

A woman in a dark puffer jacket and tan boots stands on a grassy bank, holding a baby wrapped in a grey blanket and wearing a pink hat. They are looking across a calm lake that perfectly reflects the surrounding landscape. In the background, there are rolling hills and two prominent mountains with significant snow cover under a clear blue sky. The scene is peaceful and scenic, suggesting a connection to nature.

# Net Zero Nation

Draft Public Engagement  
Strategy for Climate Change



Scottish Government  
Riaghaltas na h-Alba  
[gov.scot](http://gov.scot)



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## Ministerial Foreword



**The scale of the challenges we have faced in 2020 has been unprecedented. It has been a year where we have appreciated what makes Scotland special: our people, our communities, and our values. Over the past few months, we have come together as a society to meet the challenge of the Coronavirus (COVID-19) pandemic – to safeguard our communities, save jobs, and save lives.**

**Throughout all of this, our commitment to climate change has never lessened. The context which we are working in has changed, but our commitment to our end goal of net zero emissions by 2045 has never wavered. Our climate change ambitions are at the heart of our recovery from the pandemic as we respond to the twin challenges of the climate emergency and biodiversity loss.**

A green recovery is one that captures the opportunities for our just transition to net zero. That means creating green jobs, developing sustainable skills, and nurturing wellbeing. It is an approach that is fundamentally important to the future prosperity of our people and planet.

Put simply, a green recovery is our commitment to transition to net zero emissions in a way that is just, and that delivers a thriving, sustainable economy that works for all of us. The Climate Change Plan update, published alongside this strategy, sets out our policies and proposals to meet our future emissions reduction targets, and is an essential strategic document on our green recovery.

This year we have seen every aspect of our lives change: from how we work, how we travel, to how we keep in touch with people. This has provided an opportunity to do things differently, to re-imagine how our society and economy works. It is clear that our continued response to climate change must be a truly national endeavour and one in which everyone in Scotland has a role to play.

I have said all along that addressing climate change must be achieved by all of us, governments, communities, businesses, and individuals coming together to play our part. Recent months have shown what we can achieve when we act as one in response to a crisis. In this document we set out how we will continue to work with communities and the public to recover and rebuild in line with our net zero targets.

Expert advice has been clear that over 60% of measures to achieve net zero emissions will require some level of change in the way society operates. It is therefore more important than ever that society understands the nature and scale of the challenge and has the opportunity to shape decisions about our national approach.

This year we have established an independent Citizens' Assembly on Climate Change which brings together a representative group of around 100 people to provide public recommendations on Scotland's approach to climate change. We will learn from this experience and develop our approach as part of our commitment to being an Open Government.

Our efforts to both adapt to and mitigate climate change will fundamentally change the way we live. Some of this won't be easy, but these changes are required and will result in positive outcomes, for people, nature, and places as well as our planet. By making changes in partnership, I'm confident we can build a fairer and more sustainable society together.

Climate change does not just affect the people of Scotland – it is a global issue that requires global action. We also know that the impacts of climate change are not felt equally. People who have done the least to cause the problem are often most affected by it.

In November 2021, the UN Climate Summit – COP26 – will be held in Glasgow. It is critical that this summit is inclusive and the discussions and outcomes put people and communities at their centre. The opportunities for the people of Scotland to engage with the summit must accommodate activism, culture, and recognise individual action. Just as COP21 was synonymous with the Paris Agreement, I want COP26 to be a landmark in the global transition to net zero that is fair, just, and leaves no-one behind.

COVID-19 permitting, I want people to come to Glasgow and receive a warm Scottish welcome. I also want to play our part in creating the conditions for a successful summit by showing the breadth of action and leadership across Scotland. We need your help to do this. I encourage as many of you as possible to set an example for others to follow, adopt the changes needed to make Scotland a net zero nation, and work with us to make it happen.

We know that public support is crucial to successfully achieve the societal change required for net zero. As part of our commitment to collaborative policy-making, I am consulting on this draft strategy and look forward to hearing your views. I thank you in advance for your participation.



**Roseanna Cunningham**  
Cabinet Secretary for the  
Environment, Climate Change  
& Land Reform

# Our Framework for Engagement

## Our Vision

Everyone in Scotland recognises the implications of the climate emergency, fully understands and contributes to Scotland's mitigation and adaptation response, and embraces their role in the transition to a net zero and climate ready nation.

## Strategic Objectives

### 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

#### Actions

- Develop and implement our public communications approach to ensure people understand Scotland's climate targets and the policies that will be required to reach them
- Collaborate with delivery organisations to ensure information reaches audiences both domestically and internationally, including through initiatives such as Climate Week
- Working with Adaptation Scotland and others to continue to provide consistent messaging that makes clear the effect of climate change locally, nationally, and globally

### Enabling Participation in Policy Design

People actively **participate** in shaping fair and inclusive policies that encourage adaptation to and mitigation of climate change

#### Actions

- Learn from Scotland's Climate Assembly and develop further deliberative approaches
- Continue to facilitate meaningful climate conversations with people and audiences not currently engaged on the topic
- Ensure those most affected by our transition and climate impacts are engaged in the design and delivery of policies
- Develop our approach to ensuring climate change policies exhibit the principles of Open Government through meaningful consultation and participation
- Develop a new approach to ensuring a genuine role in the policy process for young people

### Encouraging Action

Taking **action** on climate change is normalised and encouraged in communities and places across Scotland

#### Actions

- Continue to champion and fund community-led climate action
- Support trusted messengers to increase climate literacy
- Support climate education
- Use marketing and communications activity to ensure that households understand the changes needed to help Scotland get to net zero
- Explore the potential of the arts, creativity and heritage to inspire and empower culture change
- Work with partners to help people make connections to nature and biodiversity
- Encourage a place-based approach to public engagement

### Guiding Principles

- Our approach will be **inclusive** and accessible to all
- Our approach will actively **put people first** and place people at the heart of all that we do

- We will listen to and engage with experts to ensure an **evidence-based** approach
- Climate justice and a **just** transition will be embedded within our approach
- We will continue to encourage a societal **dialogue** on climate change

- We will take a **positive** approach that outlines a vision for climate action that promotes the many co-benefits
- We will be **open and transparent** to make sure people can see and understand our actions

# About this Consultation

Much has changed since our last public engagement strategy for climate change was published in 2013, and the revised approach presented in this document is rooted in the evidence, experience, and expertise we have built up in this time.

This strategy marks a step change in how we understand the role of public engagement in climate change, moving from encouraging incremental changes in attitudes and behaviours, to facilitating a society-wide transformation. We know that we cannot achieve these ambitions without widespread endorsement and support from all sectors of society.

We are therefore publishing this strategy as a draft for consultation because we want to develop our refreshed approach in collaboration with stakeholders across Scotland. We are keen to understand how we can maximise the effectiveness and inclusivity of this strategy for the people, communities, and organisations that will be at the heart of delivering it. We want to know what you like about our proposals, what you think is missing, and what you think should change.

**To help make this consultation document accessible to a wide audience, a glossary of terms is provided in Annex C.**

You will find consultation questions throughout this document requesting feedback on different elements of the draft strategy. We invite you to respond to these questions by 17 March 2021. We will use the consultation responses we receive alongside other available evidence to further develop the strategy before a final version is published.

Please respond to this consultation using the Scottish Government's consultation hub, Citizen Space: <https://consult.gov.scot/energy-and-climate-change-directorate/draft-public-engagement-strategy-climate-change>.

You can save and return to your responses while the consultation is still open. Please ensure that consultation responses are submitted before the closing date of 17 March 2021.

If you are unable to respond using our consultation hub, please complete the Respondent Information Form (provided at **Annex D**) and send to:

✉ [pesconsultation@gov.scot](mailto:pesconsultation@gov.scot)

Following the closing date, all responses will be analysed and considered along with any other available evidence. The Scottish Government will publish responses where respondents have given permission for their response to be made public, and a report summarising responses will also be made available.

# Introduction

Transforming Scotland into a net zero nation by 2045 presents an opportunity to re-imagine the nation we live in. Whilst there is no denying the significant challenge we face in addressing the global climate emergency, it brings with it a chance to create a better, fairer, and more inclusive society for everyone: a society in which individuals and communities across Scotland are actively involved in making the decisions that affect them.

This widespread participation and engagement is essential if we are to successfully limit the effects of climate change, prepare for the impacts that are already locked in, and harness the opportunities to innovate and adapt to a changing climate. We must also include the twin challenge of biodiversity loss and how this interlinks with our work on mitigating and adapting to climate change.

