



## **RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

### **CLIMATE CHANGE CABINET STEERING GROUP**

**17<sup>TH</sup> MARCH 2021**

#### **CLIMATE CHANGE COMMUNICATIONS & ENGAGEMENT PLAN**

#### **REPORT OF THE DIRECTOR OF DEMOCRATIC SERVICES AND COMMUNICATION, CHRISTIAN HANAGAN & COMMUNITY MEMBERS OF THE STEERING GROUP IN DISCUSSION WITH THE CABINET'S CLIMATE CHANGE CHAMPION (COUNCILLOR RHYS LEWIS)**

**Authors:** Chris Davies, Corporate Policy & Consultation Manager and Cerys Estebanez, Marketing & Press Officer.

#### **1. PURPOSE OF THE REPORT**

The purpose of the report is to provide an update on the proposed approach to resident/community engagement and communication in respect of Climate Change. The update includes proposals for a consultation on the draft Climate Change Strategy and a suggested approach for an ongoing climate change conversation. The COVID 19 pandemic and associated challenges, present a unique set of circumstances for engagement. Face-to-face engagement is not currently possible and may not be for quite some time. This update report takes account of the impact of COVID 19 and suggests a virtual by default approach.

#### **2. RECOMMENDATIONS**

It is recommended that the Cabinet Steering Group:

- 2.1 Agree the planned approach to consultation on the draft Climate Change Strategy and the supporting communications/promotion of the consultation, which will take place during April and May 2021.
- 2.2 Consider and support the revised approach to the ongoing climate change conversation.
- 2.3 Agree for officers to work in partnership with key environmental stakeholders and groups to develop the approach going forward and seek their involvement in specific communications and engagement activity.



- 2.4 Agree to receive updates on progress at future meetings, including feedback on the climate change strategy consultation.

### **3. REASONS FOR RECOMMENDATIONS**

- 3.1 To ensure that the work of the Climate Change Cabinet Steering Group is driven by the involvement of all key stakeholders, raising awareness of best practice and ultimately encouraging residents and communities to change their behaviour.

### **4. BACKGROUND**

- 4.1 The Council, through the development of a new Corporate Plan, is committed to becoming a Carbon Neutral organisation by 2030 and to work with residents and businesses within the Borough to ensure the whole County Borough is Carbon Neutral as close as possible to the 2030 target.
- 4.2 The Cabinet Steering Group has been established to ensure an Authority-wide approach to issues of climate change and the Council becoming a carbon neutral organisation.

The terms of reference of the group state that the Group will;

*Provide the opportunity for persons, interested parties, and groups who live in Rhondda Cynon Taf County Borough Council the ability to engage in the wider response of the community to Climate Change;*

- 4.3 The Council's Cabinet have agreed that the draft Climate Change Strategy will be subject to a comprehensive public consultation over the two months to 31 May 2021 and that the strategy will be scrutinised by the Overview & Scrutiny Committee.
- 4.4 The consultation will involve as wide a range of stakeholders as possible in order to engage as many people as possible in the conversation of "how do we all tackle climate change?". The Council will work with national and local environmental groups to engage residents and businesses and to also encourage them to engage in changing their behaviours.
- 4.5 To raise awareness of the consultation period, the Council's social media and marketing expertise will be used to develop and deliver targeted messages to encourage people to take part, as well as more general awareness raising of the impact of climate change. This will be built upon



and further developed when the final strategy is approved later in the year.

- 4.6 We will engage with the Rhondda Cynon Taf Youth Forum, schools and other youth groups, in addition to the various groups that the Council has traditionally engaged with for consultation processes.
- 4.7 This report outlines a virtual approach to community engagement that will help the Council to deliver the necessary actions to respond to the challenge of Climate Change. The ongoing pandemic will inevitably limit the opportunity for face-to-face engagement; however, the Council will make best use of the variety of social media, remote meetings and digital tools to engage with stakeholders.

## **5. Engagement on the Draft Climate Change Strategy**

- 5.1 It is proposed to involve as wide a range of stakeholders, as possible, in the consultation, focussing on the key messages within the draft strategy, but also the delivery of the wider conversation.
- 5.2 The consultation will last between 6 to 8 weeks and will run from early April to the end of May.

