

# **Low Carbon Scotland: Public Engagement Strategy**

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# Low Carbon Scotland – Public Engagement Strategy



## Foreword



Securing cross-party agreement in the Scottish Parliament for our Climate Change Act was a momentous achievement.

It demonstrated how seriously we take the issue, and showed that people in Scotland are prepared to take action.

While some of that action will come through Scottish Government proposals and policies, and some – in line with the global nature of the issue – through UK and EU decisions, a major driver of change will always be public demand.

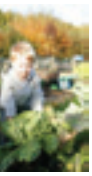
Many people across Scotland have already shown their commitment to tackling climate change. The Scottish Government has done much to support this through the Climate Challenge Fund and other initiatives. There are great examples of communities building up their knowledge and sharing good practice of living more sustainably. Likewise, many of our industry leaders have demonstrated their commitment, whether by helping drive forward our renewable energy industry; encouraging small businesses to manage their energy use more effectively, or thinking creatively about new ‘green’ business opportunities. Our education system – through schools, colleges and universities – is acutely aware of the need to link skills development to the opportunities and demands of a low carbon economy and lifestyle. And the Scottish Trade Union Congress has been at the forefront of partnership working to ensure that the economic, employment, social and environmental benefits to Scotland of developing a low carbon economy are maximised.

We need to galvanise that enthusiasm and expertise, and share information more widely across Scotland. Developing fully as a modern, low carbon society can only come about if we all contribute.

This public engagement strategy sets out our approach to encouraging that contribution. It recognises that the most effective engagement comes not from the centre, but from more local routes, whether that means local communities, employers or local authorities. This is the beginning of a new process, which we hope to build upon each year.

**Roseanna Cunningham**

Minister for Environment and Climate Change  
Scottish Government



## Why public engagement?

Scotland's Climate Change targets – to reduce emissions by 42% by 2020 and by 80% by 2050 – are forward-thinking and ambitious. They received cross-party support from the Scottish Parliament in 2009, and were widely welcomed at home and abroad.

Setting targets was just the start. Achieving them can only be done through a joint approach, with government; the private, public and third sectors; local communities and individuals all contributing.

The Scottish Parliament recognised this, and included in the Climate Change (Scotland) Act 2009 a requirement for Scottish Ministers to:

“publish a public engagement strategy setting out the steps they intend to take to:

- **inform people in Scotland about the climate change targets specified by the Act,**
- **encourage them to contribute to the achievement of those targets, and**
- **identify actions people in Scotland may take to contribute to the achievement of those targets”.**

This strategy highlights the ways we will seek to meet these obligations through a shared approach. It will be accompanied by annual delivery plans outlining priority activities. It is important in these documents to recognise that the Scottish Government is not alone in engaging with a wide range of audiences; work is being done by others to share experiences and expertise, activities and examples of good practice across communities and sectors of society. We expect the delivery plans to build this role year on year.



*Community engagement in Perthshire*

Even if global greenhouse gases are significantly reduced, Scotland's climate will continue to change for many decades to come. These changes will have a variety of impacts and we need to ensure that Scotland's communities, natural environment and economy are resilient to those impacts. Therefore, in addition to the statutory requirements of the public engagement strategy, Scottish Government will also work to:

- **inform people in Scotland about the impacts and consequences of the changing climate; and**
- **encourage action to ensure communities are both prepared for the negative impacts, and able to take full advantage of the opportunities that a changing climate will bring.**

This is the start of a long-term project. It will be a learning exercise for all contributors, and a partnership that will work towards a shared goal defined by the Scottish Parliament. We recognise that while many committed and experienced people are already working to this agenda, successful public engagement will require greater involvement from more people across Scotland. Through this strategy, and its related documents, we look forward to working with many more.



## The benefits of a low carbon society

A low carbon society is one that uses less energy and fewer resources through greater energy efficiency, which can also mean reduced costs for households and businesses. It is one where the energy we do use increasingly comes from renewable sources such as wind, water, wave and solar power that produce fewer carbon emissions. It is a society that is ready and able to realise the economic opportunities that come from developing new technologies, creating new low carbon manufacturing industries and reshaping Scotland's infrastructure and creating thousands of jobs. It is a society that provides opportunities for healthier, more sustainable lifestyles.

There are clear benefits in moving towards a low carbon society. However, there are also challenges. As Scotland reduces carbon emissions to meet our climate change targets, we will all face choices: in what we buy, how we work, and how we travel.

Becoming low carbon is important to Scotland because it will help address climate change and because it affords an opportunity to enhance Scotland's energy security, reducing our reliance on volatile international energy markets. It offers great economic opportunities to Scotland, and can ensure Scotland is increasingly recognised as an attractive, environmentally-conscious place to live and work.



Scotland's Climate Change Delivery Plan, published in July 2009, said that to become low carbon and to meet our targets, Scotland must:

- **have a largely decarbonised electricity generation sector by 2030, using renewable energy complemented by fossil fuels with carbon capture and storage which is also resilient to the unavoidable impacts of climate change;**
- **have largely decarbonised heating and cooling for buildings by 2050, with significant progress by 2030, through reduced demand and energy efficiency together with a massive increase in the use of renewable or low carbon heating;**
- **have almost complete decarbonisation of road transport by 2050, with significant progress by 2030, through whole scale adoption of electric cars and vans; and**
- **ensure that carbon is fully factored in to decisions about rural land use, leading to fewer emissions from agricultural businesses, more woodland planting and appropriate protection for Scotland's carbon-rich soils.**

These transformational outcomes have guided the development of this strategy, as have a series of related policy initiatives which, taken together, can enable Scotland to achieve its targets.

Making the transition to a low carbon society and taking action to adapt to the changes that a changing climate will bring are often largely complementary. For example, greening the urban environment goes towards reducing emissions and helps provide sustainable drainage and flood prevention.

## Considering the evidence

In developing our approach to public engagement, we have considered evidence related to opinions and attitudes from our own research base and from elsewhere.

Research by Scottish Government analysts has identified areas where individual actions would make the biggest impact on reducing energy demand and contribute to the achievement of Scotland's climate change targets. However, the contexts in which we all live our everyday lives heavily influence the changes we can and cannot make. In other words, the infrastructure, the services, the products and the kinds of support provided in society all shape the habits we develop and the choices we make. Social and cultural norms – what our neighbours, friends, work colleagues and family do – are also important in determining what we ourselves are willing and, at times, able to do.

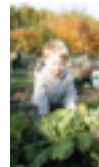
The Scottish Government has already introduced a wide range of activities that try and address these wider contexts. These include the

Climate Challenge Fund, which has helped people in around 250 communities across the country reduce emissions; the home insulation programme which is targeting 500,000 homes; funding support of £13.5 million a year for micro and community energy generation. We have also introduced new routes to encourage longer term change such as the new duty on local authorities to establish council tax discount schemes for householders who install energy efficiency measures in their home. We will continue to listen to views about what Government and others can do to help support change and to remove barriers.

At the same time, there is still a need to be clear about which individual and household actions are key to tackling climate change, because this is an area where there has been much confusion in the past. The analysis that underpins this strategy suggests there are four themed areas where the contribution would be greatest – home energy, travel, food, and consumption. These are now set out in more detail.

