



Essex Climate Action Commission  
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Community  
Engagement

# Members of the Community Engagement Group



Catherine Cameron  
– Agulhas: Applied  
Knowledge



Peter Davey – Chair of  
Essex Association of  
Local Councils (EALC)



Prof. Peter Hobson  
– Writtle University  
College



Rt. Rev. Roger Morris  
– Bishop of Colchester



Jo Roberts – Wilderness  
Foundation



Rob Wise – NFU



Prajwal –  
Young Essex Assembly



Rob Pilley – BBC

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# Community Engagement working group

## Agenda

1. Our remit and mandate
2. Our vision and objectives
3. People, Planet and Climate Change: Gauging public opinion
4. Communications and Engagement In Progress: Analysis & Recommendations
  - Formal Communications
  - Stakeholder Engagement
  - Community Action
5. Reporting Progress
6. Summary recommendations





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# Our Remit and Mandate Our Vision and Objectives





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# Our Remit and Mandate

- To recommend a clear strategy for engaging all sectors of society in the climate emergency challenge
- To ensure the recommendations of this group demonstrate open transparency and inclusivity and are effective in facilitating and amplifying the strategic aims and objectives of the Commission across all levels of society.





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# Our Vision and Objectives

**Our vision** is that all organisations and communities in Essex take action on climate change to drive down greenhouse gas emissions and build nature-based climate resilience. Essex is established as an exemplar, with the Commission and council empowering and supporting organisations and residents with the need for transitioning to a sustainable green economy by 2050.

To reach out to all members of society across Essex; to establish a strong foundation of trust and integrity through honest, impartial and evidence-based dialogue and communication; and to inspire, motivate and engage people to take action against the problems of climate change.

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## Our Objectives

- To synthesise a comprehensive communication and engagement strategy which aims to support the amplification of and engagement with all Commission recommendations with and for community stakeholders across Essex.
- To develop a common language and style of communication that has broad appeal
- To ensure all forms of information and communication are free of bias and are conveyed in ways that avoid or minimise ambiguity and misunderstanding
- To ensure all information based on factual understanding relating to climate change matters is accurate and evidence-based
- To agree a set of KPIs to track levels of engagement.





## People, Planet and Climate Change: Gauging public opinion

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## People, Planet and Climate Change: Gauging public opinion

# Britons are the most worried in the world about climate change, UN survey finds

## Global urgency around climate change is 'much more widespread than previously thought', finds 50-country study

By Olivia Rudgard, ENVIRONMENT CORRESPONDENT

27 January 2021 • 5:01am



## 81% of UK public are concerned about climate

**72% think there is a once in a lifetime opportunity to do something**

## 61% don't know where to start!

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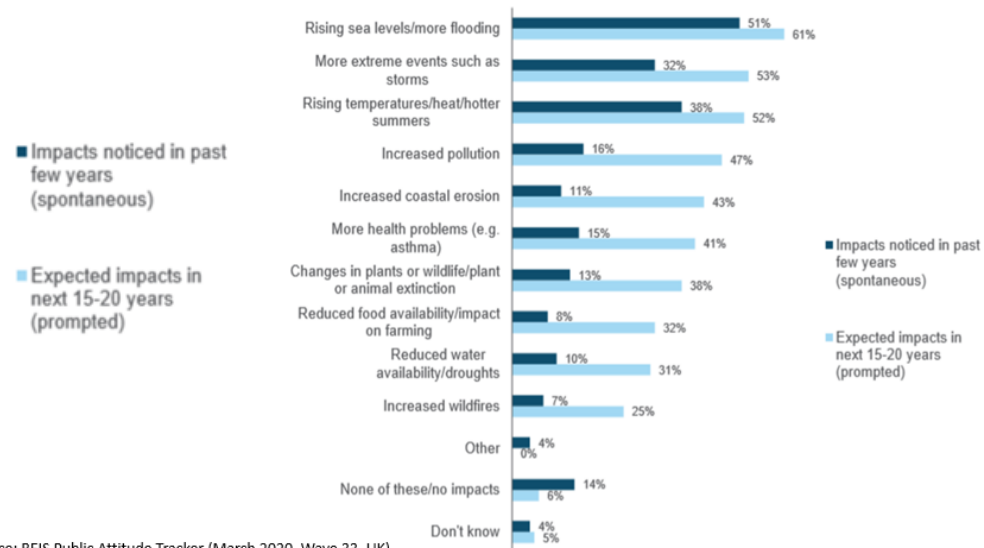


# Are people getting the right message?

People can see the climate is changing but do not have good information on steps to take