In this strategy, we set out our framework for engaging the people of Scotland in this challenge. By putting our people at the heart of everything we do, we aim to enable and empower everyone in Scotland to be a part of shaping our transition in a just and fair way, building a social mandate for the societal transformation needed to become a net zero nation.

It has been seven years since our previous strategy, Low Carbon Scotland: A Behaviours Framework, was published. In that time much has changed, most recently due to the effect of COVID-19, which has altered all of our lives in many ways.

It is essential that individuals and communities are involved in ensuring a green recovery from COVID-19, and the objectives and principles set out in this strategy apply to our approach to engagement on a green recovery as well as to wider engagement on climate change, including our just transition to a net zero society.

It is also an exceptional time for our international engagement on climate action ahead of the UN Climate Summit – COP26 – taking place in Glasgow in 2021. This strategy will support us to make the most of this opportunity for engagement and to ensure COP26 places people at its heart.

**Our intended audience for this strategy is primarily communicators of climate change. We recognise that government are not, and cannot, be the only ones who engage with the public on this matter. Addressing climate change will be a truly national endeavour. We wish to work collaboratively and consistently alongside trusted messengers to ensure that the public are put at the heart of our national approach.**

**In this document, we set out a framework for engaging the public and encouraging action over the next 3-5 years, including the actions which the Scottish Government are taking to help encourage this.**



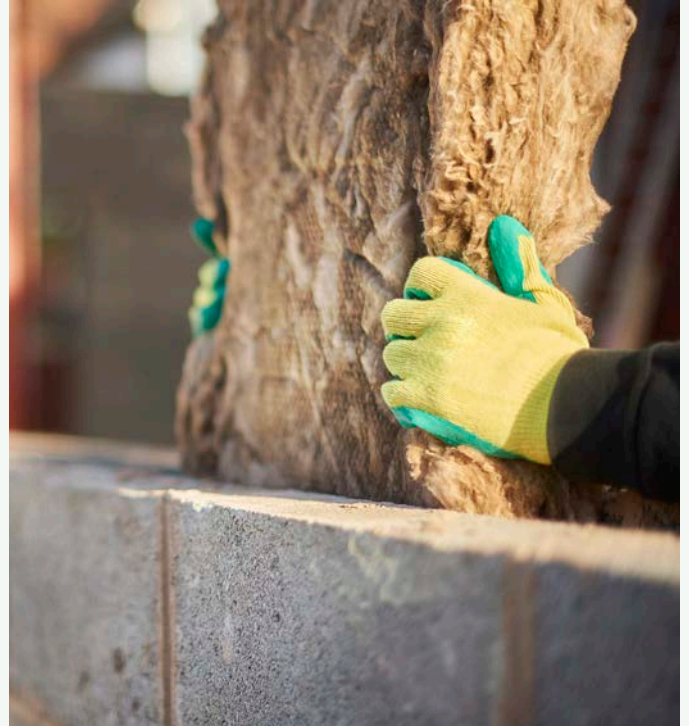
## Climate Change Plan Update

This draft strategy accompanies our [update](#) to the 2018 Climate Change Plan (CCPu), which accounts for the new targets set out within the Climate Change (Scotland) Act 2009 (as amended by the Climate Change (Emissions Reduction Targets) (Scotland) Act 2019), including our commitment to reaching net zero greenhouse gas emissions by 2045.

The Act also enshrined our commitment to a Just Transition into law, ensuring everyone can access the opportunities of the transition and no one is left behind. The Climate Change Plan update was due to be laid in Parliament on 30 April 2020, but was necessarily postponed as a result of the coronavirus pandemic; we have used this additional time to reframe the Plan update as an essential strategic document ensuring a green recovery from COVID-19.

The Plan update sets out our strategic direction, containing the policies and proposals that will put us on a pathway to meet our emissions reduction targets. Collectively these policies will require transformational societal changes, impacting how we travel, heat our homes, and how we consume goods and services.

These changes must be delivered in a way that does not disadvantage those that can afford it the least, which is why we are committed to a just transition. Open, transparent, and participatory approaches with people, places, and business are at the heart of the Just Transition. The Draft Public Engagement Strategy is an essential part of the Scottish Government's approach to delivering upon the ambition of the Climate Change Plan update.



Installing cavity wall insulation

A broad public engagement approach will be required to include people and communities in the national effort required to reach our climate change goals. On developing the Plan update, a representative sample of the population (circa 1000 respondents) were invited to give their views on climate priorities, which in turn fed in to policy making. The results of this are published alongside the Plan update.

The Plan update outlines the roles that private and public sectors and the UK Government will have to take to enable us to achieve our climate ambitions. It also outlines the role of individuals in our transition to a net zero nation, a summary of which is highlighted in **Annex A**. Public support and engagement will be vital in delivering on our target of net zero by 2045. The next full Climate Change Plan will be completed by early 2025.

## Our Approach

Our previous public engagement strategy, Low Carbon Scotland: A Behaviours Framework, published in March 2013, had a strong focus on behaviour change. The central message of this strategy was to encourage action from individuals and households in 10 Key Behaviour Areas (KBAs). It also introduced the ISM (Individual, Social, Material) tool.<sup>1</sup> This tool helps policy-makers and practitioners consider the wide spectrum of factors that shape people's behaviours when designing and delivering policy to influence behaviour.

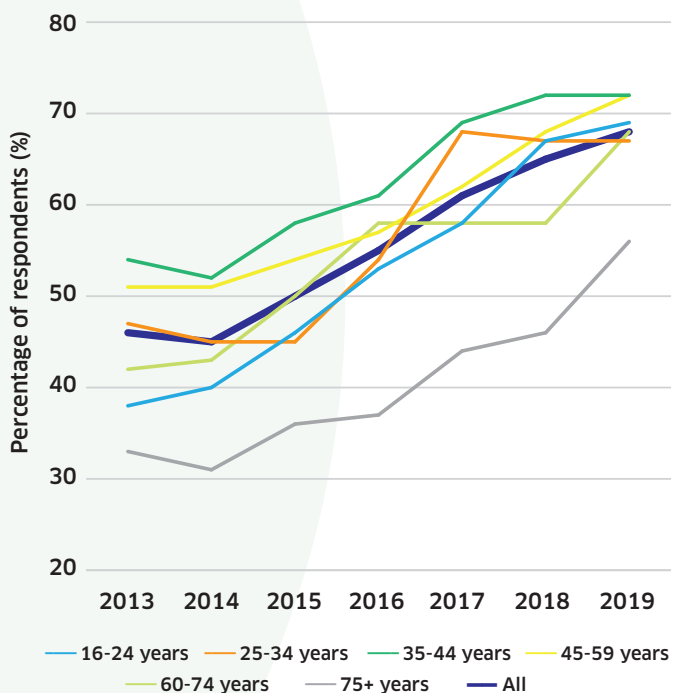
Since this strategy was published, we have seen significant increases in the level of concern about climate change. The latest results from the Scottish Household Survey show that 68% of adults in Scotland now agree that climate change is an immediate and urgent problem, up from 46% in 2013.<sup>2</sup>

In 2019, for the first time, the majority of every age group viewed climate change as an immediate and urgent problem. The largest increase is amongst 16-24 year olds, increasing from 38 percent in 2013 to 69 percent in 2019. A breakdown of results by age is included in **Graph 1**.

However, this large increase in concern has not been matched by evidence of a comparative increase in people taking action to address climate change. (See **Annex B** for a report of progress against key indicators).

Our climate ambitions are even greater now than when our last strategy was published. The Climate Change Committee (CCC) has made it clear that we cannot rely on technology alone: over 60% of the measures needed to reach net zero emissions will require some degree of behavioural or societal change.<sup>3</sup>

**Graph 1:** Percentage of adults in Scotland who view climate change as an immediate and urgent problem over time, by age (Scottish Household Survey, 2013-2019)



This systemic shift requires a transformation of our daily lives. Focussing solely on encouraging incremental adjustments to specific behaviours at the individual and household level is no longer sufficient as this approach does not reflect the systemic, interlinked nature of the societal transformations needed.

An independent advisory report to the CCC on facilitating behavioural and societal change to reach net zero recommends that, in addition to supporting people to take specific concrete actions to reduce emissions, we need a strategy for creating a wider context that nurtures public engagement with action on climate change.<sup>4</sup> This draft strategy responds to this recommendation, aiming to create a context that nurtures public engagement on climate change over the next 3-5 years.