In terms of **home energy**, the evidence base suggests four areas where particularly significant carbon reductions could be made:

- **The systems that heat our homes** – upgrading to modern A-rated condensing boilers could make a big difference to emissions and bills. In some areas, even greater savings could be achieved by installing microgeneration technologies, such as solar water heating, biomass boilers and heat pumps or participating in district heating schemes.
- **Keeping the heat in** – ensuring that insulation, draught proofing and double glazing helps reduce the amount of heat lost from homes meaning we could reduce the energy we need to use to heat them, and save money.
- **Managing home heating** – some of the greatest savings could be made by turning down heating and hot water thermostats and making sure heating is on only when it needs it to be. This would also save money.
- **Saving electricity** – buying energy efficient appliances, lightbulbs, TVs and other products, when these need to be replaced, and using them as efficiently as possible (for example turning off lights, not leaving things on standby, filling up washing machines and dryers instead of running half loads) would help to tackle emissions from electricity consumption and reduce bills.



In terms of **travel**, emissions data indicate that the following areas offer the most potential to reduce transport emissions.

- **Becoming less reliant on the car** – Road transport accounts for 70% of all transport emissions. Active travel (walking and cycling) for short journeys is good for health, low cost, and low carbon. Where active travel isn't possible, public transport and/or car sharing offer lower carbon alternatives to driving.
- **Driving more efficiently** – using a fuel efficient, hybrid, alternative fuel or electric car can significantly reduce emissions: some best in class cars for fuel economy emit half the carbon of the worst cars in the same class and can save large amounts of money on fuel. Driving more efficiently by following 'eco-driving' principles also saves fuel and money.
- **Using alternatives to flying where practical** – planes are significant emitters of carbon. While flying may be the only practical choice for some journeys, there are often alternatives that are both practical and lower carbon – taking the train or teleconferencing for business, for example.

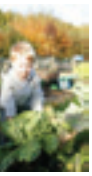
**Food** emissions account for a significant proportion of household emissions. The evidence base on food emissions is complex, but there are at least two areas where a clear contribution could be made.

- **Avoiding food waste.** Most of us say we don't like wasting food, but evidence suggests that two thirds of the food thrown away in Scotland could be avoided. Food waste is estimated to be equivalent to removing one in four cars from the road, so this is an issue that it is important to address.
- **Eating a healthy diet,** high in fruit and vegetables that are in season where we live – there is some dispute about the exact make-up of a low-carbon diet. What is clear is that food in season locally usually needs less energy for growing and transporting, that locally-sourced fruit and vegetables have lower carbon footprints than most meat and processed foods, and that a healthy diet can help reduce carbon emissions from the food we eat.

Finally, in terms of our **consumption**, evidence suggests that if everyone lived as we live in Western societies, we'd need double the resources the Earth has. To address this, we need more emphasis on:

- **Reducing and Reusing,** in addition to the efforts we already make on recycling.

It is important to be clear that this research indicates those areas that could make the most significant individual contributions to reducing emissions, and they of course require people to be willing and able to make those choices. The extent to which we can make low carbon choices often depends on a range of other factors. A key strand of this strategy will be to understand better the individual, social and societal factors that motivate and prevent low carbon choices.



## Our engagement principles

Taking this into account, and understanding that engagement is part of a wider set of measures required to encourage change, we will therefore seek to be:

- motivational and proactive, focusing on opportunities;
- supportive of partners and of a range of approaches – not everyone will choose the same route at the same time;
- aware that much of the engagement will be led and delivered by others. The Scottish Government cannot, and would not wish to, centralise engagement;
- cost effective and practical, building on existing networks and activities wherever possible and avoiding duplication;
- clear and consistent in our communications, using plain English, avoiding jargon, and
- listening, taking account of others' views.





## Making the LEAP on climate change

This strategy also seeks to take account of the growing body of research on the most effective ways of communicating climate change – what works and what does not. Consistency and clarity of message; focusing on the real opportunities (for cutting costs, for developing new businesses, for living better) as well as the challenges, and reducing centralised engagement and instead encouraging local engagement, are most effective.

In addition, the Scottish Government has built up a depth of knowledge and experience in engaging with the public using a range of methods at national and local level.

To support public engagement the Scottish Government will:

**Listen** to what Scotland is saying about Climate Change.

We will conduct research into long term attitudes and behaviours related to climate change, and take account of the results in planning future engagement and communications. We will consider the range of channels currently used, evaluate their effectiveness and identify future opportunities. We also recognise that engagement often works best at local level, supported by national activity.

**Advise** people of the key actions we can all take that could have most impact.

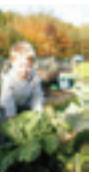
Share our analysis identifying areas where individual actions would have the greatest impact on reducing energy demand, and contribute to the achievement of Scotland's climate change targets.

**Explain** what low carbon Scotland will be like, and what it can mean for jobs; for skills and for future generations.

We will share our vision for Scotland and show how it can benefit us all, and why making this transition is vital to Scotland's future economic and social wellbeing. We will invite others to take that vision and apply it to their workplace and communities.

**Promote** inspirational leaders, good ideas and expertise.

We know there are some inspirational people and initiatives around the country who are leading the way. We will enlist those innovators to talk to their peers about what they, too, can do.



## Who do we engage with and what are the priority issues?

The goal of this strategy is to engage with a wide range of audiences on why Scotland can benefit from becoming a low carbon society, and the opportunities it can bring for jobs, skills, and quality of life.

We will engage with the public to highlight the opportunities a low carbon society can bring, and to encourage people across Scotland to help contribute to the achievement of our targets.

We will engage with business and with employers to promote our low carbon economy strategy, and seek their input to its delivery.

We will engage with all of our audiences on mitigation – understanding and preparing for the climate change that is already taking place.

We will engage with the public sector on the new Public Bodies Duties, which will be applicable from January 2011.

We will also consider the role of the cultural sector which has the capacity to educate, influence and stimulate debate.

Given the all-encompassing nature of the challenge, this strategy will also offer an opportunity for teams across the Scottish Government to cross-check their engagement and ensure it is as effective as possible.

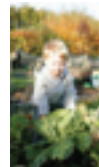
### **Moving to a low carbon society will take concerted effort, requiring engagement with a wide range of people and organisations including:**

- **community groups** – *work with the voluntary, private and public sectors and in communities across Scotland to engage the public, encouraging others to take the lead and help promote the vision and actions.*

Comment – much is already being done, but we need to get more creative in our approach, and do more within current budgets need to take account of urban and rural communities; be supportive of good practice; encouraging information sharing; promoting exemplars. Much of this engagement will likely happen through other parties such as local authorities, development trusts, community planning partnerships and voluntary organisations. We will seek to promote community action across Scotland.

- **the public, individuals** – *raising awareness of issues that will affect the public.*

Comment – promoting the actions we can take to reduce energy use; promoting projects and communities that demonstrate positive community action; ensuring clear messages about the implications of change and the benefits a low carbon society will bring; creating and encouraging opportunities for feedback and engagement.



- **the private sector** – *recognise and build on the role of employers.*

Comment – Transport use, energy use and setting the norms of wider change often have a strong focus in the workplace. There is much potential for employers across all sectors to take the lead, and at the same time save energy costs. We will encourage the sharing of good practice and develop this route of engagement more broadly. Sharing information on business opportunities and changing markets; sharing information on legislation and regulations; responding to requests from companies for advice and guidance, encouraging companies to take the lead and learning about private sector expertise and future low carbon ambitions are all important. Includes working with the 2020 Climate Group; increased engagement with SME's (small to medium sized enterprises) through their representative bodies and individual companies; and engagement with rural and urban land-based businesses in relation to land use.

- **the public sector** – *recognising public sector leadership already evident across Scotland.*

Comment – encouraging the public sector to continue to demonstrate its commitment to a low carbon society through its actions. Highlighting good practice; public sector support for the local community in relation to low carbon living; adaptation requirements in relation to climate change. Sharing best practice across the public sector. Community planning partnerships may be a particularly strong route for leading on engagement given their experience and the range of communities they represent. The Sustainable Scotland Network, for example, has significant local authority expertise which can be called on.