### **Key actions will include:**

- 5.3 The use of an online consultation tool called “Let’s Talk RCT”. The site will host the key consultation documents, including the strategy itself, an easy read version of the strategy and an involvement pack. Methods of engagement on the site include an online survey, related videos, short polls, the ability to map localised comments, a stories box (where users are invited to provide comment and can attach images or documents) and a section where users are invited to provide their ideas on a certain topic.
- 5.4 This tool and the various methods will be promoted through all social media channels, print media and the Council’s corporate website.
- 5.5 A number of virtual engagement events will take place via Zoom. These could be separate into the 3 main themes of the draft strategy, with engagement events split into “Think Climate Places”, “Think Climate prosperity” and “Think Climate people”.



- 5.6 The Council's social media and marketing expertise will be used to promote the consultation methods, with regular information and links provided, as well as the development of a video for social media channels that outlines the strategy and the consultation in an accessible format. There is also the option of a Facebook takeover.
- 5.7 We will work with local environmental groups to see how they can facilitate engagement with residents, groups and businesses and how this can be feedback into back into the consultation reporting process. We will also look to use key stakeholder channels e.g., twitter/Facebook/websites to promote the consultation by providing social media posts and graphics.
- 5.8 We will develop an appropriate young persons approach using online tools such as Instagram, tik tok and the WICID website, working with Youth participation team and our schools.
- 5.9 The Council will provide a number of alternatives to online engagement, as it is important to continue to consider hard to reach groups, those having reduced or no access to the Internet and those who prefer to engage through traditional methods. This may include a telephone consultation option working with the Council's Contact Centre, paper surveys and information available on request and a consultation freepost address for postal responses.
- 5.10 If the headline approach to the engagement on the draft climate change strategy outlined is agreed we will work on a more detailed consultation plan that can be shared ahead of the consultation starting in April 2021.

## **6. Developing an Ongoing Climate Change conversation**

- 6.1 As well as engaging on the draft climate change strategy we are also looking to develop an approach that will provide an ongoing conversation on climate change.
- 6.2 We will work with services to develop the appropriate engagement for climate change projects based on the detailed action plans that underpin the climate change strategy.
- 6.3 The first project we will engage on will be a consultation on a future RCT EV Charging and Infrastructure Strategy, which will aim to establish



views of potential EV users in RCT and help gauge potential take-up now and in the future. The consultation will run alongside the overall consultation on the draft climate change strategy. This is the first of many climate change conversations that will take place and we will work with service managers to assist them with any engagement requirements over the next year.

- 6.4 A Central Climate Change web portal to which all residents and stakeholders can be directed has been developed. A new online engagement tool will link to the web portal and will contain information that promotes and raises awareness of current projects, best practice and any case studies from across RCT as well as national and global events.
- 6.5 The online engagement tool can also be used to host online discussion forums or message boards, stories, ideas and also host information about the Climate Change Steering Group, engagement activities, milestones and successes.
- 6.6 The conversation will need to be continuous and the dialogue used to help enable better and more informed decisions. As well as the involvement of Environmental Groups, an ongoing conversation (virtual at first) will need to progress with the involvement of the following;
- *Generally, all residents through virtual meetings, online events, web and social media*
  - *Young people online e.g., through The Rhondda Cynon Taf Youth Forum and through schools and Youth Groups*
  - *Partner organisation through the Public Service Board*
  - *Older People e.g., through the 'Fifty plus' Older People's Forum*
  - *The RCT Disability Forum (telephone is preferred to online)*
  - *The Council's Citizens' Panel*
  - *Local Partnerships and Communities Together 'PACT' meetings*
  - *Health Forums*
  - *Service User Groups e.g., Transport, Carers*
  - *Community/Voluntary groups*
  - *Welsh Language Groups*
  - *Community and Town Councils*
  - *Councillors, MPs, AMs*
  - *Businesses*
  - *Staff*
- 6.7 The Council's staff will also have a key part to play, considering that 80% of our staff live within Rhondda Cynon Taf. There are a wide range of



methods that can be undertaken online, including the Staff Forum, the Council's Intranet, awareness raising through staff payslip information and virtual manager briefing sessions.

