

Analysis of Responses to Public Consultation

Net Zero Nation – Draft Public Engagement Strategy for Climate Change

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Executive Summary

Introduction

In December 2020, the Scottish Government published a draft public engagement strategy which provides a framework for engaging Scotland's citizens in the transition to net zero emissions by 2045.

A consultation on the draft strategy opened on 16th December 2020 and closed on 31st March 2021. Through 19 open consultation questions, participants were asked their views on important aspects of the strategy. The consultation received 178 responses: 40 from individuals and 138 from a range of organisations.

Overall Approach, objectives and principles

There was broad support for the overall approach to public engagement outlined in the strategy and the objectives and principles underpinning it. Three fifths indicated that they welcomed, supported, or agreed with the objectives. Two thirds of respondents offered a similar endorsement of the principles, describing them in positive terms such as good, excellent, sound, appropriate or helpful.

Suggestions to improve each objective were clearly identified. It was felt that Objective 1 (Communicate) should include enhanced public understanding of climate change policy, as well as awareness. The prevalent theme for Objective 2 (Participate) was for participation to be inclusive and reflective of all parts of society. There were calls for Objective 3 (Action) to focus on enabling as well as encouraging action, and respondents welcomed the inclusion of communities. Most agreed that communities are well placed to know the requirements and limitations of their local areas and called for them to have input into decision making.

While respondents were most likely to indicate that no additional objectives were required, some suggested a more explicit objective around education. For example, emphasising climate change impacts and mitigation throughout the curriculum, and developing science-led education and training programmes for all parts of society.

The Just and Putting People First principles were most widely welcomed. Respondents outlined how they felt the principles should operate or ways they could be strengthened, either with additional information or wording changes. There were calls for more detail on how the principles would be applied locally, e.g. how communities' voices will be heard, and how communities will be trained, supported and resourced to drive change.

The Green Recovery

Respondents identified numerous opportunities and challenges for engagement in the Green Recovery. Sustaining and embedding the behaviour change resulting from the COVID-19 pandemic was most prevalent and seen as both an opportunity and a challenge. Some noted that this is an ideal time to engage people because of the focus on issues such as public health, food supply and consumer behaviour. A challenge is to avoid a return to 'normal' behaviours post-pandemic. Others believed that because the pandemic has affected the public, communities and businesses in many ways – job

losses, food insecurity and challenges around health – tackling climate change is not seen as an immediate priority. Respondents highlighted the importance of getting the timing and messaging of public engagement right.

Highlighting the positive benefits of a Green Recovery was the second most prevalent opportunity. The overarching focus of these responses was showing the public how their lifestyles would improve by taking individual and collective action. Improvements included cleaner air, better health and wellbeing, stronger communities, tackling fuel and food poverty, and training and green job opportunities.

Ensuring communication is sufficient in scope and clear in its messaging was a commonly mentioned challenge. Some noted the need to continue to raise awareness, particularly of terms such as Green Recovery, Net Zero, Just Transition and Wellbeing Economy. A small number advised against using scientific and economic jargon. Another issue was the need to ensure clear, consistent messaging around what individuals need to do and how this makes a difference. A few noted the need to communicate the consequences of not taking action against climate change.

Making engagement relevant was also identified as a challenge. While recognising that everyone needs to be included in engagement, some respondents noted that people need to understand what taking action, or not, would mean for them and their lifestyle. This means messaging needs to be tailored for different audiences to make it relevant. Others felt tackling climate change should be presented as something everyone needs to contribute to, to overcome lack of interest or scepticism.

Communicating climate change policy

The proposed approach to communicating climate change policy was welcomed by around two fifths of respondents. Several specifically welcomed the recognition that “*governments are often not the most suitable messenger when it comes to communicating policies to differing audiences*”.

Beyond endorsement, three themes were most prevalent. Respondents encouraged the Scottish Government to partner and collaborate with a range of organisations and sectors from local authorities and public bodies to museums, faith organisations, industry and businesses. They suggested that a variety of traditional and digital media channels should be used, with the media, messages and narrative tailored for different groups. It was seen as vital to include those who are digitally excluded, least engaged, more disadvantaged or likely to be most impacted by potential changes. There were also requests for messaging to be simple and accessible, but also strong, clear and consistent.

Enabling participation in policy design

Around two fifths were also supportive of the proposed approach to enabling participation in policy design. The next most common theme was positive feedback on the Climate Assembly and use of deliberative approaches. There were calls for the strategy to clarify how the Scottish Government will publicise, learn from, commit to and act on the Climate Assembly’s recommendations. Calls for inclusivity were also prevalent. Respondents outlined how the Scottish Government should overcome barriers to engagement and ensure those most likely to be affected by climate change are encouraged to participate.

The inclusion of youth participation in the draft strategy was welcomed. Comments encouraged the Scottish Government to ensure children and young people are supported to participate and suggested doing this through education and the youth work sector.

Encouraging action

Respondents were supportive of the approach to encouraging action and its seven sub-sections outlined in the strategy. The 'Supporting Community Climate Change Action' section received most praise for noting the value of using local initiatives and community approaches to address the climate change emergency. Many were supportive of the 'Supporting Climate Change Education' section and agreed that climate change education should be integrated into the curriculum. However, they felt that more funding and support for education leaders and teachers would be required for this to be successful. The 'Supporting Key Messengers' section of the draft strategy was met with enthusiasm by several respondents who felt this approach would help reach a variety of audiences.

While respondents were generally supportive, some described the approach as too vague or general and requested more detail about how the Scottish Government will encourage action. Some called for a greater sense of urgency in the approach. A few felt the approach focuses too strongly on individual responsibility, and others commented on the importance of the Government's role in leading the approach.

COP26

Most respondents agreed that COP26 has the potential to create a positive legacy. They felt this could be achieved by establishing global partnerships and boosting Scotland's reputation as a leader in climate change action. However, this would require the summit to deliver world changing commitments.

It is also seen as a unique opportunity to engage and educate Scotland's public. Respondents gave their views on how best to deliver the "people" theme for COP26. The most prevalent suggestion was that the Scottish Government should adopt a localised approach and focus on working with communities across Scotland. Some respondents felt that working with stakeholders to showcase examples of local community climate action across Scotland would be a positive approach.

Several respondents stressed the importance of embracing diversity, equality and inclusion at COP26, and called on the Scottish Government to engage with a broad range of communities across Scotland. They wish to see diversity in representation at the event in terms of ethnicity, age, gender, disability, socioeconomic background and urban/rural divide. Respondents named a range of established organisations who they believe the Scottish Government should collaborate with. They also highlighted a range of initiatives for the Scottish Government to consider supporting ahead of COP26. These covered community, national and international initiatives and youth and education initiatives.

Monitoring, evaluation and reporting

Respondents welcomed the approach to evaluation described in the draft strategy. They supported the commitment to effective, holistic evaluation and reflected on the need for a range of qualitative and quantitative methods to be adopted.

Many described the importance of involving stakeholders, including the public, in monitoring and evaluation processes. This included providing input as evaluation participants, and in informing design, gathering data and as agents of change.

A need for a variety of frequencies of reporting was mentioned by many, to enable comprehensive reporting of progress and achievement at fixed points, supplemented with more frequent and regular updates and communication, as required. Annual reporting was most suggested, with the expectation of full or summary reports on progress and achievements against objectives, as well as targets for the year ahead.

Several respondents felt a range of reporting formats were required, primarily to engage different audiences and stakeholders. It was felt that reporting should be inclusive, accessible and engaging for all stakeholders in terms of language, presentation and format. Respondents suggested a range of reporting mediums including the use of visuals, infographics, and images and using stories, case studies, and quotes. The approach used to share information and updates throughout the COVID-19 pandemic was frequently mentioned as an effective example.

Conclusions

A range of informed individuals and stakeholders shared their views and ambitions for how the Scottish Government can successfully communicate with individuals and communities and encourage the public's participation in decision making. Their responses provide an essential evidence base for the Scottish Government to draw upon when developing and implementing the final Public Engagement Strategy.

There is evidence across responses that the strategy is welcomed, with broad endorsement of the objectives and principles included in the approach. Support was also expressed for proposed participation approaches, particularly youth participation and Climate Assembly. Calls for partnership approaches and collaboration and for more education to enhance climate literacy were also common.

Respondents noted significant opportunities and challenges around engaging the public in the Green Recovery. It offers an opportunity to embed COVID-19 driven behaviour change and promote the benefits of a Green Recovery, green jobs, and the increased importance of communities can all be promoted. However, they highlighted challenges around ensuring communication is of sufficient scale, clarity and relevance to be effective and that people feel empowered and able to act.

COP26 is seen as a unique opportunity to engage the Scottish public about the climate emergency to boost Scotland's reputation as a leader in climate change action. The commitment to evaluation in the draft strategy was welcomed, with respondents highlighting the need for a range of methods to be adopted and for clear and measurable goals to demonstrate progress.

Introduction

In December 2020, the Scottish Government published a draft public engagement strategy which provides a framework for engaging Scotland's citizens in the transition to net zero emissions by 2045¹.

The Scottish Government is required by law to prepare and publish an up to date public engagement strategy for climate change. The ambitious new strategy aims to inform and advise the public about the widespread social changes that need to happen, garnering stronger support and action to achieve Scotland's goals. This reflects a significantly changed context since the last public engagement strategy for climate change was published in 2013². In particular, the Green Recovery is recognised as a route to recovery from the COVID-19 pandemic and an important means to tackle the climate emergency and biodiversity loss. The Climate Change Plan update³, published alongside the strategy, sets out the Scottish Government's policies and proposals to meet future emissions reduction targets.

A consultation on the draft public engagement strategy opened on 16th December 2020 and closed on 31st March 2021. Through 19 open consultation questions⁴, participants were asked their views on important aspects of the strategy. A full list of the consultation questions is available in Appendix C.

The consultation is an opportunity for the Scottish Government to understand a wide variety of stakeholders' views on the draft strategy, which will shape the approach to the final strategy and its implementation.

Respondents

The consultation received 178 responses. Of these, 139 were submitted via the online consultation platform Citizen Space. A further 39 submitted a response by email in an alternative format, for example, a PDF document. In addition, the Scottish Government hosted an online consultation event which was attended by several equality organisations; a transcript of the discussion was included in the analysis.

Over a fifth of responses (40) came from individuals⁵, with the remainder (138) from a variety of organisations. A sectoral analysis of organisations that participated in the consultation is shown overleaf⁶:

¹ <https://www.gov.scot/publications/net-zero-nation-draft-public-engagement-strategy-climate-change/>

² <https://www.gov.scot/publications/low-carbon-scotland-behaviours-framework/>

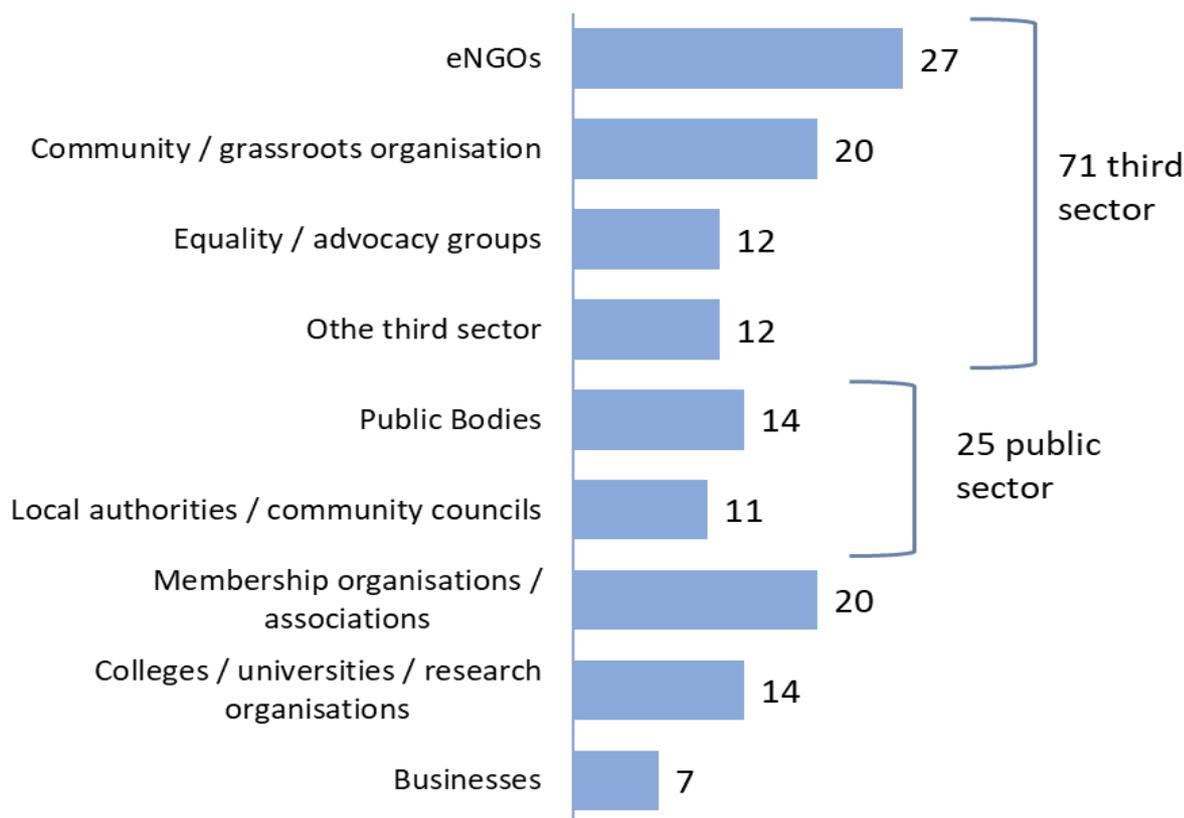
³ <https://www.gov.scot/publications/securing-green-recovery-path-net-zero-update-climate-change-plan-20182032/>

⁴ While there are 13 headline questions, questions one and two contain three parts. In addition, there are two monitoring and evaluation questions about the consultation itself.

⁵ Two academics responded as Individuals.

⁶ One organisation's response was not classified.

Number of responses by sector



It should be noted that a small number of responses referred to, drew upon or endorsed the submissions made by Stop Climate Chaos Scotland and the Scottish Communities Climate Action Network (SCCAN). Each of these responses have been treated as separate submissions.

Responses to the consultation, where permission for publication was granted, can be found on the Scottish Government's website. Many used their responses to highlight examples of research, best practice or work being undertaken by organisations in the climate change arena. While some provided references or weblinks to source material or organisations, they were often discussed in general terms. It is not possible within the scope of this report to detail all the source material where references or links were provided; readers are directed to review the individual responses online for links to source material they are interested in.

Approach to analysis and reporting

The Lines Between was commissioned to provide an independent and robust analysis of the responses to the consultation. This report presents the range of views expressed and trends in comments and is structured around the themes identified in responses to each question. Where response themes span questions, thematic analysis is provided, with signposting elsewhere in the report as relevant to avoid duplication.

The analyst team applied a qualitative coding framework based on a review of the consultation questions and sample of responses. Three alternative format responses contained information that did not align with specific questions. The analysts exercised judgement about the most suitable place to include this material for analysis purposes.

While qualitative analysis of open-ended questions does not permit quantifying results, the weight of a particular view is signified using the following framework. Where there are several themes, the narrative indicates which are the most common or prevalent across responses:

- The most common theme / the most prevalent theme in responses (and second most common), i.e. the most frequently identified.
- 'Many' respondents (more than 40), i.e. a common theme, but not the most prevalent.
- 'Several' respondents (20-39), i.e. a recurring theme.
- 'Some' respondents (10-19), i.e. another theme.
- 'A few' or 'a small number' of respondents (3-9); a less frequently mentioned theme.
- Where only one or two people made a specific point, this is described as 'two respondents' and 'one respondent' / 'a singular comment'.

Report Structure

This report is set out as follows:

- Chapter 1 presents the analysis of responses to questions one to three, which cover the overall approach to public engagement on climate change, including the key objectives and principles.
- Chapter 2 covers the analysis of responses to question four concerning the Green Recovery.
- Chapter 3 addresses questions five and six, on the first strategic theme: communicating climate change policy.
- Chapter 4 covers questions seven and eight, and the second strategic theme: enabling participation in policy design.
- Chapter 5 presents the analysis of responses to questions nine and ten on the third strategic theme: encouraging action.
- Chapter 6 addresses Q11 - Q13, which consider COP26.
- Chapter 7 covers Q14 and Q15 around monitoring and evaluation.
- Conclusions are set out in Chapter 8.

A quantitative summary of the total number of responses to each consultation question is included as Appendix C.

1. Overall approach to public engagement on climate change

This chapter presents the analysis of responses to questions one to three, which cover the overall approach to public engagement on climate change, including views on the three objectives underpinning the approach and the seven principles for public engagement.