**Increased flooding, more extreme events such as storms and hotter summers have each been observed in the past few years by between a third and a half of people**

**Impacts of climate change on UK noticed in the past few years and expected in the next 15-20 years**



Source: BEIS Public Attitude Tracker (March 2020, Wave 33, UK)

**Q. From this list of options, which three do you think would most reduce an individual's greenhouse gas emissions?**

		Actual rank	CO <sub>2</sub> Tonnes saved (annually)
Recycling as much as possible	52%	7	0.2
Living car free	42%	2	2.4
Eating a plant-based diet	31%	5	0.8
Replacing a typical car with a hybrid	29%	6	1.1
Buying green energy	27%	4	1.5
Avoiding one transatlantic flight	25%	3	1.6
Having one fewer child	21%	1	58.6*
Hang-drying their clothes	19%	8	0.2
Replacing lightbulbs	8%	9	0.1
None of these	2%		
Don't know	6%		

\* This is calculated by quantifying future emissions of descendants based on historical rates, based on heredity  
Source: Institute of Physics, 'The most effective individual steps to tackle climate change aren't being discussed', July 11, 2017: <https://phys.org/news/2017-07-effective-individual-tackle-climate-discussed.html> and <https://iopscience.iop.org/article/10.1088/1748-9326/aa7541>

Base: 1,084 online interviews with British public aged 16-75 August 2019

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# Percentage agreement with the causes of climate change

CO<sub>2</sub> from gas boilers and agricultural processes are only identified by 1 in 2 people.

Gas central heating emissions

49%

Agricultural processes

49%

Household waste

53%

Power stations

64%

Air travel

67%

Human activity

72%

Emissions from transport

77%

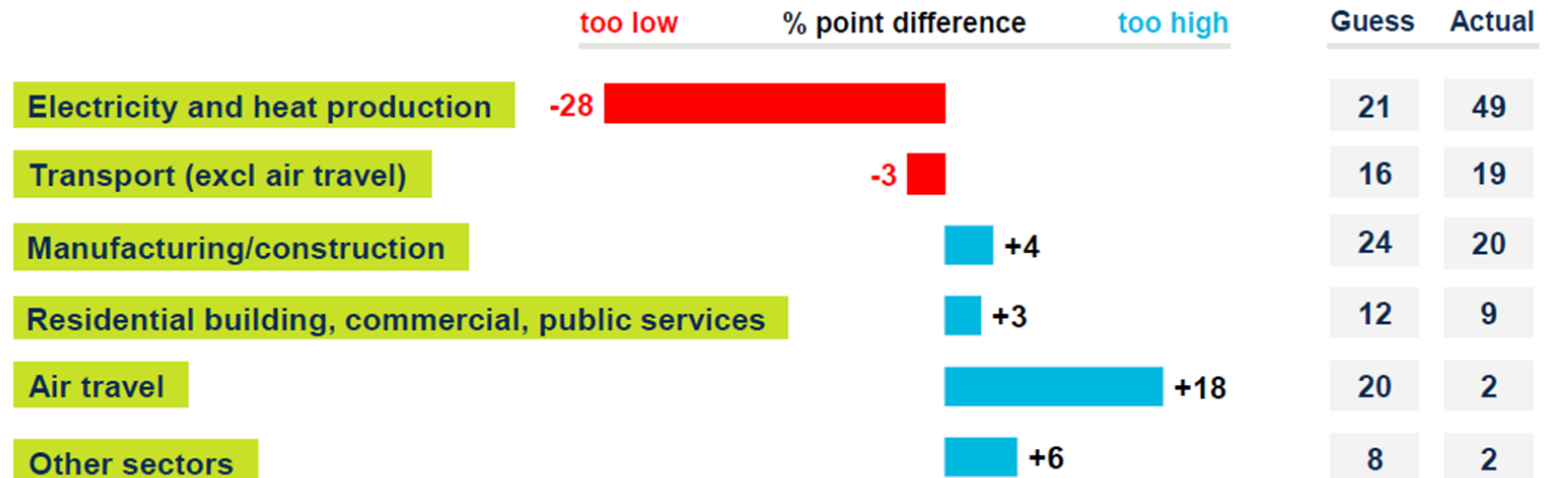
Industrial pollution

77%

The majority associate climate change with pollution, a visual indicator.