- 6.8 The Council's Community Council Liaison Committee is already undertaking meetings online and they will have a key role in supporting future projects at a local level.
- 6.9 The way in which the groups or individuals will be involved in all future climate change engagement activity will be dependent on what is appropriate for the audience. As already stated an online engagement Plan will need to be developed for each project. Methods could include:
- Virtual Face to face engagement events/Webinars
  - Online focus group events which lead to participation in a project
  - Working with community groups to facilitate conversations and links to develop future projects.
  - Virtual Citizen Juries, where a random group of residents work with the experts to deliberate and establish recommendations.
  - Online Polls/Questions – social media polls are a quick and easy way of reaching online residents, usually in the form of closed questions, but the comments can also be analysed. Polls can also be used on Zoom.
  - Future face to face road show events to raise awareness if this becomes possible.
- 6.10 Any approach will need to include engagement at a community level, to support project delivery in areas such tree planting and improved recycling performance as examples.
- 6.11 Through the knowledge gained by working with stakeholders and community groups, there will be the opportunity to utilise targeted online events to focus on encouraging wider participation in specific areas of behavioural change.
- 6.12 The potential engagement opportunities referenced will feed into the wider planned communications activities.
- 6.13 As community leaders, the wider engagement and involvement of all elected members is crucially important to the effective engagement of communities across all of Rhondda Cynon Taf.
- 6.14 Seeking the engagement of elected members in leading project delivery and those conversations with residents will make a positive difference and enhance progress. Examples such as the Rhys-cycle and Green



Village initiative led by members demonstrates the positive lead Councillors will play.

## **7 Ongoing Communications & Social Media activity**

- 7.1 Through the development of a dedicated communication plan the Council will connect communications activity with key milestones and delivery of projects currently being considered.
- 7.2 In order to raise awareness and enable behavioural change the Council's social media and marketing expertise would be used to develop targeted campaigns for specific audiences, as well as more general awareness of Climate Change to RCT residents and businesses.

### **Key communication actions will include:**

- *Launching the draft strategy consultation and promoting all activities alongside highlighting key successful projects already undertaken in RCT.*
- *Linking with key national and local climate change events, producing a focused programme of events that the council can promote and encourage residents to think about different aspects of climate change.*
- *Playing the leading role in support the Council's behavioural change campaign*
- *developing a dedicated #ThinkClimateRCT*
- *Did you know campaigns?*
- *Wider support for engagement and consultation activities*
- *Promoting good work already taking place at a local level*
- *Connecting with national groups who support behavioural change.*

### **Communicating behavioural change**

- 7.3 The Council has a strong track record in delivering behavioural change campaigns. Communications activities have proactively supported the



Council's recycling improvements and the implementation of service change.

- 7.4 During the current coronavirus pandemic many people across the world retreated into radically different lives during the lockdown. The desire to stay safe has created some mass behavioural changes that have shown the positive impact that our actions can have on the planet.
- 7.5 The pandemic has had a big impact on something that is fundamental to addressing climate change — our values. Life under coronavirus has forced everyone to take collective action to protect each other's health, and to realise that distant threats are very real and definitely worth preparing for.
- 7.6 A draft behaviour change marketing campaign has been developed – see appendix A, once complete it will include story board visuals, digital content, and social media messaging. The approach is based on a successful campaign to raise awareness of recycling rates in RCT. The campaign aims to make the community “Think about the Climate in RCT” and about how they can make positive changes in their lifestyles to reduce their carbon footprint.
- 7.7 It is proposed that the campaign launches later in the year via Social Media highlighting the simple changes that residents have and can continue to make.. These include continuing to work from home, taking advantage of the various active travel routes we have in RCT, recycling one more item, shopping local on our award-winning high streets, taking advantage of the Heat and Save campaign, join/visit a local library or stay local and explore the great outdoors that RCT has to offer etc.
- 7.8 More generally, a range of social media channels can be used to communicate the general Climate Change agenda and the support of stakeholders will be key to signpost to social media discussions, already taking place. A toolkit could also be developed for partners to use on their communication channels.

## **8 Next Steps**

- 8.1 A detailed engagement and communications plan will now be developed for the draft Climate Change Strategy, with the aim of launching in early April and running through till the end of May 2021.