Our approach to public engagement therefore focuses on helping people feel connected to the transition to net zero. The aim of this draft strategy is to encourage meaningful engagement with people's values, interests, and concerns to facilitate a society-wide response to the climate emergency.

Whilst we still encourage behaviour change at the individual and household level (see **Annex A**), we understand that any behavioural interventions we design need to address the many individual, societal, and material influences shaping our actions. We also know that behaviours aren't isolated; they link together to form our daily routines and practices.

Our approach must reflect the complexity and inter-connectedness of all of our lives.<sup>5</sup> The CCPu sets out the policies which we are putting in place across all sectors to create an environment which encourages and actively enables a net zero lifestyle for our citizens.

## Our Strategic Objectives

We have three strategic objectives:



**1. People are aware of the action the Scottish Government is taking to address climate change and how it relates to their lives.**



**2. People actively participate in shaping fair and inclusive policies that encourage adaptation to and mitigation of climate change.**



**3. Taking action on climate change is normalised and encouraged in communities and places across Scotland.**

These objectives underpin our approach and apply both to our engagement on a green recovery and wider engagement on climate change including our just transition to a net zero society. These objectives are based on significant engagement with the public and experts in climate change engagement. In 2019, participants in the Big Climate Conversation called for a just and systemic policy approach with participation, awareness raising, and education all highlighted as important elements of action on climate change.<sup>6</sup>

Within this document we set out the steps we will take at the national level to advance these objectives. We also outline our principles for public engagement (**Box 1**) to reflect the approach we wish to take, building on learning from leading research in climate change engagement.

Throughout the strategy we consider climate change adaptation alongside mitigation. We are already seeing warming in Scotland, with more extreme weather events and rising sea levels and, as a nation, we must adapt to these changes.

We know that adapting to climate change will be necessary regardless of how quickly we achieve net zero emissions, due to the global nature of climate change and emissions which are already locked in. We must continue to build public understanding of climate risks and our strategies for reducing our vulnerability to them, as well as harnessing the opportunities which mitigating climate change may bring.

Delivery of the strategy will require collaboration with a wide range of stakeholders, including those working with people and communities in areas relevant to climate change policy. The main audience for this strategy are these delivery stakeholders, from organisations working with small local groups up to organisations working on large national campaigns.

We are consulting on integral aspects of our approach. This will allow us to reflect the views of those integral to delivering the national endeavour required, including the public, private, and third sectors as well as communities and individuals.

## Consultation Questions: Our Approach

### 1. Objectives

- a) What are your views on the three objectives underpinning our approach to engagement on climate change?
- b) Do you think that any of these objectives should be removed or changed?
- c) Are there any objectives that you think should be included that are currently missing?

### 2. Principles

- a) What are your views on our seven principles for public engagement set out in Box 1?
- b) Do you think that any of these principles should be removed or changed?
- c) Are there any principles of good public engagement on climate change that you think are missing?

### 3. Other comments

- a) Do you have any other comments on our overall approach?



## **Box 1: Our Principles for Public Engagement**

The following principles will be embedded throughout public engagement activity included within this 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.<sup>7</sup> 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.<sup>8</sup> 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.<sup>9</sup> 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.<sup>10</sup> 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.

## Box 1: Our Principles for Public Engagement

### **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.



Isle of Lewis, Outer Hebrides

## Green Recovery

The COVID-19 pandemic has had a profound effect on our health, our way of life, on society, and on the economy. It has starkly demonstrated how important it is to be prepared for system-wide stressors and shocks such as are likely to occur in future due to climate change. The consequences of this crisis will undoubtedly be felt for years to come, and it is therefore extremely important that we look ahead and ensure that we deliver an economic and social recovery that changes our country for the better.

The restrictions necessary to control the virus have been extremely challenging, though in some cases they have shown us what life could be like in a low carbon society and the benefits that can come from this. For example, statistics have shown a consistent uptake in modes of active travel for leisure purposes<sup>11</sup>, an increase in the number of Scots enjoying time in nature<sup>12</sup>, people have started to adopt more sustainable practices such as repairing clothes rather than buying new ones<sup>13</sup>, and across the UK there has been a reduction in food waste as households chose to cook more meals at home.<sup>14</sup>

Levels of concern regarding the climate crisis have increased somewhat since the onset of the pandemic, despite most people considering COVID-19, independence, and the economy to be more important issues for Scotland at the moment. The 2019 Scottish Household Survey figures indicated that 68% of the Scottish public believe that climate change is an immediate and urgent problem. This has been steadily growing since its first inclusion in the survey in 2013. In our most recent research, reaching out to a representative sample of 1000 people in October 2020, we found that this figure had further increased to 79%.

Looking beyond COVID-19, the greatest challenge we are faced with in the coming years is our response to the Climate Emergency. It is therefore essential that our recovery from this pandemic prepares us for this challenge, and delivers on our ambition to achieve net zero emissions by 2045 and a 75% reduction in emissions by 2030. Our outcomes-based and people-centred approach to climate change adaptation and resilience will further guide opportunities for a green recovery.

The Scottish Government has been clear in its commitment to delivering a green recovery which prioritises economic, social, and environmental wellbeing, and responds to the twin challenges of climate change and biodiversity loss. We are building a greener, fairer, and more equal society: a wellbeing economy.<sup>15</sup>



A poster displayed in Glasgow's West End during the COVID-19 pandemic



We are already taking action to ensure that our recovery delivers on these aims, including through our £2 billion Low Carbon Fund which is now fully committed over the life of the next Parliament. This significant public investment will lay the foundations for our ambitious transition, helping to secure investment of £1.6 billion in heat and energy efficiency in our homes and buildings, £180 million for an Emerging Energy Technologies Fund and £120 million to drive the decarbonisation of Scotland's bus network.

We are also seeking to lock in positive changes in active travel by committing £500 million for transformational infrastructure; whilst our Youth Guarantee will provide significant employment and training opportunities for young people, particularly in rural areas, to help to ensure that our young people have the necessary skills and training to work in sectors which support our green recovery. Forestry & Land Scotland and Scottish Forestry have agreed to be early adopters.

Taking a wellbeing approach means attending to the conditions that are required to ensure wellbeing into the future, and for future generations, not only for the present.<sup>16</sup> The principles of a wellbeing economy are mirrored in our principles for public engagement and is at the very heart of our approach within this strategy.

Scotland's National Performance Framework<sup>17</sup> (NPF) articulates and measures aspects connected to wellbeing in Scotland. The NPF sets the overall purpose and vision for Scotland and tracks progress using a set of National Indicators. Many of the NPF indicators relate directly to the type of society that we want to create, including measures such as: children's voices being heard; access to green and blue spaces; and the environmental impacts of our economic activities.

Many of our actions to address climate change are also aimed specifically at improving the wellbeing of Scottish citizens such as our subsidised public transport and energy efficiency measures to address fuel poverty. Our approach to public engagement will highlight the many co-benefits which come from climate action and raise awareness of how the transition to a net zero nation will benefit wellbeing in Scotland.

This draft strategy will set out the measures which we will take to engage people and communities in our green recovery policies. The green recovery provides an opportunity to consider what a 'new normal' may look like and how this could advance our vision of a net zero and climate ready Scotland.

## Consultation Questions: Green Recovery


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





# Theme 1: Communicating Climate Change Policy





Our approach to tackling climate change and ensuring a green recovery has people and fairness at its heart. To achieve the national effort needed to transform our economy and society, we need to bring people with us. We must communicate this approach in an engaging and relevant way which caters to every audience.

In Scotland, we are proud of the world-leading approach we are taking to address climate change, but we understand the need to improve how we communicate it to individuals and communities.