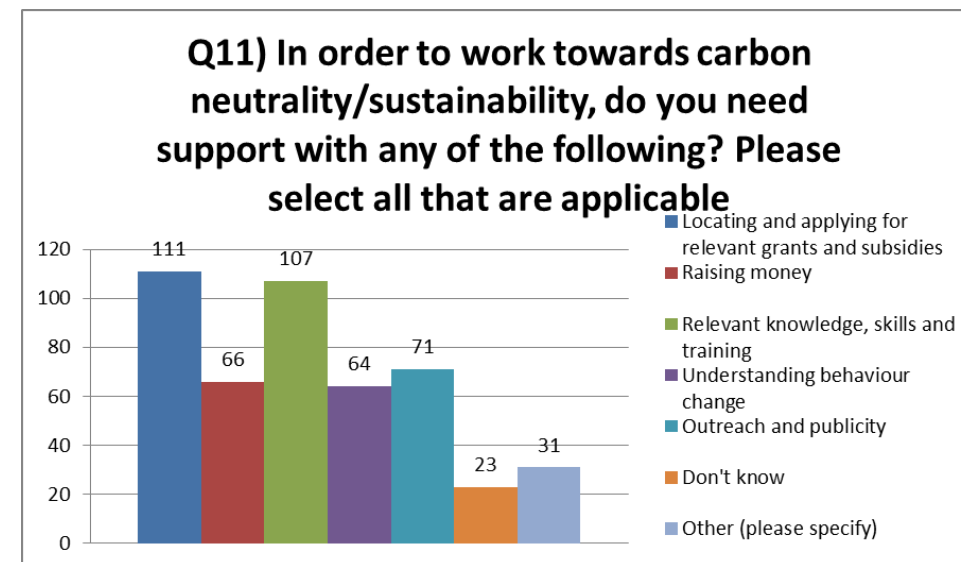
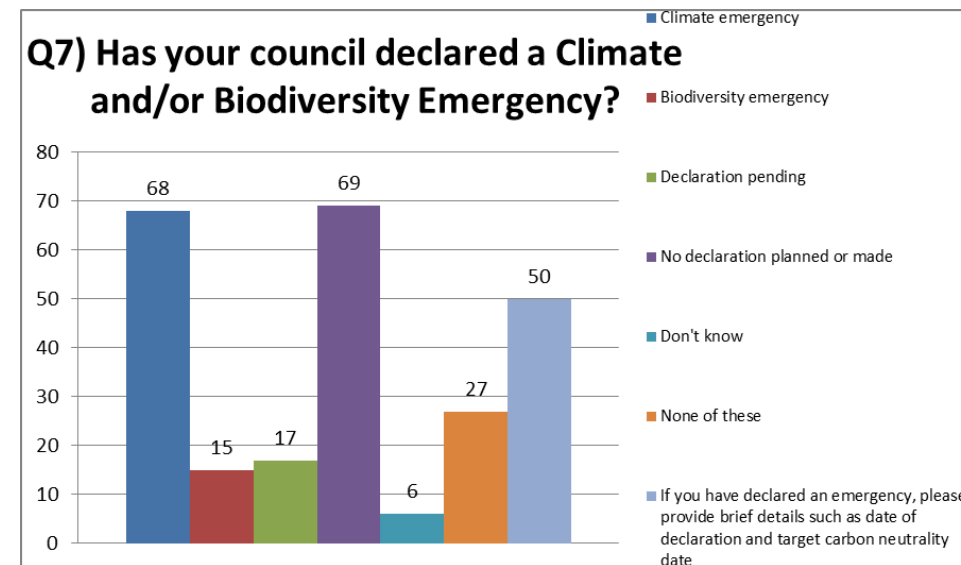
## An apparent disconnect between what people think and what is actually happening

We asked people what percentage of total greenhouse gas emissions around the world they thought a range of sectors contributed in 2014... and we hugely underestimate electricity and heat production, and overestimate air travel



## Local Councils: What they say

- Hundreds of local councils have declared a climate emergency
- However councils stated they need assistance with:
  - Locating and applying for grants
  - Raising money
  - Knowledge, skills and training
  - Understanding behaviour change
  - Outreach and publicity





## Community Engagement



**Communications and  
Engagement plan:  
The three pillar approach**

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# Communications and Engagement Activity in Progress

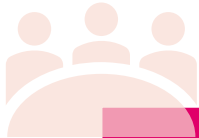
There is a need for a broad communications and engagement plan in relation to the Commission. The aim is to celebrate the work that is already underway across Essex to take action on climate change but also to reflect on and develop new ways that all of Essex can act to mitigate the effects of climate change.

There is a three-pronged approach to communications activity already underway. The panel has reviewed and made recommendations to build on this foundation.



