

Response ID ANON-YA6Q-S7E1-1

Submitted to **Climate Change - Net Zero Nation: draft public engagement strategy - consultation**

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Our Approach

1 Objectives

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

RMAS welcomes the opportunity to respond to the Climate Change - Net Zero Nation: Draft Public Engagement Strategy - Consultation.

The three objectives are appropriate to nurture public engagement on climate change, but we have suggested some additions that could be considered as part of these objectives.

1 (b). Do you think that any of these objectives should be removed or changed?:

1. People are aware of the action the Scottish Government is taking to address climate change and how it relates to their lives - it would be helpful here to include information that the actions being taken are based on the best available scientific advice, and potentially a reference to the overall global contribution. This may help to build public confidence and understanding of the actions the Scottish Government are taking to address climate change.

2. People actively participate in shaping fair and inclusive policies that encourage adaptation to and mitigation of climate change. It would be helpful to perhaps include People understand how to, and actively participate in ...

3. Taking action on climate change is normalised and encouraged in communities and places across Scotland. Perhaps again referencing taking action which is informed based on the best scientific advice, and which captures the opportunities for green jobs, developing sustainable skills and nurturing well-being i.e. supporting action linked to the benefits to individuals and communities and which collectively will contribute to the overall strategic aims of preparing for the effects of the changing climate and the transition to a Net Zero Nation.

1 (c). Are there any objectives that you think should be included that are currently missing?:

We think it would be helpful if there was an objective that could be included which focused on an education and training programme based on the best available scientific advice, that the primary communicators of climate change could use to deliver to support the behavioural societal change that will be required. This education and training programme should be developed for and targeted to all parts of society - primary, secondary, and tertiary educational levels, and at the individual, community, business, and industry level. Awareness and understanding will need to be built on, and continuously developed across all sectors of society, to enable the transition and the levels of change required to be adopted by everyone to meet the targets to achieve the status of a Net Zero Nation.

2 Principles

2 (a). What are your views on our seven principles for public engagement set out in Box 1?:

The seven principals for public engagement set out in Box 1 are very helpful but we have suggested some additions/amendments that could be considered for some of these principals in Q2b.

2 (b). Do you think that any of these principles should be removed or changed?:

Positive - We agree that it will be important to clearly communicate, build understanding of, and highlight the positive opportunities that will arise - and these should be clearly set out in terms of the creation of green jobs, developing sustainable skills and nurturing wellbeing and how this will be delivered in a way that is just and delivers a thriving sustainable economy.

However, it will be important as part of this public engagement strategy to present the challenges and consequences of not acting which again should be based on the best scientific evidence available. As 60% of measures to achieve net zero emissions will require changes in how all sectors of society operate this information should also be inherent in the communications, and the changes required should be directly linked to the opportunities and impacts – as well as the overarching positive vision to help motivate behavioural change.

Putting People First - It might be helpful to put the climate and people together first – Putting the Climate and People First. One is completely interdependent on the other and perhaps this principal in name could reflect this? Perhaps this statement could be strengthened to include the social demographic and geographical dimension of people living and working across the whole of Scotland.

Dialogue - We think again it would be helpful if there was an education and training programme developed based on the best available scientific advice that the primary communicators of climate change could use to deliver to support the behavioural societal change that will be required. Conversations around climate change are essential and helping to build understanding and knowledge based on scientific evidence for all sectors of society will help everyone understand the nature of the challenge and will support greater opportunities for individuals, and communities to help shape the discussions.

Just – Frameworks will need to be established which enable dialogue on an on-going basis which support and enable informed and active community decision making across all sectors of society These frameworks should enable cross-sectoral understanding and the important role of interdependence in transitioning to ensure that the impacts and opportunities are just in how they are delivered. Fiscal measures, funding and other forms of support should be provided where needs are greatest to enable and support this transition. As well as with communities that are likely to be the most impacted there also needs to be positive and proactive dialogue with the private sector (especially the SME sector in Scotland) to help realise and optimise transitional economic opportunities, and provide

fiscal mechanisms, funding and other support measures to enable and support the transition. The SME sector operates across the length and breadth of Scotland and have an important contribution to make in terms of the green recovery, local employment opportunities and supporting Scotland move to a net-zero economy.

Inclusive - Agree.

Evidence Based – Critically important and all engagement should be developed based on the best available scientific advice, and that this information should be consistent in what and how it is used by all the primary communicators of climate change. This will help to build confidence, knowledge, understanding and help to make informed decisions as to how people can act. By working in collaboration with experts, duplication of effort can be avoided, gaps in research and knowledge identified and the evidence base expanded. This need to be science led and have standardised methods of monitoring and measurement established to avoid confusion and to further enable clarity of communications, reporting and net zero performance. Standards methods of carbon accounting and carbon metrics should be employed by all agencies and be used by all the principal communicators of climate changes.

