



# Environment and Regeneration Scrutiny Committee

## Net Zero Carbon Engagement and Communications Deep Dive

June 2021

# The challenge

- **4%** of the borough's carbon **emissions** are generated by the council
- **9%** are generated by the council and boilers in its housing stock
- **91%** are generated by other activity
- Residents, businesses, community groups and borough partner organisations **must all play their part in changing their behaviours**
- The council must continue in its efforts to reduce its emissions and **lead by example**
- To reach our ambition of net zero carbon by 2030 and to create a fairer Islington, we must use **our role and influence as a community leader** to address the 91% at pace
- A long-term **engagement programme to change behaviours** is needed

# Workstream: Engagement and Communications



Together we can make  
Islington net zero carbon  
by 2030

## Objectives

- **Raise awareness** of the climate emergency and the council's NZC priorities and commitments
- Provide stakeholders with opportunities to **shape interventions** for behaviour change
- Co-design our approach to encourage **community-led, community-owned** action
- Work with our **partners** to create best practice and lead by example
- Work **regionally** to influence national government policy and regulations

## Resources

- Engagement and Communications Working Group
- Additional staff capacity
- Budget of £0.315m available over three years for communications and engagement

## Current priorities

- Delivering communications plan
- London Climate Action Week
- Stakeholder engagement plan and narrative
- Keynote projects
- Staff behaviour change programme

# Deliverables – key priorities

## Over the next 12 months we will:

- Implement **engagement strategies** to change behaviours amongst:
  - **Staff, unions and councillors**
  - **Residents and stakeholders**
- Implement the **communications plan** to promote projects and policies that contribute to our NZC ambitions and harness opportunities like London Climate Action Week and COP26
- Deliver **keynote projects** to enable our audiences to reduce their carbon emissions
- Develop and agree a collaborative plan with the **Fairer Together Partnership** and the **Islington Sustainable Energy Partnership**
- Influence the development of **London-wide NZC propositions** by working regionally with partners

# Engagement and behaviour change

**A long-term engagement programme will be key to driving behaviour change internally and externally.**

## **Progress to date:**

- **Environment and Regeneration Scrutiny Committee** meeting with stakeholders
- Commissioned a specialist agency to develop the **external engagement strategy and narrative** – to be informed by the outputs from the E&R Scrutiny meeting. Focus behaviour change on subjects like travel, energy, food and so on
- Started the engagement project with **staff, unions and councillors**

## **Next steps:**

- Develop, agree and **implement** the engagement strategy and narrative by July 2021
- **COP26** in November is a key engagement opportunity – exploring ideas for high profile activities
- **Deliver** the staff, unions and councillors engagement project – align with the FutureWork initiative

- NZC communications forward plan sets out **opportunities to communicate** our NZC policies and projects. Numerous opportunities have been identified between now and December, highlights include:
  - People-friendly streets
  - New recycling facilities
  - Active travel projects
  - NZC website
  - Fleet electrification
  - EV charging points target
  - Council energy 100% renewable
  - Library of Things launch
  - Tree planting
- It allows us to align with and **harness regional and national** communications opportunities e.g.
  - Clean Air Day
  - London Climate Action Week
  - COP26
- It allows us to see **connections between projects** to help us co-ordinate and integrate activity e.g.
  - NZC aspects of new build projects
  - Green economy projects
  - Regent's Canal eco-mooring zone

# Keynote projects



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**Develop, deliver and launch keynote council projects over the next 12 months to help our audiences reduce their carbon emissions.**

- A new **website** to enable residents and stakeholders to make climate declarations and access NZC information, advice and services provided by the council and its partners
  - Launch to co-incide with COP26
- A pilot project with **ClimateView** to design a model to define NZC targets
- Develop and launch a **resident and business** audit scheme

# Working with partners



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- Emerging areas for collaboration with the **Fairer Together Partnership**
- **Health**
  - NHS accounts for 5% of London emissions – alignment with the NHS green plan
  - Work with GP leaders
  - Whittington NHS Foundation Trust (buildings and fleet)
  - Camden and Islington NHS Foundation Trust (buildings and fleet)
  - Ambulance services
- **Fairness and equality**
  - Affordable energy and fuel poverty, Parks for Health, Housing
- **Transport**
  - People-friendly streets
  - Options for people using health and social care services

# Working with partners



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- Emerging areas for collaboration with the **Islington Sustainable Energy Partnership**
- **Governance**
  - ISEP now represented on the NZC Executive Board
- **Engagement and communications**
  - Joint working to grow ISEP membership
  - Promote NZC reduction initiatives to ISEP members
  - Engage businesses in new initiatives e.g. climate declaration website
- **Skills and resources**
  - Engage with ISEP on work placement/apprentice skills schemes
  - Access to NZC skills and expertise within ISEP

# Sub-regional and regional collaboration



**Work with partners to influence the development of London-wide NZC propositions to tackle climate change and support Islington's vision.**

- **London Council's Climate Change Programme**

- Seven climate change programmes to address London's major sources of carbon emissions
- Lead authority for renewable power
- Representation in other programmes to influence and shape their plans

- **UK Cities Climate Investment Commission Investment Portfolio**

- Core Cities, London Councils and Connected Places Catapult project
- Develop the first-ever low carbon investment prospectus for major UK cities
- Make a case for private finance to support our climate ambitions
- Launch at COP26
- We are supporting the process by:
  - Stating our ambitions and infrastructure required for Islington to achieve NZC
  - The investment needed to deliver this infrastructure
  - Identifying challenges and sources of financing

# Challenges and opportunities

## Challenges

**Lack of internal engagement** to fully develop and deliver our communications and engagement plans

- Provide a pipeline of information and contributions
- Additional staff capacity

**Apathy and an unwillingness** to change behaviours to address the 91% of non-council emissions

- Successfully implement engagement plan and interventions to inspire and motivate behaviour change

**Failure to consult residents** on decisions that affect their lives

- Successfully implement engagement plan and interventions

## Opportunities

Use **NZC case studies** to show how we are making Islington a fairer place for everyone

Deploy **exciting engagement activities and pioneering behaviour change insights**

Build **trust and goodwill** amongst our audiences

Build a coalition of **supportive local advocates**

Champion **the progress the council and its partners** are making through partnerships like Fairer Together

Use **innovative projects and our work in the London-wide programme** to position Islington as an exemplar amongst professional networks