

# Bringing Islington together for a greener future

Update on communications and engagement

18 April

# What we'll be covering

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## **Updates**

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Review of activities from the previous year, preview of 'Go zero' campaign, work with anchor institutions

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Strengthening our voice through lobbying and targeted engagement

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Branding and engagement review

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Citizens panel

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## **Discussion**

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How best we can work together to spread the word and encourage engagement with net zero?

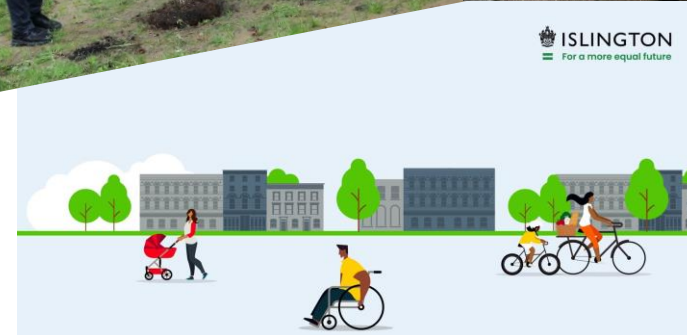
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# Review of communications and engagement activity

# Communications highlights

Steady drumbeat of environment news throughout the year inc:

- New electric vehicles
- Streets for trees, Greener Together, In Bloom and planting schemes
- Reuse and recycling inc expansion of food waste recycling and 'Waste stops here' event
- Ongoing promotion of active travel with consultations and comms on LTNs and the launch of Liveable Neighbourhoods



# Repair Week and Go Zero

- 71kg electronic waste prevented
- 600kg emissions saved
- 240 attendees



London recycles  
**Repair Week**  
20-26 March

Visit our free workshops in March and give your pre-loved items a new lease of life!

- ✓ Upcycle your clothes
- ✓ Repair your bike
- ✓ Fix electric items
- ✓ Mend furniture and household items

Save money!  
Save the planet!

#IslingtonRepairWeek

The poster features a green sewing machine icon at the top right, a blue background for the list of activities, and a green gear icon at the bottom right. A stylized orange and green graphic of a chain and gear is also present.



- Launching on 18 April around Earth Day
- Six weeks of net zero news and events
- Residents, partners and staff encouraged to consider greener lifestyle choices and signpost to info and support – including our pledge tool
- Supported by Anchor Institutions

# Anchor institutions: driving business engagement with net zero

## Launched October 2022 by nine founding members:

- Angel Business Improvement District
- Arsenal Football Club
- Camden and Islington NHS Foundation Trust
- Capital City College Group
- City University
- Islington Council
- London Met University
- Peabody Trust
- Whittington Health NHS Trust
- Business Design Centre to join in Spring 2023

## Future collaboration on net zero to include

- joint communications campaigns, starting with Go Zero
- bulk procurement of low carbon tech
- energy supply – links to Renewable Power for London
- transport infrastructure and travel planning
- sharing of information and joint promotion of tree planting/biodiversity activities where appropriate
- monitoring and funding

# Strengthening our influence and skilling up our teams

## **New lobbying and influencing framework in development**

- Currently horizon scanning for:
  - current/forthcoming policy/legislation reviews
  - gaps/challenges that require external/government support

