

Climate Strategy and Action Plan – 1st 12 months of Implementation

Draft: Communications Plan

Key steps to execute comms plan

July-October 2020

- CEWG to help identify comms partners: key organisations and individuals who may be interested in helping amplify messages, contribute comms content, with to advertise their activities and offer stories of actions going on to tackle climate change in the borough.
- CC officers to engage with the executive partners for the Community plan, at the Merton Partnership executive board meeting in Autumn, seeking their assistance to spread the key messages or thematic messages below, and ask them to help identify the key groups who may have an interest in taking action on climate change over the course of the next 12 months.
- Comms partners work with CC officers to develop comms material for the plan.
- Council comms team plan Strategy Launch and start to plan how to deliver Council content over the calendar year in 2021.
- CC officers send out final comms monthly framework to comms partners (Annex 1) to enable others to share comms material and amplify content.
- CC officers build up Merton Council's web content

November-December 2020

- Launch event?
- Announce adoption of standard Council comms channels: My Merton, Council social media etc
- Comms partners send messages to their members to make them aware of the Climate Strategy and Action Plan with appropriate links to Council website.

January –December 2021

- Council comms team use regular channels to put forward the key messages and thematic messages where appropriate.
- CC officers send nudge updates in the form of a monthly update email.
- CC officers start a process of face to face stakeholder engagement with priority groups (to be planned following meeting with Merton Partnership executive board)
- Comms partners tailor individual messages/ events around the key monthly themes to best suit their members.

Main overarching - message

| Aim of comms | Target Audience | Key message |
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| Raise awareness of the key elements of the Climate Strategy and Action Plan so that people read it and think about how it affects them. | All | - Click on link for Climate Strategy & Action Plan |

Other overarching messages

| Aim of comms | Target Audience | Key message |
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| Nudge individuals to make changes in their life which lead to a reduction in greenhouse gas emissions: <ul style="list-style-type: none">- Green Economy (inc Food)- Buildings and Energy- Transport and- Greening | ~50% ¹ residents care, but have not made all the changes they can. | |
| Help people work together in communities (of all forms), resulting in projects which lead to a greater reduction in greenhouse gas emissions than if the individual had acted alone | ~20% of people who have made many changes to their own lives and are seeking to do more/ seek wider systemic change. | |
| Help people adjust to the major transitions that need to take place in order for Merton to meet their zero carbon targets | ~25% of people who don't believe/ don't think climate change is important/ don't believe that small actions make a difference | |

¹ A very rough interpretation of the BEIS Public Attitudes tracker, May 2020: <https://www.gov.uk/government/statistics/beis-public-attitudes-tracker-wave-33>

Monthly framework for thematic messaging

| Month | Opportunity | Theme/ Key messages | Desired outcome |
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| 2020 | | | |
| November | Climate Strategy Launch | <ul style="list-style-type: none"> - Highlight Council adoption of Climate Strategy and Action Plan. - Highlight where to get more information on the action and the implementation group. | Residents, businesses and organisations to know that Merton has a Climate Strategy and Action Plan |
| December | Climate Strategy Launch | <ul style="list-style-type: none"> - Highlight key areas of focus, why they are important and what needs to happen. | That there are many possibilities for Merton's residents, businesses and organisations to play a role individually and collectively. |
| 2021 | | | |
| January | Veganuary | <p><u>Green Economy (Food Focus)</u></p> <ul style="list-style-type: none"> - greenhouse gas impacts/ health benefits of eating sustainably (e.g. eating less meat) - plan meals and cooking with leftovers to reduce waste - support the community fridge and other food bank services - avoid single use packaging and shop at zero waste food shops - buy local and seasonal food - avoid single use packaging and shop at zero waste food shops - buy local and seasonal food - information on growing your own food and allotments | <p>Residents eat less meat</p> <p>Residents reduce food waste</p> <p>Residents buy locally produced and seasonal food</p> <p>Residents reduce packaging waste associated with food consumption</p> <p>Residents grow their own food later in the year</p> <p>Businesses reduce supply chain greenhouse gas emissions</p> <p>Businesses and organisations (e.g. schools) offer more vegetarian/ vegan and reduced packaging options</p> <p>Residents use community fridge and food bank</p> <p>Businesses donate to community fridge and food banks</p> |
| February | Merton Business Awards | <p><u>Green Economy (Business and investment Focus)</u></p> <ul style="list-style-type: none"> - there are places in Merton to buy sustainable and local products | <p>Residents to buy sustainable and local products and services</p> <p>Businesses encouraged to offer and advertise low carbon and local products and services.</p> |

