

COUNCILLOR MARK ALLISON
Leader Elect
(Labour, Lavender Fields Ward)

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Dear all

Join us on our journey to a net zero carbon Merton

Last July, Merton Council took the important step of declaring a Climate Emergency. In practice, this means we are working towards becoming a net zero carbon borough by 2050, and a net zero carbon Council by 2030.

Since our declaration, we have been working with Merton's Climate Emergency Working Group, consisting of local residents and organisations, to create a Climate Strategy and Action Plan. The plan, which will be going to full council in November, contains around 60 actions across several themes, including the Green Economy, Buildings and Energy, Transport, Greening Merton, and our 2030 target.

We have high ambitions, but we know that we face a huge challenge. Only about 2% of the borough's emissions are in the Council's direct control. For the rest, we are reliant on the choices and actions of individuals, organisations and businesses. Among other things, we need them to buy and sell sustainable goods and services, to create less waste, to switch to low carbon energy, and to cease the use of petrol and diesel vehicles by moving towards sustainable transportation methods.

Getting the message across

Our climate change consultation, which we ran last year, showed that effective communications are key to helping people make changes that reduce carbon emissions, take part in community activity and make the most of funding opportunities.

This is where you come in. **We want your help to make sure that these messages reach as many people in Merton as possible.**

We are working on a range of communication materials that we would like you to contribute to and promote to your network. The principle is that each month, starting in January 2021, we focus on one aspect of the Climate Strategy (see monthly framework below). Within each month, we will invite you to use pre-

prepared material we provide, or create your own in a way which will best reach your members. That way, messages reach further, through repetition and amplification, and are more effective as a result.

How you can get involved

We are hoping to pull together the draft communications materials by December 2020. If you want to get involved, please email future.merton@merton.gov.uk to let us know how you can help. In particular, we need to know if:

1. you can help promote any of the communications material, events, campaigns or projects through your own channels, and share other information that helps people to reduce carbon emissions
2. you are particularly interested in any of the topics below or if you would like to be involved in all topics throughout the year
3. you would like to help create communications material for any of the topics set out below (feedback on materials is also welcome)
4. you are involved in any relevant events/ activities throughout 2021 which you would like to be promoted through our comms.

Please feel free to contact the Climate Change team at future.merton@merton.gov.uk if you want to discuss the matter further.

Thank you in advance for supporting our response to the Climate Emergency.

Best wishes

A handwritten signature in purple ink, appearing to read 'Mark Allison', with a stylized flourish at the end.

**Councillor Mark Allison, Leader Elect
London Borough of Merton**

Key topics each month

January	<p><u>Green Economy (food focus)</u></p> <ul style="list-style-type: none"> - greenhouse gas impacts/ health benefits of buying and eating sustainably - reduce food waste and food packaging
February	<p><u>Green Economy (business and investment focus)</u></p> <ul style="list-style-type: none"> - where in Merton to buy sustainable and local products - improving sustainability of businesses and investing responsibly
March	<p><u>Greening Merton (planting and wildlife focus)</u></p> <ul style="list-style-type: none"> - How to join action on local habitat protection/ restoration - Showcase de-paving projects and where to get support
April	<p><u>Buildings and Energy (retrofit focus)</u></p> <ul style="list-style-type: none"> - How to make homes/workplaces low carbon - Switching to a green electricity tariff
May	<p><u>Transport (active travel focus)</u></p> <ul style="list-style-type: none"> - Promote active travel and school streets - Raise awareness of alternatives to short-haul flights
June	<p><u>Green Economy (waste focus)</u></p> <ul style="list-style-type: none"> - Highlight package-free products - Promote reduction, reuse, recycling, upcycling, and litter picks - Information about what to do with hard-to-recycle materials
July and August	<p><u>Get Involved! (no sector focus)</u></p> <ul style="list-style-type: none"> - Signpost environmental events and activities taking place over the summer
September	<p><u>Transport (reduce car use/ electric vehicles focus)</u></p> <ul style="list-style-type: none"> - Show how to request charge points - Highlight new electric bike / scooter schemes / car share schemes - Highlight air quality benefits of reduced road traffic <p><u>Greening Merton (trees)</u></p> <ul style="list-style-type: none"> - Highlight tree planting events
October	<p><u>Buildings and Energy (stay warm in winter/ zero carbon new buildings/green electricity focus)</u></p> <ul style="list-style-type: none"> - Raise awareness of fuel poverty services/ energy cafes/ Solar Together - Low carbon design
November	<p><u>Climate Strategy and Action Plan (no sector focus)</u></p> <ul style="list-style-type: none"> - Review progress of first year of implementation of Climate Strategy and Action Plan
December	<p><u>Behaviours and Habits (no sector focus)</u></p> <ul style="list-style-type: none"> - Highlight progress and expectations for the year ahead - Highlight things people can do over the Christmas period.