## **We are therefore committed to ensuring that:**



### **1. People are aware of the action that the Scottish Government is taking to address climate change and how it relates to their lives**

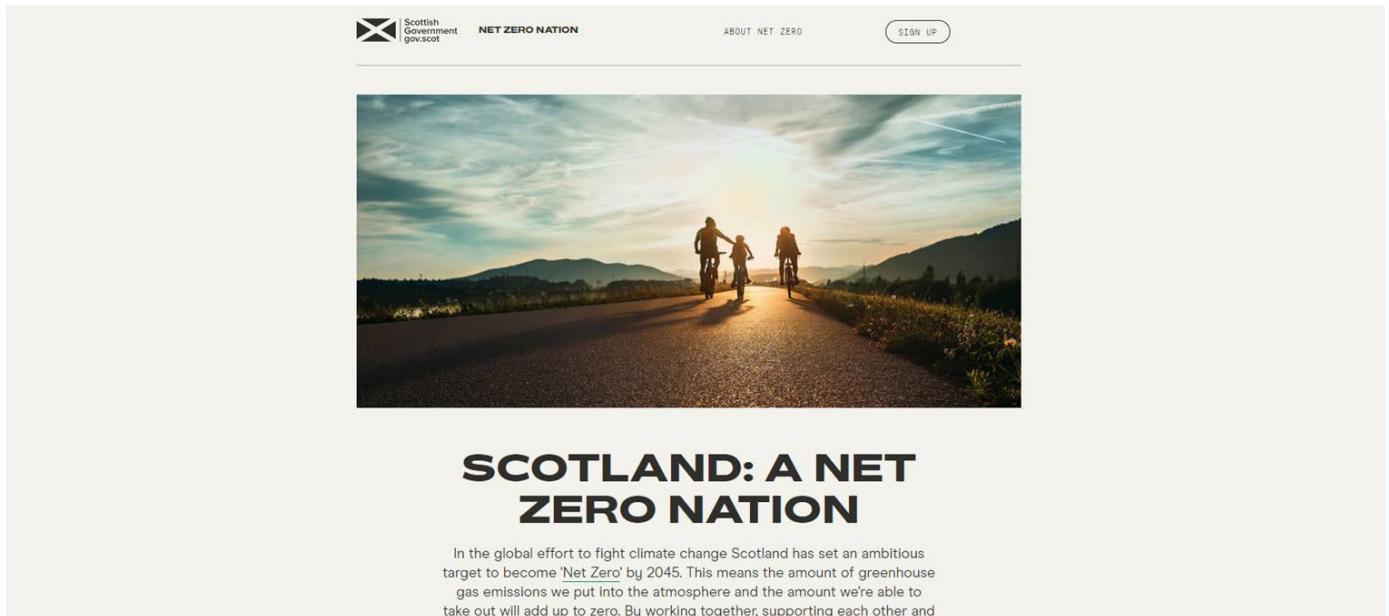
The Climate Change Plan update, published alongside this strategy, sets out the policies and proposals to meet future emissions reduction targets, demonstrating how we will deliver a green recovery in response to the COVID-19 pandemic. The Climate Change Plan update will have implications for all corners of Scottish society.

Given its importance it is crucial that we as a government communicate these policies positively and effectively so that people and communities understand what it will mean for them.

We will do this through a range of initiatives:

#### **Communications and Marketing**

During Climate Week 2020 we launched the first stage of our new communications approach, the [Net Zero Nation](#) website. This website will provide an accessible and interactive tool for public engagement on climate change over the coming years. It will be developed in successive stages to become a 'one stop shop' for individuals, communities, and organisations looking for information about what they can do to address the climate emergency in all aspects of their life.



A still of the [Net Zero Nation home page](#)

Marketing activity will also play a part in educating individuals and organisations about the scale of change needed to address climate change, the policies being developed by the Scottish Government to respond to climate change at home and overseas, and the role of individuals and organisations in getting Scotland to net zero. Our engagement principles will be embedded in these communications, particularly in ensuring that information is accessible and positive. We know that not everyone in Scotland has the same views and beliefs. There is no 'one size fits all' approach for creating a compelling narrative to engage with.

**We will communicate through a variety of channels to reach different audiences in the ways most appropriate and engaging for them.**

**We will continue to develop our communications activity across all appropriate channels to ensure that the climate impacts of our policies are clearly understood by all of Scottish society and that this understanding helps support uptake of the actions needed to reach net zero.**

### **Climate Change Plan Update**

Across the sectors included in the Climate Change Plan update there are over 100 policies and proposals aiming to reduce Scotland's greenhouse gas emissions up to 2032. Many of these will directly affect the daily lives of the Scottish public, and some will seek to engage members of the public, for example through consultations or pilots. In many cases, success of these policies hinges on effective engagement with the public.

In transport, for example, commitments to reduce car kilometres and increase public transport use depends, along with ensuring increased access to infrastructure, on communicating a strong case to the public. Equally, the success of some buildings policies is dependent on increasing people's awareness of the options available to them to improve energy efficiency and move towards zero emissions heating systems, while supporting them to make well informed choices that are most appropriate for them.

**We will ensure that the public is kept aware of upcoming policies across all parts of the Scottish Government, both by communicating directly and by working with delivery partners in the public, private, and third sectors.**



## **Working with Others**

We recognise that governments are often not the most suitable messenger when it comes to communicating policies to differing audiences<sup>8</sup>. Many of the policies included within the CCPu will require a range of organisations to help deliver them. This could be local authorities, wider public sector organisations, businesses, the third sector, and community organisations.

Our public bodies, in particular, are at the frontline of Scotland's climate emergency response, with many already going well beyond their legislative duties to drive action and influence change across society.

**We will continue to work closely with local government and the wider public sector to better engage the public and communities through the vast range of public services they deliver.**

**We will work with organisations across Scotland including through the Climate Change Communications Working Group, which brings together communicators from various organisations, to collaborate on this work.**

**Some areas of climate change policy, such as heat decarbonisation, are reserved to the UK Government.** UK Government communications on reserved policies therefore has an effect on Scottish people. We are working collaboratively with them to ensure that this is managed effectively and will continue to do so.

**We will work with partners including UK Government, business, public and third sector organisations, and communities to ensure a joined up and effective communications approach.**

## **Communicating Climate Impacts**

The Adaptation Scotland programme<sup>18</sup> is funded by the Scottish Government to support capacity building and action on adaptation by the public sector, businesses, and communities in Scotland and to deliver on policy outcomes in the second Scottish Climate Change Adaptation Programme.

Adaptation Scotland's collaborative approach and resources such as Climate Ready Places, helps to provide communities, organisations, and the public with the information they need to engage with, and plan for, the impacts of climate change. Adaptation Scotland supports the development and expansion of place-based initiatives which drive effective adaptation action across cities, regions, islands, and localities, aligned with the interests and needs of communities.

The programme also supports public bodies to develop adaptation capabilities that enable them to take adaptation action at the right time and in an effective way through their award-winning Adaptation Capability Framework.

**We will continue to work alongside Adaptation Scotland to develop a new approach to engaging the public and communities on climate risks and Scotland's approach to adapting to these risks.**

## **Consultation Questions: Communicating Climate Change Policy**

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

**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?





## **Theme 2:** Enabling Participation in Policy Design



Actions to mitigate and adapt to climate change will be transformational across all of society, affecting how we all live our lives on a daily basis. Given these policies will be so far-reaching, it is vital that constructive dialogue with people and communities is at the heart of all new policy, including the policies included in our green recovery from COVID-19.

**We are therefore committed to ensuring that:**



## **2. People actively participate in shaping fair and inclusive policies that encourage adaptation to and mitigation of climate change**

The Scottish Government is committed to being an open government where citizens are co-designing the policies which affect their lives both now and in the future. Within climate change this commitment is also evident.

We are building on our experience of developing public climate conversations and have now established an independent Citizens' Assembly. We will develop this approach further by delivering an innovative, comprehensive and consistent approach to participation in climate change policy making.

We will do this through a range of initiatives:

### **Scotland's Climate Assembly**

The establishment of Scotland's Climate Assembly is an essential component of the Scottish Government's objective to give the people of Scotland the opportunity to participate in developing Scottish policy on climate change. The independent Assembly will bring together individuals in a group that is widely representative of the greater Scottish public and, in this way, give a voice to individuals and communities with unique and diverse perspectives from across the length and breadth of Scotland.





A youth workshop held in Stirling as a part of the Big Climate Conversation in 2019

The assembly has been tasked to learn about, discuss, and make recommendations based around the question of: ‘how should Scotland change to tackle the climate emergency in an effective and fair way?’.

The recommendations made by the Assembly at the end of the programme require a formal response from the Scottish Government within six months which will ensure that individual’s voices are truly captured and reflected in policy.

**We will learn from Scotland’s Climate Assembly and other similar initiatives and incorporate learnings into further deliberative approaches to public engagement across climate change and environmental policy.**

### **Further Climate Conversations**

Engaging in conversations about climate change as part of our daily lives plays a vital role in creating the social change required across the country. Conversations with friends, family, colleagues, and in your local community are vitally important to mainstream climate change beyond the ‘bubbles’ of engaged groups. The Scottish Government has led the way in developing and promoting climate conversations<sup>19</sup> as a means to share views and improve climate literacy, culminating in the Big Climate Conversation in 2019.