## Formal Communications

- Develops overarching comms strategy and plan
- Develops and delivers key messages via 'traditional' channels
- Generally one-way broadcast of key messages with the exception of social media activity
- Commissions identity, design, employee comms and content support from central comms team
- Measures and evaluates comms activity



## Stakeholder Engagement

- Two-way engagement with individuals, politicians, businesses and organisations usually in the field of climate action or specialists in a related field such as transport, built environment, waste or energy
- Discussions, opinion gathering and exploring the feasibility of new ideas



## Community Led Action

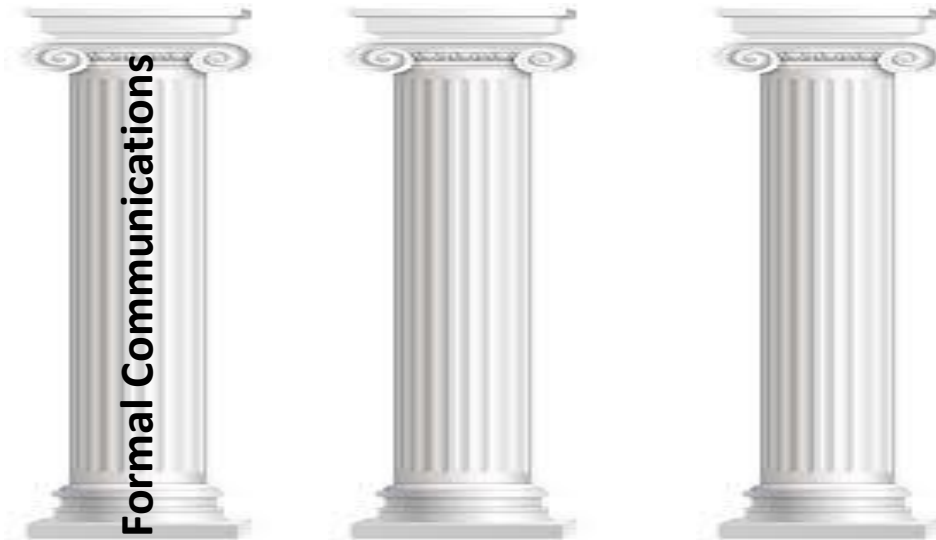
- Two-way engagement with residents and community organisations
- Call to action for residents and voluntary groups
- Using a dedicated Facebook Page and other social accounts to amplify existing channels
- Develops a course for change makers
- Maps and grows key community-led projects within each theme
- Supports and trains community skillsets for internal teams
- Monitors alignment of all themes with the Community Campaign Model
- Provides consultancy to ensure successful delivery as needed





## Community Engagement

**Pillar 1 – Formal communications:  
campaigns via traditional media**



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# Formal communications – campaigns via traditional media

## Save money and help tackle climate change

Essex residents can now apply for up to £5,000 government funding to make their homes low carbon and more energy efficient. Grants are available to make improvements such as installing cavity wall or loft insulation, upgrading windows or replacing old boilers with heat pumps or biomass boilers. A package of measures could save you up to £600 a year on energy bills.



[Check if you are eligible to apply for the Green Homes Grant.](#)

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**£5,000 grants for householders to reduce energy bills and tackle climate change**

PUBLISHED: 10:00 08 October 2020 | Andra Maciuga

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This newspaper has been a central part of community life for many years. Our industry faces testing times, which is why we're asking for your support. Every contribution will help us continue to produce local journalism that makes a measurable difference to our community.

Department for Business, Energy and Industrial Strategy ...  
November 28 at 8:00 AM · 🌐

The #GreenHomesGrant has been extended until March 2022 🌱🏡

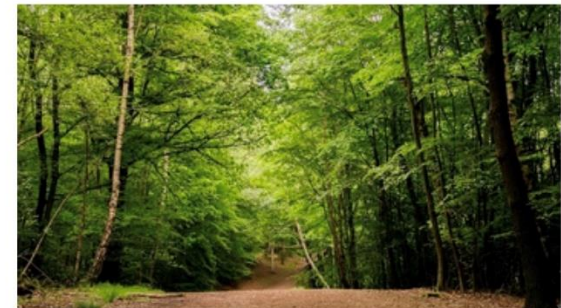
Tradespeople: don't miss out, register as an installer today 📢

<http://orlo.uk/4NeS8>

**Green Homes Grant  
extended  
until March 2022**

A stylized illustration of a house with a green roof and a tree, set against a blue background.

## Grants to reduce energy bills and tackle climate change



Improving insulation and making heating and hot water production more energy efficient in homes are some of the best ways to tackle climate change, the Essex Climate Action Commission heard yesterday.