- 8.2 Linked to the above, an engagement plan will also be developed for the electric vehicle charging strategy and this consultation will run alongside that of the climate strategy.
- 8.3 Following the completion of the consultation period and final strategy being agreed, the marketing and communications campaign may need to be revisited and finalised as the details and launch will be dependent on the time of year and where we are with regards to the Welsh Government Covid-19 restriction levels.
- 8.4 Engaging with local and national environmental campaigns.

## **9. EQUALITY AND DIVERSITY IMPLICATIONS**

- 9.1. The engagement approach will provide opportunities for a diverse group of residents and stakeholders to get involved, providing a range of methods including online and specific engagement for targeted groups, such as young people and older people. The engagement will also involve the Council's Disability Forum.
- 9.2 We must ensure the online approach we will be developing continues to consider hard to reach groups, those having reduced or no access to the Internet and those who prefer to engage through traditional methods. It's important to ensure that no stakeholders are excluded.

## **10. CONSULTATION**

- 10.1 The recommendations outlined in the report seek to develop a virtual approach to Communication, Engagement and Involvement on Climate Change issues across Rhondda Cynon Taf.

## **11 FINANCIAL IMPLICATION(S)**

- 11.1 There are no financial implications directly aligned to this report at this stage.

## **12 LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED**

- 12.1 There are no legal implications aligned to this report.



**13. LINKS TO CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT.**

- 13.1 The Council has committed to becoming a Carbon Neutral organisation by 2030 and to work with residents and businesses within the Borough to ensure the whole County Borough is Carbon Neutral as close as possible to the 2030 target. This supports the priorities of the Council's current Corporate Plan.
- 13.2 This work is fully reflecting the Sustainable Development principles of the Well-being of Future Generations Act and will contribute to all seven National Goals, with more immediate direct contributions to a Globally Responsible Wales, a more Resilient Wales, a Healthy Wales and a Wales of Cohesive Communities.

**14. CONCLUSION**

- 14.1 The communities of Rhondda Cynon Taf will need to work together to meet our targets on climate change. The Council, therefore, welcomes the opportunity to consult and engage with elected members, other public and private organisations, community and environmental groups and individuals in seeking their views how we can all help to achieve this ambitious target.
- 14.2 As well as providing an approach to involve people on the draft Climate Change Strategy, the approach outlined in the report will also provide an ongoing opportunity for persons, interested parties, and groups who in live in Rhondda Cynon Taf, to engage in the wider response of the community to the climate change challenge.
-



## **APPENDIX - Proposed Campaign Outline**

### **Think Climate RCT**

The aim of the Think Climate RCT campaign is to promote the work of the Council in a bid to encourage residents to join the fight against climate change and “make a change for RCT”.

#### **Key aims:**

- To develop a distinctive **behavioural change initiative** to positively raise awareness of the importance of Climate Change and to educate residents on how we can all make small changes in RCT to help the global problem and save our planet.
- To promote what RCTCBC is doing as an employer to reduce its carbon footprint and become a carbon neutral organisation by 2030.
- Promote what RCTCBC is doing as a Local Authority to help its residents make changes, offer support and encouragement to reduce the County Borough’s overall carbon footprint.

**Launch date:** TBC.

#### **Campaign roles:**

- Press and Marketing lead: Cerys Estebanez (CE)
- Community Engagement lead: Chris Davies (CD)
- Social lead: Cerys Estebanez
- Web lead: Sam Akintoye and Gemma Smith (SA), (GS)

This plan will outline how the Council will promote the work its doing and how it will engage with its residents on how they feel the Council can support them in Making a Change to support the climate in RCT.