Key Findings:

- There was broad support for the overall approach to public engagement outlined in the strategy and the objectives and principles underpinning it. Three fifths welcomed, supported, or agreed with the objectives. Two thirds endorsed the principles, describing them as good, excellent, sound, appropriate or helpful.
- Suggestions to improve each objective were clearly identified:
 - It was felt that Objective 1 (Communicate) should include enhanced public understanding of climate change policy, as well as awareness.
 - The prevalent theme for Objective 2 (Participate) was for participation to be inclusive and reflective of all parts of society.
 - There were calls for Objective 3 (Action) to focus on enabling as well as encouraging action. Respondents welcomed the inclusion of communities; most agreed communities are well placed to know the requirements and limitations of their local areas and called for them to have input into decision making.
- While respondents were most likely to indicate that no additional objectives were required, some suggested a more explicit objective around education.
- The Just and Putting People First principles were most widely welcomed. There were calls for more detail on how the principles would be applied locally, e.g. how communities' voices will be heard, and how communities will be trained, supported and resourced to drive change.

Q1a. What are your views on the three objectives underpinning our approach to engagement on climate change?

Q1b. Do you think that any of these objectives should be removed or changed?

Q1c. Are there any objectives that you think should be included that are currently missing?

The vast majority of respondents (153/178) answered Q1a, and three-quarters (135/178) answered Q1b. Respondents expressed broad support for the objectives. At Q1a, three-fifths used terms to indicate that they welcomed, supported, agreed with or endorsed the

wording or nature of the objectives. They were described as good, excellent, robust, clear, helpful, and appropriate. While many did still make suggestions for how the objectives could be improved, at Q1b three in ten responded that they did not think any changes were required.

While Q1b asked respondents to consider changes to the objectives, many chose to raise their concerns or suggestions at Q1a, leading to repetition across responses to these two questions. This chapter begins with an analysis of comments about each objective across questions 1a and 1b, followed by a discussion of additional themes. Respondents' suggestions for new objectives are summarised at the end of the analysis of question one.

Objective 1: Communicate

Communicating Climate Change Policy: People are aware of the action that the Scottish Government is taking to address climate change and how it relates to their lives

Public awareness and understanding of climate change policy

The most common view on Objective 1 was a call for greater scope; to go beyond awareness of action by the Scottish Government. Comments on a wider definition of awareness included suggestions it could be expanded to include, for example, reasons for climate change and the impact on people's lives and health. On this theme, several suggested the objective should include an intention to enhance public understanding of these issues, reflecting a perception that understanding is deeper than awareness. A few specifically called for the objective to be defined as "*deepening public understanding of the climate emergency*", while others called for some mention of understanding to be included.

"We believe that the first objective would be better defined as 'deepening public understanding of the climate emergency' and should not just be concerned with awareness of Scottish Government action. Also, it is important that people are not just 'aware' of Scottish Government policy but really believe that the Scottish Government is serious about focussing all its efforts and Programme for Government on a joined up approach to tackling all the interconnected crises facing us." - Scottish Communities Climate Action Network

Related to this, some respondents called for an emphasis on education and climate literacy within Objective 1. For example, a few suggested the public could have more awareness and understanding of their own emissions or carbon footprint, of the sources of Scottish greenhouse gas emissions, and the concept of net zero. Others emphasised the potential to include climate change in formal and informal education, ensuring people are well-informed and able to talk about the issues.

Highlighting the seriousness of the issue

Some respondents noted the importance of communicating that the Scottish Government is serious about tackling climate change. They suggested the objective must convey that the Scottish Government is focused on a long-term, joined-up approach and is prepared to

make radical decisions and changes. A few noted their desire to “*see the words in the strategy followed through into action and meaningful support*”.

A move from individual to collective responsibility

A consistent, albeit less frequently mentioned, concern across all three objectives was that use of the word ‘people’ suggested the emphasis and expectation was on individual behaviour change, or in the case of objective three, solely on communities. Respondents argued that all objectives should include a much wider definition to encourage engagement. Suggestions included: by all of society, civil society, faith groups, communities, businesses, companies, workplaces, organisations and the agriculture and energy sectors.

Specific wording changes

Specific wording changes suggested by a few respondents included:

- Amending the description to: "The Scottish Government will increase awareness of the activities it is undertaking to create a net zero nation".
- Clarification if ‘it’ refers to Government action or climate change.
- Change “... it relates to their lives” to “... how this will impact their lives”, or “how it relates to their lives and ways of living.”
- One called for the use of ‘climate crisis or ‘climate emergency’ in engagement and communication rather than climate change. They welcomed the use of ‘adaptation’ and ‘mitigation’ as they avoid the impression the problem can be fixed or stopped.
- James Hutton Institute provided a detailed response on how the wording of the actions under Objective 1 could be improved. These suggestions included more focus on the actions the public needs to take, not public policies; strengthening the emphasis on climate education to include lifelong learning and scientific engagement; and greater recognition of the activities of the creative sector to inspire action on climate change.

Further additions or changes

Small numbers made other suggestions to improve Objective 1, including:

- The need to communicate more than just Scottish Government policy. Respondents argued that the actions of local authorities, public bodies, industry, other sectors and community groups should also be referenced in the objective. One called for people to be made aware of global policy trends.
- Referring to the benefits that will result from the Scottish Government taking action, two called for the addition of “and the benefits it will bring” to the end of the objective.
- Concerns that the focus on communication suggested a one-way approach to engagement rather than an ongoing dialogue with the public. These respondents suggested including ‘dialogue’ in the title or wording of the objective.

Singular comments included: to include the impact on people's health; making clear the actions are based on the best available scientific advice; the need to educate the public on bigger policy responses, e.g. taxation; and to include learning from other countries.

General comments

Other themes were each mentioned by a few respondents. These included:

- The need to take an inclusive approach, reaching younger and older groups, people with disabilities and those less likely to be engaged.
- Concerns that as well as being aware of Scottish Government policy, the public must be aware of the actions they need to take because of those policies.
- Suggestions for how people could be made aware, e.g. using public education and awareness campaigns, regional hubs and the arts and culture sectors.
- Calls for a collaborative approach and the sharing of best practice.
- Very small numbers questioned whether the strategy is sufficiently ambitious to engage the public and acknowledgement that not everyone is likely to engage.

Objective 2: Participate

Enabling Participation in Policy Design: People actively participate in shaping fair and inclusive policies that encourage adaptation to and mitigation of climate change.

Ensuring inclusive participation

The prevalent theme across the discussion of Objective 2 was a need for participation to be inclusive, reflective of all parts of society and not tokenistic. Some respondents also raised this more generally in their responses to Q1a.

Most responses highlighted specific groups to be included in participatory approaches. These included older and younger people, farmers, people with disabilities, those who would not usually engage, vulnerable or disadvantaged groups and those most likely to be impacted by climate change. YouthLink Scotland called for a separate objective for young people:

“Within the second policy objective we would encourage explicit recognition of the role of young people within enabling participation and policy design. It is contained within an action. However, we believe it deserves to be a stand-alone objective... There is no group more affected in Scotland than our young people. As such, we would like to see the strategy state more explicitly that our young people stand to be the most affected by climate change and that they should have a central role in decision making processes and policy design.” – YouthLink Scotland

A few described tailored participation methods to reflect these groups' needs, including digital platforms and called for more detail in the objective or a wider plan on how these would be provided.

Specific wording changes

A few respondents suggested specific wording changes. These included:

- “People understand how to, and actively participate in...”
- That mitigation should come before adaptation to emphasise the primary goal.
- “...actively participate in... policies and decision making...”
- Renaming the objective to “Ensuring Participation in Policy Design & Evaluation” and “Enabling and actively tackling barriers to participation”.
- “Opening up a range of appropriate and tailored opportunities for the people of Scotland to be given a voice on the development of climate policies, through best practice Climate Assemblies approaches or genuine community engagement processes as initiated in Scotland to ensure they are fair and inclusive”.

Further additions or changes

The remaining suggestions were very specific and varied. These included singular comments that: the objective missed participating in action; more detail was needed on the desired levels of participation; it should include participatory engagement with local communities during and after the development of Local Heat and Energy Efficiency Strategies; and that it would benefit from including greater partnerships with local authorities to deliver the strategy. Respondents questioned if there was scope to address the accountability of public and private entities, and what the process would be for dealing with or acting on recommendations which result from public and community participation.

General comments

A few offered general comments of support, while others highlighted strengths including: the evidence-based approach; the inclusion of young people in the objective; examples of how people could participate; and the importance of empowering people to participate.

Objective 3: Action

Encouraging Action: Taking action on climate change is normalised and encouraged in communities and places across Scotland

Enabling action

Several respondents called for Objective 3 to move from ‘encouraging’ to ‘enabling’ change; some explicitly called for the wording to include ‘supported’ or ‘enabled’. Other suggested the strategy should be more ambitious in this respect. In these comments, some noted people might want to take action but need support from the Government and others to do this. A few called for the strategy to include examples of steps the public can take. Conversely, a few noted that a ‘top-down’ approach will not be effective, and that the Government also needs to support and encourage community action. A detailed response from an academic who responded as an individual noted that: “Encouraging without enabling could actually be counter-productive: it will be frustrating for people to be increasingly aware of the need for urgent action, and feel pressure to act, if they feel unable to take action.”

In addition, some respondents suggested the objective could consider the broader changes required to enable action. These comments detailed the need to understand the financial and practical barriers, or the lack of capacity, resources or skills, which prevent people, communities or specific groups taking action, and to address these with appropriate support and infrastructure. A few noted that wider structural change is needed beyond individuals changing their behaviour.

“Rather than “encouraging” change it may be more appropriate to seek to “enable” action. ‘Encouraging’ puts the onus on the individual, and risks not acknowledging the real challenges that individuals face in trying to make positive changes that they already know are important to make (given the increase in the importance the public place on climate action). ‘Enabling’ demonstrates the government & related organisations acknowledge these individual challenges and what individuals need is support reducing these barriers to change rather than motivation to address them on their own.” – Community Energy Scotland

Related to broader change, a small number specifically mentioned the importance of education. A few noted some individuals or groups lack the knowledge, or climate literacy, needed to take action. Others called for greater education to address this, highlighted work already being done (for example the STEM strategy mentioned in the Offshore Wind Policy Statement⁷ and the Glasgow Science Centre’s tools to help communities build capacity through STEM learning), and noted specific actions e.g. implementing the Learning for Sustainability action plan.

Importance of supporting communities

The reference to communities under Objective 3 was the focus of the second largest number of comments. A small number welcomed the shift in focus from individuals to a broader, place-based approach. More common were comments which reiterated the importance of communities in encouraging and enabling action. Many suggested the strategy should include more detail about how communities will be adequately supported and funded to perform this role. It was also suggested that the strategy should include more detail about what is already happening at the community level in Scotland. One respondent called for the actions under this objective to be more ambitious, for example “continue to champion and fund community-led climate action”, meaning the Scottish Government should be stimulating new projects, creating funding for this, and encouraging collaboration in organisations and training.

Specific wording changes

A few respondents suggested specific wording changes. These included:

- Changing ‘taking action’ to ‘taking immediate action’ was frequently mentioned. Similarly one suggested ‘...normalised and prioritised in communities...’.
- “Encouraging action” should be changed to “achieving action”.

⁷ <https://www.gov.scot/publications/science-technology-engineering-mathematics-education-training-strategy-scotland/>

- Amending the action point to “Work with partners to help people understand climate change through its connections with nature and biodiversity”.
- Renaming the objective as “Ensuring action” or “Everyone taking action”.
- Adding transformational change to the description.

Further additions or changes

A small number called for the strategy to illustrate how individuals and communities would benefit from taking action. Other suggested changes to Objective 3 were mostly singular suggestions. These included: referencing taking action on the best available scientific advice; outlining how Scottish Government will address the ‘value-action gap’ (where the public are concerned but do not take action); highlighting that adaptation will be a continual process and not a one-off; clarifying what is meant by ‘normalising’; including examples and feedback on actions already happening around Scotland; emphasising that change is part of an international movement; setting out the actions from other documents referred to in the strategy; noting there may be resistance to new climate change technologies; and a stronger call to action with more urgency.

One respondent suggested that if Objective 1 focuses more on a deeper understanding of climate change as discussed above, then Objective 3 could be re-focused on building capacity through skills, resources/funding and network building.

Other comments

Positive comments were made by a few respondents, welcoming or supporting the focus on action. Other comments included: for people to feel empowered to take action; knowledge of the technologies that support action and for the public to be aware of these; for public and private leadership to encourage individuals to take action; and the importance of state-led climate action and support for change.

Other views on the objectives

Calls for urgency and leadership

Several respondents called for the objectives to reflect the seriousness and urgency of tackling climate change. They called for the Scottish Government to show strong leadership through the strategy and more widely, by considering climate change in all Government policies and actions. They saw this leadership as essential in getting public backing for their plans.

Less frequent themes

Another theme was to link the strategy to the wider climate change context and other strategies. Comments included the need to highlight what other parts of society, e.g. universities, industry and the media, are doing to drive change and to help people understand what is happening elsewhere in the world. Respondents also called for the

strategy to work alongside, for example, the UN Sustainable Development Goals⁸ and the Scottish Government's Climate Change Plan Update⁹.

Small numbers of respondents highlighted other themes including discussion around the priority order of the objectives. Most comments called for Objective 3 - Action - to be given highest priority, arguing the importance of the public taking action and normalising environmental decisions.

Other points raised by respondents included: the need for a summary linking the strategy's objectives and principles to action and impacts, particularly in terms of the effect on people's lives; more information on how the Government will "work collaboratively and consistently" with local authorities; better explanation of values-based communication; more detail on how trusted messengers will be supported and resourced; and calls for more clarity on what will be communicated to the public.

A few participants responded to the question with answers or information which were not within the scope of this consultation.

Question 1c: Missing objectives

Over two thirds (122/178) answered Q1c. The most common response was from respondents stating that no additional objectives were required; a small number noted they were sufficiently broad and high-level. Second most common were suggested changes to the existing objectives; these are addressed in the analysis above.

Calls for new objectives was the third most prevalent theme at Q1c and some suggestions on this theme were also shared at Q1a. Most common were calls for an objective on enabling action; this is discussed above, under Objective 3. Others included:

- A more explicit objective around education, for example, emphasising climate change impacts and mitigation throughout the curriculum, and developing science-led education and training programmes for all parts of society.
- Facilitating engagement with local councils around local decisions.
- Actively encouraging collaboration across agencies, sectors and communities.
- Inclusion of the objectives set out in Housing to 2040, Scotland's fuel poverty objectives and alignment with the Fuel Poverty Strategy.
- Creating and communicating a positive vision for Scotland.
- An objective around the role of public space, public services, and private businesses, i.e. beyond the current focus on the engagement of individuals.

⁸ <https://sdgs.un.org/goals>

⁹ <https://www.gov.scot/publications/securing-green-recovery-path-net-zero-update-climate-change-plan-20182032/>

Other themes

The remaining themes were identified in small numbers of responses. These included:

- Calls to consider climate change across all areas of work and policy. Suggestions included incentivisation to support change, the development of innovative solutions, and using legislation and taxation to drive change.
- Involving business and industry; communicating the actions that need to be taken by and in conjunction with businesses, and the steps they are already taking.
- Comments about involving local communities and collaboration, such as engaging with councils and planning processes, cross sectoral collaboration between the government, and knowledge exchange between stakeholders.
- Developing or showcasing practical solutions or examples so the public understand what action to take and adopting new approaches or behaviours is normalised.
- Calls for a greater sense of urgency and stronger action being taken.
- A desire for citizens to be informed of what they need to do and enabled to make changes; a commitment to a well-being economy; an emphasis that climate change is repairable, and that Scotland can ensure the success of climate change policies.

Views on the seven principles for public engagement

Q2a. What are your views on our seven principles for public engagement?

Q2b. Do you think that any of these principles should be removed or changed?

Q2c. Are there any principles of good public engagement on climate change that you think are missing?

Question two asked respondents about the seven principles for public engagement outlined in the strategy (see Appendix D). There was significant overlap in responses across the three parts of question two. The analysis below presents views expressed on each of the principles across question two, followed by other views on the principles generally.

Three quarters of respondents (149/178) answered Q2a, and two thirds (121/178) answered Q2b. The most common response to Q2a was an endorsement of the principles. Almost two thirds noted they agreed, welcomed or supported the principles or described them in positive terms such as good, excellent, sound, appropriate or helpful. In addition, at Q2b one quarter of respondents stated that no further changes were needed to the principles, and at Q1c one in six felt that nothing was missing.

Positive

Most frequently mentioned about the first principle were the positive benefits that could be promoted. Respondents mentioned improved health and wellbeing, green jobs and skills, cleaner environments, and addressing fuel poverty. A few comments noted the value of telling positive stories of progress that communities have already made. A small number of organisations noted how they have engaged positively with the public.

While some welcomed or supported positive engagement, a similar number noted that communication needs to be balanced and realistic. They were concerned that the public need to be aware of the scale of the task, that hard choices will need to be made, and the seriousness of the consequences if action is not taken.

