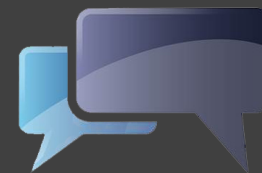




APSE/TCI Webinar 17/12/20
Climate Emergency Public
Engagement Survey

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The Nature of Engagement on the Climate Emergency

- Long-term – 15/20 years or more
- Continuous but changing
- Integrated into all other engagement
- Good, interesting information & communication
- Genuine two-way process
- Cynicism and lack of trust
- Make it real – “80% councils suffered climate-related incidents in last 5 years”
- Build in expertise/knowledge and ideas from public
- Range of techniques including consultations





The dynamic process of dialogue between individuals or groups, based upon a genuine exchange of views, and with the objective of influencing decisions, policies or programmes of action



Executive Summary Key Point 1 – Climate Engagement Plan

- Around two-thirds of respondents had declared a Climate Emergency and almost all the others had made a similar strong public commitment
- Less than half could confirm that they had a climate engagement strategy
- A Climate Engagement Strategy needs to be an integral part of the the long-term Climate Action Plan to tackle the Climate Emergency





Executive Summary Key Point 2 –Communication And Engagement

- Most local authorities have to date mainly undertaken things that might more accurately be described as communication – website material, social media, emails and briefings
- This remained true for planned future activity, though significantly more intend to use engagement techniques such as community meetings or conferences, to workshops and webinars, polls, forums and focus groups through to citizens assemblies or citizen juries
- This is crucial as “top down” communication will not work on its own





Executive Summary Key Point 3 – Engage Or Risk A “Backlash”

- Local authorities cited the key audiences for their public engagement work as being “as many people within the local authority area as possible” followed closely by the “residents” category
- **This is important:** Some local authorities have already suffered a backlash after using Government funds to introduce new traffic calming measures with the opposition explicitly complaining of “not having been consulted”
- Asking people what they think can be seen as delaying things, but provoking a backlash may cause even greater delays
- Young people & other equalities groups





Executive Summary Key Point 4 – External Barriers to Engagement

- “Lack of national government commitment” was cited as the most significant external barrier
- This is worrying whether or not it is an accurate perception as it is demotivating to feel that national government is not committed to this agenda
- Apathy of the public also mentioned – but is this true ? Lots of opinion polls showing that the climate emergency remains a key issue for most people





Executive Summary Key Point 5 – Money The Internal Barrier

- Local authorities reported the biggest internal barrier to climate engagement was the lack of budget and the financial effects of Covid-19
- Local authorities have suffered severe cuts to their budgets over the last decade
- Engaging the public can often be expensive, but especially so on such a long-term complex issue as the climate emergency
- Therefore it's not surprising that local authorities are struggling to find the resources they need for this vital work: "Don't believe we have even set a budget, never mind changed it"





Executive Summary Key Point 6 – What Councils Need

- We asked local authorities what services would most benefit their work on engaging the public on the climate emergency
- Above all, what most respondents answered as good practice examples and case studies, along with workshops and webinars to exchange good practice ideas
- Many simply are not aware of good practice examples or how to find them, reinforcing a sense of “not knowing where or how to start”
- The other most cited options were e-learning for staff and general guidance on public and stakeholder engagement
- Both tCI and APSE are can help you with this work



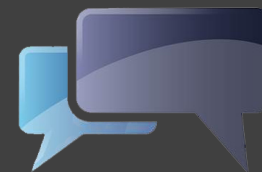


Ten Key Things You Can Do Now on Climate Engagement

- 1) Make a bold public commitment to engage and consult local people on how to tackle the climate emergency
- 2) From the start, find ways to give local people a real say over the agenda
- 3) Provide good quality educational material on your website/other media and what the council is doing about it
- 4) Make it real – show how the climate emergency is affecting the people and community in your local area now
- 5) Make sure your climate emergency plan includes a long-term engagement strategy
- 6) Use positive messaging about the benefits of making the changes – a better quality of life
- 7) Make sure the economic recovery and tackling climate change go hand in hand
- 8) Work across the council and with all the others partners in your local area for collective local action
- 9) Use different engagement techniques such as citizens juries/ assemblies, participatory budgeting, focus groups
- 10) Contact APSE Energy and the Consultation Institute to see how we can help you

Thank you for listening and attending this APSE/TCI webinar on
**Climate Emergency Public
Engagement Survey**

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