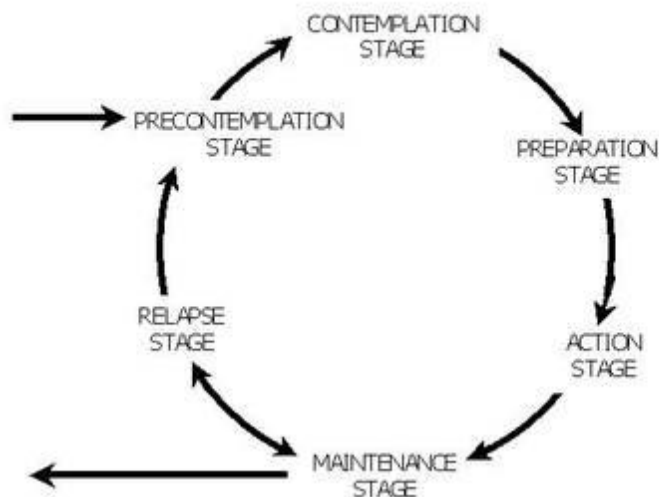
### **Social Marketing Communications**

Social Marketing Definition:



Social marketing is designed to create social change, not to directly benefit a brand. Using traditional marketing techniques, it raises awareness of a given problem or cause, and aims to convince an audience to change their behaviours. Social marketing “promotes” a behaviour or lifestyle that benefits society, in order to create the desired change. This benefit to the public good is always the primary focus. And instead of showing how a matter is better than competing issues, social marketing “competes” against undesirable thoughts, behaviours, or actions. Well-executed social marketing captures attention, and spreads awareness about a social issue, through creativity and emotion. Most importantly, it presents a compelling, simple way to make the world better, and makes this beneficial behaviour more desirable than any “competing” behaviour. Through these elements, social marketing is able to successfully “promote” a beneficial behaviour.

The latest behavioural change rational suggests promoting positive behaviours and praising those that carry out this behaviour, encourages those who are not ‘conforming’ to take notice and change. However, there are four behavioural change stages that exist within each group and in order to successfully change behaviour, the campaign will need to target each of these behavioural stages.



There are four main stages: precontemplation, contemplation, preparation/action and maintenance. The additional stage of relapse is also sometimes included (as above) and highlight the fact that at any time people can “relapse” back to their former behavior, if their new behavior is not encouraged, praised or being carried out by peers.

### 1) Precontemplation



People in this stage don't want to make any change to their habits and don't recognize that they have a problem. They may be pessimistic about their ability to make change, or even deny the negative effects of their existing lifestyle habits. They selectively filter information that helps confirm their decision not to think about how their actions could impact climate change. This stage is many times referred to as the "denial" stage.

Unfortunately, it's difficult to reach people in the precontemplation stage. It may take an emotional trigger, or event of some kind that can snap people out of their denial. They will need to see how climate change will impact them and or their families on a local level before they will engage – this stage usually react when they face fines, or their lives are affected e.g., a removal of a service they use etc.

## **2) Contemplation**

During this stage, you are weighing up the costs (i.e., effort, time, finances) and benefits of making changes to your lifestyle. You are contemplating whether it's something that will be worth it. People can remain in this stage for years without preparing to take action, unless the benefits are presented to them or they are forced to take action. Residents in this stage are potentially the main target for all communication as they "sit on the fence" and could potentially move to precontemplation if they feel pressured.

## **3) Preparation/Action**

People in the preparation stage have decided to change their negative habits within one month and will potentially adapt to suggested changes without much resistance.

## **4) Maintenance**

This stage relates to the residents that are already passionate about the environment and are aware how their actions can make a difference to climate change. These residents can be used as climate change champions and could be used to promote the overall benefits, in a bid to convert all other groups.

## **Target Audience**

In every participative process, stakeholders are the key to effective communications and behavioural change. Stakeholders can be described in various different ways with the most common classifications being type or sector. Whilst an engagement process may have a full representation of stakeholder types, it may lack stakeholders with certain roles or types of interest so we may want to include those for the purpose of this project.