One or two respondents proposed several changes to the principle. These included: that positivity may be more likely to come from a people feeling a sense of agency and purpose, rather than from an uplifting vision; the need to focus on climate as the central message rather than motivations of saving money or having new technology; and considering Arnstein's 'ladder of participation' to support active engagement. Two respondents suggested including positive feedback loops or creating a 'Co-Benefits Tracker' to keep the public informed of progress and successes to date.

Specific wording changes proposed included:

- Rewording to "We will take a positive enabling approach that outlines a vision for climate action that promotes the many co-benefits and seeks to remove barriers to taking action."
- Adding "...with potential benefits to our health, wellbeing, and local communities as well as the creation of new jobs" to highlight job opportunities.
- Whether a word like 'Imaginative' or 'Courage' might be better than Positive.
- Adding: "Our approach will be one where each actor whether, group, person, sector or organisation is seen as being able to contribute to addressing the climate crisis, involving everyone in developing the solutions."

Putting People First

Putting People First received the second highest number of positive comments of all the principles. It was welcomed and described as important, essential, and critical. Conversely, a very small number provided negative feedback, suggesting it was hard to know what the principle meant in practice and noting a concern that the draft strategy suggested public engagement would only happen for some policies.

A range of suggested improvements were given; each was made by a small number of respondents. There were calls for more emphasis on a place-based or community-based approach where people in communities are listened to and supported to make changes in their local area. A few respondents highlighted specific groups of people who should be considered, for example, younger people and those most likely to be impacted by policies.

A few argued that people should be seen as part of, and interdependent with, nature and the environment, rather than presented as more important – for example, changing the principle to 'Putting the Climate and People First'. Singular comments included calls for: the impact on people outside of Scotland to be noted; people to be shown what changes they need to make; to link climate change to all aspects of people's lives; and to make it clear what net zero and adaptation mean to people in practice.

Respondents suggested the following wording changes:

- That ‘Active involvement’ or ‘Collaborative decisions’ might better reflect the principle’s aim of public engagement, or change it to ‘People-led’.
- Changing to “Our approach will be based on partnership between government and the public and will encourage actively the development of leadership on responses to climate change from individuals, communities, civil society, local authorities and business as well as from all levels of local and national government”.
- Rewording to “A net zero nation is not possible without the support and contribution of our citizens, organisations and businesses. None of us are bystanders in the transition but integral players in making it a success”.

Dialogue

Views on this principle were mixed. Some gave positive comments noting the importance of dialogue in increasing engagement, but it was also described as vague and passive.

The most common change to Dialogue was to note the importance of listening. Comments stressed that dialogue needs to be a two-way conversation rather than one-way communication and should be an ongoing process. This would demonstrate that people’s views, concerns, knowledge, experience and ideas are being listened to and acted upon. Three respondents specifically called for education to support people with the knowledge to have conversations. Other changes mentioned by one or two respondents included: the need to link dialogue to action to avoid ‘talking shops’; acknowledging the role of the media; making sure the terms used in the principle are accessible and widely understood; encouraging collaboration; emphasising dialogue with young people; and a call for clarity over what form the dialogue will take.

Proposed wording changes included:

- Using ‘Discussion’ or ‘Let’s talk about it’ instead of Dialogue.
- To frame the principle around ‘collaboration and shared purpose’.
- Changing “all of society” to “all of society in all of their personal, community and corporate capacities” to highlight the need for conversation beyond individuals, e.g. with businesses.
- Changing “conversations” to “conversations and interactions” and adding “Within these conversations and interactions all contributions will be respected and carry equal weight”.

Just

Most frequent in relation to the Just principle were supportive comments and in particular welcoming the commitment to a just transition and a climate justice approach. More positive comments were received about this principle than the other six. Also prevalent were comments about different audiences. Most common were calls to consider the needs and challenges of marginalised communities or vulnerable groups, and ensuring they are not left worse off because of Government policy or from taking action. A small number suggested prioritising engagement with these groups.

A few respondents noted their desire to see the needs of specific demographic groups referenced, e.g. young people and students, older people, people with disabilities or health conditions, and island communities, as well as those not currently engaged. UNISON called for reference to engaging workers in their workplaces to be included. Participants in the equality workshop also noted that there was no mention of marginalised communities in the strategy, and no commitment to tackling poverty or inequality more widely.

The most common change suggested was to elaborate on how a just transition approach would be delivered. Respondents called for decentralisation and bottom-up decision making and more information on how people in deprived areas or isolated communities will be reached. Two commented that a just transition approach will only be delivered if there is an open debate on taxation and that some will pay more than others. A small number of respondents provided negative feedback or made more general comments.

Respondents suggested the following wording changes:

- That 'Fair' might be more appropriate than 'Just'. Climate Outreach provided a detailed response citing research that the term 'climate justice' is politically divisive.
- Amending "actively engage with these groups" to "actively supporting them through the transition".
- Changing the principle to 'Just & Equitable'.
- There was also a feeling that 'Just' could be more clearly defined.

Inclusive

Beyond some expressions of support for the Inclusive principle, the most prevalent theme was engagement delivery. Respondents reiterated the need for tailored and flexible approaches to reach and engage varied demographic and geographic audiences. Accommodating the needs of different groups in this way was seen as vital to ensuring inclusivity. For example, one respondent gave a personal example of feeling excluded from Climate Conversations as they were scheduled during the working day. Similarly, those in the equality workshop questioned how to include those who would need childcare or carers of older or disabled people who might struggle to attend.

A few noted that the public has differing levels of understanding of climate change. This needs to be considered in the design and facilitation of engagement and in accessible, understandable materials. One called for a detailed plan on how this would be achieved.

Approaches to delivery were also suggested. There was overlap here with the Just principle, with respondents noting the importance of grassroots and community organisations, colleges, residents' / tenants' associations and nurseries to reach a broad spectrum of people. These included the specific demographic groups mentioned above, those not currently engaged in climate issues and those most likely to be impacted.

Only a small number of changes to the principle were suggested. One noted that Inclusive should also include consultation with businesses and NGOs. Climate Outreach suggested that the principle should recognise the ambitious and proactive approach that will be required:

“This is another important and progressive principle. Building on current thinking around inclusivity and diversity in other domains (such as race and gender) it is clear that an ambition to be inclusive and making information ‘accessible’ are not, of themselves, sufficient to ensure inclusivity. Climate Outreach would recommend that this principle explicitly recognises that inclusion requires approaches that are ambitious, proactive, and evaluated. For example, the strategy might state as a principle that every person, from every walk of life, has a right to understand the causes and impacts of climate change and how will affect their lives, and that the government has the objective of ensuring that all people are provided with sufficient information and understanding to make well-informed decisions.” – Climate Outreach

Other specific wording changes were to:

- Include an explicit commitment to seldom heard voices actively shaping policy.
- Amend the wording to: “...and give them an equal say in their future and equal opportunities to act.”
- Change the principle to ‘Inclusive and Diverse’ and change the text to “Our engagement approach will therefore be inclusive and accessible across age, gender identity, geography, ethnicity, sexual orientation, disability, marital and family status, health status, economic and social situation”.

Evidence-Based

Comments in support of the Evidence-based principle were prevalent. Respondents welcomed its inclusion, noting its importance and that it would help promote clarity, foster openness and dispel myths around climate change. A few organisations noted how they support evidence gathering and communication in their own work.

Some respondents also suggested changes and additions to the principle. These varied, with most mentioned by small numbers. A few gave examples of what type of evidence should be gathered, e.g. about novel initiatives and innovations to reduce the impact of climate change, for example sustainable respiratory healthcare products. There were also calls for standardised methods to be used, especially concerning carbon metrics, to avoid confusion and create confidence in reporting.

A small number discussed who should provide evidence. This included: a call for experts to be involved from the start of any process; an interdisciplinary range of experts to be consulted; the importance of having a range of non-biased evidence; and calls for evidence to be drawn from people with lived experience and from communities. Respondents also suggested that an evidence-based approach should incorporate honesty and balance, and for evidence to be presented in an accessible, age-appropriate, jargon-free way using non-written communication such as videos and podcasts. The Children and Young People’s Commissioner Scotland called on the Scottish Government to observe a structured Child Rights Impact Assessment (CRIA) process.

Two respondents called for ‘Evidence-Based’ to be changed to ‘Effective’, and one to ‘Science-Based’. Energy Saving Trust called for the wording to make it explicit that the Scottish Government will use the most recent evidence to inform its approach. Nourish

Scotland suggested that the principle should recognise people with lived experience as experts.

Open & Transparent

The most common theme in relation to the final principle was the need to be truthful; one called for a new principle of honesty. Respondents called on the Scottish Government to be honest about the hard choices which will need to be made and the impact of climate change. There were also calls for honesty around whether carbon and emission targets have been met and about the extent to which emissions have been exported or offshored to other countries by importing goods.

A small number highlighted the importance of an Open and Transparent principle in building trust and confidence in the public and encouraging them to buy into policies. Beyond this, singular comments included: a suggestion that the principle should highlight transparency over lobbying; the importance of a consistent, joined-up policy approach to build trust and credibility in the Government's approach; the need for secure two-way dialogue; consistency over global reporting; calls for the principle to include local government and public bodies' actions; and to the adoption of an Open Science approach.

Two specific additions to wording were suggested: that "...people can see and understand our actions and be empowered to hold the government to account" and "...people can see and understand our actions and the impacts these will have on their lives".

Other views on the principles

In addition to the above changes to each principle, respondents expressed other views on the principles more generally across question two.

The most common theme was to improve the language of the principles. There were two main strands within this. A small number felt the principles would benefit from more explanation or being more concise or clearly defined. They described the principles as vague, generic, abstract, general, unspecific, insubstantial and too wordy and full of political jargon. Secondly, a few called for stronger, more direct and ambitious language to be used. Beyond this, specific singular comments were made advising against the use of 'green' and noting concern over the use of 'adaptation'.

Another theme was a call to include examples of the principles in practice. Respondents felt giving people details of the required actions and how to take them would help them understand how change might impact their lives. Giving examples of how different stakeholders or audiences would be engaged was also suggested.

Other themes mentioned by small numbers of respondents included:

- Calls for the principles to have a greater sense of urgency and reflect the seriousness of the situation and the severity of the challenges being faced.
- Suggestions for changing the order of the principles: one felt the last three should be first in the list; two called for Evidence-based to be more prominent; and one suggested Putting People First and Dialogue could be combined.

- Calls for greater reference to getting people talking across all their roles, e.g. in their communities, in their family and in a work capacity as professionals, trade workers, volunteers, carers, in shops or as students.
- Singular comments included a question around whether there were too many principles, requests for more detail about how the principles will be embedded in the strategy and align with broader Government policy; and a call to align the principles to the National Standards of Community Engagement.

Question 2c: Missing information and additional principles

In addition to the general views expressed above, some respondents noted elements they felt were missing from the principles that should be expanded on or included.

The most common were calls for more discussion or detail on how the principles would be applied locally. Respondents called for information about how communities' voices will be heard, and how communities will be trained, supported and resourced to drive change. A small number called more broadly for the principles to ensure different parts of society work together. One made the specific point that the strategy "could be more positive about the importance of trusted messengers, rather than framing this through the negative default position of 'government might not be the most suitable'."

The other points raised by one or two respondents varied considerably. Two called for the principles to include engagement with businesses and another two for a reference to the principles underpinning the Scottish Government's existing ISM Tool¹⁰ for achieving change. Singular calls included mentioning: a Diffusion of Innovation perspective; The Aarhus Convention; and noting the link between land users and climate change.

Some respondents suggested new principles to be added. However, there was no commonality in these with most mentioned by very small numbers. Most common was a principle for local, community-led or place-based engagement. Additional principles raised by three or more respondents included relevant, participation, deliberation, trust and immediacy or timely. Partnership and collaboration with professional bodies and other organisations was also mentioned by respondents and in the equality workshop.

Suggestions made by one or two respondents included principles for: action; subsidiarity; purposeful; devolution to local authorities; working with nature; empowerment; outreach; enhanced wellbeing; proportionality; talking about future prospects and opportunities; focused; effective; consistent; honest; and recognising peoples' identities and values. One suggested specific wording: "Our approach will welcome challenge on policies and approaches for adapting to and mitigating climate change as an essential part of driving an effective response".

A few respondents made points that did not directly relate to the principles.

¹⁰ <https://www.gov.scot/publications/influencing-behaviours-moving-beyond-individual-user-guide-ism-tool/>

Question 3: Other comments on the approach

Q3a. Do you have any other comments on our overall approach?

Question 3a asked respondents for any other comments on the Scottish Government's overall approach to public engagement on climate change.

Just over half of respondents (93/178) provided an answer. Given the open nature of this question, responses were varied. Some used the opportunity to express general support for the objectives and plans in the strategy. However, the vast majority of comments in response to question three aligned with themes already covered in the analysis of questions one and two above.

For this reason, the full analysis of question three is in Appendix A. In summary:

- Themes consistent with questions one and two included calls for focused engagement with specific demographic groups and disengaged audiences, and the need for clear, effective and urgent messaging. Less frequently mentioned themes included the need for climate education and calls for greater collaboration.
- A few respondents suggested learning lessons from the effectiveness of government communication and public engagement throughout the COVID-19 pandemic. They noted that the crisis is good example of engaging the population, and that the climate emergency should be treated in the same way.
- While they appreciated the approach of encouraging people to make changes that will help combat climate change, a few noted the success of the strategy will depend on the ability of those in power to facilitate these changes.

A small number of respondents used this question to make comments about the consultation process, articulating that the consultation should have been more promoted more widely and more accessible. Respondents pointed to the lengthy consultation document and technical jargon used throughout as barriers for a public audience. This was also raised in the equality workshop with participants noting that some of the content is not plain English and uses technical language making it inaccessible to those without functional literacy and English as a second language. They also called for British Sign Language video information and compatibility with screen readers.

2. The Green Recovery

This chapter presents the analysis of responses to question four on the Green Recovery.

Key Findings:

- Respondents identified numerous opportunities and challenges for engagement in the Green Recovery. Sustaining and embedding the behaviour change resulting from the COVID-19 pandemic was prevalent and seen as an opportunity and a challenge.
 - Some noted that this is an ideal time to engage people because of the focus on issues such as public health, food supply and consumer behaviour. A challenge is to avoid a return to 'normal' behaviours post-pandemic.
- Highlighting the positive benefits of a Green Recovery was the second most prevalent opportunity. These included cleaner air, better health and wellbeing, stronger communities, tackling fuel and food poverty, and training and green job opportunities.
- Ensuring communication is sufficient in scope and uses clear messaging was seen as a challenge. This included raising awareness of terms, avoiding scientific jargon and using clear, consistent messaging around what individuals need to do.
- Making engagement relevant was also identified as a challenge. Messaging needs to be tailored for different audiences to make it relevant. Others felt tackling climate change should be presented as something everyone needs to contribute to, to overcome lack of interest or scepticism.

Q4. What are your views on the opportunities and challenges for public engagement in the Green Recovery?

Over four-fifths (149/178) of respondents provided an answer to question four. Some discussed opportunities, challenges or both, while others raised specific points without linking these specifically to opportunities or challenges.

While the question focussed on public engagement, some respondents discussed opportunities and challenges of the Green Recovery generally, without necessarily linking these to public engagement.

Opportunities for public engagement

Embedding COVID-19 driven behaviour change

The prevalent theme was sustaining and embedding the behaviour change that has resulted from the pandemic. This was seen as both an opportunity and a challenge.

Respondents described a range of opportunities. Some noted that this is an ideal time to try and engage people because of the greater focus on issues such as public health, food

supply and consumer behaviour. More specifically, opportunities include: empowering people to continue with changes they have made (e.g. home working, active travel); understanding people may be more receptive to change having undertaken radical shifts in their behaviours (e.g. reduced foreign travel); capitalising on greater awareness of, for example, local green space and community facilities and organisations; and building on a renewed understanding of the wider societal and global impact of individual actions.

A common challenge raised in relation to public engagement in the Green Recovery was to avoid a return to 'normal' behaviours post-pandemic, given the potential desire for the public to travel and consume in ways that have not been possible since March 2020. A few respondents also highlighted negative changes in behaviour which will be challenging to rectify, e.g. reassuring people to return to public transport.

“The Scottish Government must ensure that the positive impacts of the pandemic with regards to behavioural change are retained and maximised in the long-term. The strategy highlights some of the positive short-term changes to have taken place, such as the rise in active travel and a reduction in food waste across the UK, and we welcome the strategy’s aspirations in this respect. However, looking forward it is also crucial that the potentially negative impacts of the pandemic with regards to carbon-emitting behaviours - such as the possibility of a decline in use of public transport leading to a long-term increase in car usage in towns and cities - are mitigated against as far as possible.” - Scottish Episcopal Church - Church in Society Committee

Benefits of a Green Recovery

Highlighting the positive benefits of a Green Recovery was the second most prevalent theme in the discussion of opportunities. The overarching focus of these responses was showing the public how lifestyles would improve by taking individual and collective action. Improvements included cleaner air, better health and wellbeing, stronger communities, tackling fuel and food poverty, and training and green job opportunities. Most felt illustrating these positive consequences would be an effective way to engage the public.