The Commission met for the fourth time this week to discuss how making changes to our built environment – such as homes, businesses, schools and hospitals – can help in the fight against climate change.

Commissioners also heard how ensuring new homes and buildings are more energy efficient and carbon neutral is much easier and cheaper than retrofitting existing properties.

Calling for bold action, the Commission set an ambitious challenge for all new build homes and schools to be net zero. Essex County Council and other public institutions in the county were called on to ensure their own estates become net zero by 2030.



# Formal communications – Design and content development



## Essex Climate Action Commission Interim Report



### Essex Climate Action Commission



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#### Green Homes Grant Local Authority Delivery Scheme



At the end of last year Essex County Council, working with seven city, district and borough councils, secured government funding to make energy efficiency improvements in a number of homes across the county.

Working with the installer, Aran Insulation, this week we soft launched our campaign to promote the Green Homes Grant Local Authority Delivery Scheme to residents.

Residents who own their own home and have a household income below £30,000, may be eligible for up to £10,000 of work to improve their home's energy efficiency.

The measures available under the scheme include loft insulation, cavity or solid wall insulation or energy efficient heating. The funding covers the entire cost of the improvements, up to £10,000.

The funding is only available on a first come, first served basis so we are encouraging residents to [find out](#) if they are eligible. All improvements must be completed by the end of March this year.



#### Case Study: Essex Forest Initiative

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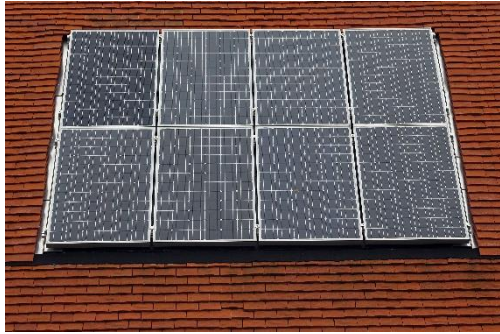
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# Formal communications



## Recommendation

**Provide an online resource that provides key information to enable action for individuals and households with associated carbon impacts; amplified by social media and other communications tools; signposting to apps and good advice that already exists**



## Formal communications



### Recommendation

Invest in research to identify Essex audience groups and develop more targeted communications



## Formal communications

## Public Bodies Across Essex

### Recommendation

Public bodies and local authorities across Essex - city, district and borough, parish and town councils – should align on key public messaging around climate



**£10,000\***

Funds up to £10,000 are available to cut fuel bills and help tackle climate change.

\*Eligibility on reverse

Helping residents keep their homes warm this winter.

Aran are working with Essex County Council and seven of the county's city, district and borough councils, who have been awarded Government grant funding to install insulation and energy efficient heating within Essex homes.

This scheme provides energy saving measures such as;

- Cavity Wall Insulation
- Loft Insulation
- Room in Roof Insulation
- Solid Wall Insulation
- Renewable Heating

Working in partnership with:

- Braintree District Council
- Chelmsford City Council
- Colchester City Council
- Essex County Council
- Essex Forest District Council
- Rochford District Council
- Tendring District Council

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# Formal communications



## Parish and Town Councils

### Recommendation

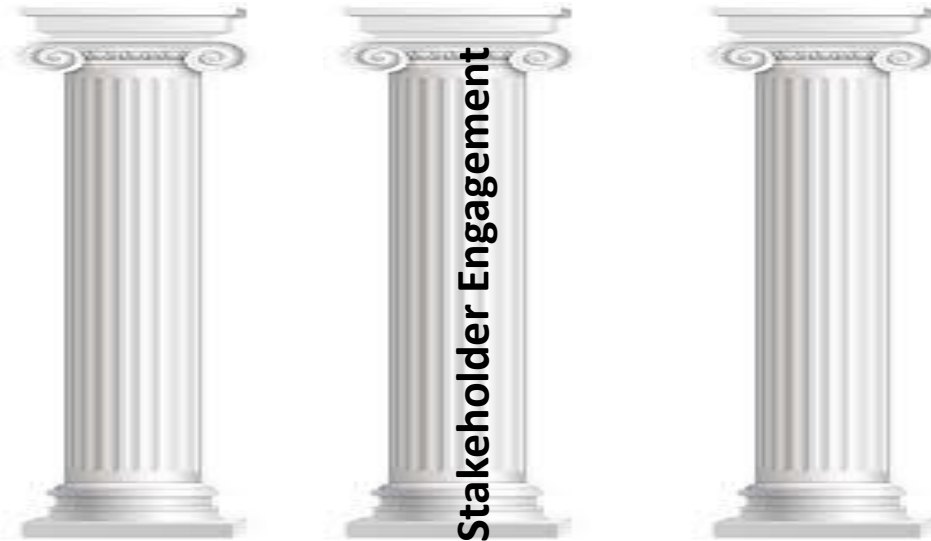
Provide additional toolkits to enable effective action at a local level whilst providing links to possible funding opportunities.