Open and Transparent - Agree

In terms of monitoring, measurement and reporting standard methods of carbon accounting and carbon metrics should be agreed and be adopted and used to avoid confusion, duplication and provide clarity and confidence in reporting and performance outcomes. How do the Global reporting mechanisms translate to the Scottish, regional and local levels? Consistency at the national and international levels would help to further develop openness and transparency and allow for comparative analysis and opportunities between countries and approaches.

2 (c). Are there any principles of good public engagement on climate change that you think are missing?:

Just to ensure the interdependence between the different sectors in society are provided with the opportunity to co-communicate.

3 Other Comments

3 (a). Do you have any other comments on our overall approach?:

No

Green Recovery

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

Please provide us your views:

The Green Recovery presents a fantastic opportunity to engage the public in conversations and dialogue post lockdown to communicate what the Green Recovery is, what it could mean for individuals, communities, the public and private business and industry sectors, and what the benefits of this will be.

There are however immediate challenges focused on the economic challenges currently being faced by individuals, communities, the public and private business and industry sectors as a direct consequence of the impacts of COVID-19 and emerging from the pandemic. There will also be significant behavioural challenges aligned to this as people after a year of lockdown are keen to get out there, travel, consume, and return to 'normal life'.

The key challenge will be presenting what the new Green Normal could look like and what the benefits of this will be for people. The engagement will need to focus on what the benefits and opportunities are in terms of the creation of green jobs, developing sustainable skills and nurturing well-being to deliver a thriving sustainable economy for Scotland.

Information needs to clearly communicate:

- What green jobs are;
- What they will look like and in what sectors;
- How businesses will be supported and enabled to innovate, diversify and transition (especially the SME sector in Scotland); and
- What skills, qualifications, educational support etc will be provided etc.

Innovation, technology advancements, and diversification which realise carbon are key opportunities but there is an immediate need to understand what these are, how these will be delivered and supported, and then this can be communicated with confidence what the benefits of this new approach will be and how it will contribute to the transition to the Net Zero Nation and help us to mitigate and adapt to climate change.

This information again needs to be based on the best available scientific advice available, and should include the legislative, fiscal measures, funding and other support measures that are being/will be implemented to support the Green Recovery.

We need to be able to communicate in a very straightforward and simple way what we mean by the Green Recovery and what this means for individuals, communities, the public and private sectors and businesses across Scotland. Standardised communications approaches, messaging and branding should be developed and used by all the primary communicators of climate change to help to build public confidence and understanding.

We will also need to address the challenges and consequences of not acting, which again should be based on the best scientific evidence available. And again as 60% of measures to achieve net zero emissions will require changes in how all sectors of society operate this information should also be inherent in the communications - and the changes required should be directly linked to the opportunities and impacts. We will all have to make lifestyle changes, in our choices and in our consumption behaviours and these will all need to be communicated as part of the overall engagement strategy.

The production of a strategic Communication and Engagement Plan and an implementation plan which sets the key information, messages and activities to engage with the public and other key sectors within society would be helpful.

Communicating Climate Change Policy

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

Tell us your views:

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

We agree with the overall approach to communicating climate change policy and would add the following comments:

Communicating through a variety of channels to reach different audiences is crucial. Ensuring there is a consistent and scientific and evidence-based approach to communications, carbon monitoring and reporting mechanisms will help to build public confidence in, and support awareness, participation and actions to achieve net zero.

Supporting and enabling a truly cross sectoral approach that involves partnership working between local government, the wider public sector, the private sector, and the public and community representatives will all help to engage the public and communities.

We welcome the on-going involvement of Adaptation Scotland.

6 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?

Please provide further comments:

No

Enabling Participation in Policy Design

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

Tell us your views on participation:

We welcome the approach to enable participation in Policy Design and would also provide further comments:

- Ensure the climate conversations fully represent the socio-demographic and geographical spread of the individuals and communities across Scotland and ensure the process is inclusive to enable and support full engagement especially for non-engaged people.
- Focus groups are effective in listening and learning from communities and have been successfully used in many good examples of community engagement and empowerment projects and activities.
- As noted earlier, we think it would be helpful if there was an education and training programme developed based on the best available scientific advice that the primary communicators of climate change could use. This education and training programme should be developed to help inform all parts of society - primary, secondary, and tertiary educational levels, and at the individual, community, business and industry level. A better-informed community would help to further support and enable participation in policy design.

8 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?

Give us your views:

As a means of example, recently in response to the COVID-19 crisis a Scottish Government Chaired Waste Sector Forum was established which brought together representatives from the Scottish Government, SEPA, ZWS, COSLA, the Public, Private (SESA, RMAS) and Third Sector organisations (CRNS) and CIWM to discuss and support on-going service delivery and response. This was an effective mechanism which supported and enabled cross sectoral understanding, learning and a collective response.