Some respondents highlighted challenges faced by specific groups, notably those who are typically less engaged or harder to reach, those most likely to be impacted by changes, and more marginalised or vulnerable groups. Respondents described these audiences as likely to be concerned about the cost of taking action or threats to their livelihoods. Therefore, communication must be mindful of the day-to-day struggles these groups face and highlight the positive impact of taking action.

Role of communities

Communities playing a role in public engagement was the third most common opportunity identified. Several noted that the response of community groups and organisations to the challenges of the pandemic illustrated their value and empowered them with a stronger voice. For example, Nourish Scotland provided examples of creative and innovative ways groups strengthened communities in response to food insecurity.

“In coming together to respond to food insecurity, community groups developed innovative and creative ways to build and strengthen communities... Many of these groups did so with an environmental focus, running climate change workshops as part of their activities and using their community gardens to grow local and seasonal food. This provides opportunities to engage with already active communities and to work with them to engage others in the recovery. Even though guaranteeing access to healthy and sustainable food is the government’s responsibility there is a lot to learn from these groups and opportunities to support them in their activities that tie directly to a Green & Just Recovery.” – Nourish Scotland

Most agreed that communities are well placed to know the requirements and limitations of their local areas and called for them to have input into decision making. A few noted additional steps to enhance this capacity, for example, training community ‘change agents’ and creating new community spaces. A small number specifically suggested that engagement should be place-based, responding to local needs and delivered in a meaningful way; a detailed response from RTPi Scotland considered the role of Local Place Plans and the concept of 20-minute neighbourhoods.

Green jobs

Several respondents noted the opportunity for a Green Recovery to generate green jobs. They suggested promoting these in communication to reassure those whose current jobs may be at risk. The need for skills in renewable energy, energy efficiency and health care was noted, as was the role of further and higher education in training and upskilling to meet that demand.

A small number of responses from energy companies emphasised the progress they have made in creating green jobs. A few responses provided more detail on what this would mean for public engagement, noting the need to communicate what green jobs are, what sectors they are in and what skills and qualifications are needed. Dumfries and Galloway College noted the challenge around knowing what the demand for certain skills will be.

Scale and clarity of communication

The nature and scope of communication around the Green Recovery was seen as an opportunity and a challenge. Some saw the chance to amplify messaging and raise awareness of the climate emergency and Green Recovery generally, or of specific initiatives, for example, energy efficiency improvements.

Ensuring communication is sufficient in scope and clear in its messaging was a commonly mentioned challenge. Respondents presented a range of issues. Some noted the need to continue to raise awareness, particularly of terms such as Green Recovery, Net Zero, Just Transition and Wellbeing Economy. A small number advised against using scientific and economic jargon. Another common issue was the need to ensure clear, consistent messaging around what individuals need to do and how this makes a difference. A few noted the need to communicate the consequences of not taking action against climate change. One respondent welcomed the work of the Climate Change Communications Working Group in developing a shared narrative about climate change; participants in the equality workshop asked for more detail about the composition and work of the Group.

Sustainable technology and infrastructure

Opportunities to develop and capitalise on sustainable technology and infrastructure as part of the Green Recovery were mentioned by some respondents. These included the decarbonisation of transport through electrification and hydrogen, heat decarbonisation, and Carbon Capture. A few advocated for greater promotion of Active Travel. Some responses linked these directly to the question noting, for example, the need for more significant promotion of the benefits of renewables and their importance to net zero.

Positive feedback

Some respondents provided positive feedback including support for the Scottish Government's commitment to a Green Recovery, agreement that the opportunities for public engagement had been well identified and support for the approach in the strategy.

Collaboration between bodies, organisations and businesses

Engagement with, and collaboration between, organisations was identified as both an opportunity and a challenge. Some noted that the Green Recovery presents an opportunity for all sectors to be involved and create a shared vision and agenda; a few mentioned the need for the Scottish Government to engage this range of stakeholders. Responses from public bodies, cultural organisations and higher education establishments all noted their desire to work with others and engage wider audiences.

Conversely, a small number noted the challenges around engaging businesses. This included greater clarity for agriculture about what actions they need to take, a long-term framework to help businesses make investment decisions, and noting that some smaller businesses are themselves recovering from the pandemic.

Less commonly mentioned opportunities

Greater education was also mentioned. Responses from the further education sector outlined the role that colleges could play through their curriculum. More broadly, a small number of respondents echoed SCCAN's response which detailed how different sectors could be upskilled through climate literacy training. A few others called for greater environmental education across society.

Mention of opportunities to engage young people were identified in some responses. These included covering encouraging a stronger voice and meaningful participation for young people, greater climate literacy and adaptability skills in schools, and green jobs.

Some highlighted the opportunity to communicate as if in an emergency, given the urgency of the climate crisis. Most commented that they would like to see a similar focus to that used in COVID-19 communications, with regular briefings etc. A few suggested the pandemic has made people realise that radical and rapid change is possible.

Other opportunities

Opportunities noted by small numbers of respondents included:

- Being able to engage specific groups in the population, particularly those who are more vulnerable, to reduce inequalities.
- Using legal frameworks – taxation, regulation and legislation – to drive change.
- To use COP26 to engage the public and promote the message more widely.
- Moving towards a fully circular economy. FOUR PAWS UK provided a very detailed response on what this might entail, e.g. recycling and reusing clothing and a reduction in food waste.
- Capitalising on other areas of knowledge and expertise in Scotland, for example innovation, cultural heritage and historic environment.
- Using the Green Recovery as an opportunity to introduce a Carbon Income policy.

Challenges to public engagement

Resistance to change

The most commonly mentioned challenge for public engagement was a resistance to change among the public. Several respondents raised this concern, identifying a number of issues. While the public has some awareness and understanding of the climate emergency, it is not translating into people taking action. Others noted the need to challenge the consumption and waste that arises from consumer society.

More specifically, multiple respondents reflected that because the pandemic has affected the public, communities and businesses in so many other ways – such as job losses, food insecurity and challenges around health – tackling climate change is not seen as an immediate priority. As such, a few noted the importance of getting the timing and messaging of public engagement right. Other barriers mentioned included resistance to reducing car use, issues of trust because of rogue traders operating under government-backed schemes, and the cost of making changes.

Enabling people to act

Another prevalent theme in discussion of challenges was ensuring that the necessary infrastructure, initiatives or support are in place to allow people to act. A variety of actions to address these were proposed. Many focussed on transport: reassessing the operation of railways; better public transport and active travel infrastructure; developing electric car charging networks; and changes to aviation.

Other proposals included: improved digital connectivity for rural and island communities; funding for home energy efficiency measures; an increase in urban green space; and providing space for community gardens. One respondent suggested that infrastructure created as part of the Green Recovery should be signposted as such to draw the public's attention to the action being taken.

Ensuring relevance

Ensuring communication is seen as relevant to everyone was also noted as a challenge. There were two strands within this discussion. First, while some respondents recognised that everyone needs to be included in engagement, they noted that people also need to understand what taking action, or not, would mean for them and their lifestyle. Such messaging would need to be tailored in relevant ways, e.g. giving examples of how much money could be saved by improving home energy efficiency.

The second strand is that the topic itself needs to be made relevant. Some respondents noted a lack of interest or scepticism around climate change or a perception that only those involved in nature or the outdoors are interested. These respondents suggested it needs to be presented as something everyone needs to contribute to, with certain issues – the cost of changes, people believing they are powerless – being tackled with specific engagement strategies.

Communicating scale and complexity

Communicating the scale and complexity of tackling climate change was another theme across comments. Some respondents reiterated the size of the task and the need to take action. Others highlighted the difficulties in increasing the public's understanding of a complex issue and the fact that very significant changes will be required in the future. A few described how lifestyle changes could be achieved, through advice, support schemes and funding on a range of options.

Other challenges

A few respondents noted other challenges, including:

- A need for the Scottish Government to build trust with consistent messaging and actions. Respondents highlighted the conflict between pursuing a Just Transition while also expanding the road network and airports. They also noted that changes that ignore the public's needs are likely to lead to alienation, as will making promises which are not necessarily achievable, e.g. green jobs.
- Funding a Green Recovery. Comments noted significant funding will be required, that less money might be available due to spending to combat the pandemic, and that decisions will need to be made on how best to allocate resources.
- Moving from GDP driven economic growth to an economy focussed on wellbeing.
- Overcoming vested interests of certain sectors and their influence on politicians and the decision-making process. A few also noted the role of the media in influencing public opinion and social media in spreading disinformation.
- Ensuring public engagement is adequately resourced, including the community organisations who may play a role in this.

Other less frequently mentioned challenges included: translating national initiatives into local engagement; avoiding 'locking-in' Greenhouse Gas emissions; reducing bureaucracy; current difficulties in visiting local or international projects; and short-term gain being prioritised over long-term sustainable action.

Other themes across responses to question four

Two further themes were identified in a small number of varied responses:

- Calls for Government action. These ranged from calls for the Scottish Government to do more; to include public engagement and the Green Recovery across all policy areas; to guide the public through a route map to recovery; to support rural communities; and to promote renewable technologies.
- Outlining ways to encourage participation. Respondents noted: increasing the public's understanding of how their spending can make a difference; developing environmentally friendly innovations in healthcare; more digital engagement; publishing and consulting on impact assessments; and the need to engage the public and stakeholders to avoid public objection to critical national infrastructure.

3. Communicating climate change policy

This chapter presents the analysis of responses to questions five and six, which focus on the first strategic theme of communicating climate change policy.

Key Findings:

- The proposed approach to communicating climate change policy was welcomed by around two fifths of respondents.
- Several welcomed the recognition that “governments are often not the most suitable messenger when it comes to communicating policies to differing audiences”.
- Respondents encouraged the Scottish Government to partner and collaborate with a range of organisations and sectors from local authorities and public bodies to museums, faith organisations, industry, and businesses.
- A variety of traditional and digital media channels should be used, with the media, messages and narrative tailored for different groups. It was seen as vital to include those who are digitally excluded, least engaged, more disadvantaged or likely to be most impacted by potential changes.
- There were also requests for messaging to be simple and accessible, but also strong, clear and consistent.

Q5. What are your views on our approach to communicating climate change policy?

The vast majority of respondents (159/178) answered question five.

Endorsement of the approach

The most common theme, mentioned by around two fifths, was an endorsement of the Scottish Government’s approach. This includes respondents who explicitly stated they supported, agreed with or welcomed the approach, or described it in positive terms, such as good, clear, comprehensive, proactive, flexible, and sensible. Several specifically welcomed the recognition that “governments are often not the most suitable messenger when it comes to communicating policies to differing audiences”.

Partnership and collaboration

Working in partnership to communicate climate change policy was the second most common theme. Respondents elaborated on how Scottish Government could collaborate and partner with a range of organisations, from local authorities and public bodies to museums, faith organisations, industry and businesses; many respondents represented these organisations and highlighted their willingness to work with the Scottish Government. In the equality workshop, a representative of a faith group noted their disappointment that faith groups were not specifically mentioned in the strategy.

A few noted the need to engage with specific sectors, such as agriculture. Others stressed the importance of working with community organisations and suggested there could be more emphasis on this. A small number made specific points around being mindful of the resources of these organisations.

Channels of communication

The third most prevalent theme was the use of different channels and narratives for communication. Within this, some explained that a range of channels should be used, including both traditional (TV, radio, press etc.) and digital media. Most elaborated on the need to tailor the media, messages and narrative being used to ensure all parts of society are reached. It was seen as vital to include those who are digitally excluded, least engaged, more disadvantaged or likely to be most impacted by potential changes. Respondents commented on the need to: use age-appropriate channels (e.g. using social media for younger generations); communicate effectively with groups with varying levels of education and climate literacy; and to ensure materials and messaging reflect an understanding of the values, priorities and challenges of different audiences. Participants in the equality workshop asked for more information on proposed channels, as only the Net Zero Nation was mentioned in the draft strategy.

“It is very important to consider the range of demographics and audiences across Scotland and tailor communications to each of them. Different audiences have different needs, priorities and challenges, and acknowledging and addressing these separately will make communications more efficient. Different audiences also require different methods of communication – some prefer social media, others face-to-face engagement, so a range of communication methods is vital. Getting input from key audiences when planning communications is also a good idea, for example young people would be best placed to plan campaigns to engage with their peers.” – Greener Kirkcaldy

Clarity of messaging

Several respondents outlined the best messaging to use to ensure communication is effective. They suggested that it needs to be simple and accessible, but also strong, clear and consistent. There were specific calls to “not talk science” and “treat people like adults” and ensure communication is translated into different languages.

Beyond awareness to encouraging action

Another recurring theme was for the approach to go beyond raising awareness to encouraging the public to take action. Respondents argued that there is already a level of awareness, but this has not yet manifested itself in behavioural changes. They suggested that communication needs to encourage people to take positive action so that different, positive behaviours become normalised.

“A general point would be that the emphasis needs to move away from 'awareness raising' to the 'need for action'. There is a real danger with the primary focus being on awareness raising that it leads to a passive response whereas if the focus was much more towards the actions that we can all take, there is a greater likelihood that this action becomes normalised amongst the general public.” – Scottish Community Alliance

Honest, evidence-based communication

Several respondents called for the Scottish Government to be honest and transparent in communication about climate change. They explained this means being truthful and realistic about the seriousness of the issue, the scale of change required, and progress made. A few called for the policies being created to be fair. A small number requested a consistent, scientific, evidence-based approach to build public confidence and participation.

Clear and consistent political leadership

Respondents called for the Scottish Government to provide clear and consistent leadership. This was discussed from several perspectives. Firstly, by demonstrating to the public the seriousness of the issue and the Government's willingness to act. A few noted the importance of the Scottish Government highlighting actions that have been taken, how policy is being implemented, and ensuring the infrastructure is in place for individuals to act. Specifically, a few respondents endorsed SCCAN's suggestion that the Scottish Government's National Purpose should be re-drafted to move away from the focus on economic growth, putting a Wellbeing Economy at the centre of policy-making.

Another strand of discussion under leadership was to ensure actions are consistent with the messaging – a few felt that actions such as investing in high-carbon infrastructure are at odds with tackling the climate emergency.

Negative feedback on the approach

While there was broad endorsement of the approach, some respondents provided negative feedback. In these comments the approach was described as lacking vision or ambition and being too passive, vague and lacking detail. Suggestions to address these points included having more detail such as information about how the Scottish Government will collaborate with groups and organisations and spelling out the messages that will be used. Another made the specific suggestion to avoid talking about communicating 'climate change policy' as it may suggest it is a standalone policy area rather than action being taken across all policy areas. In addition, a very small number noted they did know what the Scottish Government's climate change policy was.

"I think the approach is OK but lacks vision & fails to convey the real urgency of what we're facing. Vision isn't the same as rhetoric, of which there's plenty in the approach." – Individual

"At present the communication approach appears fairly passive and a little unclear, for example it seems to suggest finding a main website and looking at that for information." – EAUC – Scotland

"It would be useful to have more information on the working with others section on the role of public sector organisations in communicating policy and any role the public sector can have in the delivery of the strategy." – Aberdeen City Council

There was feedback on the Net Zero Nation website. Broadly it was seen as a useful resource that needs more promotion and could be strengthened with additional information, e.g. details of relevant organisations and information about climate change

impacts in local areas of Scotland. One felt the public would not be interested in looking at it. Other specific suggestions included: more face-to-face engagement, using environmentally friendly channels for communication, and carbon footprint calculators.

Less commonly mentioned themes

Respondents reiterated the need for positive messaging. They felt it should be hopeful, highlight the benefits of taking action and frame the arguments around outcomes people care about, for example, clean air, effective transport and local jobs.

Some commented on the importance of making policy and communication relevant to the individual. Respondents discussed weaving actions against climate change across all policy areas and making it personal to individuals and relatable to their circumstances. For example, there was discussion in the equality workshop around some of the advice provided in Annex A of the strategy which was considered unachievable by many, e.g. buying an electric car. Similarly, there was concern among participants that no consideration had been given to how it may be more challenging for disabled people to adapt to more environmentally friendly behaviours e.g. they are more reliant on cars and single use plastics.

Stressing a sense of urgency was mentioned by some. As well as general comments around the importance of communicating the need for prompt action, a few respondents argued that the emergency nature of the situation should be highlighted. Others called for communications on the scale of those used during the pandemic.

Some respondents called for greater sharing and prominence of the messaging, suggesting it should be stronger and more “in your face”, and the existing approach should be strengthened into a prominent national campaign with messages “shared far and wide”.

Communicating with and engaging young people was discussed. Embedding climate change action in the curriculum, working with education establishments and the youth work sector was noted. Specific suggestions included a Youth Advisory Group for communications and involving young people in designing the Net Zero Nation website.

A community approach was considered by some. Respondents broadly welcomed the strategy’s recognition of the importance of community organisations but called for more detail on how they will be supported or funded to carry out local engagement.