- **the educational sector**

Comment – in schools, the Curriculum for Excellence offers the opportunity to ensure that Scotland's commitment to becoming a low carbon society is embedded in a positive way. Encouraging further education institutions as they develop their links with the renewables and other low carbon industries. Working with organisations that represent young adults and providing opportunities for engagement. Seek opportunities through the Engage for Education social media network.

- **trade unions**

Comment – recognising the importance of climate change for many workers, and their capacity to help shape positive developments in businesses and communities across Scotland, the Scottish Trades Union Congress (STUC) is working in partnership to:

- develop policies to green the Scottish workplace and provide effective support to workers displaced by the transition to a low carbon economy.
- ensure that the regulatory framework for energy is supportive of new investment, particularly in remote communities.
- promote the importance of education, training, skills and workforce development in delivering effective action on climate change.
- ensure Government policy on climate change contributes to community cohesion and reducing inequalities.

- **voluntary and third sector organisations**

Comment – acknowledgement of their commitment to this agenda and their expertise; they have a national role in shaping views and developing ideas. Support their lead in engagement with many communities; continue to work in collaboration.

- **the media**

Comment – national, local, international, specialist media and social media. Seek to explain what a low carbon society can mean for Scotland; encourage media coverage of our leading people, communities and companies; encourage positive reporting of Scotland's skills and ambitions; highlight innovation.



## How will we engage?

The Scottish Government will use a range of methods for engaging with our audiences, which will be detailed in each year's delivery plan. Opportunities will present themselves during each year, and we should show flexibility in recognising and using them. But routes will include:

**face-to-face meetings.** Particularly in the initial years, we will need to ensure Government and organisations across Scotland offer opportunities for people to hear about change and discuss their ideas and responsibilities directly. In addition to the day-to-day engagement work carried out by Government, there are further opportunities for expanding engagement on the Act using existing or specially convened events such as seminars and business organisations members' meetings.

**research.** The Scottish Government's 'Climate Change Behaviours Research Programme' aims to provide a clear understanding of how behaviour change can be enabled, encouraged and exemplified, using a range of levers, in order to reduce emissions and help meet our targets. This work will be made available on the Scottish Government website; the results will inform our future engagement activities. One particularly strong link between research and public engagement relates to the actions we can all take to contribute to the achievement of our targets. These were identified by our analysts and will be promoted through the public engagement strategy.

**communications and marketing.** The Scottish Government's Communications Division will use its established communications and marketing resources to support this agenda, taking account of the strategy and seeking out opportunities provided in each delivery plan.

Partner organisations will use their own routes of engagement, which will vary. The key issue will be that we are consistent in our messaging, particularly in identifying the actions people can take to help meet our targets.

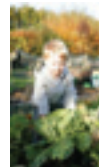
## Monitoring and evaluation

The Act states that the strategy must be reviewed within five years of publication, and any review must contain an assessment of progress made towards implementing the steps set out in earlier strategies.

As public engagement is a dynamic activity, subject to feedback and changing demands, the strategy will be supported by annual delivery plans, setting out activities and priorities for the year ahead. Each delivery plan should demonstrate collaborative working, and should be assessed annually, allowing for timely identification of good practice – of what works, and just as importantly, what does not – as the following year's priorities are determined. We recognise that some activity needs longer timescales to be properly assessed. That will be taken into account, but the annual stock take is a good discipline, and an opportunity to consider progress. Key Scottish Government teams will work closely on this agenda, to ensure ongoing management and oversight of this strategy.

All scoping analysis, insight and previous learning from marketing activity will be shared, and the evaluation framework will be developed in line with this strategy.

A review and evaluation of the strategy will take place after the five year period is complete. In addition, the delivery plans give us the opportunity to assess the activities listed and to renew our shorter term priorities on an annual basis.



# Public engagement strategy – delivery plan for 2011

## Background

Public engagement on climate change is already well underway. There is much enthusiasm and expertise in evidence across Scotland. Our public engagement strategy and this delivery plan offer ways of promoting that, and support the sharing of good practice. They are also intended to give greater clarity on why the future lies in Scotland becoming a low carbon society.

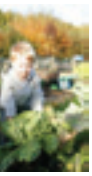
This delivery plan sets out priority activities for engaging with the public in 2011, the first year of the strategy. Some of this activity will be delivered directly, with the majority done jointly, working with others. The plan is not comprehensive – and would not attempt to be. Rather, it highlights the range of activities planned at the point of publication.

The goal of this plan is to broaden debate and to increase information sharing and engagement on the benefits of a low carbon Scotland, and how we can all contribute. It sets out actions for Scottish Government and others in 2011. It will be reviewed at the end of the year.

## Analysis

A priority for the 2011 delivery plan will be to better understand the factors that motivate and prevent low carbon choices and to put into place a monitoring framework for the areas that could have the greatest impact in terms of reducing household emissions.

**Action 1:** Scottish Government analysts will introduce a survey in 2011 to determine current attitudes and behaviours amongst people in Scotland, based on the key areas listed in the public engagement strategy. The survey will be repeated every two years, enabling us to track progress to 2020. Policy, research and communications teams will be able to use that data to make decisions on future government engagement, and we will make it available for others to use.



## Digital communications

Digital communications provide a route for sharing information across networks; encouraging ongoing dialogue and highlighting opportunities for participation.

**Action 2:** In 2011, we will invite partner organisations to work with us to assess current digital information (the range; content; quality; and usage) on climate change and sustainability and discuss how to best use digital routes in the future. We will together consider better co-ordination of sites, and the most effective use of digital options in engaging with the public.

As a first step, we will establish a short-life working group that will take two or three meetings to explore options and knowledge transfer. We would invite representatives from:

- public sector, COSLA or Sustainable Scotland Network representative;
- private sector, a 2020 or chamber of commerce representative;
- a member of the Scottish Youth Parliament or a Young Scot representative;
- Stop Climate Chaos Scotland;
- Scottish Climate Change Impacts Partnership (SCCIP);
- Representation from the Climate Challenge Fund;
- Energy Saving Trust; and
- Scottish Government policy, adaptation and communications leads.

## Adapting to climate change

We wish to use the public engagement strategy to also raise awareness of adaptation to climate change – the need to prepare for climate change that is already taking place, and to ensure we build dialogue on this issue into our plans. Scotland's climate is already changing and we can expect to see hotter, drier summers and warmer, wetter winters. These changes will have a variety of impacts and we need to ensure that our communities, economy and natural environment are resilient to them, and where appropriate, can take advantage of them. The Scottish Government has already published its framework for tackling adaptation, ahead of the statutory requirement coming into force in 2012–13. We also fund the Scottish Climate Impacts Partnership (SCCIP), an initiative that brings together stakeholders in Scotland to collectively address and prepare for the challenges and opportunities presented by the impacts of climate change.

**Action 3:** In 2011, in collaboration with the UK Climate Impacts Programme and SCCIP, the Scottish Government will produce a set of headline messages on projected changes to our climate and the impacts of those changes. This information will be used to engage with all sectors of society and stimulate debate about what we can do to minimise those impacts.



## Engagement with the learning sector

Scotland's new **Curriculum for Excellence** contains enhanced opportunities for pupil engagement on climate change and its consequences. Climate change provides an excellent context for active, relevant and engaging learning across the curriculum and this is being highlighted in schools. Learning Teaching Scotland's recently launched Weather and Climate Change online resource now gives all schools access to an up-to-date set of background information, videos and discussion questions designed to promote reflection and understanding of weather and climate change. The Exploring Climate Change resource is aimed at secondary pupils and will be refreshed in early 2011. There are particularly strong links with science, technology and social studies curricular areas and three regional events in Edinburgh, Glasgow and Inverness have been very successful in engaging practitioners.