## **Focused workshops in planning**

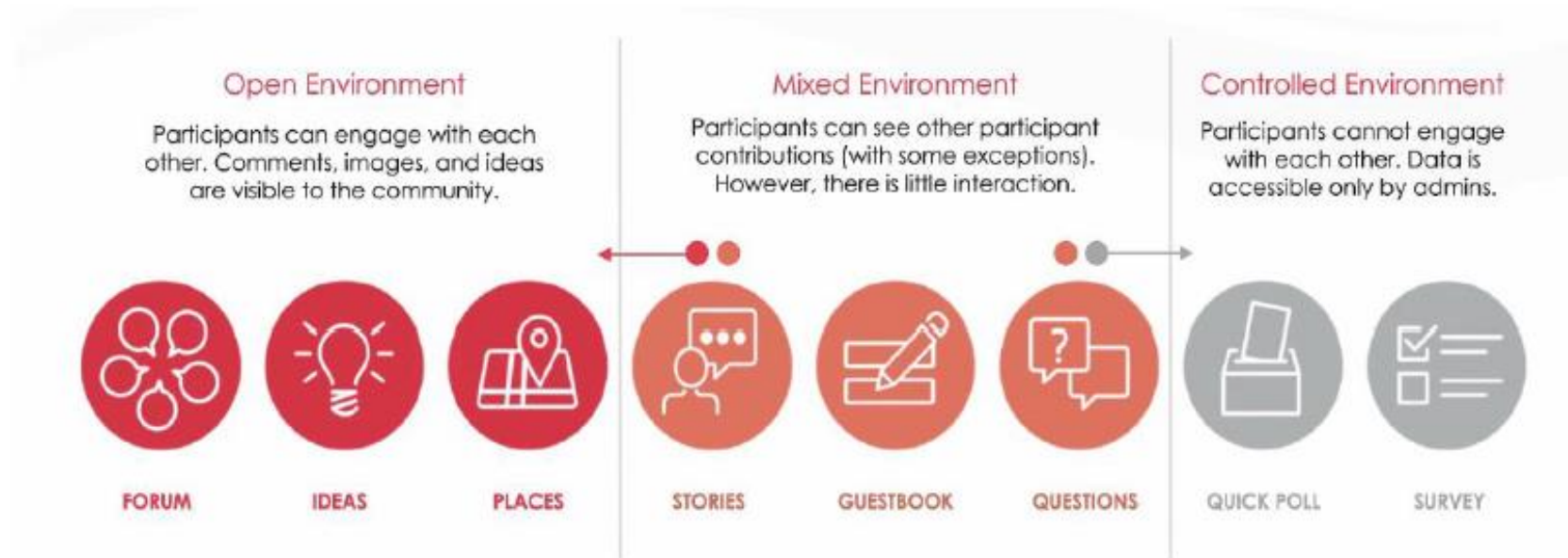
- Barriers to retrofit workshops: to inform Supplementary Planning Documents
- Barriers to reuse and repair workshop
- Barriers to modal shift workshop

## **Training**

- Community engagement toolkit for programme officers
- Climate awareness training for staff and councillors

# New online consultation platform: Let's talk Islington

- The platform offers a range of tools to allow residents to engage with a consultation project.





# Messaging and branding review

# Consolidating our Net Zero brand and narrative

January to March 2023

Commissioned Hackney's engagement team

Deliverables

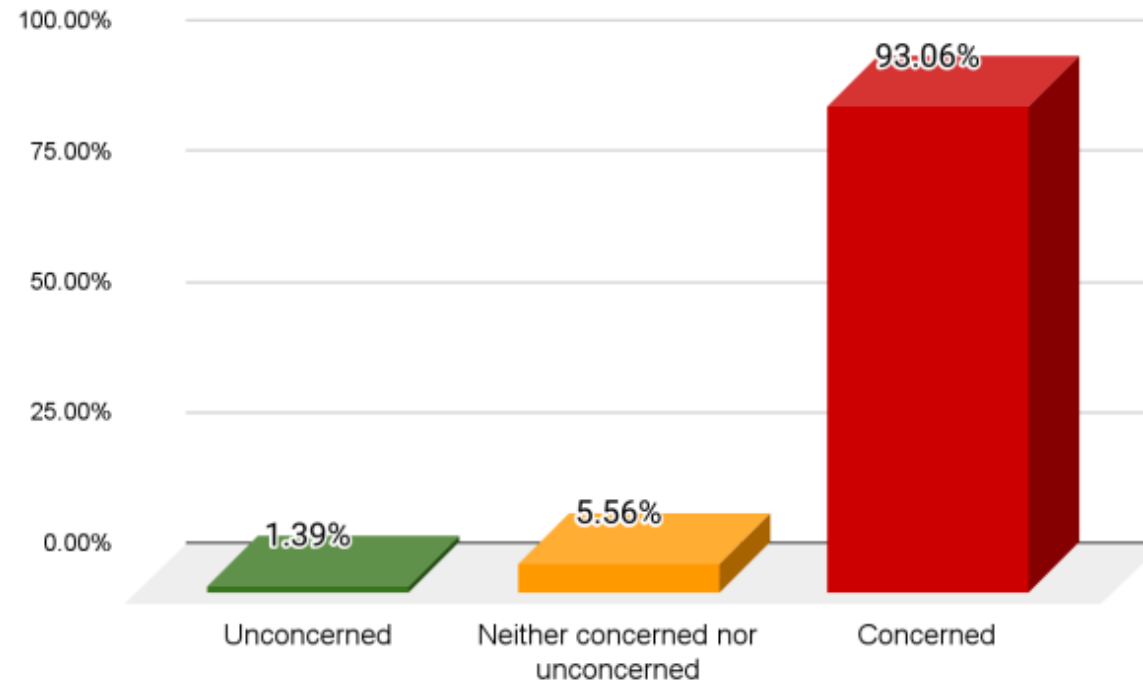
- Refreshed visuals and clear branding guidelines/protocols
- Net zero narrative – how we talk about and promote this work as an organisation
- 3 Focus groups in March to test/refine
- Community engagement toolkit