**We will continue to develop and promote climate conversations throughout Scotland in a variety of formats including with increased use of digital approaches.**

**We will continue to facilitate meaningful climate conversations at both a regional and national level as a part of our green recovery from COVID-19 and beyond.**

### **Just Transition Engagement**

The Just Transition Commission was established by Scottish Ministers to advise on how just transition principles could be applied to climate change action in Scotland. The independent commission has already engaged extensively with industry and with communities across Scotland.

We have accepted all interim recommendations related to public dialogue and participation and we will continue to work with the Commission to advance these and embed them within our approach. This includes a commitment to carry out more engagement activities with groups identified by the Commission which are most likely to be impacted by the transition.

**We will ensure that those most affected by our transition to net zero are actively engaged in the policies affecting them.**

### **Enhanced Consultation**

Openness is a core value of the Scottish Government's National Performance Framework. The Scottish Government is committed to being an Open Government and is a member of the international Open Government Partnership. An Open Government is one which values openness, accountability, transparency, and involving people.

Improving the way people are able to participate in policymaking is one of the core commitments of our Open Government Action Plan. The CCPu reflects our 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'.

**We will ensure that this framework guides the approach taken to climate change policy development.**

### **Youth Participation**

2019 was a landmark year for youth engagement in climate change, as young people across the world stepped up and demanded climate action to protect their futures. The Scottish Government are committed to making it the norm for children and young people to be involved in decision-making across Scotland. This approach is set out in our [Action Plan to Progress the Human Rights of Children in Scotland](#), an essential legacy of the Year of Young People 2018.

We are already taking steps in this important area. Scotland's Climate Assembly is running a youth engagement project alongside their deliberations and plans are being developed for meaningful youth engagement leading up to COP26.

**We will continue to look for and implement opportunities to ensure that our young people have a voice in our future and can influence policy design.**

## **Consultation Questions: Enabling Participation in Policy Design**

**7)** What are your views on our approach to enabling 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?





## Theme 3: Encouraging Action



Public concern about climate change and the environment has steadily risen over the past decade. In 2019, concern rose to new levels following increased media coverage of the need for urgent international action in light of the IPCC's special report on 1.5°C global warming.

The transformation required to reach net zero is fundamentally a social one. The CCC calculate that over 60% of changes required to reach net zero will be, at least in part, behavioural or societal. Whilst we have seen concern and public attitudes increasing over recent years, we have not seen the same changes in individual behaviours.

To make these changes and mainstream low carbon lifestyles, we will need to create the necessary conditions for action to be taken. This will include 'material' changes including legislation and infrastructure, many of which are included within the Climate Change Plan Update, but crucially

will also require shifting of social norms and increased 'climate literacy' across the population. Increasing our 'climate literacy' will ensure people know why they are being asked to change certain behaviours. Generating positive social norms will provide a facilitating environment for change.

Change often starts at a local level where the people and places we interact with are critical factors in how we live our lives. Community action can also be a major factor in bringing about positive change with wide-ranging co-benefits.

## **We are therefore committed to ensuring that:**



### **3. Taking action on climate change is normalised and encouraged in communities and places across Scotland**

To achieve this strategic objective, we will need to engage with all corners of society, using trusted messengers to reach different audiences in new and innovative ways. We also need to draw more attention to the need for climate change adaptation, building public understanding

of climate risks in an increasingly changing Scotland and world.

The Scottish Climate Change Adaptation Programme<sup>20</sup> is working towards a resilient Scotland where the public is engaged and communities are empowered.

Empowered communities are able to take forward their understanding of how climate change will affect their community, and take action to improve local resilience. When combined, engaged and empowered communities support people in Scotland to be adaptable to the changing climate.

We will therefore support this objective through a range of initiatives:

### **Supporting Community Climate Action**

Communities will play – and already are playing – a fundamental role in Scotland's response to the global climate emergency. Since 2008, the Scottish Government's Climate Challenge Fund (CCF) has made over 1,000 awards, valued at over £100 million, to communities across Scotland. This funding has enabled some communities to take direct action on climate change but many projects have focused on engaging with communities on climate change, and improving climate literacy. The effect of these projects has not always been easily captured in terms of carbon emissions but they have reflected that communities are well placed to promote behaviour change amongst community members and change social norms.

Building on a review of the CCF in Spring 2019, we will work with those involved in community climate action to launch a network of regional hubs to ensure that community engagement is co-ordinated and that different approaches can be adopted in different areas depending on local circumstances and priorities. Our Climate Action Towns initiative will empower and support communities to take action on climate change in a way that takes account of the unique challenges and opportunities each town and region face.

**We will continue to develop our approach to community climate action to ensure communities are at the forefront of our green recovery and just transition to net zero.**

### **Supporting Key Messengers**

We are aware that the best communicators of climate change are often those who are relevant to, and trusted by, their audiences. We will continue to work with, and support, a range of networks which encourage climate change engagement and which motivate individuals and communities to take action.

Findings from the Scottish Household Survey show there is a growing disparity between different sectors of society with regards to climate change awareness and concern.<sup>21</sup> It is important that we raise public awareness within all groups, particularly those currently less engaged on the topic.

**We will work with new networks and messengers within these communities to help communicate relevant messages to these groups.**

### **Supporting Climate Change Education**

In schools, climate change is addressed through the cross-cutting curriculum theme of Learning for Sustainability. Learning for Sustainability encourages young people and their educators to consider issues of global sustainability and in doing so it can provide the skills to address climate change. Young people can learn about greenhouse gases in the sciences, assess the effect on the natural landscape in geography, calculate carbon emissions in maths, and monitor climate change over time in history.



In acknowledgement of the importance of climate education, we are committed to implementing our Learning for Sustainability action plan. The plan aims to ensure that all young people can experience Learning for Sustainability. It focuses action around:

- curriculum and assessment delivery;
- supporting the skills and confidence of educators;
- securing leadership buy-in;
- adapting the learning estate; and
- developing a strategic approach to delivery.

Furthermore, our continued funding of the Eco-Schools Scotland Programme and the Climate Ready Classrooms initiative helps to ensure that schools consider their environmental impact and that teachers have the skills and confidence to cover this vital area of education.

**We will continue to support learners and practitioners to access the right skills and knowledge to learn about climate change.**

### **Marketing Campaigns**

Marketing and communications activity can highlight the relevance of climate change to people in Scotland and encourage action. Whilst climate change is largely embedded in the public consciousness, new and compelling narratives are required to create a sense of urgency, agency, and buy-in for the changes ahead. Building climate change narratives that resonate with a diverse range of values and concerns is critical for the long-term goal of deepening public engagement.

**We will launch a national marketing campaign to inform people about the climate emergency and help them understand the need for action.**

We also need to inform people about the necessary changes to behaviour. Normalising the desired actions over time will help increase uptake. It's vital that people see their individual actions within the context of the bigger picture: if individuals feel they're tackling this alone, it's easy to lose heart. Showcasing the work done by organisations across Scotland to address climate change will help to build belief in the importance of individual action in support.

In the lead up to COP26, we recognise the opportunity to keep climate change on the agenda as a pressing global problem and to showcase the progress Scotland has already made when it comes to tackling climate change while also reinforcing the message that significant work is still to be done.

**We will use channels, including our website, to ensure that we present a positive vision of a net zero Scotland.**

### **Culture and Heritage**

Culture and heritage are integral to people's ways of life. By connecting us to our environment and contributing to our sense of belonging, they offer real potential to help deliver the cultural and societal change that will be required to support our transition to net zero and adapt to our changing climate.





A group of young people learning urban gardening

Culture and heritage projects are often place-based, presenting a unique opportunity to engage directly with communities across Scotland. Heritage can develop our understanding of how society and our environments have transformed themselves in the past, building our faith in what might be possible in the future.

The arts, including screen and broadcasting, are a significant communication tool, with the power to help the public to understand and visualise the potential impacts of climate change, challenge our beliefs, and shift ways of seeing and thinking.

Historic Environment Scotland's Climate Action Plan 2020-2025 sets out how it intends to work towards making our Scotland's historical environment more prepared for and resilient to changes in our climate. It details the organisation's commitment to engaging the public through the historic environment and mainstreaming adaptation and resilience throughout its operations.