Other themes

Small numbers of respondents highlighted other themes including:

- Better use of social media and digital approaches; a few noted social media is increasingly being used as a source of information, especially by younger people.
- Calls for additional funding for organisations to be able to develop messages, raise awareness and encourage action.
- Whether a fresh approach is needed. Suggestions included using communities to design and front campaigns, discussing the negative impact of tourism, avoiding public health style messaging and encouraging greater involvement of the Arts.

- The need for local approaches and campaigns. A few suggested local authorities should publicise their plans and lead by example, and there were suggestions for linking plans to local circumstances and using local trusted voices.
- Suggestions for sharing of best practice e.g. via the Net Zero Nation website or working with teachers to share learning with their students.
- How businesses could either share their own actions on climate change, or work with the Scottish Government to find innovative ways to communicate actions.
- One suggested removing Climate Week as the example in the strategy, arguing this and other short-term events could not be relied upon to normalise action.

Q6. Are you aware of any practical examples or case studies of good practice for communicating on climate change that could be useful for informing our approach?

Two thirds of respondents answered question six. While the question asked explicitly for examples, a range of responses was received; some examples were provided without context, many elaborated on their suggestions, and others made more general comments.

A full analysis of question six is in Appendix B. In summary, the most common theme across responses to question six was organisations highlighting examples of their own work. Mentions of the work of Climate Outreach was the second most prevalent theme. Another common theme was examples of community groups and networks undertaking this work. A few similar responses highlighted the value of community-led, local approaches.

Work by other organisations was also mentioned by several respondents. The remaining themes were mentioned by small numbers; these are detailed in the appendix. In addition, several respondents provided examples of reference material such as books, reports or websites with little or no elaboration on their content or context.

4. Enabling participation in policy design

This chapter presents the analysis of responses to questions seven and eight, which address the second strategic theme of enabling participation in policy design.

Key Findings:

- Around two fifths of respondents were supportive of the proposed approach to enabling participation in policy design.
- The next most common theme was positive feedback on the Climate Assembly and use of deliberative approaches. There were calls for the strategy to clarify how the Scottish Government will publicise, learn from, commit to and act on the Climate Assembly's recommendations.
- Calls for inclusivity were also prevalent. Respondents outlined how the Scottish Government should overcome barriers to engagement and ensure those most likely to be affected by climate change are encouraged to participate.
- The inclusion of youth participation in the draft strategy was welcomed. Comments encouraged the Scottish Government to ensure children and young people are supported to participate and suggested this could be done through education and the youth work sector.

Q7. What are your views on our approach to enabling participation in policy design?

Four fifths of respondents (139/178) answered question seven.

Endorsement and positive feedback on the approach.

Most prevalent across responses to question seven was positive feedback on the approach outlined in the draft strategy, given by two fifths of respondents. Many provided comments which explicitly endorsed all or elements of the approach. Respondents expressed their agreement, welcomed the steps being taken or described it as the right or appropriate approach. Some highlighted specific reasons for their support, particularly encouraging youth participation and the inclusion of citizen's assemblies. Some respondents provided positive feedback without directly endorsing the approach, with most commenting that it is good.

Climate Assembly and deliberative processes

The role of the Climate Assembly was the second most prevalent theme; some respondents referred to this as the Citizen's Assembly or discussed Climate Conversations more broadly. Some respondents provided general positive feedback on the Climate Assembly and the potential for deliberative approaches to decision making. A few welcomed the Youth Assembly running alongside the main Assembly.

Another theme was calls for the strategy to clarify how the Scottish Government will publicise, learn from, commit to and act on the recommendations of the Climate Assembly. A few suggested members of the Assembly could be empowered to become Ambassadors who take the findings back to their communities. Other comments included holding local

assemblies alongside the national Assembly and ensuring participants in conversations are representative of Scotland's demographics and geography and are supported and compensated for taking part.

“The Scottish Climate Assembly is an amazing thing to have and we're glad the Scottish Government is taking this on, however, the part saying that the Scottish Government will respond to the findings of the assembly within six months is not acceptable. The climate crisis needs to be addressed as soon as possible, so if the Scottish government can respond earlier to the findings, it will be more substantial. The rest of this point seems to be great however it needs to be acted and taken seriously, not just written down for this consultation. Especially when it comes to involvement with communities most affected and interaction with youth.” – Teach the Future Scotland

Ensuring inclusivity

Several respondents explored the need to ensure participation is inclusive, with three strands evident within this discussion. Firstly, the need to ensure barriers to engagement are overcome, e.g. language, disabilities, time constraints, lack of digital access etc. Another theme was calls for the Scottish Government to ensure those most likely to be affected by climate change are encouraged to participate, for example, those living in fuel poverty. Participants in the equality workshop noted the need for those facilitating deliberative approaches to engage directly with equality organisations representing specific groups.

The third theme was the need to seek out the views of groups who do not typically engage, rather than the debate being influenced solely by those who feel most strongly. A few respondents noted this is a challenge that needs to be addressed by the Participation Framework¹¹. Others highlighted the need for alternative engagement routes to these audiences, such as community groups or creative organisations.

A related theme was the need for participation to seek the views of all parts of society, or to ensure a variety of groups are engaged. Most comments within this made general calls for wide-ranging participation across demographics and geography. A few responses highlighted specific groups whose views should be considered, e.g. college students, older people, faith groups, and rural and island communities.

Participation of children and young people¹²

Encouraging youth participation was another common theme. As noted above, some responses welcomed and supported the inclusion of youth participation in the draft strategy, and the Climate Assembly's youth engagement project. A variety of other comments were received, with the most common being: the importance of supporting

¹¹ Improving the way people are able to participate in policymaking is one of the core commitments of the Scottish Government's Open Government Action Plan. The CCPu reflects the commitment to Open Government, containing numerous commitments to consult with the people who will be affected by changes in policy. Work towards meeting this commitment includes the development of a 'Participation Framework'.

¹² It was noted that the term 'young people' could be seen as exclusionary to children and so the term 'children and young people' should be used.

children and young people to participate as is their right under the UN Convention on the Rights of the Child; encouraging youth participation through schools alongside greater focus on climate change in the curriculum; and using youth workers and stakeholders with youth programmes to reach young people¹³.

Engaging communities and local decision making

Several respondents commented on the importance of engaging communities and local decision making, sharing a range of perspectives on this issue. Some highlighted the importance of engaging communities to find solutions or make changes for their area. A few noted the need to ensure local communities have the knowledge, capacity and resources to engage.

A small number called for the use of 'place plans' and 'place principle' have meaning in Scotland's planning system, with local place plans being the foundation of regional and national planning. Other suggestions included focus groups within communities, community consultation and increased use of participatory budgeting in local authorities.

Negative feedback

Though there was broad support for the approach outlined in the draft strategy, some respondents provided negative comments. A number highlighted uncertainty over the details of the approach. A few called for more emphasis on taking action, rather than having further discussions. Specific points included questions around whether the Scottish Government has the tools to facilitate the participation, and whether the methods of participation being outlined would be sufficient to increase the public's understanding.

Comments on wording were shared. One highlighted confusion as 'engagement' and 'communication' were interchanged in the strategy. Another stated the term 'co-designing' was misleading as the methods of participation outlined were all forms of 'consultation'.

Knowledge exchange

Respondents identified a need for greater knowledge exchange between professionals and the public. Most of the comments in this strand of discussion called for input from scientists and climate change experts to be included in policy making considerations or in conversations with the public. Less common were calls for education and training designed by experts, or learning from the work of public bodies and the third sector who are experienced in public engagement.

Government responsibility and accountability

Some respondents called for the Scottish Government to take more action on the outcomes of public engagement activities, e.g. consultations or the Climate Assembly. Respondents called for a more explicit commitment that the Government will act on the findings of the Climate Assembly. A small number called on the Scottish Government to adequately fund climate change policy and participatory activities.

¹³ In their submission, YouthLink Scotland provided a detailed overview of the role of the youth work sector in encouraging action among young people and involving them in decision making.

Other themes

The need for an open and honest process was mentioned by a few respondents. Within this were comments supporting the desire for transparency, on the need for greater awareness of the influence of lobbyists and vested interests, and that the intention to have wide participation across all groups should not be tokenistic.

Collaboration was a less frequently mentioned theme. A few organisations noted they would welcome greater engagement with the Scottish Government or could offer expertise. These included Solar Energy Scotland, NFU Scotland, and Chiesi. Others suggested sectors or organisations whose input could be valuable, e.g. social housing, car manufacturers, energy companies or the Scottish Food Coalition.

Timescales were mentioned by a small number. A few similar responses asked the Scottish Government to give stakeholders sufficient time to respond to policy proposals. Others noted that findings from activities should be implemented quickly.

“In order to facilitate and encourage stakeholder participation in policy design, stakeholders should be granted adequate time to provide feedback on government proposals, updates or new legislative initiatives. Whilst we appreciate Government is moving at a fast pace as demanded by the climate emergency, timely consultation with engaged stakeholders can help inform and shape policy, prevent missed opportunities and ensure robust policy development.” – Stop Climate Chaos Scotland

A few respondents highlighted other themes including: greater publicity around participatory opportunities and their findings, including greater use of social media; use of digital platforms and tools for participation; and more or enhanced public consultations.

Q8. Are you aware of any practical examples or case studies of good practice for enabling participation in decision-making that could be useful for informing our approach?

Three fifths of consultation respondents answered question eight (108/178). As with question six, these responses included detailed suggestions, examples without context, and general comments.

A full analysis of question eight is in Appendix B. The most common set of examples in response to question eight was Citizen Assemblies and other deliberative approaches such as citizen panels and juries. Most cited these as a positive form of public engagement. In addition to mentions of local citizen’s assemblies, some respondents provided examples of engagement with communities and local groups.

Examples of encouraging youth participation was another prevalent theme. Respondents also gave several varied examples of ways in which participation could be adapted, tailored or strengthened. Several respondents cited the work of other people or organisations. A few other themes were also mentioned less frequently, and a small number gave examples of reference material such as books, reports or websites with little or no elaboration on their content.

5. Encouraging action

This chapter contains an analysis of responses to questions nine and ten, which explore the theme of encouraging action. Question nine asked respondents for their views on the Scottish Government's approach to encouraging action on climate change.

Key Findings:

- Respondents were supportive of the approach to encouraging action and receptive to the seven sub-sections of the approach.
- The 'Supporting Community Climate Change Action' sub-section received most praise for noting the value of using local initiatives and community approaches to address the climate change emergency.
- Many were supportive of the 'Supporting Climate Change Education' sub-section and agreed that climate change education should be integrated into the curriculum. However, they felt that more funding and more support for education leaders and teachers would be required for this to be successfully embedded.
- The 'Supporting Key Messengers' section of the draft strategy was met with enthusiasm by as it was felt this approach would help reach a variety of audiences.
- While respondents were generally supportive, some described the approach as too vague or general and requested more detail about how the Scottish Government will encourage action. Some called for a greater sense of urgency in the approach. A few felt the approach focuses too strongly on individual responsibility, and others commented on the importance of the Government's role in leading the approach.

Q9. What are your views on our approach to encouraging action?

Question nine was answered by over four fifths of respondents (147/178). Generally, respondents were supportive with over two fifths endorsing the approach. Respondents particularly welcomed the 'Supporting Community Climate Change Action' section of the draft strategy. Some respondents called for more detail to be set out or for a greater sense of urgency in the approach. A few felt that the approach focuses too strongly on individual responsibility, and others commented about the importance of the Government's role in leading the approach.

Support for the approach to encouraging action

The most prevalent theme in responses to question nine was general support for the approach to encouraging action, with respondents describing this section of the draft strategy as "particularly strong", "sensible", and "comprehensive".

Respondents were generally receptive to the seven sub-sections of the approach to encouraging action; specific feedback on each section is provided below.

“The CLD Standards Council recognises that supporting community climate action, supporting key messengers, supporting climate change education, connecting with nature, connecting to culture and heritage and promoting a place-based approach are important aspects of encouraging action on climate change issues by individuals and communities; and that marketing campaigns focusing on the potential for people to take action on climate change have a place within a suite of approaches.” – Community Learning and Development Standards Council Scotland

Supporting Community Climate Change Action

The 'Supporting Community Climate Change Action' section received the most praise from respondents, who recognised the value of using local initiatives and community approaches to address the climate change emergency. Respondents were particularly receptive to the idea of Community Climate Action Hubs. In addition, the Climate Challenge Fund was celebrated by some respondents.

Supporting Climate Change Education

Many respondents were supportive of the 'Supporting Climate Change Education' section of the approach and agreed that climate change education should be integrated into the school curriculum. However, they felt that more funding and more support for education leaders and teachers would be required for this to be successfully embedded. A few noted that the approach was too focused on teaching young people the scientific aspects of climate change instead of the wider social, economic, and political structures that contribute to the climate emergency. Others raised the idea of extending climate change education beyond schools into workplaces and community settings like youth groups.

Supporting Key Messengers

The 'Supporting Key Messengers' section of the draft strategy was met with enthusiasm by several respondents who felt this approach would help reach a variety of audiences. A few requested more detail on who the Key Messengers would be and how this approach would be delivered.

Promoting a Place-Based Approach

Several respondents welcomed the 'Promoting a Place-Based Approach' section, agreeing that this is a suitable strategy to encourage public action. They voiced a belief that the public will feel a greater sense of agency and be more likely to take action if climate change is connected to the place where they live. A few noted that they were pleased to see the 20-minute neighbourhood concept discussed in this section.

Culture and Heritage

Few respondents made specific comments about the 'Culture and Heritage' section of the approach. Those who did were pleased with its inclusion. A few recommended that the art, culture and heritage sector play a more prominent role in the Government's approach to encouraging action on climate change.

Connecting with Nature

A few endorsed the 'Connecting with Nature' section, saying that it provides a good understanding of the connected challenges of reducing biodiversity loss and climate change.

Marketing Campaigns

The multi-channel approach set out in the 'Marketing Campaigns' section was praised by a few respondents. However, others suggested this approach could be improved. Some urged the Government to promote case studies of green initiatives to inspire individuals, communities and businesses to adopt more environmentally friendly behaviours.

"Case studies and sharing ideas across communities is also vital so that people recognise what works and what can be replicated." – Dynamic Earth

Other suggestions included: promote content more actively on social media; involve young people in the design of a national climate change marketing campaign; and improve signposting to resources and documents that outline what people can do to take action.

Calls for urgency and more detailed actions to be set out

While respondents were generally supportive of the approach, some described it as too vague or general and requested more detail about the specific steps that the Scottish Government will take to encourage action. Others stressed that the approach does not reflect the urgency of the climate emergency. A few expressed concerns that the approach is too focused on raising awareness as opposed to encouraging action.

Scottish Government leadership

Several respondents commented on the Scottish Government's role in encouraging action, stressing the importance of leadership. Respondents felt that MSPs and other elected representatives must provide strong, bold and honest leadership and clear overall direction for the climate change response.

Some argued that the best way to encourage action would be for the Government to introduce new legislation, regulations and financial measures. Suggestions included: restrictions on air travel; limitations on single-use plastics; reducing speed limits on motorways; incentives for installing green measures; introducing a carbon tax; regulations requiring that the carbon footprint of products/services (e.g. flights) are stated in advertising materials.

Individual responsibility

Some respondents felt that the approach focuses too closely on encouraging individuals to make behaviour and lifestyle changes. They added that the strategy should highlight the wider systemic changes needed from public and private institutions in the fight against climate change. Others commented that industries (such as the fuel and fast fashion industries) and corporations should be held accountable for their emissions and be made to integrate more sustainable processes into their operations.

Q10. Are you aware of any practical examples or case studies of good practice for encouraging climate change action that could be useful for informing our approach?

Question ten asked respondents to share examples of good practice for encouraging climate change action. Over three fifths of respondents (110/178) answered question ten. Respondents shared a broad range of examples of case studies and initiatives for encouraging climate change action.

A full analysis of question ten is in Appendix B. In summary, the majority of examples described by respondents were local community projects and initiatives based in Scotland. A few respondents provided examples of initiatives to encourage action on climate change delivered by local councils in Scotland. Examples of good practice in education were also shared, for example Keep Scotland Beautiful described successful initiatives that they had run within schools:

"Our Eco-Schools Scotland and Climate Ready Classrooms programmes have proven highly successful in driving climate action in schools across Scotland: as, for example, at Bo'ness Academy in Falkirk, where pupils who took part in Climate Ready Classrooms were inspired to advocate for whole-school changes such as meat-free days in the cafeteria and reduced cup usage in the school café." – Keep Scotland Beautiful

Some respondents described ways in which other countries have encouraged climate change action.

6. COP26

This chapter contains an analysis of responses to questions 11, 12 and 13, which concern the upcoming 26th United Nations Conference of the Parties (COP26) to be held in Glasgow in 2021.