Please see above re. a potential mechanism for co-operative cross sectoral working, perhaps similar cross sectoral forums could be established for each of the key sectors i.e., electricity, building, transport, industry, waste & the circular economy, land use and forestry, agriculture, negative emissions technologies, with representatives as defined within the Climate Change Plan.

Encouraging Action

9 What are your views on our approach to encouraging action?

Tells us your views on our approach to encouraging action:

Welcome the approach and would also offer up the additional points for consideration:

The key challenge will be presenting what the Green Recovery and the transition to net zero could look like and what the benefits of this will be for people. The engagement will need to focus on what the benefits and opportunities are in terms of the creation of green jobs, developing sustainable skills and nurturing well-being to deliver a thriving sustainable economy for Scotland.

This information again needs to be based on the best available scientific advice available, and should include the legislative, fiscal measures, funding and other support measures that are being/will be implemented to support individuals and communities to take action.

This will also need to address the challenges and consequences of not acting which again should be based on the best scientific evidence available. And again as 60% of measures to achieve net zero emissions will require changes in how all sectors of society operate this information should also be inherent in the communications - and the changes required should be directly linked to the opportunities and impacts. We will all have to make lifestyle changes, in our choices and in our consumption behaviours, and these will all need to be communicated as part of the overall engagement strategy and provide individuals and communities with practical examples and support to enable them to take action.

As noted earlier as well as engaging with young people we also think it would be helpful if there was an education and training programme developed based on the best available scientific advice that the primary communicators of climate change could use to help inform all parts of society - primary, secondary, and tertiary educational levels, and at the individual, community, business and industry level. A better-informed society will help to encourage action.

10 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?

Please tell us any examples you can think of:

No

COP26

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

Tell us your thoughts on delivering a positive legacy for COP26:

Global agreements and consensus across the globe will ultimately make the difference and this will allow the contribution that Scotland can and is making to be clearly communicated on the national and international stage. COP26 is providing a global platform to showcase what Scotland is already doing and what could be achieved. This provides an incredible opportunity to engage all people living and working across Scotland in the Climate Change, Green Recovery and Net Zero conversations, to increase learnings and understanding, and to support action post COP26.

12 How can we work with stakeholders and actors across Scotland to deliver our “people” theme for COP26.

How do you think we can work with others in delivering our "People" theme for COP26?:

See previous comment re. putting the Climate and People First – so they are both integrated and to showcase how supporting people to become aware, participate, and take action can deliver measurable results.

Key is to demonstrate and provide practical larger scale examples of putting the call for action, through informed decision making into practical action. Showcasing achievements that demonstrate this strategic approach would be really helpful and which captures the opportunities for green jobs, developing sustainable skills and nurturing well-being i.e. supporting action linked to the benefits to individuals and communities and which collectively will contribute to the overall strategic aims of preparing for the effects of the changing climate and the transition to a Net Zero Nation.

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

Tell us about any initiatives you believe we should join or support:

Not sure – Very difficult due to immediate and pressing concerns re. on-going response to COVID-19 emergence and the Green Recovery.

Monitoring & Evaluation of the Strategy

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

Tell us your thoughts on monitoring and evaluation:

This need to be science led and have standardised methods of monitoring and measurement established to avoid confusion and to further enable clarity of communications, reporting and net zero performance. Standards methods of carbon accounting and carbon metrics should be employed by all agencies and be used by all the principal communicators of climate changes. Consistency at the national and international levels would help to further develop openness and transparency and allow for comparative analysis and opportunities between countries and approaches.

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

Tell us your thoughts on the regularity on format of reporting:

Annual Report to the Scottish Parliament, to the Citizens Assembly, and to the public and the wider industry and business sectors via the principal communicators of climate change organisations.

About you

What is your name?

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Are you responding as an individual or an organisation?

Organisation

What is your organisation?

Organisation:

SRMA (Scotland) Limited trading as the Resource Management Association Scotland (RMAS)

The Scottish Government would like your permission to publish your consultation response. Please indicate your publishing preference:

Publish response only (without name)

We will share your response internally with other Scottish Government policy teams who may be addressing the issues you discuss. They may wish to contact you again in the future, but we require your permission to do so. Are you content for Scottish Government to contact you again in relation to this consultation exercise?

Yes

I confirm that I have read the privacy policy and consent to the data I provide being used as set out in the policy.

I consent

Evaluation

Please help us improve our consultations by answering the questions below. (Responses to the evaluation will not be published.)

Matrix 1 - How satisfied were you with this consultation?:

Very satisfied

Please enter comments here.:

Matrix 1 - How would you rate your satisfaction with using this platform (Citizen Space) to respond to this consultation?:

Slightly satisfied

Please enter comments here.:

Text formatting option (bold, italic, underline, bullets, etc.) would be helpful