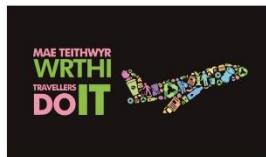
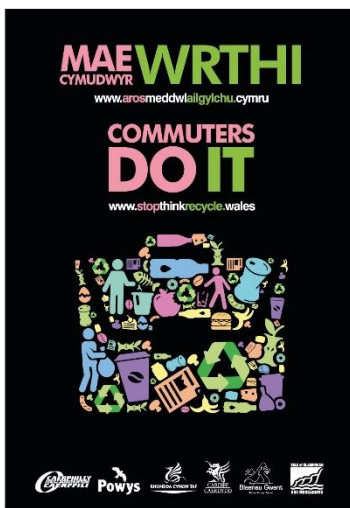
In order to raise climate change awareness and promote the changes the Council is making; the campaign communications will be targeted. The target groups will be: -



External	Internal
<ul style="list-style-type: none"> <li>• Householders</li> <li>• Schools – including Eco Councils and Champions</li> <li>• Community Groups</li> <li>• Residents Associations</li> <li>• Housing Associations</li> <li>• Older persons forums</li> <li>• Youth Forums</li> <li>• Voluntary Groups</li> <li>• NRW</li> <li>• Businesses</li> <li>• Travel operators</li> <li>• Climate Action groups</li> <li>• Welsh Assembly Government</li> <li>• Media</li> </ul>	<ul style="list-style-type: none"> <li>• Members</li> <li>• Directors</li> <li>• Heads of Service</li> <li>• Manager/supervisor</li> <li>• Customer Care Team</li> <li>• Communication and Marketing Team</li> <li>• All staff</li> </ul>

### **Proposed Campaign Outline**

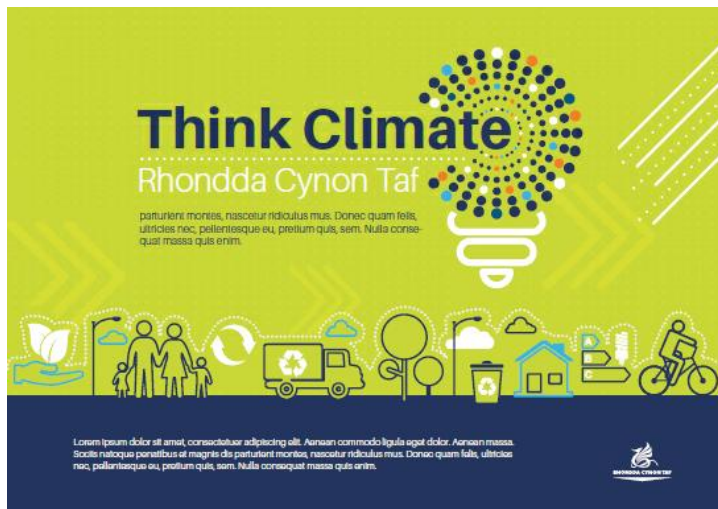
Prior to the Covid-19 pandemic there was a successful campaign running to raise awareness and increase recycling rates across the County Borough, this had been in place for around a year and has contributed to the increase in recycling rates.



This campaign aimed to make people/residents Stop and Think about their lifestyles/actions and make a positive change by recycling because everyone is doing IT and showcasing recycling as the social norm.

It is therefore proposed that we build on this success and adapt the strapline to highlight the need for residents to make a change for RCT and Think Climate RCT – the campaign will also bring Stop.SORT.Recycle into the concept under the new overall branding of Think Climate RCT.

**It's time to 'Think Climate RCT' #ThinkClimateRCT**



The campaign will look to incorporate the key themes from within the draft Climate Change strategy and will also link back to the Council's Corporate Plan 2020-24.

The Council's Corporate Plan 2020-24, Making A Difference, acknowledged that delivering our Climate Change commitment is our greatest challenge. In our plan we committed to delivering three main priorities, all of which will contribute to and benefit from tackling climate change:

- Ensuring People are independent, healthy and successful;



- Creating Places: where people are proud to live, work and play;
- Enabling Prosperity: creating the opportunity for people and businesses to be innovative; be entrepreneurial; and fulfil their potential and prosper.

By using these themes, we will look to promote what we are doing as a Council to reduce our impact on Climate Change and look to highlight how residents can make changes in their lives to for the benefit of not just Rhondda Cynon Taf but for the world – however small a part you play, you can still make a difference.