Key Findings:

- Most respondents agreed that COP26 has the potential to create a positive legacy. They felt this could be achieved by establishing global partnerships and boosting Scotland's reputation as a leader in climate change action. However, this would require the meeting to deliver world changing commitments.
- It is also seen as a unique opportunity to engage and educate Scotland's public. Respondents gave their views on how best to deliver the "people" theme for COP26.
- The most prevalent suggestion was that the Scottish Government should adopt a localised approach and work with communities across Scotland. Some felt that showcasing examples of local community climate action would be a positive approach.
- Several respondents stressed the importance of embracing diversity, equality and inclusion at COP26, and called on the Scottish Government to engage with a broad range of communities across Scotland.
- Respondents named a range of established organisations who they felt the Scottish Government should collaborate with. They also highlighted a range of other initiatives for the Scottish Government to considered supporting ahead of COP26, covering community, national and international initiatives and youth and education initiatives.

Question 11 asked respondents to explain how COP26 can help deliver a positive legacy for the people of Scotland.

Q11. How do you think COP26 can help deliver a positive legacy for people of Scotland and climate action?

Over four fifths of respondents (145/178) answered question eleven. Most agreed that COP26 has the potential to leave a lasting positive legacy for the people of Scotland. They felt this could be achieved through making world-changing commitments on an international stage at the summit. Respondents noted that COP26 presents an opportunity to engage with a wide audience and boost Scotland's reputation as a leader in climate change action. Others highlighted lessons from previous events, such as the Glasgow Commonwealth Games, the London Olympics and the Paris Climate Change Accord, noting how the event can be used as a springboard to direct the next generation towards a more environmentally conscious future.

Boosting Scotland's reputation

The most prevalent theme among responses to Question 11 was the potential for COP26 to boost Scotland's reputation as a leader in climate change action. Respondents explained that the event provides an international stage to promote Scottish enterprise, innovation and environmental solutions.

"COP26 provides the platform for Scotland to showcase the enthusiasm and commitment to net-zero emissions with many examples of action which has been taken to support the net-zero targets. Scotland is leading the UK in terms of mitigation and adaptation, and this should be celebrated at COP26, delivering a positive legacy for Scotland in a global context." – Dumfries & Galloway Council

Many respondents felt that COP26 should be used as a platform to showcase Scotland's efforts to address the climate emergency and celebrate examples of community climate action work taking place across Scotland. Some added that sharing learning and success stories will help to establish Scotland as a global leader in climate action.

One respondent noted that COP26 would be an ideal time to share details on Scotland's efforts in the Carbon Capture, Utilisation, and Storage (CCUS) industry.

World-changing commitments

Many respondents advised that in order to deliver a positive legacy from COP26, major climate-related commitments and targets must be agreed upon at the summit. Some respondents described generic commitments, for example a commitment to bring climate change under control and to reverse the degradation of the environment. However, others advocated for more specific commitments, such as commitments to peatland restoration, the decarbonisation of public transport, more climate change education and the introduction of Climate Income.

A few noted that commitments alone will not be enough to achieve a long-lasting legacy, but rather, long-term collective action after COP26 is required.

Opportunity to raise awareness among a wide audience

Several respondents pointed out that COP26 is a unique opportunity to engage the wider public in Scotland with issues around the climate emergency, including those who are not yet particularly engaged. Others added that the event should be used to improve general understanding of and engagement in climate action across Scotland.

"COP26 provides an opportunity for people across Scotland to engage with governments and businesses at all levels on climate change, sharing plans and activity to tackle climate change." - Chiesi

A few insisted that for COP26 to have a positive legacy, people in Scotland must be involved and invested in the event and any resulting agreements. They stressed the importance of raising public awareness of the event, with a few raising concerns that not enough is being done to promote COP26 and awareness is low among many groups.

Some respondents suggested that in order to engage as many people as possible, a wide variety of channels should be used, including online and on-street advertising.

International collaboration

Establishing global partnerships and links was seen as an important way to achieve a positive legacy for COP26 by several respondents. They suggested that building international relationships would provide opportunities to share learning and resources, co-develop solutions and promote long-term action. One respondent noted some additional benefits that such partnerships would have for Scotland.

A few specified that these global partnerships could be achieved at a governmental level, and also on a smaller scale by pairing towns, schools, and colleges with other institutions across the world.

"It is an opportunity to forge lasting connections internationally regarding both new innovative ideas and established best practice. Through being open to sharing and learning our experiences and listening to the experiences of others, Scotland can become a world leader in scientific, technological and social advances, working towards a fairer, healthier and environmentally friendly place to live, work and visit." - National Trust for Scotland

Lessons from previous events

Some respondents referenced other historic international events in their responses, either drawing comparisons or pointing out where lessons could be learned from successful events held in recent years. For example, a few said that they hoped that COP26 would emulate the success of the Paris Climate Agreement and that Glasgow would become as synonymous with positive global climate action as Paris.

A small number noted that lessons could be learned from the positive legacy, impact and public engagement activities relating to the 2014 Commonwealth Games held in Glasgow. In addition, the 2050 Climate Group described how the Scottish Government could learn from the organisers of the 2012 London Olympics:

"As an example of successful engagement, in the run-up to the 2012 Olympics in London, there was a concerted effort to inspire the next generation of athletes. There was a commitment to help people connect to sport by focusing the world's attention on the greatest athletes and giving young people better access to sports facilities, competition, coaching and sporting events. The Scottish Government should take a similar approach by focusing attention on the world's most inspiring climate activists and influencers and funding increased climate education, events and green innovation to direct the next generation towards a better, healthier future." – 2050 Climate Group

The Church of Scotland offered a comparison between COP26 and the Make Poverty History movement, saying: "it was clear that Make Poverty History, in its moment, was a significant point of entry into acting, campaigning and other forms of activism and we have a similar opportunity to do the same now."

Q12. How can we work with stakeholders and actors across Scotland to deliver our "people" theme for COP26?

Approximately two-thirds of respondents (120/178) answered Question 12, which asked how the "people" theme could best be delivered at COP26. Respondents offered various ideas on how the Scottish Government can work with stakeholders to deliver the "people" theme for COP26. The most popular suggestions explored ways in which the Scottish Government can work with diverse groups, communities and engaged groups. A few respondents suggested delivering pre-events in the run-up to COP26 to maximise public engagement with the event.

Working with communities

The most prevalent theme in responses to Question 12 was the suggestion that the Scottish Government should adopt a localised approach and focus on working with communities across Scotland to deliver the "people" theme for COP26. Respondents noted that COP26 is an opportunity to demonstrate the role that communities can play in taking action against climate change.

Some respondents felt that working with stakeholders to showcase examples of local community climate action across Scotland would be a positive way to deliver the "people" theme at COP26. A few put forward the idea of communities hosting their own mini-COP26 events to drive local action and engagement with the summit.

"Involving as many local organisations (e.g. community groups, schools, local council, businesses etc.) in COP26 will be key to ensuring people are engaged with the event, feel they are represented and empower them to have their say." – Greener Kircaldy

Working with diverse groups

Several respondents stressed the importance of embracing diversity, equality and inclusion at COP26. They felt that in order for the "people" theme to be delivered, the Scottish Government must engage with a broad range of communities across Scotland. Respondents wish to see diversity in representation at the event in terms of ethnicity, age, gender, disability, socioeconomic background and urban/rural divide.

A few added that the best way to ensure that the event is fully representative of Scotland's population is to work with specialist organisations that represent diverse communities. In the equality workshop, representatives of these organisations requested they are involved from the outset so that they can advise on what challenges might be experienced in communicating with people from specific audiences and help overcome these.

"Scottish Government should do whatever it can to make sure that spaces are available for diverse groups and organisations to take part at COP26 to make sure the voices of diverse communities are meaningfully heard." – Stop Climate Chaos Scotland

Working with engaged groups

Several respondents suggested that the Scottish Government should work with established groups and organisations that are engaged with issues related to the

environment to deliver the "people" theme. They felt these organisations would be best placed to engage and communicate with the public about COP26.

Respondents named organisations such as Sustainable Scotland Network, Innovation Centre Networks, Inspiring Scotland, 2050 Climate Group, YoungScot and Creative Carbon Scotland as key groups for the Scottish Government to collaborate with. Universities and schools were also mentioned by a few respondents.

Others noted that it was crucial for businesses to be included in any stakeholder engagement the Scottish Government undertakes during COP26.

Enabling remote participation in the event

Enabling participation in the event in remote locations and through online platforms was suggested by a few respondents. They suggested organising online workshops, hosting satellite COP26 events across Scotland and creating a "People for COP26" online forum. Respondents felt this would increase accessibility and help more people from across Scotland and other countries get involved. Another benefit noted was that it would result in fewer people travelling to Glasgow, which would lower the carbon footprint for the event. A few others noted that social media and apps would be a suitable way to reach members of the public who are not usually active and interested in the climate discussion.

"Social media provides an interactive platform for broad public engagement which has been underutilised in Scottish international policy; using online quizzes, videos, and games could help involve a broader audience." - Individual

Creative approaches

A few respondents described some creative approaches that the Scottish Government could use to deliver the "people" theme at COP26, for example theatre, song and poetry. The idea of making narratives and short films about people's experiences and understanding of the climate emergency was suggested by more than one respondent. One suggested that the creative sector as a whole could be actively involved and work with the Scottish Government to create projects which help people and communities to contribute positively to climate action.

Q13. Are there other initiatives that the Scottish Government should consider joining or supporting ahead of COP26?

Question 13 asked respondents for examples of initiatives that the Scottish Government should engage with before COP26. More than half of the respondents (102/178) provided an answer to Question 13. A wide array of initiatives were described. Some respondents gave general suggestions, for example that the Scottish Government should support placemaking initiatives, renewable energy projects and low carbon and climate action related initiatives. Others mentioned specific campaigns and organisations that the Scottish Government should engage with. The section below describes some of the examples put forward by respondents in the following sub-categories: local/community initiatives; national initiatives; international initiatives; youth-centric initiatives; and initiatives in the education sector.

Local community initiatives

Several respondents were eager for the Scottish Government to support local community projects. A few referred to the success of local Climate Action groups. One respondent suggested the Scottish Government should show support for community net zero visioning' events and encourage as many communities as possible to have such an event in the run-up to COP26. Another advocated for community gardening projects, saying they are helpful both in contributing to environmental goals and connecting neighbourhoods. GoBike Strathclyde Cycle Campaign noted the need to ensure walkways and cycleways along the Clyde are open and improved to allow people to get to the event.

Highlands and Islands Enterprise (HIE) described 'Highland Adapts', an initiative run in collaboration with several other organisations including Highland Council, NHS Highland and NatureScot. The project supports Highland communities to engage in climate adaptation, identifies challenges and define future priorities.

National organisations and networks

Several respondents suggested that the Scottish Government should engage with national organisations and networks working across Scotland. These included Development Trusts Association Scotland, Fields In Trust, Sustainable Scotland Network, Scottish Communities Climate Action Network, Climate Beacons for COP26, Community Resources Network Scotland, the Bioeconomy Cluster Builder project, and the Scottish Urban Regeneration Forum.

International initiatives

A number of international initiatives were mentioned by respondents including The Under2 Coalition and the United Nations Framework Convention on Climate Change (UNFCCC) Race to Zero campaign. Historic Environment Scotland described the Climate Heritage Network, an international network whose members share a common commitment to strengthening the use of arts, culture and heritage to address climate change and support communities in achieving the ambitions of the Paris Agreement.

Other international campaigns that respondents suggested the Scottish Government should support included 'Healthy Environment is a Right', 'Count Us In' and the Climate Engagement Initiative (CEI). CEI was described as an international multi-stakeholder initiative to increase the profile of public engagement and the application of previous binding commitments to engagement, education and participation.

“Globally, more than 2,000 companies of all sizes have joined the UNFCCC Race to Zero so far. With COP26 in Glasgow later this year, the Scottish Government should encourage businesses to take urgent action on their carbon emissions by signing up to Race to Zero and setting out clear pathways to get to net zero.” - SSE Group

Examples in the education sector

Some respondents suggested that the Scottish Government should support various initiatives in the education sector in the lead up to COP26. Two respondents advised that the Scottish Government should work with the Environmental Association of Universities and Colleges. The Edinburgh Climate Change Institute (based within the University of

Edinburgh) noted that the COP26 Universities Network presents an opportunity for the Scottish Government to engage with research and tertiary education providers in terms of COP26 activities, international partnerships, academics and students. Other respondents focussed on climate change education initiatives, including Learning for Sustainability Scotland and the Climate Literacy Project.

Youth initiatives

Initiatives centred on youth participation suggested by a few respondents included:

- The Glasgow Youth Climate Participatory Democracy Project, which uses theatre to engage in deliberative dialogue with young people around issues relating to COP26;
- The 2050 Climate Group's Youth Climate Summit;
- The Youth Environmental Summit organised by the British Conservation Alliance; and
- The Intergovernmental Declaration on Children, Youth and Climate Action.

Other initiatives

Other initiatives noted by respondents included the Fork to Farm Dialogues, which seeks to enhance participation of food producers in local food system governance through dialogues between farmers and local governments, the #MakeEcocideLaw campaign and the reintroduction of the Circular Economy Bill to the Scottish Parliament.

A few respondents suggested that the Scottish Government should avoid supporting any new initiatives and instead focus on consolidating key messages related to encouraging climate change action and a green recovery from the COVID-19 pandemic.

7. Monitoring, evaluation and reporting

This chapter presents the analysis of responses to questions fourteen and fifteen, which focus on monitoring, evaluation and reporting.

Key Findings:

- Respondents welcomed the approach to evaluation described in the draft strategy. They supported the commitment to effective, holistic evaluation and reflected on the need for a range of qualitative and quantitative methods to be adopted.
- Many described the importance of involving stakeholders, including the public, in the monitoring and evaluation processes. This included providing input as evaluation participants, and in informing design, gathering data and as agents of change.
- A need for a variety of frequencies of reporting was mentioned by many, to enable comprehensive reporting of progress and achievement at fixed points, supplemented with more frequent and regular updates and communication, as required. Annual reporting was most suggested, with the expectation of full or summary reports on progress and achievements against objectives, as well as targets for the year ahead.
- Several respondents felt a range of reporting formats were required, primarily to engage different audiences and stakeholders. It was felt that reporting should be inclusive, accessible and engaging for all stakeholders in terms of language, presentation and format.
- Respondents suggested a range of reporting mediums including the use of visuals, infographics, and images and using stories, case studies, and quotes. The approach used to share information and updates throughout the COVID-19 pandemic was frequently mentioned as an effective example.

Q14. What are your views on how our progress towards our objectives could be most effectively monitored and evaluated?

The majority of respondents (126/178) answered question fourteen.

Support for monitoring and evaluation activity

Several respondents welcomed the commitment to effective, holistic evaluation described in the draft strategy. They stressed the importance of evaluation in identifying effective approaches, informing learning and change, and evidencing achievements and outcomes.

Approach and methods

Discussion of methods and tools to support evaluation activity was the most common theme in responses to this question. Respondents reflected on the need for a range of qualitative and quantitative methods to be adopted.

Evaluation models, and approaches to quantitative and qualitative data collection, were described. Examples of evaluation models or frameworks included: process and outcome evaluation, appreciative enquiry¹⁴, participatory appraisal¹⁵, transtheoretical behaviour change model, Social Multi-Criteria Evaluation and outcome mapping.

Several respondents detailed a range of data collection techniques that could be adopted, including surveys, focus groups, polling, case study research, capturing stories and quotes, the use of interactive online platforms and social media.

Other considerations raised by respondents included the need for monitoring and evaluation activity to be conducted at a local level, with place-based methods or community-led work to complement overarching evaluation activity.

Use of existing monitoring and evaluation systems, approaches and tools

Several respondents suggested using existing methods, approaches and tools, with examples from different sectors highlighted. The Scottish Household Survey (SHS) was most commonly cited, with two references to the Scottish House Condition Survey and one mention of the Scottish Social Attitudes Survey.

Half of those advocating for using existing tools acknowledged that questions would need to be extended or amended to align with objectives and supplemented with other qualitative and quantitative data. One respondent described an absence of young people's views and attitudes in monitoring and evaluation approaches set out in the strategy, noting that SHS only reports on the adult population.

Some respondents shared examples of existing frameworks, tools and approaches that can be learned from or have been successfully utilised across different sectors or organisations. This included a framework for National Standards for Community Engagement¹⁶, the Active Travel Framework¹⁷, a net zero transition ladder, the Place Standard Tool, Ipsos Mori's Young People in Scotland survey and online dashboards, such as those that used to present data about COVID-19.

A few respondents suggested aligning with the National Performance Framework to track progress and one suggested the monitoring approach should be in line with the second Scottish Climate Change Adaptation Programme, based on ClimateXChange research. Two respondents referred to the existing theory of change, commenting that it should form the basis of monitoring and evaluation activity. One respondent suggested the use of a

¹⁴ This 2016 article (Forming New Futures Through Appreciative Enquiry) gives some background and application in Scotland:
<https://www.iriss.org.uk/resources/insights/forming-new-futures-through-appreciative-inquiry>

¹⁵ This Handbook from the North East Social Enterprise Partnership in Northumberland gives background and further ideas:
https://www.northumberlandcva.org.uk/files/NESEP_Participatory_Appraisal_Handbook_2014.pdf

¹⁶ https://static1.squarespace.com/static/5943c23a440243c1fa28585f/t/5c000b516d2a737f69d510e7/1543506813945/NSfCE+online_October.pdf

¹⁷ <https://www.transport.gov.scot/media/47158/sct09190900361.pdf>

segmentation model that recognises the distribution of climate change attitudes across different groups, such as the Climate Outreach and More In Common model.