All schools will be encouraged to use the Schools Global Footprint resource and calculator to engage young people in measuring, evaluating and acting on the schools ecological footprint.

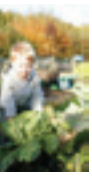
Scotland has also been a champion of the international **Eco-schools movement**, with 98% of Scotland's local authority schools registered by the end of 2010 and over a third of schools and pre-schools having been awarded the Green Flag – the highest award. Eco-schools encourage whole-school action for the environment.

**Action 4:** In 2011, working with Scotland's local authorities, we will promote a whole school approach to sustainability and climate change – through the curriculum, through the way buildings and grounds are run and through the culture and ethos of the school. This will include increasing the proportion of schools with Green Flags, and with a renewed focus on climate change and greater use of the School's Global Footprint resource.

It is important to share information amongst young people on how achieving our targets can bring new careers opportunities and create a need for new skills.

**Action 5:** A new initiative for 2011 will be a joint project between Scottish Government and **Young Scot** to create local investigation projects involving teenagers from a range of backgrounds. These will form two local investigation teams, one rural, one urban, which will examine Scotland's development as a low carbon economy. They will visit renewables industry sites and learn about the implications for large and small companies, and for cities and for rural communities. The project will include a national discussion day for young people; the publication of a report of their findings; and the opportunity for the participants to act as ambassadors in sharing information with their peers.





**Centre of Expertise on Climate Change.** The Scottish Government is currently considering plans for a new Centre of Expertise on Climate Change. This major new initiative would involve leading research institutes and universities from across the country working together on some of the key issues and problems related to climate change. Engagement with a range of audiences, through seminars, workshops and training sessions, will be a key part of the new centre's role. The centre would offer expert advice to the Scottish Government, local government and partner organisations. It would co-ordinate research, analysis and interpretation across a range of subjects, leading to an enhanced level of activity and to the development of high quality, world-leading research. Importantly, it would help stimulate innovative thinking in support of policy development and implementation related to climate change. It will develop a programme of knowledge exchange to ensure the effective underpinning of policy as well as the wider dissemination of knowledge.

**Action 6:** Scottish Government will consider a seminar with academia and industry in 2011. Our universities are increasingly introducing new courses related to this area, conducting research and linking up with industry. The purpose of such an event would be to highlight Scotland's further education offering in this area and its links with industry. Audience could be young people, businesses and academics – could have a specific session for young people highlighting the offering.

**Action 7:** The Scottish Government's Office of the Chief Scientific Adviser will encourage organisations that promote science in schools, including the Scottish science festivals and the regional organisations running the STEM (science, technology, engineering and mathematics) ambassadors scheme in Scotland, to provide activities including debates and workshops, connected to climate change science. These will highlight future skills and career opportunities for our next generation of scientists and address behaviour change.

**Community Learning and Development (CLD)** involves youth work, community-based adult learning and community capacity building. Practitioners are skilled in engagement with learners. The United Nations Decade of Education for Sustainable Development (UNDESD) action plan recognises the important role that CLD plays. In Scotland, the CLD working group for the UN Decade has already identified many existing community learning and development activities that could have potential to promote Scotland as a low carbon society and the actions identified in this public engagement strategy, and use them to guide learning in community settings.

**Action 8:** The CLD Working Group on UNDESD will continue to investigate and develop the work currently being done in connection with tackling climate change in the context of informal sustainable development learning for adults, young people and community groups in Scotland. They will ensure there are opportunities to promote low carbon Scotland and the actions we could take to contribute to meeting our targets.

A key area for development is in community capacity building, where CLD practitioners work with community groups to develop their skills and knowledge. This links closely with the Climate Challenge Fund which has funded many community groups to develop projects which will reduce the carbon footprint of their communities throughout Scotland. In many cases, CLD practitioners (either from local authorities or from voluntary sector organisations) have worked with these groups to develop their projects, apply for funding and to work together effectively to manage and complete the projects.



### National Centre for Young People on Climate Change

Recognising the need to engage young people from across Scotland on climate change, the Scottish Government and the 2020 Climate Group are considering proposals for the creation of a unique national centre for energy efficiency, low carbon living and renewable energy education – complementing sustainability activity in the Curriculum for Excellence and other initiatives, it is proposed that the centre would deliver a Scotland-wide development programme of practical courses to young people engaging and exploring aspects of low carbon living, inspiring them as catalysts for change in their schools, homes and communities, whilst clearly signposting future employment and enterprise opportunities. For successful development, the centre will need to be established and operate within a financially self-sustaining business model.

**Action 9:** The 2020 Climate Group and Scottish Government will develop this proposal into 2011, working with young people and private and public sector partners.

## Engaging with voluntary bodies, communities and individuals

The Scottish Government has a wide range of voluntary and community partners who have great experience of public engagement on tackling climate change. This network is an ideal channel for connecting with communities and individuals on why Scotland will benefit from becoming a low carbon society, and the actions we can all take to help make it happen.

**Action 10:** In 2011, the Scottish Government will highlight the actions people can take to contribute to the achievement of Scotland's climate change targets to all of our voluntary and community partners. We will ask them, in turn, to promote and discuss these actions with their networks.

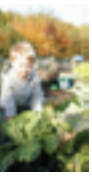
A number of themed years are planned for 2011, all of which will involve community engagement events. These include Scotland's Year of Islands, the European Year of Volunteering, the Scottish Government's 'Active Scotland' year, and the International Year of Forests and International Year of Chemistry. Tapping into these pre-existing events presents an excellent opportunity to engage with communities and voluntary organisations.

**Action 11:** We will ensure that each of the themed climate change events Scottish Government is involved in will be assessed for the opportunity to engage further with communities and organisations on our vision for Scotland as a low carbon society and on the actions people can take to help achieve our targets as identified in this strategy.

WWF's **Earth Hour, on 26 March 2011**, is an international campaign aimed at raising awareness of climate change and encouraging people to consider changes they can make to help tackle it.

**Action 12:** We are supporting a public engagement project led by WWF focusing on the day which will include the participation of at least 24 Scottish local authorities in Earth Hour, who will in turn lead on events engaging their own local communities and at least 20 further public bodies. The project will also include engagement with 300 schools in Scotland; at least seven universities (also engaging their student unions); colleges and business and youth groups.





Scotland has a real strength in the number and range of highly successful local community projects focusing on sustainability, many of which have been supported by the Scottish Government's **Climate Challenge Fund (CCF)** which supported over 330 community-led initiatives around Scotland to deliver reductions in carbon emissions and exchange good practice via a website, newsletter and networking events. The focus on engagement and spreading best practice needs to be intensified as we move forward to ensure Scotland can capitalise on the success of the Fund. Evaluation of the CCF is now underway, and is giving us a better understanding of its strongest and most replicable features. Meantime, Ministers' commitment to the programme was made clear with the announcement of plans for a one year enhanced spending line for 2011-12 of £10.3 million, an increase of £1 million on 2010-11. Application details for 2011-12 will issue as soon as practicable.

**Action 13:** The review of the CCF will be published in summer 2011. Part of that work will involve identifying how we can share the most effective public engagement activities undertaken by CCF-funded projects more widely across Scotland's communities. We want to ensure that successful engagement ideas are not lost, but are available for everyone to learn from.