Here are some further examples of other topics that can be promoted under the same branding:

Icons:





During the current coronavirus pandemic many people across the world retreated into radically different lives during the lockdown. The desire to stay safe created some dramatic mass behaviour changes that showcased the affect that our actions can have on the planet – the reduction in people’s movements ultimately led to a reduction in carbon. To refer back to the behavioural change cycle ‘Pre-contemplation’ and peoples need to see how their actions and changes could impact on their local and global environment. The pandemic has now highlighted the impact that we have, and it is hoped that it will lead people to behave differently. As many people continue to spend more time at home, they become aware of the amount of energy they consume and food they waste - which may make them think and change their behaviour for RCT.

There is currently a window for the Government and Local Authorities to reinforce the ‘climate-positive’ behaviours that have emerged during the lockdown, including increased remote working, cycling and walking. Local Authorities can look to promote and support this via positive communications.

The pandemic has had a big impact on something that is foundational to addressing climate change — our values. Life under coronavirus has forced everyone to take collective action to protect each other’s health, and to realise that distant threats are very real and definitely worth preparing for. This combined with the devastation caused by Storm Dennis in 2020 has shown RCT residents that the Climate can no longer be ignored for someone else to deal with- it’s time to Think Climate RCT.

It is proposed that the campaign launches via Social Media as part of the initial consultation phase of the project. This would look to support ‘the conversation’ and capture residents thought, feeling and ideas so that the final campaign can build on the results and help residents make the changes that they feel they can make and promote the changes that they feel the Council should make to help them in doing so.

The main campaign will look to highlight the simple, ‘quick-win’ changes that residents have and can continue to make, to #ThinkClimateRCT. These include continuing to work from home, taking advantage of the various active travel routes we have in RCT, recycling one more item, shopping local on our award-winning high streets, take advantage of the Heat and Save campaign, join/visit a local library or stay local and explore the great outdoors that RCT has to offer etc.

Where possible messages can link to the changes the Council has made, e.g. “As a council we are supporting xx employees to work from home to keep them safe during the pandemic and to help reduce our carbon footprint. Have you made a change during this time that has helped the environment? It’s time to



#ThinkClimateRCT, visit [www.rctcbc.gov.uk/ThinkClimateRCT](http://www.rctcbc.gov.uk/ThinkClimateRCT) to find out more.”

“As we turn on our heating – Think! Could you turn the thermostat down just one degree? #ThinkClimateRCT. We can all make changes that will lead to big things for the environment. Visit [www.rctcbc.gov.uk/ThinkClimateRCT](http://www.rctcbc.gov.uk/ThinkClimateRCT) to find out more.”

### **Campaign Credibility – “The Science Bit”**

In order to give the campaign credibility, we could consider the support of a science activist who could act as an advocate/endorser of the work the Council is carrying out. This person could host virtual sessions and demonstrations on how the planet is being affected and bring this to a local level e.g., increased temperatures and rainfall etc. This could be a lecturer or a paid person or an internal resource if available. This could be a key tool in terms of engagement.

We could also tap into local resources e.g., Pen-Y-Cymoedd to highlight how natural energy sources are being sought here in Rhondda Cynon Taf. Raise further awareness of the Recycling through the Education Visitors Centre officers at Bryn Pica, the Biogen AD plant and partner with DWR CYMRU – during the pandemic any education sessions or resources would need to be provided virtually or digitally.

### **Schools**

Rhondda Cynon Taf Schools will play a key role in the success of this campaign, as what we promote to the younger generation will become the future. It is vital that we support schools to highlight simple changes and promote the works they do via eco councils etc. Due to the ongoing pandemic access to schools will be limited, but information and resources could be supplied virtually and digitally.

### **Environmental Awareness Days**

During environmental awareness days e.g., Clean Air Day #CleanAirDay2022 we could look to produce a video that highlights the actions the Council has taken so far. Also ask all schools to encourage active travel ‘walk to school day’ ask staff to bike to work (where appropriate) or get outdoors during their work from home lunch breaks – this could be incentive based using fit bit trackers, maybe xx team to complete the equivalent of a marathon in a week etc.

This will connect the campaign to what is topical at the time and place ‘Think Climate RCT’ in this space on social media, “what’s trending” – this enables the campaign to engage the key audiences and connect with them about the things that matter to them and showcase how the suggested changes can fit in to their



life (or space) and what small changes they can continue to make to further enjoy what they do (social conscience). By doing this it is hoped that we can engage with those residents who haven't thought about climate change or the effect that their actions could be having on the planet. Those who are passionate about the environment will always make changes and our messages to them will be based on service info e.g., new recycling methods, what we are doing and how they make a difference – these residents are also our Climate Change Champions and should be utilised.