**We will work with the culture and heritage sectors to explore the potential of the arts and heritage to deliver culture change and support pilot projects which raise awareness of climate change, its impacts, and the need for action.**

### Connecting with Nature

Biodiversity and climate change are inextricably linked. Nature-based solutions to mitigating climate change are integral to achieving net zero. They also provide a nature-rich future which is vital for ensuring we adapt to the climate change already locked in.

People's connection with nature is also central to tackling biodiversity loss and the climate emergency through the use of nature-based solutions. During lockdown and COVID-19 restrictions, many people spent more time outdoors, enjoying the benefits from engaging with nature, physically and mentally. NatureScot's Make Space for Nature Campaign aims to build on the connections people have made with nature during lockdown, driving behavioural change.

Done well, nature-based solutions are place-based, presenting an opportunity to engage directly with communities across Scotland. Our natural environment can both demonstrate the impacts of climate change, while also offering an opportunity to demonstrate how nature can be part of the solution.

NatureScot's climate change commitments sets out how Scotland will address climate change challenges through how we manage our land and sea, and how NatureScot will support communities to mitigate and adapt to climate change while mainstreaming its own climate change actions to improve resilience and reach net zero.

**We will continue to work alongside NatureScot to encourage people and communities to engage with nature and ensure links are made to climate change mitigation and adaptation.**

### **Promoting a place-based approach**

Given how connected people are to the places they live in there is a role for locally framed messages related to climate change. When people recognise that the global issue of climate change has local implications, they are likely to become more averse to the risks of climate change and more mobilised to act.

**We will support recognition of this by working with messengers to deliver relevant messages which embed the 'think global, act local' concept.**

As well as the National Planning Framework 4, new regional spatial strategies and local development plans provide an opportunity to set out a long term place-based vision for delivering development and infrastructure that responds to the challenges of climate change at all scales. Established tools such as the Place Standard and emerging local place plans will provide communities with the scope to set out how they see their places develop and improve in the future.

The emerging 20 minute neighbourhood concept<sup>22</sup> will help to frame discussions about change and development with climate change in mind and we are exploring this further.

**We will continue to embed the Place Principle with partners.**

This principle underlines a commitment to work with local communities to improve the lives of people, support inclusive and sustainable economic growth and create more successful places. By engaging people and communities in the reimagining of our places we can connect people to the many tangible co-benefits of taking ambitious action to mitigate and adapt to climate change.

## **Consultation Questions: Encouraging Action**

**9)** What are your views on our approach to encouraging 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?

# COP26

The 26th United Nations Conference of the Parties (COP26), to be held in Glasgow in 2021, will be a critical moment in the global fight against climate change. Tackling the climate emergency and setting the world on course for net zero emissions within a generation will require a truly global response which has equity and fairness at its heart. Given the scale and importance of COP26, there are opportunities for engaging the Scottish public and for demonstrating our leadership in public engagement to international audiences. To reflect the importance of both public engagement and ensuring people are at the heart of climate policy, we have identified “people” as one of our two themes for COP26 alongside “Just Transition”. This public engagement strategy will help deliver that theme.

## Legacy

It is also crucial that COP26 delivers a positive legacy for the people of Scotland and the world.

With the international focus on Glasgow and Scotland, we want to use the opportunity that this momentous event presents to: increase awareness of the domestic and international action we are taking to address climate change; inspire greater action to support our national endeavour towards net zero; and ensure that people that come to Glasgow (COVID-19 permitting) are left with a positive impression of our country, people, culture, nature, and heritage, including our commitments to social justice, just transition, and a wellbeing economy (in line with our strategic objectives). We also hope that we can use this as an opportunity to educate and inform people about the international and UN systems, and how Scotland’s action is connected to international decisions.

We hope to increase connections and partnerships for people and communities in Scotland, and with our international neighbours. We will promote youth engagement and participation in COP related activities to help ensure a positive legacy for future generations (in line with our participation theme).

It is important that COP26 is inclusive, and delivers for people both in Scotland, and across the world. We will champion this in our programme and with the UK Government, Glasgow City Council, the UNFCCC and other partners.

## Communicating policy and encouraging action

We will deliver sustained communications and engagement activity to create links between our work on domestic climate communication and COP26 to ensure that we build momentum across Scotland ahead of the summit. We will encourage all communities and individuals to think about what steps they can take in support of this goal, and what pledges or commitments they can make including specific action outlined in **Annex A**. We will look at how we can use our [Net Zero Nation](#) website to share ideas and steps taken.

We will also encourage collaboration between people and groups in Scotland to encourage and maximise innovation, and to explore opportunities for international connections and sharing of experiences. Further facilitation of meaningful climate conversations can be an essential part of this.





The Glasgow Science Centre will deliver the first phase of a programme of climate change activity branded 'Our World, Our Impact'

We hope to build on our strong partnerships with other countries, such as our international development partners: Malawi, Zambia, and Rwanda, to learn about the experiences of others tackling the climate crisis, and how we can work together to support a global transition that is fair and just. We will build on, for example, our support for the 2050 Climate Group and the Malawi Scotland Partnership to develop youth leadership in Scotland and Malawi.

### Participation

It is important that there are opportunities for people to engage with COP26 both before, during, and after the summit. We have partnered with the Glasgow Science Centre to deliver the first phase of a programme of climate change activity branded 'Our World, Our Impact'. This will be based on the delivery of a mainly virtual programme, with all programme elements and engagement activities building on the following themes – Environmental Science, Energy, Transport and Travel, Food, Our Green Futures, and Climate Justice.

We will work with the UK Government to ensure there are opportunities for people across Scotland to engage with the summit's Green Zone. The Green Zone is a space managed and delivered by the Presidency, offering a platform for non-accredited delegates – such as the general public, youth groups, civil society, academia, artists, and business – to have their voices heard through events,



exhibitions, workshops, and talks that promote dialogue, awareness, education, and commitments. We expect that an application process will be launched in early 2021.

Alongside this, we are also exploring options for a Scottish Government run venue space to provide opportunities for public engagement. Our planning for this has been delayed due to the pandemic.

### **Showcasing**

COP26 also provides an opportunity to showcase the best of what Scotland has to offer, not only on our climate action and leadership but also our nature, our culture, and our people. We want to ensure that action by people and communities is an essential part of this, and that this includes our work to support communities to adapt to climate change through our climate justice fund.

COP26 itself provides the opportunity to work with experts and policymakers from all over the world on the greatest challenges facing us all. While the technical and scientific discussions are pivotal to these events, it is crucial that attention is also given to the need for greater public engagement on climate change. As this strategy outlines, we cannot be successful in adapting to and mitigating climate change without bringing people with us. Our approach has been honed by reflecting on expert advice and on our experience of engaging with the public since before our 2009 Climate Change Act. This delivery experience provides insights applicable to organisations and governments across the world and we will work with the UK Government to ensure this is emphasised at COP26.

## **Consultation Questions: COP26**

- 11)** How do you think COP26 can help deliver a positive legacy for people of Scotland and climate action?
- 12)** How can we work with stakeholders and actors across Scotland to deliver our “people” theme for COP26.
- 13)** Are there other initiatives that the Scottish Government should consider joining or supporting ahead of COP26?

# Monitoring & Evaluation

This document sets out the Scottish Government's strategic approach to engaging the public in addressing the global climate emergency. The successful delivery of this strategy involves the implementation of a wide range of policies and programmes under three different themes, and requires the collective effort of many different stakeholders. To ensure we stay on track and are held to account, it is important that we monitor and evaluate progress towards our strategic objectives.

We are committed to regularly reporting on our progress and we want to ensure we do this in a way that is as effective and useful as possible. There are different approaches we could take. In previous public engagement strategies, we have monitored progress using a set of national indicators (see **Annex B**).

These are robust and reliable indicators and can provide a useful signal of our direction of travel. For example, we can track Scottish attitudes to climate change via the Scottish Household Survey (SHS). This provides annual statistics on the proportion of the Scottish population that consider climate change to be an immediate and urgent problem. The SHS also provides biennial statistics on the proportion of people who understand what actions they should take to help address climate change and the extent to which they believe their behaviours contribute to climate change.<sup>23</sup> This gives us an indication of the level of awareness of the climate emergency within the Scottish population and the extent to which people know what action they can take to respond.

There are limitations of relying solely on our existing indicators for the evaluation of this strategy. The existing indicators do not provide full coverage for our new strategic outcomes and it is challenging to attribute the changes seen in these indicators to specific strategy interventions over the medium and long term.

We are therefore currently exploring options for improving our monitoring and evaluation methods.