Indicators and measures

Many respondents reflected on the measures and indicators that could be used to demonstrate progress and achievement, describing examples and proposing some new approaches. It is not possible to cover the full scale and variety of measures suggested; instead, they are described in broad categories with illustrative examples:

- Environmental (traffic reduction, atmospheric CO2 levels).
- Health and wellbeing (bike journeys taken, personal debt).
- Behavioural and attitudinal (toward climate policy, adoption of no car policy),
- Cost/cost saving (reduction in power costs, cost savings of home insulation).

Other measures suggested by several respondents included measuring reach, changes in involvement amongst the public, public awareness, support for action on climate change, the capacity for action and child rights indicators.

Several respondents indicated their support for the proposed national indicators, although one suggested that the indicators provided in Low Carbon Scotland: Behaviours Framework¹⁸ does not enable the measurement of progress by businesses, communities or organisations.

Goals and targets

Some respondents emphasised the need for clear and measurable goals/targets to enable effective monitoring and evaluation, with the SMART model of goal-setting mentioned explicitly by a small number. In the discussion of the SMART model, a small number of respondents described the need for each goal/objective to have its suite of indicators to measure and understand progress towards achievement. One respondent reflected that the proposed objectives are not measurable, and another called for greater clarity on the actions being taken and what those actions achieve.

Other suggested measurements identified in single responses included: new, smaller goals and aims that demonstrate shorter-term progress; and for the objectives to focus less on public opinion and more on the efficacy of policy.

Credibility and robust approaches

Several respondents highlighted a need for monitoring and evaluation activity to be rigorous, credible and robust. Suggestions to achieve this included the use of independent organisations or groups such as the Intergovernmental Panel on Climate Change (IPCC), UN, NGOs and research universities to support or undertake monitoring and evaluation activity, to be evidence and/or science-led, and a willingness to be open about success

¹⁸ Progress against these indicators was included in Annex B of the draft Public Engagement Strategy, however these indicators formed part of the previous Public Engagement Strategy, published in 2013: <https://www.gov.scot/publications/low-carbon-scotland-behaviours-framework/>

and what has not worked nor been achieved. Calls for transparency about progress emerged more generally across responses to various consultation questions.

Several respondents called for some form of steering or implementation group to oversee the strategy and associated monitoring and evaluation activity, to provide expertise, advice and accountability. They suggested this group involve representatives from a range of civil society organisations who have a part to play in delivering the strategy's objectives, as well as those with lived experience and representatives of the public and private sector who can advise. A small number reflected on the need to establish a robust baseline position so that change can be effectively measured and communicated.

Involving the public and wider stakeholders

Many respondents described the importance of involving stakeholders, including the public, in monitoring and evaluation processes. Comments in this discussion included input as evaluation participants, informing design, gathering data and agents of change.

Other reflections on the value of stakeholder involvement included providing expertise and informing required adaptations or changes needed to achieve the objectives or define new indicators of progress. These comments linked with discussion around the need for a stakeholder steering or implementation group with broad representation. One respondent advocated for the creation of a reference panel with diverse representation, including communities not currently engaged in conversations around climate action and people experiencing poverty and/or with protected characteristics.

Some respondents also called for clear and regular communication with stakeholders, particularly the public, to maintain engagement, increase awareness and to action/change. On this theme, a small number urged for ongoing and regular stakeholder consultation.

Less commonly reported themes

A small number of respondents called for regular periods of reflection and review to allow adjustment as required and respond to emerging evidence and learning. One respondent suggested that a patient approach was needed, highlighting that progress can be slow.

The value of comparator and benchmarking measures and data was highlighted by a small number of respondents. This included consistent approaches or a common standard to enable comparative analysis and benchmarking between countries and international partners. Two respondents detailed the value of integrating a system to exchange and share knowledge so that this can be applied more widely.

A small number highlighted the benefit and importance of links between or alignment with other strategies and agendas. Examples included the Environment Strategy, the Climate Change Plan and Circular Economy metrics. One respondent felt there was a role for the Digital Planning Strategy to support the collection and analysis of spatial data.

Finally, one respondent expressed a view that evaluation should not be a priority at the moment.

Q15. How regularly – and in what format – should we report on progress on the strategy?

The majority of respondents (119/178) answered question fifteen.

Reporting frequency

Many respondents cited a need for a variety of frequencies of reporting, to enable comprehensive reporting of progress and achievement at fixed points, supplemented with more frequent and regular updates and communication, as required. For example, this could include a full and detailed annual report covering progress and achievement across all aspects of the strategy, with shorter monthly or quarterly updates that focussed on specific activities, projects or successes.

Annual reporting was most commonly suggested, with the expectation of either full or summary reports on progress and achievements against objectives, as well as targets for the year ahead. In comments, respondents reflected that annual reports are a standard reporting frequency for most public bodies and allow for sufficient progress between reports. However, a few respondents called for less frequent reporting, ranging from every two to every five years (aligned to Scotland's Climate Change Plans and Scotland's Climate Change Adaptation Programme' review), though a small number also cited the need for shorter reporting intervals to supplement this.

The second most common theme was calls for quarterly reporting, with smaller numbers suggesting monthly or bi-monthly reporting frequency. Only a small number of respondents provided a rationale for this higher level of frequency. Those that did cite more frequent reporting as demonstrating a commitment, enabling success stories to be highlighted, and providing scope to vary the focus of reporting and provide updates on notable projects and provide inspiration. One respondent suggested weekly reporting of air quality around schools on main traffic through-roads, another proposed a knowledge exchange that could be updated almost daily.

Third most common were calls for bi-annual reporting, although few provided a rationale for this. One suggested that a bi-annual report could show what work is currently being carried out and indicate whether progress is on track against anticipated full-year targets. Two respondents mentioned this approach would allow a swift response if expected progress was not being met. Another stated that reporting every 6-months would give a reasonable period of time for progress against objectives to be measured.

More broadly, several respondents asked for reporting to be carried out regularly, continuously, frequently or timely without stating a specific time period. Some of these made this general point in addition to expressing a defined frequency, most commonly annual or bi-annual; a few reflected that the availability of data should influence the frequency, progress made, milestones reached, or successes/outcomes achieved. Within these responses, arguments for more frequent reporting included providing openness and transparency, making the issue normalised and accepted, keeping stakeholders up to date and sharing knowledge and experience. Two respondents suggested that reporting cycles should be aligned with other related strategies or science-based targets.

Reporting formats

Several respondents felt a range of reporting formats were required. This included detailed suggestions, as well as those that broadly alluded to a wide variety being needed. Their rationale centred on recognition that a range of formats would be needed to engage different audiences and stakeholders.

The most commonly cited format mentioned by several respondents was online/digital, with reference to updates and reporting through social media platforms and websites such as the Scottish Government's website, Adaptation Scotland, and Net Zero Nation. Other online/digital suggestions included blogs, podcasts, dynamic scoreboard, dashboard or interactive platform. Emails and digital signs were mentioned as digital options.

Traditional media such as TV, radio and newspapers were suggested by some respondents, with a few citing that this should be used at a national and local level. Specific proposals included advertising campaigns, video presentation by a professional in the media or widely admired celebrity, or live presentations with input from panel experts and audience Q&A. A few mentioned video as a possible reporting format.

The value of in-person formats was highlighted by a small number. This included briefings from the First Minister, meetings in town halls and local council sessions. Opportunities for face-to-face interaction with stakeholders and the wider public and discussion of annual reports, to provide feedback from practitioners and champions, were praised.

While not technically a reporting format, some respondents described the role of formal and informal networks to support reporting and messaging. Specific examples included: community activists; schools; principal communicators of climate change organisations; community networking channels and bodies; regional councils/COSLA; local climate groups; the Sustainable Scotland Network; and Community Councils.

Engaging all stakeholders

Several respondents highlighted that reporting should be inclusive, accessible and engaging for all stakeholders, in terms of language, presentation and format. This linked to the range of mediums mentioned by respondents and included other ideas such as the use of visuals, infographics, and images and using stories, case studies, and quotes. One respondent felt that local reporting should be aligned with a local issue to ensure relevance; another suggested using lived experience stories of local champions.

Suggested reporting themes were shared by some respondents, including progress against objectives/targets, transferable learning, views of the communities the Government is seeking to engage, explicit pledges, information on new initiatives and plans.

Drawing on good practice

Some shared examples they consider effective. Most common was the approach used in the COVID-19 pandemic, sharing easy to understand information regularly via online dashboards, social media and regular briefings. The Made at Uni campaign was given as a good example of sharing success, and following the reporting model used for the National Performance Framework model was also mentioned. One described a collaborative and responsive platform solution they have developed with partners.

8. Conclusions

A range of informed individuals and stakeholders took part in the consultation. These respondents shared their views and ambitions for how the Scottish Government can successfully communicate with individuals and communities and encourage the public's participation in decision making. Together, these responses provide an essential evidence base for the Scottish Government to draw upon when developing and implementing the final Public Engagement Strategy.

Reflecting their expert knowledge and specific interests, respondents' perspectives and evidence spanned a range of complex issues which cannot be summarised succinctly. This report provides a high-level summary across the range of consultation responses submitted. For more detail, readers are encouraged to look to individual responses where permission was granted for publication¹⁹.

There is evidence across responses that the strategy is welcomed, with broad endorsement of the objectives and principles included in the approach. Respondents expressed their desire to see the strategy increase public understanding as well as awareness, to be inclusive with tailored approaches for specific demographic groups and disengaged audiences, and to enable as well as encourage action. Support was also expressed for proposed participation approaches, particularly youth participation and the citizen's assembly. Calls for partnership approaches and collaboration and for more education to enhance climate literacy were also common.

Respondents noted significant opportunities and challenges around engaging the public in the Green Recovery. It offers an opportunity to embed COVID-19 driven behaviour change before the public return to normal. The benefits of a Green Recovery, green jobs, and the increased importance of communities can all be promoted. However, they highlighted challenges around ensuring communication is of sufficient scale, clarity and relevance to be effective and that people feel empowered and able to act.

COP26 is seen as having the potential to boost Scotland's reputation as a leader in climate change action. Respondents felt it presents a unique opportunity to engage the Scottish public about the climate emergency and leave a legacy of greater understanding. This can be achieved through engaging with a broad range of communities and encouraging remote participation and creative approaches.

The commitment to effective, holistic evaluation in the draft strategy was welcomed. Respondents highlighted the need for a range of methods to be adopted and reflected on the need for clear and measurable goals which can be used to demonstrate progress.

It may not be possible to satisfy the different interests and priorities expressed across the many stakeholders who participated in the consultation. However, above and beyond specific interests, most wish to see more detail about how the strategy will be delivered.

¹⁹ Responses are published on the Scottish Government's consultation website: <https://consult.gov.scot/>

Appendix A: Question 3: Detailed analysis

Q3a. Do you have any other comments on our overall approach?

Question 3a asked respondents for any other comments on the Scottish Government's overall approach to public engagement on climate change.

Just over half of respondents (93/178) provided an answer. Given the open nature of this question, responses were varied. Some used the opportunity to express general support for the objectives and plans in the strategy. Others pointed out areas they felt required more focus and stressed the importance of effective, clear and urgent messaging. The section below provides an overview of the themes evident in responses.

Focused engagement efforts with specific groups

Some respondents noted that while the approach set out is suitable for overall engagement, the Scottish Government should make more focused efforts to engage with different audiences. A few felt more should be done to engage with businesses and corporations to ensure they operate in a more environmentally friendly way. They advised that businesses and corporations will require a tailored approach or even a separate strategy to drive engagement.

Others felt there should be more in the strategy about reaching disengaged groups. They expressed concern that the strategy does not set out which groups are currently not engaging with climate change action and how it intends to reach out to them proactively. They felt the current approach might only be effective in reaching those already engaged with climate action. Other groups which respondents felt would benefit from focused engagement included rural communities, faith groups, students and young people.

Clear, effective and urgent messaging

Clarity and transparency in messaging were urged by some respondents who felt actions should be clearly set out and communicated to the public. One respondent felt that desired changes in behaviours by individuals and communities were more likely to be achieved if communications outlined actions in the short, medium and longer terms.

Some respondents felt the strategy does not reflect the urgency of the climate emergency and that more specific actions and targets should be set to ensure implementation. Creative Carbon Scotland urged the Scottish Government to adopt a bolder, more innovative and expansive approach in realising its net zero objectives. Transition Black Isle listed several suggestions of how the actions set out in Annex A could be emboldened or improved, for example, by the Government issuing advice about limiting leisure travel and strategies to save water at home.

Lessons learned from the COVID-19 pandemic

A few respondents suggested learning lessons from the effectiveness of government communication and public engagement throughout the COVID-19 pandemic. They noted that the crisis is good example of engaging the population, and that the climate emergency should be treated in the same way. The University of Stirling commented that the

pandemic demonstrated that governments can: “rework our daily routines, change how and when we use infrastructure, open new infrastructure quickly, repurpose jobs, relocate labour and ban certain practices.”

Other themes

A small number of respondents used this question to make comments about the consultation process, articulating that the consultation should have been more promoted more widely and more accessible. Respondents pointed to the lengthy consultation document and technical jargon used throughout as barriers for a public audience.

An increase in climate education among the general public was cited as a priority by a few respondents. They felt that it will be difficult to engage people with climate policy and action without high levels of climate science literacy.

While they appreciated the approach of encouraging people to make changes that will help combat climate change, a small number noted the success of the strategy will depend on the ability of those in power to facilitate these changes. One gave an example of local authorities ensuring that recycling bins are emptied regularly. Another noted that local authorities need resources, direction and guidance from the Scottish Government to deliver the strategy locally.

A few respondents noted that it would be beneficial to include more in the strategy about the value of collaborative working across organisations. One respondent saw value in including a strategic objective based around collaborative work. Another was eager to learn about how the Scottish Government and UK Government will work together to promote public engagement with climate action.

Appendix B: Questions 6, 8 & 10: Detailed analysis

Q6. Are you aware of any practical examples or case studies of good practice for communicating on climate change that could be useful for informing our approach?

Two thirds of respondents answered question six. While the question asked explicitly for examples, a range of responses was received; some examples were provided without context, many elaborated on their suggestions, and others made more general comments.

Examples of own work

The most common theme across responses to question six was organisations highlighting examples of their own work. Some examples aligned with the specific themes detailed below; others described their work in general terms. Examples of the latter included: initiatives run by Church of Scotland, Interfaith Scotland and the Scottish Episcopal Church; Greener Kirkcaldy's desire to share learning from 10 years of communicating climate change; Industrial Biotechnology Innovation Centre's networks; Paths for All's 'Smarter Choices, Smarter Places' behaviour change programme; and publications from The Landscape Institute and British Conservation Alliance.

Climate Outreach

Mentions of the work of Climate Outreach was the second most prevalent theme. Most listed an organisation or website, with a suggestion that the Scottish Government look at these references, without explanation of their relevance. Others cited their work such as 'Britain Talks Climate'.

Networks and community groups

Another common theme in responses was examples of community groups and networks that have been undertaking this work. A few similar responses highlighted the value of community-led, local approaches. A small number mentioned climate cafés such as Sustaining North Berwick's free events and Aberdeen Climate Action's monthly climate café. Other examples of work by and for communities included Community Energy Scotland's Community Energy Future's programme and community growing projects. Examples of wider networks sharing learning and best practice included the Sustainable Scotland Network and the support they offer to local authorities, Resilient Communities networks and EAUC's dedicated sustainability network for the college sector.

Work undertaken by other organisations

Work by other organisations was mentioned by several respondents. Examples which did not align with the themes below included: Climate Tracker; Royal Scottish Geographical Society; the Climate Ready Ken project; Sustaining Dunbar; the Transition Movement; Edinburgh College Students Association; The Ellen McArthur Foundation and Changeworks' experience with social landlords and tenants to drive behaviour change.

Reference material

Several respondents provided examples of reference material such as books, reports or websites with little or no elaboration on their content or context. Examples of reports and publications included: 'Nudge' by Thaler and Sustein which focuses on behaviour change, a Committee on Climate Change report²⁰, Stephen Sheppard's paper 'Making Climate Change Visible: A Critical Role for Landscape Professionals' and the United Nations Special Rapporteur on the Environment and Human Rights child-friendly version of his 2018 report on children's rights and the environment. Websites mentioned more than once included the Common Cause 'values and frames' (<https://valuesandframes.org>) and www.crankyuncle.com.

Other themes

The majority of themes in response to question six were mentioned by small numbers. These are outlined below.