April	<ul style="list-style-type: none"> <li>• <i>Walk to Work Day</i></li> <li>• <i>Community Garden week</i></li> <li>• <i>International micro-Volunteering Day</i></li> <li>• <i>International Mother Earth Day</i></li> <li>• <i>The Big Pedal 2020*</i></li> <li>• <i>National Gardening Week</i></li> <li>• <i>Water Saving Week</i></li> </ul>
May	<ul style="list-style-type: none"> <li>• <i>National Clean Air Month</i></li> <li>• <i>National Walking Month</i></li> <li>• <i>Walk to School Week*</i></li> <li>• <i>World Biodiversity Day</i></li> <li>• <i>National Children's Gardening Week*</i></li> </ul>
June	<ul style="list-style-type: none"> <li>• <i>World Environment Day</i></li> <li>• <i>World Ocean Day</i></li> <li>• <i>Bike Week</i></li> <li>• <i>National Clean Air Day</i></li> <li>• <i>National Refill Day</i></li> <li>• <i>International Clean Air Day</i></li> </ul>
July	<ul style="list-style-type: none"> <li>• <i>Plastic FREE July</i></li> <li>• <i>Don't Step on a BEE day</i></li> <li>• <i>Love Parks Week</i></li> </ul>
August	<ul style="list-style-type: none"> <li>• <i>Bike to work day</i></li> <li>• <i>International Youth Day</i></li> <li>• <i>National Allotments Week</i></li> </ul>
September	<ul style="list-style-type: none"> <li>• <i>International day for the preservation of the ozone layer</i></li> <li>• <i>International day of peace</i></li> <li>• <i>World Car FREE Day</i></li> <li>• <i>Recycle Week</i></li> <li>• <i>Bike to School Week*</i></li> </ul>
October	<ul style="list-style-type: none"> <li>• <i>International Walk to School Month*</i></li> </ul>

## Marketing Tools



Where possible all marketing tools should not add to our carbon footprint and printed materials should be kept to a minimum and digital/virtual content should be utilised in the first instance – this is now even more important as we face a number of restrictions due to the coronavirus pandemic.

- ALL Council Social Media Channels will be utilised.
- Digital content
- Paid for Social Media Content
- Press Releases to announce key events, milestones and good practice across RCT, including work of schools and community groups.
- The Website will be used to showcase case studies and engage with residents – including the option to develop an online engagement hub/portal.
- Council Banner Boards
- Virtual information promo packs for schools – that could include info posters etc.
- Virtual Information packs for Climate Change Champion
- Web banners
- Internal comms via Inform/resource, staff briefings, all staff emails etc.

## **Launch**

We could look to do a virtual soft launch of the campaign as part of the initial consultation on the draft climate change strategy and also gain useful feedback on the look and feel of the branding if appropriate. The launch would be supported by a mix of the marketing tools highlighted above as and when appropriate.

- Press Release to announce the opening of engagement projects.
- Daily Social Media posts to promote engagement projects.
- Daily Social Media Post to promote what we as a Council have already achieved.
- Utilise roadside banners is appropriate with some active travel messages.
- Website banners linking to new website or consultation hub.

Messages can be tailored to showcase what we as a Council are doing, have already undertaken and plan to do, to reach the goal of becoming carbon neutral by 2030 and achieve 100 per cent clean energy across Rhondda Cynon Taf Council's full range of functions by 2050.

Following the completion of the consultation period, the launch of the final campaign/strategy will need to be revisited as this will be dependent on the time of year and where we are with regards to the Welsh Government Covid-19 restriction levels.



Depending on the circumstances we would look to put together a weeklong activity programme to reach and engage residents of all ages and this will continue to be fully supported by virtual public engagement activities, asking as many partner agencies to get involved as possible.

**Current and up-to-date information from all service areas across the Council will be pivotal to the success of the campaign and it is vital that the communications team are informed of any key changes that will help us to raise awareness of Climate Change in RCT and beyond.**