An essential element of measuring the success of the strategy as whole is to have robust processes for evaluating the programmes and interventions contributing to each of our three themes. For example, evaluation strategies are being developed for the Communications and Marketing programme, Climate Assembly of Scotland, and Community Climate Action initiatives. By drawing together lessons learned about the effectiveness of all of these components, we can assess progress towards our overall strategic objectives.

In addition, we are also looking into the value of developing some new national indicators using new sources of data. One option is to develop a survey instrument to regularly gather data from people across Scotland on issues directly related to our objectives, such as: awareness of Scotland's climate commitments, the extent to which people feel able to participate in shaping climate policy, and actions they are taking in response to climate change. As well as quantitative indicators, we are also exploring the potential to make greater use of qualitative methods and data in our evaluation, for example, through

## Next Steps

regular consultations with the various stakeholders involved in the delivery of the strategy.

When designing our approach to evaluation it is important to consider both feasibility and appropriateness. Our approach must be proportionate, cost-effective, and efficient. Some methods will be able to answer more questions than others and some will be more cost-effective and easier to implement; all have pros and cons that need to be taken into account. We will publish our monitoring and evaluation plan alongside the final version of the strategy.

### Consultation Questions: Monitoring and Evaluation

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

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

This strategy is only the beginning of an ambitious new chapter. For it to be successful, we will need to work collaboratively. We have outlined an evidence-based blueprint for public engagement with people at the heart of our transition to net zero. The focus of the three strategic objectives is on increasing public understanding and acceptance of the ambitious policy-making necessary for us to achieve our climate change commitments, and on enabling people in Scotland to actively participate in developing that policy and take action to meet our climate ambitions.

Success against this strategy cannot be achieved by working in isolation. We will require the expertise, knowledge and passion of all corners of society including from our local authorities, businesses, third sector organisations and communities. By working in partnership, as part of a national effort, we can achieve the just and fair transition required to achieve a net zero nation and a climate ready Scotland.

Given the national endeavour ahead of us, it is only right to consult on a strategy such as this. We encourage all interested parties to contribute your views to ensure that this strategy reflects the ambitious, collaborative approach we are trying to achieve.

# Annex A – Actions that Individuals and Households Can Take

Policies to support people to take these actions are included within the Climate Change Plan Update.



## At home

- Where you can, invest in energy efficiency measures and follow advice to help reduce energy use. Financial support is available for many of these measures
- Help nature thrive in any outdoor space you have by allowing vegetation to dieback naturally, planting wildflower meadows, and creating spaces to naturally flood in times of high rainfall



## Getting around

- Try to leave the car at home where it is possible to use public transport, cycle, or walk
- Consider your working practices and use remote working where possible to cut down on business travel



## What you buy

- Embed reuse and recycling into your day-to-day life
- Move away from 'fast fashion' clothing choices
- Choose good quality products that will last and opt to repair before you replace
- If you are buying a new car, make it electric. If you don't need a car, look at car sharing clubs as an alternative



## What you eat

- Ensure you eat a healthy diet, including responsible levels of red meat and dairy products as well as increased consumption of fruits and vegetables
- Reduce food waste as far as possible; recycle food waste where you can't avoid it to prevent it going in the landfill bin



## At School/Work

- Encourage your workplace, school, or community to reduce its footprint by considering any positive changes that could be made



## Every day

- Talk about your experiences to help normalise action and encourage others to act
- Consider the wider impacts of your actions, including from any money you have invested



## Annex B – Progress Against Previous Strategy

We published our previous public engagement strategy, [Low Carbon Scotland: A Behaviours Framework](#), in March 2013. The framework includes a suite of indicators by which we can track our progress against its intended aims. We have used the most recent statistics to assess our performance against these indicators in the table below.

### Low Carbon Scotland: A Behaviours Framework – Progress Made

| Indicator  | Figure (Year)              | Performance Direction  | Data Source   |
|--|----------------------------|--|---|
| Percentage of people agreeing that climate change is an immediate and urgent problem                           | 68% (2019)                 | <b>▲ Performance Improving</b><br>Increase of 22 percentage points since 2013. | <a href="#">Scottish Household Survey (2019)</a>                |
| Percentage of people agreeing that they understand what actions they should take to help tackle climate change | 74% (2018)                 | <b>= Performance Maintaining</b><br>Increase of 1 percentage point since 2015* | <a href="#">Scottish Household Survey (2018)</a>                |
| <b>Food</b> – % of people who consume 5 portions or more of fruit and vegetables per day                       | 21% (2019)                 | <b>= Performance Maintaining</b><br>Increase of 1 percentage point since 2013  | <a href="#">Scottish Health Survey (2019)</a>                   |
| <b>Transport</b> – % of journeys made to work by public or active transport                                    | 27% (2019)                 | <b>▼ Performance Worsening</b><br>Decrease of 3 percentage points since 2013   | <a href="#">Transport Scotland (2019)</a>                       |
| <b>Consumption</b> – household waste generated   | 2.41 million tonnes (2018) | <b>= Performance Maintaining</b><br>Decrease of 7460 tonnes (0.3%) since 2013  | <a href="#">Scottish Environmental Protection Agency (2018)</a> |
| <b>Energy</b> – % of households who monitor energy use (very or fairly closely)                                | 58% (2018)                 | <b>= Performance Maintaining</b><br>Increase of 2 percentage points since 2013 | <a href="#">Scottish House Condition Survey (2018)</a>          |

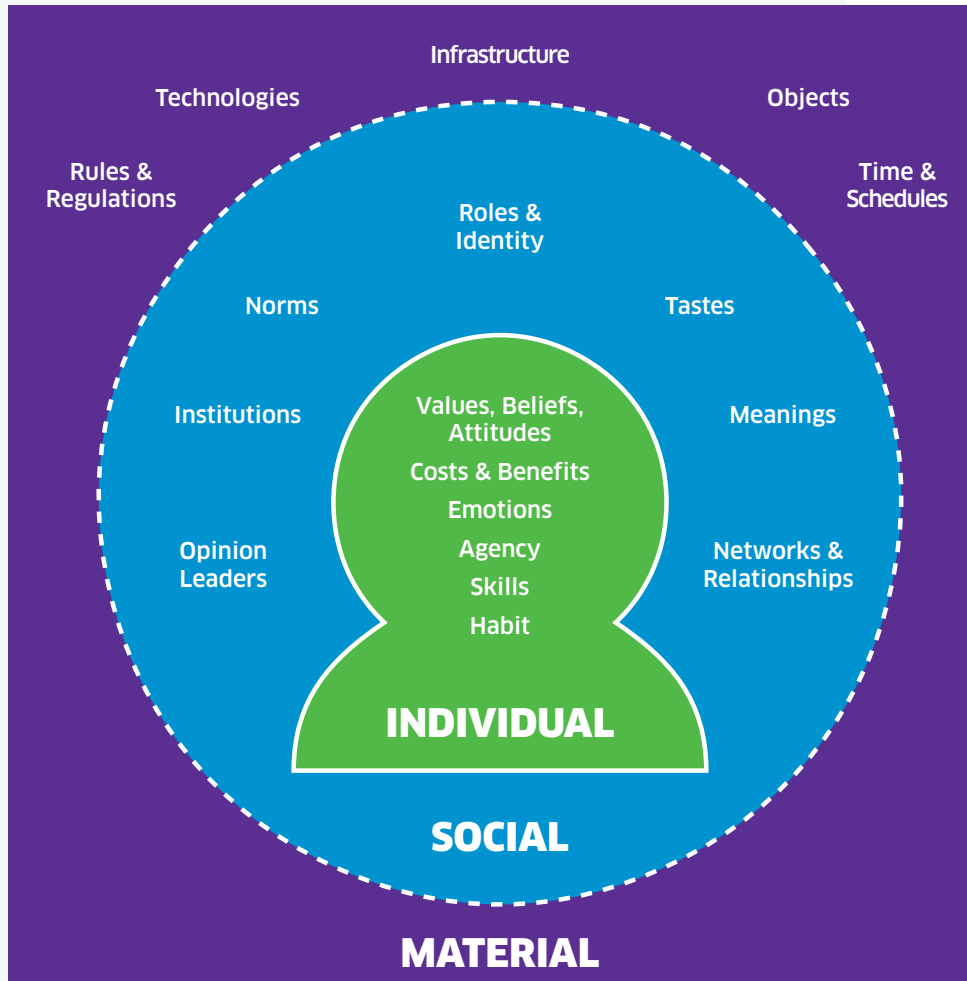
\*Those who strongly agree have increased by 8 percentage points.