The Scottish Government is committed to supporting individuals to make changes to **home energy use** that can save running costs and reduce carbon emissions.

**Action 14:** The Scottish Government will continue to support the Home Insulation Scheme (HIS) and the Energy Assistance Package (EAP) in 2010-11. These schemes provide advice and information on practical ways that households can reduce emissions and lower their fuel bills as well as offering free or discounted energy efficiency measures, where homes are suitable and depending on eligibility. HIS will offer help to a further 200,000 households in 2011-12, saving £37 million off household fuel bills over the lifetime of the insulation measures installed. In 2011-12, EAP will help an estimated 70,000 fuel poor households. The Scottish Government's Home Energy Schemes will be promoted through lower cost and more integrated approaches to marketing, including through the Home Energy Hotline that provides a one-stop shop for household energy advice.

The Scottish Government is keen to reach a wide audience of both adults and young people, and as part of this, is continuing its support for the Edinburgh International Science Festival for 2011.

**Action 15:** The Scottish Government will explore an opportunity for taking part in the **Edinburgh International Science Festival 2011**, with an interactive project aimed at communicating the actions people can take to reduce their carbon footprint. It is envisaged that this project will be launched at the Science Festival in 2011 but will be fully portable and therefore have the capacity to be used throughout the year at other events across Scotland on request.

The Scottish Government-funded Volunteer Manager Development Programme (VMDP) will offer a wide ranging training programme for volunteer managers and support the expansion of volunteer networks throughout Scotland. It is hosted by international volunteering organisation BTCV. The Volunteer Management Development Programme is planning a number of activities in 2011 to engage people on environmental issues. As well as a wide range of one and two-day training courses, events for 2011 include an **Ecofusion** multi-cultural festival in April 2011 in Edinburgh celebrating the environment and the outdoors, and encouraging people from all backgrounds to 'get out and make a difference'. The **Change Training Programme** is a year-long Scotland-wide programme aimed at helping environmental volunteering groups to engage people to take action in terms of climate change-related behaviours and low-carbon living. A **Sustainable Community Mentors Event** will provide further opportunities for existing community mentors to share good practice.



**Action 16:** Subject to funding decisions, the Programme will promote the vision for Scotland as a low carbon society and the actions identified in this strategy wherever possible in its programme for 2011.

The Scottish Government is supporting **Eco-Congregations Scotland** to develop their role in helping tackle climate change. Eco-Congregation Scotland is an ecumenical charity which offers a programme to help congregations understand environmental issues and make appropriate practical and spiritual responses. The programme is free of charge and very flexible, as each congregation has different opportunities for change.

**Action 17:** by March 2012 Eco-Congregations will encourage all of their members to actively participate in sharing the vision of a low carbon Scotland and promoting the actions people can take to help reduce Scotland's carbon emissions.

**Action 18:** by March 2012, they will ensure all participating congregations measure and seek to reduce their carbon footprints.

**Action 19:** Eco-Congregations will increase the number of participating congregations to 400 by March 2013.

**Action 20:** The Church of Scotland is encouraging all congregations to make a commitment to measure and reduce the carbon footprint of their church buildings by 5% year on year.

Representing the voluntary sector, the **Scottish Council for Voluntary Organisations** (SCVO) is working to mainstream understanding of climate change across the sector. With Scottish Environment LINK, SCVO has developed a simple carbon accounting tool, CarbonLINK, to help small voluntary organisations to measure and monitor the carbon emissions associated with their energy use.

**Action 21:** In 2011 SCVO will be building on its expertise in equalities to explore the impact of climate change adaptation on vulnerable communities.

**Action 22:** SCVO also plans to extend the use of CarbonLINK by sector organisations, complemented by its customised energy audit programme which identifies recommendations for potential energy, carbon and cost savings.

The **Scottish Climate Change Impacts Partnership** (SCCIP) is planning to extend its work to include engagement with local communities.

**Action 23:** Subject to funding approval, SCCIP will develop a community engagement programme to increase awareness of the impacts of climate change and improve the capacity of communities to adapt to the impacts. The programme will be developed in 2011 and implemented in 2011 and 2012.

**Climate Week** will be the UK's biggest environmental occasion, involving thousands of events and activities run by organisations from across society. It runs in week 21-27 March 2011 and has been endorsed by Scottish Government.



We also recognise that the **scientific community** and the wider science engagement sector have a key role to play in explaining the science behind climate change and its impact, in encouraging debate and discussion on the issue, and in helping a range of audiences to take appropriate action. The Scottish Government's Science Engagement Grants programme has previously focussed support on projects that are themed around climate change for a schools, family or general public audience. The 2011-12 programme will be announced in the coming months.

Scotland's four science centres (in Aberdeen, Dundee, Edinburgh and Glasgow) are visited by over 500,000 people every year, and provide an appropriate platform where school groups and families can explore climate change science and wider issues. Regular special events give members of the public the opportunity to meet scientists involved in leading research in climate change issues, from renewable energy to carbon capture technology.

From Shetland to the Borders, the Western Isles to Edinburgh, Scotland's 16 science festivals provide a similarly accessible platform for a public audience (up to 200,000 people every year) to find out more and to engage directly with scientists. Regular discussion events such as Cafes Scientifiques in our cities and other areas, coupled with debates organised by local branches of the British Science Association, will provide further opportunities for the public to find out more and meet scientists working in areas connected to climate change.

### **The Energy Saving Trust (EST)**

The Energy Saving Trust delivers a variety of programmes on behalf of the Scottish Government, including those accessed through the Home Energy Hotline; which help householders to reduce their energy consumption and CO<sub>2</sub> emissions and so address climate change. The EST manages the Energy Saving Scotland advice centre network for the Scottish Government; this is Scotland's main channel for advice, information and support to householders on energy efficiency, fuel poverty, sustainable personal transport and small scale renewables and currently reaches more than 300,000 householders in Scotland each year. This network also provides the infrastructure for the rapid and efficient delivery of national large scale energy efficiency programmes for householders. It is also the focus of work to maximise investment in Scotland from programmes such as CERT, Feed-In tariffs and the forthcoming Renewable Heat Initiative.

The EST also has a heavily used website providing a very wide variety of information and advice on a range of sustainable energy issues, including many case studies. The site hosts a number of interactive tools which allow people using them to assess the most cost-effective actions they can take to save money, energy and carbon.

The EST also maintains and populates HEED, the national home energy efficiency database and register for Energy Performance Certificates in Scotland. HEED tracks installations of energy efficiency and microgeneration measures, as well as the physical characteristics of dwellings on a house-by-house basis; it can be used to target energy efficiency programmes to maximise their effectiveness.

**Action 24:** The EST will continue to develop and enhance the trusted and effective advice and support it provides through the network of Energy Saving Scotland advice centres and its website and will continue to increase the number of householders using these services.

The EST will continue to develop HEED to help enable effective targeting of sustainable energy messages and programmes.



## Engaging with the private sector

Scotland's Low Carbon Economic Strategy recognises that proactive companies that embrace sustainable, low carbon approaches are likely to become more competitive. To accelerate the low carbon transition, sustainable business practices need to become the norm, regardless of size or sector. The Low Carbon Economic Strategy also acknowledges that industry bodies are best placed to provide leadership and direction. The following activities demonstrate the role that industry can play, and is committed to playing, in helping engage on our vision and behavioural change in 2011. These will be built upon over the course of the year.