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| | | things businesses can do to offer low carbon services and products there are ways to invest responsibly | |
| March | First spring flowers appear | <p><u>Greening Merton (planting and wildlife focus)</u></p> <ul style="list-style-type: none"> - Where to get free trees/ wildflowers - How to join action on local habitat protection/ restoration. - Showcase nature/planting/ veg growing projects. - Showcase de-paving projects and where to get support - Showcase Merton's nature spots | <p>Residents and businesses plant more trees/ increase vegetation on private land.</p> <p>Residents grow food</p> <p>Residents help to water trees in public spaces</p> <p>Residents support biodiversity and species resilience</p> |
| April | Easter DIY planning | <p><u>Buildings and Energy (retrofit focus)</u></p> <ul style="list-style-type: none"> - Highlight things residents and businesses can do to make their home/ work places low carbon: <ul style="list-style-type: none"> • Energy efficiency improvements • Take up RHI/ Smart Energy Guarantee • Be aware of up and coming heat pump grant • Switch to green tariff • Economics of PV panels/ how they can work with green roofs • Ecofurb's low carbon home assessment - Showcase community energy projects/ Green homes | <p>Building owners invest in low carbon measures on buildings (insulation, better doors/ windows, heat pumps, PV)</p> <p>Organisations and individuals develop community energy projects.</p> |
| May | Sunny/ warm weather | <p><u>Transport (Active Travel Focus)</u></p> <ul style="list-style-type: none"> - Highlight available cycle/ foot paths - Highlight health benefits of active travel - Signpost active travel apps - Signpost cycle training and hire schemes/ grant available at the time | <p>Residents to cycle more/ walk more</p> <p>Schools to adopt School streets</p> <p>Residents to ask for low traffic neighbourhoods</p> <p>Businesses to encourage active travel through infrastructure and workplace schemes</p> |

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| | | <ul style="list-style-type: none"> - Showcase workplaces who support active travel - Inform about how to start forming a low traffic neighbourhood (when ready) - Highlight TfL work on decarbonising public transport - 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 - Highlight simple ways to reuse - Advertise reuse and upcycle projects (Merton refill campaign, groundwork upcycle project, Nappy Library etc) - Information about what to do with hard to recycle things - What happens to your waste/ trends in waste arising - Showcase Pollards Hill circular economy bid | Residents and businesses adopt habits that will prevent, avoid, reuse, recycle waste. |
| July and August | Summer holidays | <p><u>Get involved! (No sector focus)</u></p> <p><u>Community participation</u></p> <ul style="list-style-type: none"> - Signpost “green” events and activities taking place over the summer - Highlight progress of the implementation group - Case studies of community work <p><u>Green Economy (Food)</u></p> <ul style="list-style-type: none"> - Cooking with home grown veg | <p>People who volunteer feel that their efforts are being recognised and valued.</p> <p>Residents are inspired to get involved in existing group activities</p> <p>Residents are inspired to grow their own food and to reiterate some of the messages from January</p> |

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| | | <p><u>Greening Merton (Trees)</u></p> <ul style="list-style-type: none"> - Ask People to water street trees <p><u>Transport (Active Travel)</u></p> <ul style="list-style-type: none"> - Signpost any active travel events throughout the summer - Signpost maps of cycle routes/ green walks that people can do in a day. | <p>Residents assist with the care of street trees</p> <p>Residents make the most of the summer weather to get out and about and gain confidence on their bikes</p> |
| September | <p>World Car Free Day/ International day of Clean Air</p> <p>Just before tree planting season</p> | <p><u>Transport (Reduce car use/ electric vehicles Focus)</u></p> <ul style="list-style-type: none"> - Show evidence of greenhouse gas savings of different modes of transport - Show how to request charge points - Highlight new electric bike/ scooter schemes/ car share schemes - Highlight air quality benefits of reduced road traffic - Signpost and showcase car free day events across the borough <p><u>Greening Merton (Trees)</u></p> <ul style="list-style-type: none"> - Highlight tree planting events/ similar - Highlight where to get free fruit - Highlight sustainable drainage projects | <p>Residents and businesses avoid buying petrol and diesel: either don't buy or go electric. Residents or businesses request a charge point near their home or business. Residents and businesses to avoid flying</p> <p>Residents to plant fruit trees/ harvest/ preserve fruit Residents to join a planting event Residents to be aware of green infrastructure projects</p> |
| October | Solar Together Scheme Launch | <p><u>Buildings and Energy (stay warm in winter/ zero carbon new buildings/ Green electricity focus)</u></p> <ul style="list-style-type: none"> - How to lower energy bills/ green tariffs/ London Power - Awareness of fuel poverty services/ energy cafes | <p>Residents adopt behaviours that reduce energy consumption Residents and businesses reduce energy consumption Residents use the Solar Together Scheme Developers design low carbon buildings</p> |

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| | | <ul style="list-style-type: none"> - Reiterate messages about low carbon measures on homes - Showcase good climate adaptation/ low carbon new buildings/ passivhaus - Showcase renewables and any other decarbonisation plans across the Council's Estate - Arrange solar PV demos with Solar Together (if possible) | Residents can access free energy assessment and financial support if needed |
| November | COP27/ 1 year after Merton's Climate Strategy was adopted | <u>Climate Strategy and Action Plan (No sector focus)</u> <ul style="list-style-type: none"> - Review of first year of Climate Strategy and Action Plan - Amplify National/ GLA messages re COP 27 and how it applies to Merton. | Merton residents and businesses know that their actions have made a difference/ inspire them to do more. |
| December | A time to reflect and look ahead to next year | <u>Behaviours and habits (No sector focus)</u> <ul style="list-style-type: none"> - Highlight progress and expectations for the year ahead - Highlight things people can do over the Christmas period. | Residents make a renewed effort to adopt low carbon behaviours. |

Annex 1: List of comms partners

[To add]