and what has been achieved so far on our journey to net zero carbon.



BarNET ZERO - Join our journey to becoming net zero carbon



BarNET ZERO - Creating a net zero carbon council



BarNET ZERO - Working with schools to achieve net zero carbon



BarNET ZERO - Greening our borough



BarNET ZERO - Sustainable travel in Barnet



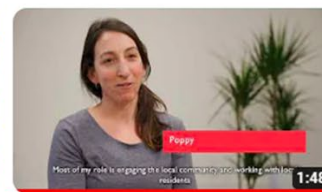
BarNET ZERO - Working with schools to achieve net zero carbon



BarNET ZERO - Sustainable housing and buildings



BarNET ZERO - creating and supporting green businesses, jobs an...



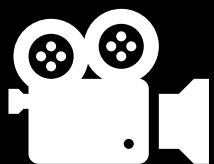
BarNET ZERO - environmental community and charity work in Barnet



BarNET ZERO - environmental groups 'Show and Tell'

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Campaign No.1 Dashboard – What Happened?



150,000+

(approx. 40% of the population in Barnet)

VIDEO VIEWS

197

PLEDGES & SIGN-UPS

to our e-bulletin



750,000

**OPPORTUNITIES TO SEE
bus advertising**



700+

**WEEKLY
SOCIAL MEDIA
ENGAGEMENT**

(Average no.
of likes,
comments, or
clicks on our
organic social
media posts)



3,300

**WEB HUB
VISITS**

**+ 2,500
VISITS**

To the Citizens' and
Youth Assembly web
pages



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What did our Residents say?

- Over third of residents – had accessed further information as a result of seeing our comms
- Things they looked up included:
 - Information about climate action
 - Join the citizen's assembly
 - Recycling
- 46% aware of our ambitions to be Net Zero through the campaign! And of these 42% looked for more information

Return on investment – is it worth it?

Carbon Reduction Initiative	Annual Cost per tonne of CO2 Abatement
Deep Retrofit	£££
CAPEX Heat Networks	£££
New Build – Near net zero	£££
Electric Vehicles	£££
Planting Trees	££
Solar PV	££
Elec/Hybrid Cars	££
#BarNET ZERO Campaign	£

- Comms/Engagement is a long-term project – one-off won't have the impact
- Everyone needs to be on message – branding helps
- Measuring impact is hard – we may never know if it helps
- The expensive stuff still needs to be done – quick wins

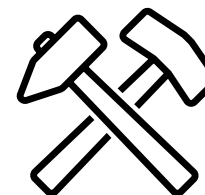
The Drumbeat continues – next 6 months



Crowdfunding campaign



BarNET Zero Challenge



Library of Things



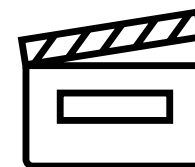
World Car Free Day



Food Waste Collection Trial
in Flats



Targeted Single Use Plastic
Campaign



Young Peoples Social Media
Christmas Campaign

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**Not a one of campaign but one that
lasts the next 20 years...**

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E: barnetzero@barnet.gov.uk
#BarNETZero #sustainability #joinusonourjourney



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Let's discuss

Questions and comments