# Overview of approach

- We commissioned Hackney council, who have a good track record in this area to peer review our activity and make recommendations.
- They interviewed senior stakeholders, carried out desktop reviews and a brand audit as background.
- They then carried out three focus groups with a total of 40 Islington residents from a range of differing demographics. Recruitment was via an expression of interest form, promoted across Islington's various communication channels.
- Residents were asked to provide demographic info, household income and offered options for groups at different times to ensure we included a good mix of people.
- In each of the focus groups we looked at climate change awareness, what residents were doing now and tested their response to key messages and creative work
- The focus was on three areas: waste and recycling; sustainable transport; energy
- We are still finalising the results but here is a preview ...

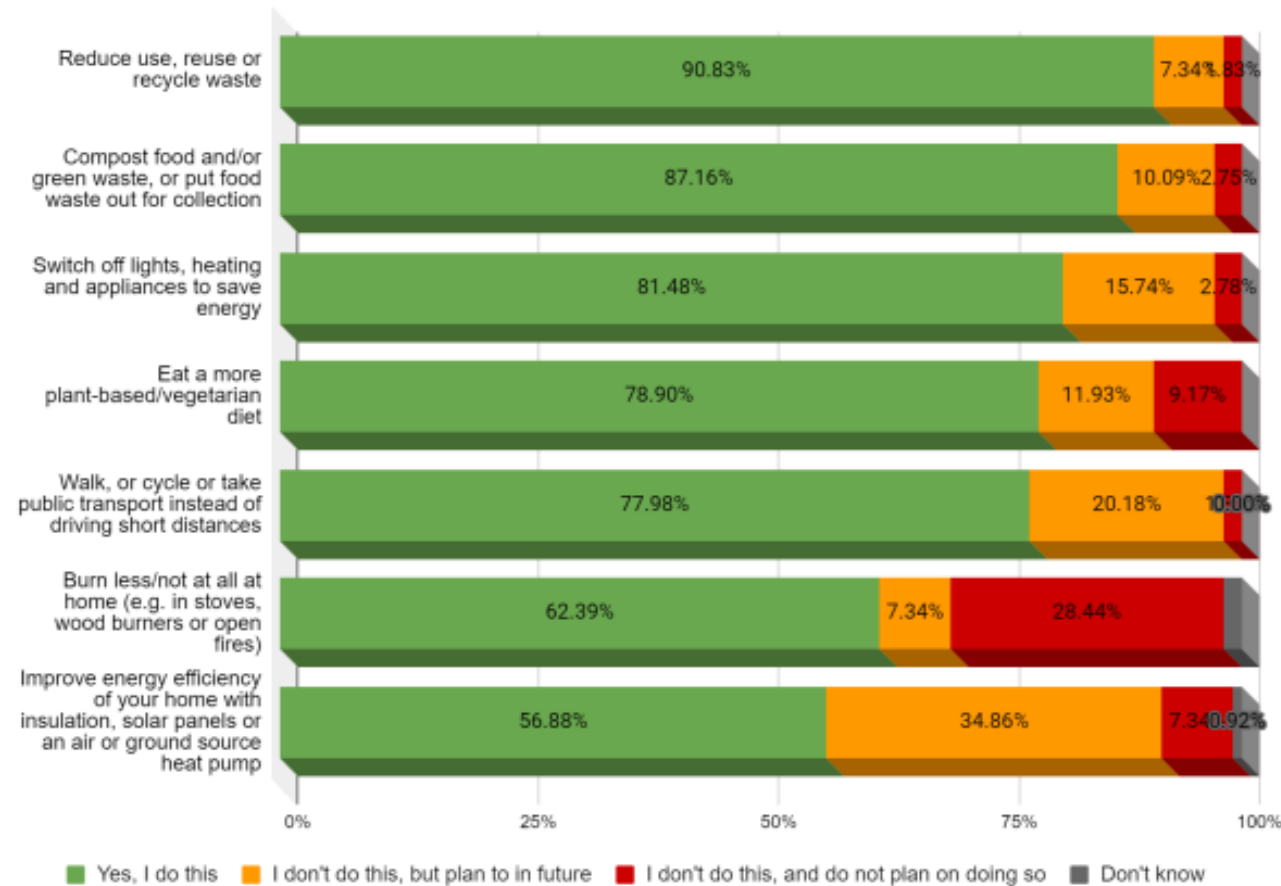
# Residents confirmed they are concerned about climate change