## Pillar 2 – Stakeholder Engagement

### Community Engagement



Stakeholder Engagement

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## Stakeholder Engagement: Businesses

### Recommendation

Establish Essex as a centre of excellence for innovation in addressing the climate crisis. A net zero innovation network should build on excellent networks across the County to deliver this ambition.



## Stakeholder Engagement: Businesses

### Recommendation

A climate recognition scheme for businesses should be developed where businesses are awarded a logo or badge in recognition of climate action taken.

Anchor institutions should investigate if this could support green procurement practices.





## Stakeholder Engagement: Businesses

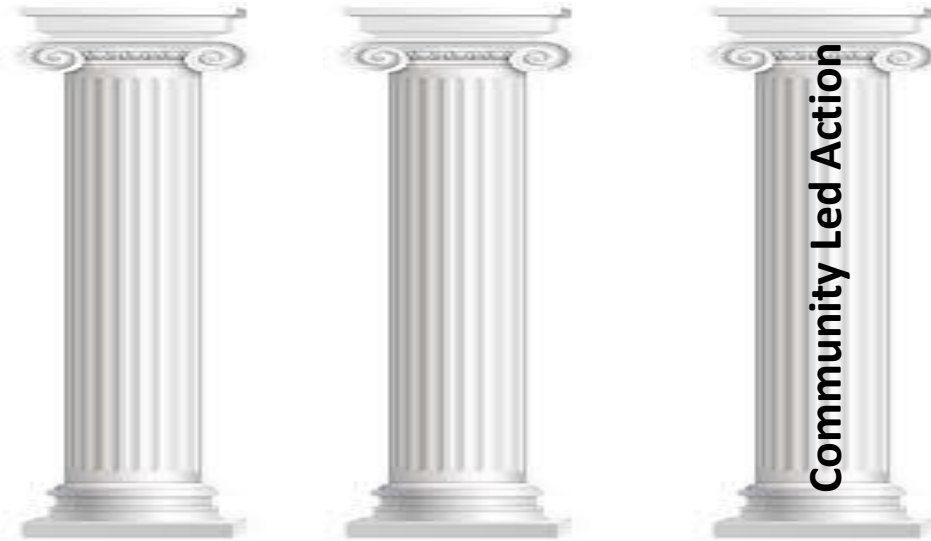
### Recommendation

The business and green growth opportunities arising from Commission recommendations should be modelled and communicated to Essex businesses and investors both inside and outside the county.