*Engaging with the business sector at Scotland's first low carbon investment conference*

The **Scottish Construction Forum** (SCF) (to become ConstructionScotland from April 2011) is Scotland's key route of engagement between the construction industry, the Scottish Government and the Scottish Parliament. SCF's membership covers all component parts of what is a diverse and widespread sector; and the organisation has a role in advising Ministers on issues of concern to the industry. With over 17,000 separate businesses, employing around 190,000 people across Scotland, the construction industry is central to Scotland's success in developing a low carbon economy. Engaging with the SCF membership on the opportunities a low carbon economy can bring will be critical.

From early in 2011 the SCF will oversee a review of construction sector strategy, which Scottish Enterprise will fund; and which will have a strong low carbon axis. SCF's Planet Group already engages actively with low carbon built environment issues affecting the construction sector, for example, in examining the need to retrofit existing buildings as a business opportunity for the sector.

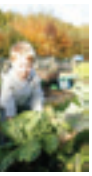
**Action 25:** SCF and Scottish Enterprise will continue to engage with the industry in explaining and promoting the changes a low carbon economy will bring to Scotland, and discussing its impact on the construction industry.

Scottish Ministers have given a commitment to further **review energy standards** within building regulations for 2013 and beyond. The Scottish Government is programming research on the cost of implementing the Sullivan Report recommendations for 2013.

**Action 26:** It is essential that industry is involved in the development of such proposals and officials will be in contact with key stakeholders from late 2010 onward.

The **2020 Climate Group** was formed in December 2009 and is committed to ensuring all sectors of Scotland's economy and civic society contribute fully to achieving our climate change targets. Convened by Ian Marchant, chief executive of Scottish and Southern Energy, the Group includes senior figures from many of Scotland's top companies.

**Action 27:** The 2020 Climate Group will continue to develop its role in demonstrating strong visible leadership, promoting low carbon business opportunities and motivating others to help contribute. In 2011 it will use its member companies' expertise and communications capacity to engage proactively on why and how Scotland must develop as a low carbon society.



**Scottish Business in the Community (SBC)**, a member of the 2020 Climate Group, runs a range of highly innovative projects that link business with educational opportunities, all focused on developing skills for a low carbon economy. These include a schools mentoring programme; a 'behind the scenes day' connecting 'green' businesses with potential employees and young people. It manages the HRH the Prince of Wales Project Start programme in Scotland, launched in late 2010 and running throughout 2011, aimed at raising awareness of sustainable living. The Project Start shop in Edinburgh will be the hub of a range of promotional activity, with potential to promote the vision and the behavioural change agenda to a wide range of people.

**Action 28:** Scottish Business in the Community will deliver a number of innovative projects to support the climate change agenda throughout 2011 via The Prince's May Day network (supported by Scottish Government). Under the banner of 'Skills for a Low Carbon Economy', it will introduce a carbon Masters programme with the University of Edinburgh and the Carbon Trust. MSc students will conduct free carbon footprint analysis for small to medium sized companies across Scotland, identifying how they can reduce energy use and save money.

**Action 29:** Understanding the range and complexity of information sources on this agenda, SBC will also take a key role in signposting businesses and consumers to the most relevant support available through online versions of their 'Envirowheel' (an easy-to-use and widely distributed information product). These dynamic tools are a 2020 project supported by BT.

**Action 30:** In 2011, **People's Postcode Lottery**, a 2020 Climate Group member, will announce the first winners of its Dream Fund – part of the two-year £600,000 funding pot will support projects that help fight climate change linked to the 2020 environmental targets.

**SSE (Scottish and Southern Energy)** was part of establishing Scotland's 2020 Climate Group and is providing substantial resources to develop its work. It is also assisting in developing the work of its Public Engagement Sub-Group. In addition, SSE will:

**Action 31:** Engage with, and work with, its customers to ensure that at least 250,000 move onto energy saving tariffs by the end of 2011.

**Action 32:** As a significant Scottish employer, SSE will engage with staff to make long term changes to the way it operates including – increasing the proportion of general waste which is re-used or recycled to at least 85%.

**Action 33:** Targeting reductions in energy efficiency of the 850 buildings in our portfolio across the UK, SSE has invested in technologies such as solar panels, ground source heat pumps, air source heat pumps, wind turbines and photovoltaics. This provides an opportunity to learn about the performance of the new technologies whilst reducing the energy used across the company. SSE will seek to engage with a wider audience about the success of these initiatives.



**Action 34:** Reduce flights by 10% in 2011, building on a successful 30% reduction in all travel in the previous year.

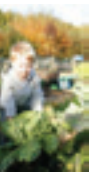
**Action 35:** With over 8,000 vehicles within the fleet, SSE has opportunities to make significant changes to reduce the CO2 impact and will continue to introduce new operational vehicles (over 1,500 during the past year) with a greatly improved carbon footprint. It will ensure all SSE cars have a maximum of 120 grams per kilometre by 2016.

**Action 36:** SSE has established sustainable travel plans on all key office sites. This includes introducing car parking restrictions at its Perth and Cardiff offices and cutting the use of cars on site per day by 20%. SSE will continue to support the introduction of bus services in association with local authorities to routes that coincide with staff home postcodes.

**Chambers of Commerce** are key business networks. They are respected by their members and have long experience of engaging on issues of the day and understanding the concerns of business, particularly small to medium sized enterprises (SMEs).

**Action 37:** The Scottish Chambers of Commerce has agreed to support promotion of the low carbon economy agenda through its communications routes to members in 2011. It will highlight messages and engagement opportunities nationwide in its member newsletters and publications.

The Scottish Chamber will provide a route to local networks. The Scottish Government has already held initial discussions with the Edinburgh Chambers of Commerce, who were partners in the highly successful Investing in a Low Carbon Economy conference earlier in 2010. They are interested in running a number of membership events in 2011, likely to be through panel discussion and debate, related to both statutory requirements for business (understanding what is expected), and business opportunities making a contribution to low carbon Scotland and realising commercial gain. There is strong potential to focus on renewables, and separately to focus on the 'greening' of traditional businesses.



**Scottish Enterprise and Highlands & Islands Enterprise** have strong relationships with all of Scotland's industry sectors. Scottish Enterprise has recently conducted research into attitudes on environmental opportunities and issues amongst its business customers.

**Action 38:** In 2011, Scottish Enterprise and Highlands & Islands Enterprise will follow through on current work, engaging with industry advisory boards and other stakeholders to diversify into new low carbon markets and deliver the high value opportunities identified in Scotland's Low Carbon Economic Strategy.

The Enterprise Agencies will help to create the globally competitive low carbon business environment which will help drive investment in – and fulfil the economic development potential of – the low carbon economy. Their interventions will include activities such as evidence building, fore-sighting, innovation support, demonstration projects, infrastructure development, international marketing and supply chain development.

Through these routes, and through their day-to-day engagement with business, Scottish Enterprise and Highlands & Islands Enterprise will seek to deliver our vision for Scotland as a low carbon society, and use appropriate opportunities to communicate key low carbon business priorities.

Scotland's position as a global financial services centre, and the range and expertise of our financial services companies, will be vital to our development as a low carbon economy.

Scotland is a leading global financial centre. Its financial services industry can play a key role in making the change to a low carbon economy.

**Action: 39.** In 2011, **Scottish Financial Enterprise**, the representative body for the financial services industry in Scotland, will take forward discussions with its membership on the UK Government's proposals for a Green Investment Bank.

**The Federation of Small Businesses** (FSB) in Scotland included questions on climate change in a recent membership survey. They were related to awareness of Scotland's targets and use of environmentally friendly activity in business promotion.

**Action: 40.** In 2011 the Federation of Small Businesses in Scotland will use its communications routes to highlight the vision for Scotland as a low carbon society and promote the actions people can take to reduce their carbon footprint, and to encourage engagement on the potential opportunities for small businesses.