**On a scale of 1 to 5, with 1 being not at all concerned and 5 being very concerned, how concerned are you about climate change? - Base 108**



# Some behaviours will be harder to tackle than others

**Which of the following actions, if any, are you doing to help tackle climate change, or might do in future? - Base 109**



# Messaging matrix

- A messaging matrix was developed to test responses: there were three options each with a different emphasis – either on global, local or individual impacts/benefits.

Options	Key Messages	Call to Action
Hard Hitting	<ul style="list-style-type: none"> <li>• The threat from climate change is growing across the world and in Islington - through flooding and extreme temperatures</li> <li>• We have ambitious plans to tackle the climate emergency</li> <li>• But we can only do so much by ourselves and need your help if we're to reduce carbon emissions</li> </ul>	<p><b>Find out more about the climate crisis in Islington and how we can help take action together.</b></p>
Place/Community	<ul style="list-style-type: none"> <li>• Our communities are working together to help respond to climate change</li> <li>• The things we do together will also allow us to share a cleaner, healthier borough, with room to breathe, room for new opportunities to get active and room for green jobs and business to flourish</li> </ul>	<p><b>Join us in working together for a greener future for Islington.</b></p>
Individual benefit	<ul style="list-style-type: none"> <li>• We have a vision for an even green future for Islington and everyone living here</li> <li>• The things we do together to respond to climate change will help to reduce energy bills, create warmer, more efficient homes and businesses and improve our mental and physical health</li> <li>• This will help create a stronger, more resilient Islington, where our action on the climate crisis helps you and your family</li> </ul>	<p><b>Find out more about how you can benefit from our work on climate change</b></p>

# Findings from focus groups

- Overall the sessions 90% of participants were very concerned about the impact of climate change
- Most participants felt they were actively doing things to help tackle climate change, from switching off items to save energy, cycling to work, and eating a more plant based diet, which is encouraging and needs to be celebrated
- Some challenges were identified including issues of living on estates like no garden space, or recycling contamination due to lack of awareness. Others identified road safety as a barrier to cycling.

# Findings continued

- A key driver for change is individual benefit through savings, which was a clear winner in **waste and recycling**, but messages were more powerful when coupled with a climate action result.
  - "The average family can save £60 a month by reducing food waste, but as well as being a waste of money, food waste also feeds climate change."
- Attendees across the groups understood the health benefits [especially for children] of more **sustainable transport**, but were concerned about the safety aspects of cycling
  - "40% of all car trips in London are less than 3 miles. Cars are a major contributor to air pollution, which can lead to significant respiratory problems in children."
  - "I would like to change the way I travel, but I don't feel confident enough to cycle anywhere."
- Financial savings were the driver for **energy consumption**, which also included the future
  - "Go Zero by turning your appliances off at the wall socket and you could save you up to £70 year."



# Findings – creative approach



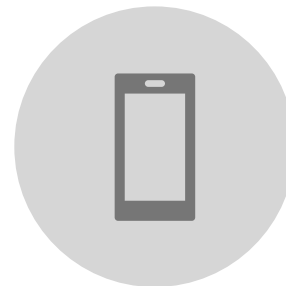
Three different creative designs were used in flyer, poster and digital formats.