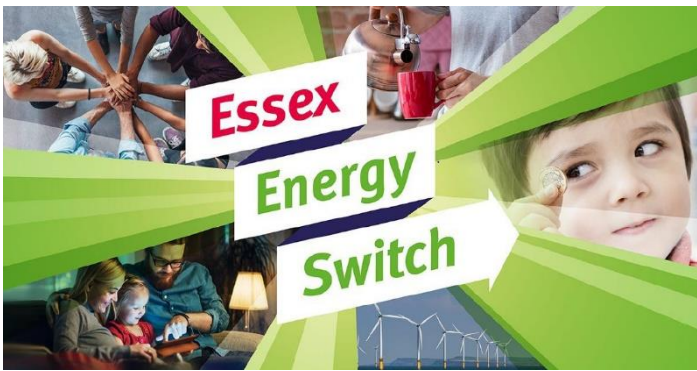
## Community Engagement



## Pillar 3 Community-Led Action

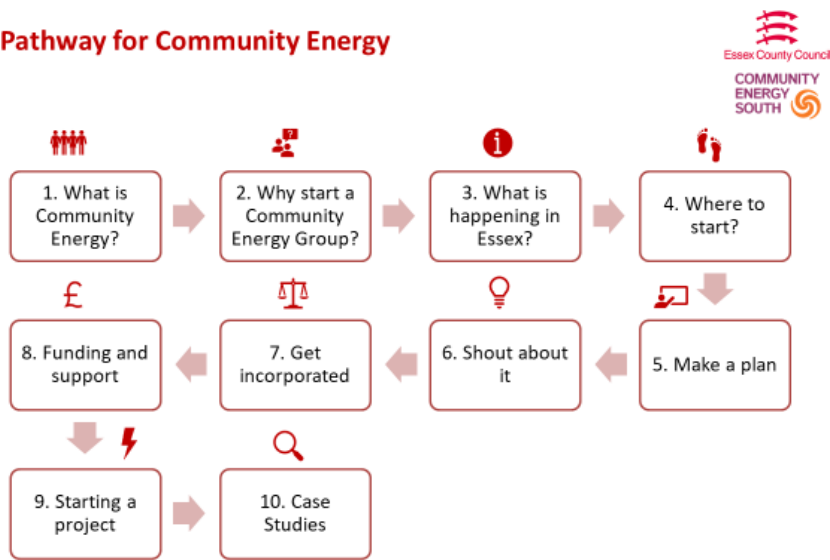
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# Community-Led Action

## Pathway for Community Energy

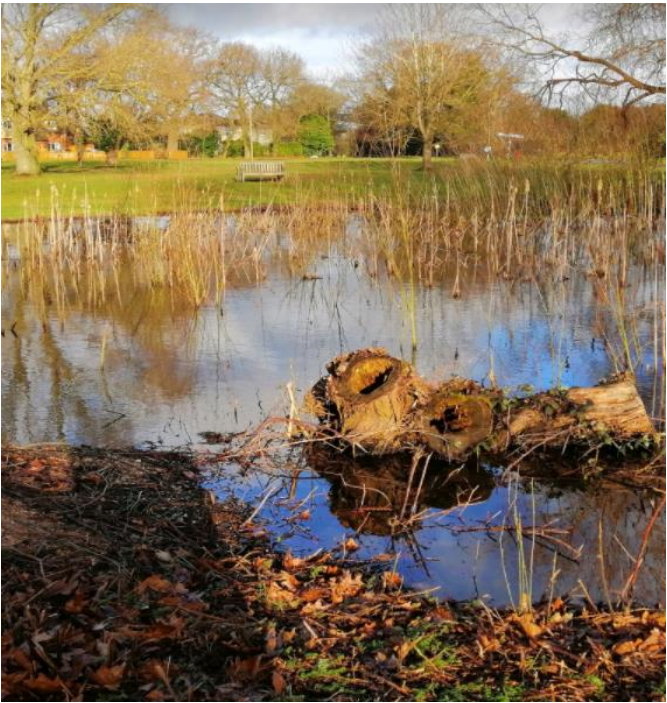


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# Community-Led Action





**Essex Is Green**  
@EssexIsGreen

A collaboration with Essex County Council developing a digital-first climate change strategy that will help #Essex to inspire the rest of the UK #EssexIsGreen

Essex, United Kingdom Joined December 2018

1,930 Following 1,852 Followers

Followed by Citizens Advice Essex, PCAN (Place-based Climate Action Network), and 6 others you follow



**Essex Is Green**

Page · Community · greenessex · 4.1K like this



**Essex Is Green Discussion Group**

Group · You and 571 others are members



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Essex Is Green

Developing a digital-first climate change strategy that will help #Essex to inspire the rest of the UK. Official collaboration with ECC #EssexIsGreen  
[www.facebook.com/greenessex](http://www.facebook.com/greenessex)



**ESSEX IS GREEN  
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[www.facebook.com/greenessex](http://www.facebook.com/greenessex)

## Community-Led Action

### Recommendation

**Essex is Green should continue to be supported. Essex Is Green should be used as an overarching brand for climate action in Essex, widely seen across the County. Essex is Green awards for community action should be developed.**