**Scottish Development International** (SDI) is a key route of engagement overseas on Scotland's growing role in low carbon living. SDI has a specific role in promoting the £10 million Saltire Prize, Scotland's international award for marine renewables. This prize provides a unique opportunity to engage with international companies and promote long term partnerships with Scotland's renewables industry.

**Action: 41.** Throughout 2011 Scottish Government and SDI will promote the prize internationally and in Scotland, and use it to re-emphasise Scotland's drive to become a leading low carbon society. It will become an increasingly vital project in demonstrating Scotland's innovative low carbon economic capacity.



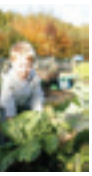
The **Scottish Climate Change Impacts Partnership** (SCCIP), has dedicated resources to provide support and advice to the private sector.

**Action 42:** Subject to funding approval, in 2011 SCCIP will continue to work with business support organisations, trade associations and enterprise agencies to increase awareness of the impacts of climate change and improve the capacity of Scottish businesses to adapt to the impacts and seize opportunities for growth.

**The Business Council for Sustainable Development – United Kingdom** (BCSD-UK) is a national business network run by businesses and is the only affiliated branch in the UK of the Geneva based World Business Council for Sustainable Development. Its directors come from member companies including Arup, ConocoPhillips, CH2M Hill, Corus/TaTa Steel, E.ON, Lafarge Cement UK, Ondeo Industrial Solutions, Shell, and WSP.

BCSD-UK has a number of members in Scotland. The BCSD-UK Scottish Steering Group made up from member companies has set out its priority actions for 2011. These are based on the World Business Council for Sustainable Development (WBCSD) 2050 Pathway programme which has been developed with its global membership, and focuses on the creation of a 'Pathway to a Green Economy'. The stimulation of the market for Scottish sustainable products and services is a key objective and increasing interest from consumers is key to its achievement.

**Action 43:** In 2011 BCSD–UK in Scotland aims to work with its member companies, their supply chains, and its partners to promote the benefits of sustainable procurement and to make information about low carbon products and services more accessible to customers including the general public.



## Public sector engagement

The public sector is a major employer, user of services and influencer in Scotland. Public sector organisations have demonstrated their willingness to contribute to meeting Scotland's emissions reduction targets and many have built expertise in this area. New Public Bodies Duties related to the Climate Change (Scotland) Act 2009 come into force in January 2011.

The **Scottish Government** (SG) will demonstrate its own Public Bodies Duties compliance, and its role in supporting others as the duties come into force. We will be expected to demonstrate clear leadership and to increase transparency and will do so through a range of programmes under the Government's Leading by Example initiative.



*'Green' taxi company won NHS contracts by using hybrid vehicles*

**Action 44:** One new addition in 2011 will be the introduction by May 2011 of web statistics showing daily energy use in Scottish Government buildings. The Scottish Government will also drive forward its travel management plan, including its determination to continue to reduce flights and car use and increase the use of video conference meetings; identify carbon management across its estate and publish annual environmental information against a set of targets.

**Public procurement** is an area with potential to help deliver a low carbon society and to encourage those suppliers who seek public sector business to adopt low carbon practices. Increasingly, public sector demand will support climate change targets and the successful suppliers are likely to be those who recognise – and adapt to meet – this changing demand.

Phase two of the Public Procurement Reform Programme places sustainability at the heart of public procurement, and defines value for money as a balance between cash savings, improvements in quality, and purchasing sustainably. Building on the success of the Reform Programme thus far and working with business organisations and others, the Scottish Government will continue to emphasise the importance of sustainable procurement.

Successfully embedding sustainability into contracts demands a whole organisation approach beginning with senior level commitment and including the users of contract arrangements and budget holders as well as those who conduct the procurement activity. The Scottish Government has published both the Scottish Sustainable Procurement Action Plan and its own related Sustainable Procurement Delivery Plan to progress this activity both within the SG and elsewhere in the Scottish public sector.



**Scottish Environment Protection Agency (SEPA)** has a key role as an information provider on Scotland's environment and is a prominent public voice on climate change issues. In December 2008 SEPA published a five year climate change plan setting out its objectives for addressing climate change. Its work includes influencing the reduction of greenhouse gas emissions and helping Scotland prepare for a changing climate. SEPA also works to reduce its own emissions through its Greening SEPA programme. SEPA is responsible for the delivery of information and co-ordination of flood risk management in Scotland and works with partner organisations including the Scottish Government, local authorities and the Scottish Flood Forum to engage local communities (including businesses) in flooding issues. March 2011 sees the launch of Floodline Warnings Direct – a major extension to existing flood warning services. This will enable the delivery of flood risk messages directly to registered mobile phones and landlines, free of charge.

**Action 45:** In 2011, SEPA will strive to be an exemplar in complying with the Public Bodies Duties relating to climate change and recognises that awareness and engagement are an important part of these duties.

**Action 46:** SEPA will continue to coordinate the development of Scotland's Environment Web (SEWeb) in 2011, an ambitious project that aims to provide access to all of Scotland's key environmental data and reports through a single website. SEWeb will change the way that the public, policy staff, local government, academics and businesses can access environmental data and reports, and information about the state of the environment in the places in which they live, work and play.

**Action 47:** It is anticipated that SEPA's citizen science initiative will be extended in 2011 to include a number of indicators for the public to record centred on the theme of climate change in Scotland (snow cover reporting, loch freezing, water colour and turbidity reporting). The citizen science initiative, currently being piloted, aims to coordinate a network of volunteer observers in partnership with other organisations that could collect basic environmental data to supplement the environmental monitoring that SEPA does. Engaging people in their environment will help increase their knowledge, understanding and stewardship in their local area.

**Action 48:** In 2011, flood risk engagement activity will focus on encouraging the public and partners to register to receive flood warnings through the Floodline Warnings Direct (FWD) service. This includes a significant, targeted campaign of direct communication to over 100,000 properties in Scotland using materials designed in consultation with the public, local authorities and emergency services. SEPA will continue ongoing awareness raising activities focusing on flood risk and flood preparation, before, during and after flood events.

NHSScotland has long recognised the connection between sustainability and health. Over the last 20 years NHSScotland has reduced its carbon emissions by over 40%, and since 1986 it has achieved a reduction in energy consumption of around 43%. Its environmental performance is monitored and reported publicly on an annual basis. All NHS Boards in Scotland are signatories to the Sustainable Development Commission Scotland's Good Corporate Citizenship Assessment Model (GCCAM) which focus on six key areas that can make the greatest difference – transport; procurement; facilities management; employment and skills; community engagement and buildings.



**Action 49:** Health Facilities Scotland will work through national groups, for example, the Scottish Engineering and Technology Advisory Group, to exchange ideas, raise staff awareness and provide the catalyst for environmental awareness across its operations in Scotland.

**Action 50:** In 2011, Health Facilities Scotland will work with the Scottish Government on plans to increase the requirement to publicly display energy performance information.

**Action 51:** NHS Boards will continue to use the GCCAM self-assessment tool as a means of motivating action and measuring progress in the six key areas, including community engagement.

**Action 52:** NHSScotland will publish its performance against a two part target – the reduction of emissions by 3% year on year, and a 1% year-on-year energy efficiency target.

**Local authorities** will have a key role to play in engaging with the public on this agenda. They have great experience of working with local communities on climate change activities and have been at the forefront of major behavioural change, for example, in relation to the take-up of household recycling. The Society of Local Authority Chief Executives (SOLACE) and the Convention of Scottish Local Authorities (COSLA) have worked closely with the Scottish Government as the public engagement strategy and related documents have developed. Their support for this agenda, and for its delivery, is key.