Community gardening opportunities were presented as flyer/posters representing the link between food waste and composting



Improve your cycling skills mobile social organic and advertising represented sustainable transport



An integrated campaign with a focus on mobile and digital looked at two different iterations of energy efficiency and savings

# We tested a mix of graphic and photographic creative concepts, carrying our 'leaf' logo and corporate logo

## Creative set 1- Flyers

A

**Islington Together**  
for a greener future

## Gardening and making compost

Join our gardening, compost making and litter picking event, meet your neighbours, and learn more how you can help us improve your green spaces. Everyone welcome.

**Crouch Hall Court**  
Sparsholt Rd, Finsbury Park, N19 4EP  
Friday 23 September  
3-5pm

Join us in working together for a greener future for Islington.  
Housing Community Gardening Team  
HCGT@islington.gov.uk  
020 7527 5371

**ISLINGTON**  
For a more equal future

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# More sample images - cycling



Islington Together  
for a greener future

Cycling to work or school can help build muscle, improve your mental well being and reduce your blood pressure.

Go Green and try cycling. Tap below and improve your skills. It's FREE!

The illustration shows three people cycling on a road with a dashed yellow line. From left to right: a man with a child in a front basket, a man in a green shirt, and a woman with a basket. A blue circular sign with a white bicycle icon is on a post in the middle of the road.



Islington Together  
for a greener future

Cycling to work or school can help build muscle, improve your mental well being and reduce your blood pressure.

Go Green and try cycling. Tap below and improve your skills. It's FREE!

The photograph shows a group of diverse people wearing helmets and cycling gear, riding bicycles outdoors. The group includes a woman in a hijab, a man in a red jacket, a woman in a yellow jacket, and a woman in a yellow top.

# More sample images - energy

**Islington Together**  
for a greener future

**You could save £100 per year**



**Turn down your boiler water flow temperature and start saving**

For more information, call our housing team on 020 7345 6789.  
To find how you can benefit from our work on climate change, visit [togethergreener.islington.gov.uk](http://togethergreener.islington.gov.uk)

**ISLINGTON**  
For a more equal future

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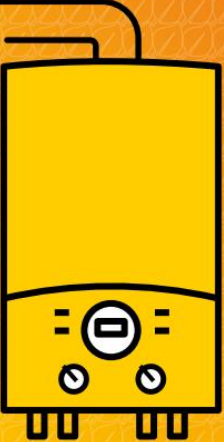
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**ISLINGTON**  
For a more equal future

# Findings - continued

- Across the sessions most participants were clear in their image preference. Use more people that look like them, it will be more engaging and more likely to make them take notice and change something

- Financial savings are a key driver of change and reinforced when coupled with a climate message.

Targeting is all important - also consider what is stopping residents from making a change.

Keep it simple with a clear call to action.

# Overview of recommendations

A set of narratives will be provided to help take residents and stakeholders on the journey. Achieving Net Zero and climate change goals will take a number of years. An organic approach is recommended - adapt and test as your journey continues, so things remain relevant to both the organisation and residents alike

A simpler and more consistent approach to publicity and marketing material is recommended. Some core assets will follow, with ideas about how they might work, while making some minor changes to colour and imagery from feedback during the focus groups. Approach needs to be flexible to fit with the audience, campaign or channel and being used

# Citizens panel

# Suggested citizens panel model

1. **Hybrid:** quarterly meetings in person in an accessible community location and some online sessions that could include expert workshops or surveys and focus groups.
2. **Externally facilitated:** we will approach expert organisations to facilitate the quarterly sessions to ensure the panel plays an effective scrutiny function.
3. **Robust sortition:** to ensure effective democratic participation we will recruit a demographically representative pool and also ensure an effective spread of views and knowledge of NZC issues.
4. **Inclusivity:** we will fund every participant to undergo climate awareness training to be able to participate effectively and ensure that sessions are run in a way that people can express their views in multiple ways, are held at appropriate times etc.
5. **Align with a wider council citizens network:** the council has big ambitions to put communities in the driving seat and in the medium term to have a “Let’s Talk Community” (building on our Let’s Talk Islington engagement programme) which members of the NZC panel would be eligible to be part of and take advantage of other opportunities.



# Questions for discussion

How can we work together to engage residents and businesses with climate change – and ultimately encourage behaviour change?

What do you think the main barriers and opportunities are to engagement

What could you do to help encourage engagement with climate change. Is there an action you would be prepared to commit to?