## Community Engagement

## Reporting Progress



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## Reporting Progress

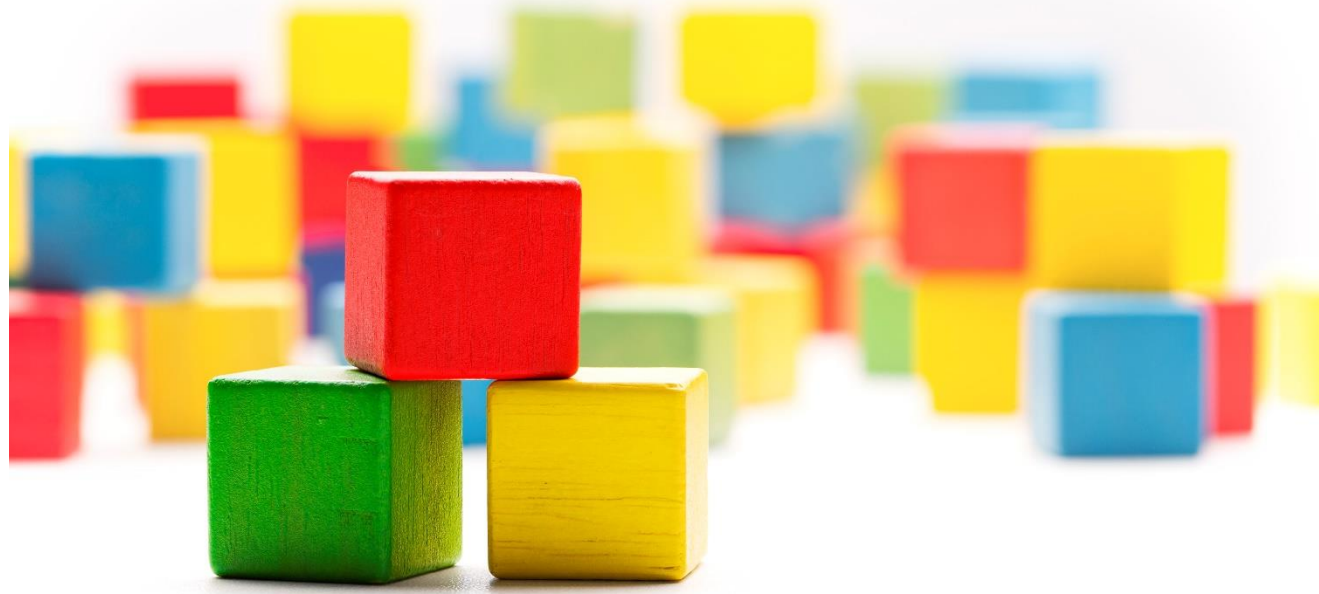
### Recommendation

An annual report on progress against the Commission recommendations, to celebrate progress and show how far Essex is on track towards a net zero, climate resilient county.



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## Reporting Progress

### Recommendation

Develop an online dashboard that brings together annual carbon figures alongside more readily available proxies for progress e.g. numbers of trees planted, air pollution levels, numbers of car-free streets, numbers of electric vehicles, traffic volumes, renewables capacity, tonnes of waste etc







## **Reporting Progress**

### **Recommendation**

**There should be a specific community engagement programme to co-create large scale change in communities e.g. Climate Action Area, Coastal areas at risk of flooding etc.**

**There should be public consultation on the full suite of Commission recommendations**



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## **Recommendation**

**A regular review of the communications approach to ensure it is responsive and relevant.**



## Community Engagement

## Summary

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## Summary of recommendations

**Recommendation 1:** Provide an online resource that provides key information to enable action for individuals and households with associated carbon impacts; amplified by social media and other communications tools; signposting to apps and good advice that already exists

**Recommendation 2:** Invest in research to identify Essex audience groups and develop more targeted communications

**Recommendation 3:** Public bodies and local authorities across Essex - city, district and borough, parish and town councils – should align on key public messaging around climate

**Recommendation 4:** Provide additional toolkits to enable effective action at a local level whilst providing links to possible funding opportunities.

**Recommendation 5:** Establish Essex as a centre of excellence for innovation in addressing the climate crisis. A net zero innovation network should build on excellent networks across the County, to deliver this ambition.

**Recommendation 6:** A climate recognition scheme for businesses should be developed where businesses are awarded a logo or badge in recognition of climate action taken. Anchor institutions should investigate if this could support green procurement practices.

## 6. Summary of recommendations

**Recommendation 7:** The business and green growth opportunities arising from Commission recommendations should be modelled and communicated to Essex businesses and investors both inside and outside the county.

**Recommendation 8:** Essex is Green should continue to be supported. Essex Is Green should be used as an overarching brand for climate action in Essex, widely seen across the County. Essex is Green awards for community action should be developed.

**Recommendation 9:** An annual report on progress against the Commission recommendations, to celebrate progress and show how far Essex is on track towards a net zero, climate resilient county.

**Recommendation 10:** Develop an online dashboard that brings together annual carbon figures alongside more readily available proxies for progress e.g. numbers of trees planted, air pollution levels, numbers of car-free streets, numbers of electric vehicles, traffic volumes, renewables capacity, tonnes of waste etc

**Recommendation 11:** There should be a specific community engagement programme to co-create large scale change in communities e.g. Climate Action Area, Coastal areas at risk of flooding etc. There should be public consultation on the full suite of Commission recommendations

**Recommendation 12:** A regular review of the communications approach to ensure it is responsive and relevant.





# Community Engagement

Slido Poll

[https://www.sli.do/](https://www.sli.do/#74074)  
**#74074**

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