Some respondents suggested that using trusted advisors or influencers would be good practice. Greta Thunberg and David Attenborough were commonly mentioned; a few mentioned scientists e.g. climate scientist Katherine Hayhoe.

Varied examples of using creative approaches to engage included WOSDEC's²¹ 'Our Global Storylines' programme, Creative Carbon Scotland's case studies showing the benefits of artistic collaboration, redevelopment of the Robert Burns Birthplace Museum, the work of Scotland: The Big Picture, and the Netflix documentary *Seaspiracy*.

The potential for digital, email and social media was highlighted. Respondents suggested using email updates and viral online challenges. Examples included Climate Ready Clyde's use of social media and a 'Random Acts of Green' app which has been used in Canada to motivate people to make greener choices.

Citizens Assemblies or Climate Conversations were mentioned by a few respondents. Most provided short statements to the effect that they consider these to be good practice. A small number of examples included a Climate Assembly in Moray and the Scottish Rural Parliament.

A variety of comments were provided about engaging young people. Respondents highlighted the work of the Scottish Youth Parliament, Young Scot and YouthLink Scotland, and suggested using young ambassadors and influencers. Children in Scotland provided several examples of their engagement projects, for example the Changing Gears project with Cycling Scotland to explore children's views of road safety and active travel, and their Health Inequalities: Participative Research project where 15 peer researchers living in areas of deprivation explored how their neighbourhoods could impact on children and young people's health and wellbeing and contribute to inequalities. A few made general comments around the role of climate education.

²⁰ <https://www.theccc.org.uk/wp-content/uploads/2019/10/Behaviour-change-public-engagement-and-Net-Zero-Imperial-College-London.pdf>

²¹ West of Scotland Development Education Centre

Examples of how best to communicate impacts were highlighted. These included a West Sussex case study, examples of how to tell impactful stories and WWF's Fight For Your World campaign. Separate work by the University of Strathclyde and University of Edinburgh on producing communication guidelines was also noted. A few comments noted the value of powerful pictures or videos, and the principles of communicating effectively.

Resources and toolkits were mentioned. These included Tearfund's work on the Climate Emergency Toolkit, Keep Scotland Beautiful's Climate Emergency Training, Glasgow Science Centre's learning packs, Royal Botanic Gardens Edinburgh's online videos, and Carbon Literacy Training.

Work in other countries was cited by a small number of respondents. This included the Climate 4 Change approach in Australia, cross-governmental approach and communication in Kenya, and a positive comment about Denmark's progress in the area.

A few commented on the value of demonstrating action. They suggested this could be done by, for example, becoming a certified B Corp, having carbon kitemarks, and regulating packaging. As well as highlighting available technologies such as local heat networks, the importance of making these visible was noted, for example giving electric vehicles green number plates.

Approaches to communication and marketing were debated. These included calls for the Scottish Government to learn from hard-hitting campaigns such as drink driving, to replicate the success of COVID-19 communications and messaging, and to continue using broadcast media. One questioned whether there was a need to start from scratch or whether established campaigns could be used. A few highlighted the Intergovernmental Panel on Climate Change (IPCC) work which outlines effective communication strategies.

In-person engagement was discussed by a small number. Comments included using climate roadshows, talks to different groups, RWE outlined their visitor centre experience and Paths for All noted their engagement in local projects such as Falkirk Bike Club.

Examples of special events included Scotland's annual Climate week, WWF's Earth Hour, Zero Waste Scotland's Recycle Week and Manchester Science Festival.

Q8. Are you aware of any practical examples or case studies of good practice for enabling participation in decision-making that could be useful for informing our approach?

Three fifths of consultation respondents answered question eight (108/178). As with question six, these responses included detailed suggestions, examples without context, and general comments.

Citizen Assemblies

The most common set of examples in response to question eight was Citizen Assemblies and other deliberative approaches such as citizen panels and juries. Most cited these as a positive form of public engagement. Specific examples included: People's Assemblies in Dundee; Climate Assemblies in Oxford, Newham, Brent and Leicester; and their effective use in Ireland and France.

A few respondents called for publicity and action around the results of the Scottish Climate Assembly, noting the English Assembly suffered from a lack of publicity. Related to this, a small number of responses noted the potential for participatory budgeting.

Youth participation

Examples of encouraging youth participation was another prevalent theme. A range of examples included: the work of the Scottish Youth Parliament and its consultations; organisations such as Children in Scotland highlighting their work; Edinburgh and Dumfries and Galloway College noting how they enable students to participate; and East Lothian and Falkirk councils outlining how they engage young people in local decisions. In their submission, YouthLink Scotland provide several examples of how the youth work sector has worked collaboratively with the environment sector, such as their Our Bright Future programme.

Respondents highlighted young people teams or advisory groups formed by organisations, such as: the Children and Young People's Commissioner Scotland recruiting groups of young advisors; Loch Lomond & The Trossachs National Park Youth Committee; Cairngorms Youth Action Team; and Scotland: the Big Picture's panel of Young Rewilders. 2050 Climate Group called for best practice of having easy to read and accessible versions of a consultation and resource packs for teachers, parents and carers to collect childrens' views.

Enhanced or tailored consultation approaches

Respondents gave several varied examples of ways in which participation could be adapted, tailored or strengthened. Examples of approaches included: Scottish Rural Action's Rural Parliament; the Poverty Truth Commission's model for listening to the voices of those with direct experience of an issue; the process used by the Scottish Government when seeking stakeholders' views on Scotland's Race Equality Framework (2016-2030); and a suggestion to use Highlands and Islands Enterprise's business panel surveys to gain insight from businesses.

Examples or suggestions for improved processes included: use of Commonplace or online platforms, the former having been used by Haringey Council; using place-making tools

such as the Place Standard Toolkit; the inclusion of policy experts in participation; calls for the strategy to state how public consultations will be embedded in policy; and calls for public bodies to be supported to integrate climate change into policy consultations.

Work of other organisations

Several respondents cited the work of other people or organisations. Some of the examples where little context was provided or which were not aligned with the themes in this section included: the UN; the Transition Network; Oliver Escobar at University of Edinburgh; CLEVER Cities: Thamesmead; Open Democracy; Kate Raworth's Doughnut Economics Action Lab and Cornwall Council's practising of the concept; Architecture and Design Scotland's Place Standard Tool; and SEPA's Walks with Farmers project.

Engagement with local groups

In addition to mentions of local citizen's assemblies, some respondents provided examples of engagement with communities and local groups. These included: locally run climate cafés; work by Perth and Kinross Council, South Ayrshire Council and Carmarthenshire Council to involve residents in community planning; Keep Scotland Beautiful working with Kirriemuir in Angus and Tayvallich in Argyll and Bute to develop Community Climate Action Plans; the REFLEX project in Orkney; East Lothian's Area Partnerships; and Glasgow's Transformational Regeneration Areas. Community Energy Scotland provided a suggested process for engaging communities in their response.

Other less commonly mentioned themes

While some respondents commented on ways to encourage participation, few provided direct examples. As well as a few comments noting the importance of engaging the public, a small number of similar comments called for resources to ensure more people have the skills to facilitate deliberative processes. There were also singular calls to include technological innovation, minority audiences and segments of the social care sector in participation. The two examples cited approaches used in Iceland – the Shadow Government approach and the method of choosing engagement participants randomly from the phone book.

Collaboration between organisations was another theme. Examples included: a Scottish Government Chaired Waste Sector Forum comprising public bodies, the third sector and the CIWM²²; Citizen's Advice Scotland's partnership with Home Energy Scotland on the annual Big Energy Savings Month campaign; SSEN's work with Citizen's Advice Scotland to develop a business plan; Scottish Deer Management groups; and Nourish Scotland and South of Scotland Enterprise noting their work with local authorities

Some organisations gave examples of their own work which did not align with the themes above. These included: Chiesi's work on behaviour change campaigns in the health arena; Creative Carbon Scotland's case studies around collaboration with artists; Industrial Biotechnology Innovation Centre's policy forum; Centre for Climate Change & Social Transformations' work with European Climate Foundation; and The British Conservation Alliance's consultations for the One Planet Cardiff initiative.

²² Chartered Institute for Waste Management

Other themes mentioned by only a few respondents included:

- References to how Scotland could learn from more inclusive democratic structures in the rest of the UK and globally.
- Specific examples of co-production by local authorities.
- Two mentions of the work of Climate Outreach.

Reference material

A small number gave examples of reference material such as books, reports or websites with little or no elaboration on their content. Examples of reports and publications included: the Just Transition Commission's final report, The Aarhus Convention "Convention on Access to Information, Public Participation in Decision-Making and Access to Justice in Environmental Matters", "Fostering Sustainable Behaviour: a introduction to community based social marketing" by Doug McKenzie-Mohr, and Paul Hawken's "Drawdown, The most comprehensive plan ever proposed to reverse global warming".

Q10. Are you aware of any practical examples or case studies of good practice for encouraging climate change action that could be useful for informing our approach?

Question ten asked respondents to share examples of good practice for encouraging climate change action. Over three fifths of respondents (110/178) answered question ten. Respondents shared a broad range of examples of case studies and initiatives for encouraging climate change action. The section below lists some key examples described by respondents, grouped in the following categories: local community projects; local authority initiatives; examples in the education sector; and international examples.

Local community projects

The majority of examples described by respondents were local community projects and initiatives based in Scotland. Several respondents referred to a wide range of effective case studies amongst the Scottish Communities Climate Action Network (SCCAN) membership. They also noted that Keep Scotland Beautiful has a selection of case studies of Climate Challenge Fund (CCF) projects available on their website. Other examples of local community projects which encourage action included:

‘Climate Action North East Week’, run by Climate Action Aberdeen. The event has webinars on a range of issues from hydrogen buses to wildlife gardening.

Blairgowrie HEAT Project, a local project that provides free advice on energy savings and carbon reduction in homes.

Climate Action Fife²³, an example of how community-led network and relationship building across sectors over many years has created the conditions for widespread engagement and participation in climate action across a local authority area.

Eco-congregations across Scotland. One respondent described the eco-group within St. Anne's Episcopal/Methodist church in Dunbar as an excellent example of good practice.

The Bonnie Dundee partnership, which has formalised carbon reduction as one of their key themes of activity, linking in with the Dundee Climate Action Plan. Their activities have included planting over 1,000 trees in Middleton Wood and reducing consumption by reusing materials including pots, tools and seed trays.

The Community Energy Futures programme delivered by Community Energy Scotland, which helps community groups around Scotland learn about the energy transition and develop community energy projects through a series of workshops and subsequent one-to-one support.

²³ <https://www.climateactionfife.org.uk>

Local authority initiatives

A few respondents provided examples of initiatives to encourage action on climate change delivered by local councils in Scotland, for example:

- East Dunbartonshire Council engaged local high school pupils to run an audit of plastics-use in their Council buildings.
- South Ayrshire Council has plans to introduce a carbon budget within the council and discover what drives the emissions attributable to service delivery and what they can do to reduce them.
- Glasgow City Council has introduced a Climate Emergency Implementation Plan.
- East Lothian Council introduced electric vehicle infrastructure and bike schemes.

Examples in the education sector

Some respondents shared examples of good practice in education. Dumfries and Galloway College noted the college sector has been working to firm targets for climate change and that they must report on these targets via the public bodies climate change duties and in Regional Outcome Agreements. Glasgow Science Centre shared details of their Learning Lab programme, an online learning experience for schools, which supported teachers to engage learners in climate science throughout lockdown.

The John Muir Trust also described various projects in schools and colleges across Scotland, including a collaborative effort between a school in Fife and a local social enterprise to turn five acres of former playing fields near their school into a healthy woodland area. Keep Scotland Beautiful described successful initiatives that they had run within schools.

International examples

Some respondents described ways in which other countries have encouraged climate change action. For example, one noted that in France, new buildings must have solar panels or green roofs, and another described how Sweden has introduced several initiatives to encourage climate change action, including:

- In Stockholm, old industrial areas have been redeveloped as efficient low-energy housing, and the city has extended its tram routes. In addition, the underground public transport system runs on green electricity, and buses run on renewable fuels.
- The Swedish island of Gotland has opened the world's first wireless electric road, where electric trucks and buses can charge while driving.
- In Umeå, near the Arctic Circle, locally engineered electric buses are an everyday sight. Using patented fast-charge technology, they can service an entire city without wires.

A few respondents suggested that the implementation of Climate Income in Canada²⁴ and Switzerland should be studied as an example of good practice.

²⁴ <https://canada.citizensclimatelobby.org/carbon-fee-and-dividend/>

Appendix C: Quantitative summary of responses

Question	No of responses	% of all responses provided	No of no comment / not applicable / no answer	% of no comment / not applicable / no answer
Q1a. What are your views on the three objectives underpinning our approach to engagement on climate change?	153	86%	25	14%
Q1b. Do you think that any of these objectives should be removed or changed?	135	76%	43	24%
Q1c. Are there any objectives that you think should be included that are currently missing?	122	69%	56	31%
Q2a. What are your views on our seven principles for public engagement set out in Box 1?	149	84%	29	16%
Q2b. Do you think that any of these principles should be removed or changed?	121	68%	57	32%
Q2c. Are there any principles of good public engagement on climate change that you think are missing?	117	66%	61	34%
Q3a. Do you have any other comments on our overall approach?	93	52%	85	48%
Q4. What are your views on the opportunities and challenges for public engagement in the Green Recovery?	149	84%	29	16%

Question	No of responses	% of all responses provided	No of no comment / not applicable / no answer	% of no comment / not applicable / no answer
Q5. What are your views on our approach to communicating climate change policy?	159	89%	19	11%
Q6. Are you aware of any practical examples or case studies of good practice for communicating on climate change that could be useful for informing our approach?	118	66%	60	34%
Q7. What are your views on our approach to enabling participation in policy design?	139	78%	39	22%
Q8. Are you aware of any practical examples or case studies of good practice for enabling participation in decision-making that could be useful for informing our approach?	108	61%	70	39%
Q9. What are your views on our approach to encouraging action?	147	83%	31	17%
Q10. Are you aware of any practical examples or case studies of good practice for encouraging climate change action that could be useful for informing our approach?	110	62%	68	38%
Q11. How do you think COP26 can help deliver a positive legacy for people of Scotland and climate action?	145	81%	33	19%
Q12. How can we work with stakeholders and actors across Scotland to deliver our “people” theme for COP26.	120	67%	58	33%

Question	No of responses	% of all responses provided	No of no comment / not applicable / no answer	% of no comment / not applicable / no answer
Q13. Are there other initiatives that the Scottish Government should consider joining or supporting ahead of COP26?	102	57%	76	43%
Q14. What are your views on how our progress towards our objectives could be most effectively monitored and evaluated?	126	71%	52	29%
Q15. How regularly – and in what format – should we report on progress on the strategy?	119	67%	59	33%

Appendix D: Principles for Public Engagement

The following principles will be embedded throughout public engagement activity included within the draft strategy.

Positive

Our green recovery from COVID-19 and our transition to a net zero nation bring numerous opportunities with potential benefits to our health, wellbeing, and local communities. It is important that our public engagement includes a renewed focus on these opportunities and benefits, people have the opportunity to make a real difference and our engagement must highlight this. The actions required to combat, and adapt to, climate change can create a better, and fairer, society for everyone. We are therefore committed to creating an uplifting vision which people can relate to, understand, and be motivated to achieve.

Putting People First

Decarbonising our nation will have a significant effect on people's lives, so it is crucial that we understand and respond to people's concerns, have an inclusive decision-making process, and put people in Scotland at the forefront of everything that we do. A net zero nation is not possible without the support and contribution of our citizens. Communities are not bystanders in the transition but integral players in making it a success.

Dialogue

Conversations around climate change are essential to encourage positive social norms and dispel negative misconceptions. We are reassured by discussing these issues with those around us, knowing that climate change is a shared concern and that our combined actions are making a difference. This engagement is required for all of society, including those that will be most affected by the transition to net zero.

Just

Climate justice and a commitment to a just transition approach are integral to the Scottish Government's response to both mitigating and adapting to climate change. It is important to understand which communities and sectors are most likely to be affected by the transition and actively engage with these groups. Those most impacted by our changing climate have often contributed least to the problem, both domestically and internationally. Working with affected communities to design and deliver our transition to net zero will ensure we address climate change in a way which is fair, and that reflects their circumstances and experiences.

Inclusive

Scotland is a nation of incredible diversity. It is important that this diversity is reflected in our transition to a net zero society and that we reach all sections of Scottish society and give them an equal say in their future. Our engagement approach will therefore be inclusive and accessible to all.

Evidence-Based

We will ensure that we engage with research, encouraging collaboration between experts and policy makers. An evidence-based approach will result in real and lasting social transformation. To that end, we will communicate research findings so that all members of the public can engage with the latest developments. By working in collaboration with experts, duplication can be avoided, gaps in research identified, and the evidence base expanded.

Open & Transparent

The Scottish Government is committed to being an Open Government with these values placed at the heart of our National Performance Framework. Regarding our approach to climate change, we will be open and transparent to make sure people can see and understand our actions.



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