Community Planning Partnerships are a further potentially strong route of dissemination with discussion and engagement on climate change with a wider cross section of organisations and community groups.

Within local authority structures, the **Sustainable Scotland Network** is a well-established, cross-country group of officers with responsibilities and expertise on sustainability issues. Their structure enables effective exchange of good practice and information sharing and their involvement ranges from co-ordination of the local authority sustainable procurement working group to taking a key role in Scotland's Climate Change Declaration. The Network would be keen to develop its roles in relation to Public Bodies Duties and in working with others to help ensure a co-ordinated approach to public engagement on tackling climate change.

**Action 53:** SSN will hold a national seminar on public engagement, and will use its website, e-bulletin and online member's network to promote public engagement and Scotland's development as a low carbon society. The Network will consider integrating this strategy into its 2011 Conference, working with Scottish Government.

**Action 54:** Local government continues to be active on a range of fronts related to climate change, both directly and through the community planning partnerships and the Single Outcome Agreements. Given the recent publication of a series of major documents related to this agenda, including the Report on Proposals and Policies, Low Carbon Economic Strategy and Public Sector Duties guidance, it is envisaged that the current engagement and delivery work will continue locally and that in 2011 COSLA and its membership will work with the Scottish Government to consider collective approaches and best routes of developing engagement further, where needed.



**Action 55:** in supporting this strategy, SOLACE recognises its major role and confirms its strong support for this agenda. SOLACE recognises that, although major change in behaviour and approach is required, it also brings a wealth of opportunity for communities as we move towards a low carbon economy in terms of the social, environmental and economic benefits.

**Action 56:** Scottish Government will prepare guidance jointly with COSLA to provide advice to local authorities on how to address climate change in their Local Housing Strategies. This will help them meet the duties they have as public bodies under the Climate Change (Scotland) Act 2009. The guidance will communicate the strategic importance of taking action on climate change, set out the financial and other resources available to assist them and signpost sources of technical information and advice.

**Scottish Climate Change Impacts Partnership (SCCIP)**, has dedicated resources to provide support and advice to the public sector.

**Action 57:** Subject to funding approval, in 2011, SCCIP will continue to work with public bodies and develop partnerships to increase awareness of the impacts of climate change and improve the capacity of public bodies and services to adapt to the impacts.

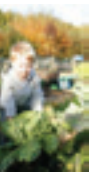
**Scotland's Land Use Strategy** will set out, for the first time, a high-level long term agenda for sustainable land use across Scotland. The developing strategy has been consulted on widely and will be published in March 2011, meeting specific requirements in the Climate Change (Scotland) Act 2009. The draft strategy proposes three objectives: successful land-based businesses, flourishing natural environments and vibrant, sustainable communities. It also highlights the need for a joint approach between Government and all those with an interest in land use.

**Action 58:** in finalising the Land Use Strategy, the Scottish Government will recognise the relationship between it and this public engagement strategy, seeking to use this opportunity to co-ordinate our approach and make best use of established and new routes of engagement.

**The Scottish Prison Service (SPS)** is responsible for a significant proportion of the Scottish Government's estate, and is committed to reducing its carbon emissions by 20% in the five years from 2010 to 2015.

**Action 59:** In 2011, the SPS will ensure that its ongoing estates development programme creates new, more efficient buildings and management systems alongside combined heat and power and renewable energy generation.

**Action 60:** The SPS is fully aware that it can only achieve its ambitious target with the support of all employees. Engagement with staff across the organisation on why the emission reduction is important, and what staff can do to help achieve the target, will be a priority action throughout 2011.

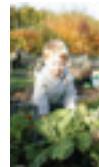


## Zero Waste Scotland

**Zero Waste Scotland** is funded by the Scottish Government to support delivery of its zero waste plan. The organisation will manage a wide range of activities during 2011, supporting all of the sectors and organisations discussed in this delivery plan, with a major focus on public engagement. Zero Waste Scotland will support businesses, local authorities, the resource management industry and the third sector, whilst there will also be an overarching education and communication programme. Direct public engagement during 2011 will include:



- The 'Love Food, Hate Waste' campaign to reduce food waste and its associated economic and emissions impacts.
- Supporting the Scottish Government's national campaign to encourage recycling.
- Supporting 'European Week for Waste Reduction' – with participants from a range of sectors, taking part in promoting larger national campaigns like Love Food Hate Waste or unique, innovative actions of their own.
- 'Zero Waste Fortnights' – local events engaging local community groups in partnership with their local authority to benchmark local waste, undertake a fortnight of events focused on reducing waste, and measuring any decrease in waste over the period, with the aim of making reductions lasting and sustainable through empowering people to change their behaviour.
- Participation in high-profile, large volume public events (e.g. music festivals, the Royal Highland Show, the Edinburgh Festival) to engage with organisers on Recycling on the Go facilities; frame agreements with vendors (encouraging them to reduce waste, take responsibility for litter from their products); joint PR activity and during-event activity to raise awareness and prompt action by the public.
- Attendance at University Fresher's Weeks/Green Weeks at colleges themed around waste reduction, with events and demonstrations to provide relevant knowledge and skills (e.g. cookery/Love Food Hate Waste demos, recycling on the go, recycling campaigns in halls of residence).



## Engaging with trade unions

**Scottish Trades Union Congress (STUC)** is the independent and autonomous trade union centre for Scotland. It brings together the majority of Trade Unions, including UNISON, PCS, GMB, EIS, UNITE, AMICUS and RMT and some of the Trades Councils in Scotland under one umbrella and represents the views of over 630,000 trade union members in Scotland. At their bi-annual meeting on 27 May 2009, chaired by First Minister, the Scottish Government and the STUC agreed a Joint Communiqué on Climate Change. The joint communiqué outlines shared aims and objectives, and a commitment to work in partnership to ensure the creation of high quality jobs through Scotland's transition to a low carbon economy.

**61. Action:** The Scottish Government and STUC have been working together through the Energy Advisory Board and sub groups to develop effective responses to emerging issues such as skills and infrastructure to affectively influence government policy. In 2011, STUC and Scottish Government will continue to work together in partnership to develop policies to 'green' the Scottish workplace and provide effective support to workers for the transition to a low carbon economy.

## Marketing and communications

Marketing and communications activity will be employed to support this strategy. Subject to discussion, with the set of actions we can all take to help contribute to the achievement of targets now identified, and long term analysis in place, a qualitative segmentation exercise may now be prepared. This would allow us to identify, size and locate the audience across the behaviours set, identify their needs in order to begin to address change, and provide relevant and effective information and messaging to each audience. Thus segmentation will provide a mapping of the population on a geographic basis and offer opportunities for targeted, cost effective messaging.

A set of information leaflets covering specific areas of the climate change agenda will be developed covering subjects such as key facts; a low carbon economy; actions to help achieve our targets; public sector duties; energy efficiency and zero waste. Templates and availability on the SG website will ensure this route remains flexible, cost-effective and accessible by all. They will be important in the first year of public engagement, and can be developed as we receive feedback and as issues move on.

## Monitoring and evaluation

This approach to public engagement is a learning experience for all, and a genuine partnership around a national priority set by the Scottish Parliament. As this is the first year of delivering our engagement plans, Scottish Government policy and communications teams would, in the autumn of 2011, review and evaluate activity, taking account of partners' and audience feedback. They would also begin to identify internal resource for the year ahead.

## Forward planning

Taking account of the above, Scottish Government will work with partners to share views on the year's activity and work with them to identify priority engagement activity for year two and year three, as we create the 2012 delivery plan.





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