As part of our 2013 strategy, we also launched a new tool designed to deliver improved outcomes for policy makers and practitioners whose work aims at engaging people and influencing their behaviours. The ISM Tool takes insights from across the main behavioural science disciplines and turns them into a practical tool to be used through the policy process. ISM should be particularly helpful when facing policy problems where significant levels of social change are required.

ISM is based on ‘moving beyond the individual’ to consider all of the contexts that shape people’s behaviours – the **I**ndividual, the **S**ocial, and the **M**aterial. By understanding these different contexts

and the multiple factors within them that influence the way people act every day, more effective policies and interventions can be developed to influence behaviour.

We have learned through delivery of the strategy that while ISM is useful for engaging with policy-makers and identifying barriers, it is less effective in helping to develop actions or policy options and needs to be embedded into the policy-making process. To maximise its effectiveness, we are committed to further embedding the ISM tool in the policy-making process and ensuring that behavioural science is considered throughout.



The individual, social, and material factors which influence behaviour

## Annex C – Glossary

**Adaptation:** Responding to the changes that we have already seen in our climate and preparing for the challenges we will face as our climate continues to change. No matter how successful we are at reducing greenhouse gas emissions, it will still be necessary to adapt to climate change because impacts of past global emissions are already locked in. The second Scottish Climate Change Adaptation Programme (SCCAP2), published in 2019, sets out how the Scottish Government is responding to climate risks for Scotland.<sup>24</sup>

**Climate Emergency:** A situation in which urgent action is required to reduce or halt climate change and avoid potentially irreversible environmental damage resulting from it.<sup>25</sup> A climate emergency was declared in Scotland in April 2019 by First Minister Nicola Sturgeon MSP.

**Climate Literacy:** Competence or knowledge in the area of climate change, including understanding humans' influence on climate and climate's effect on society.<sup>26</sup>

**COP26:** The 26th meeting of the Conference Of the Parties (COP), the decision-making body of United Nations Framework Convention on Climate Change (UNFCCC). The COP typically meets annually to discuss and agree the global action required to address climate change. COP26 is scheduled to take place in Glasgow in November 2021, having been postponed for a year due to the global COVID-19 pandemic.

**Greenhouse Gas Emissions:** The release of gases that have a negative effect on the planet's ability to balance incoming and outgoing energy and therefore altering the climate.<sup>27</sup> As the most dominant greenhouse gas is carbon dioxide, greenhouse gas emissions are sometimes referred to as "carbon emissions". However, other greenhouse gases are also contributing to global warming, particularly nitrous oxide and methane.<sup>28</sup>

**Green Recovery:** Connecting the need to recover from the COVID-19 crisis with the need to address the climate and ecological crises by prioritising "green" measures within government recovery packages. Also referred to as "**building back better**", a green recovery will direct government funding towards sustainable and low carbon initiatives, innovation, and infrastructure, such as active travel, the circular economy, and the growth of the renewable energy sector.<sup>29</sup> The Scottish Government is committed to a green recovery from COVID-19.

**Just Transition:** Ensuring that the benefits of the actions taken to address climate change and transition away from a fossil-fuel based economy are shared by all, and that the costs do not unfairly burden those least able to pay, or whose livelihoods are at risk as the economy changes, whether that be regions, industries, communities, or individuals.





Isle of Mull

**Mitigation:** Actions taken to reduce greenhouse gas emissions or enhance removal and capture of atmospheric greenhouse gases to prevent climate change. This incorporates a wide range of policies and investment across all sectors, including increasing renewable energy generation, switching to electric vehicles, and expanding forests.

**Net Zero (Emissions):** A situation in which any greenhouse gas emissions put into the atmosphere are balanced out by the greenhouse gases removed from the atmosphere, so that the “net” effect is zero emissions. Scotland has committed to ‘net zero’ emissions by 2045. To achieve this, we must reduce the emissions we produce to a minimum and capture any greenhouse gases we cannot avoid emitting through initiatives like tree planting.

**Open Government:** A commitment to ensuring government strategies and initiatives are based on the principles of transparency, integrity, accountability and stakeholder participation.<sup>30</sup> When we talk about ‘opening up government’, we mean making governments and decision-makers more accessible, more transparent, and more responsive to the citizens they serve. The Scottish Government is committed to these principles and has been a (local) member of the Open Government Partnership since 2016.<sup>31</sup>

**Wellbeing Economy:** An economy in which citizens’ wellbeing guides economic prosperity, stability and resilience, and vice-versa. The wellbeing of people and the planet is at the heart of policymaking, ensuring that growth is equitable and sustainable.<sup>32</sup>

# Annex D – Consultation Respondent Information Form



Scottish Government  
Riaghaltas na h-Alba  
gov.scot

Title

## RESPONDENT INFORMATION FORM

**Please Note** this form **must** be completed and returned with your response.

To find out how we handle your personal data, please see our privacy policy:

<https://www.gov.scot/privacy/>

Are you responding as an individual or an organisation?

- ☐ Individual
- ☐ Organisation

Full name or organisation's name

Phone number

Address

Postcode

Email

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

- ☐ Publish response with name
- ☐ Publish response only (without name)
- ☐ Do not publish response

### Information for organisations:

The option 'Publish response only (without name)' is available for individual respondents only. If this option is selected, the organisation name will still be published.

If you choose the option 'Do not publish response', your organisation name may still be listed as having responded to the consultation in, for example, the analysis report.

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 the Scottish Government to contact you again in relation to this consultation exercise?

- ☐ Yes
- ☐ No

# Endnotes

- 1 The ISM Tool was created by the Scottish Government in 2013. It is a tool that encourages users to engage with the individual, social and material contexts which influence individual and societal behaviours. See more: <https://www.gov.scot/publications/influencing-behaviours-moving-beyond-individual-user-guide-ism-tool/>
- 2 Scottish Household Survey 2019 Annual Report <https://www.gov.scot/publications/scottish-household-survey-2019-annual-report/>
- 3 Climate Change Committee (2019) Net Zero - The UK's contribution to stopping global warming <https://www.theccc.org.uk/publication/net-zero-the-uks-contribution-to-stopping-global-warming/>
- 4 Carmichael, R. (2020) Behaviour change, public engagement and Net Zero: A report for the Committee on Climate Change <https://www.theccc.org.uk/publication/behaviour-change-public-engagement-and-net-zero-imperial-college-london/>
- 5 Black, I. and Eiseman, D. (2019) Climate change behaviours – segmentation study. ClimateXChange <https://www.climateexchange.org.uk/research/projects/climate-change-behaviours-segmentation-study/>
- 6 Scottish Government (2020) The Big Climate Conversation: Report of Findings <https://www.gov.scot/publications/report-findings-big-climate-conversation/>
- 7 Climate Outreach (2019) Mainstreaming low-carbon lifestyles <https://climateoutreach.org/resources/mainstreaming-low-carbon-lifestyles/>
- 8 Mulholland, C. Pollok, M. Townend, R. Black, C. Gray, E. Ipsos MORI. (2020) Understanding and engaging the public on climate change. ClimateXChange <https://www.climateexchange.org.uk/media/4231/understanding-and-engaging-the-public-on-climate-change.pdf>
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- 10 Just Transition Commission (2020) Interim Report <https://www.gov.scot/publications/transition-commission-interim-report/>
- 11 Transport Scotland (2020) COVID-19 Analysis <https://www.transport.gov.scot/coronavirus-covid-19/analysis/>
- 12 NatureScot (2020) Enjoying the outdoors: Monitoring the impact of Coronavirus and social distancing <https://www.nature.scot/enjoying-outdoors-monitoring-impact-coronavirus-and-social-distancing-latest-survey-results-october>
- 13 WRAP (2020) Citizen insights - Clothing behaviours during Covid-19 restrictions <https://www.wrap.org.uk/content/clothing-behaviours-during-covid-19-restrictions-citizen-insights>
- 14 WRAP (2020) Citizens and food during lockdown <https://www.wrap.org.uk/content/citizens-and-food-covid-19-lockdown>
- 15 Scottish Government (2020) Economic Recovery Implementation Plan: Scottish Government response to the Advisory Group on Economic Recovery <https://www.gov.scot/publications/economic-recovery-implementation-plan-scottish-government-response-to-the-advisory-group-on-economic-recovery>
- 16 Information on the Scottish Government's involvement in Wellbeing Economy Governments (WEGo) is available at <https://www.gov.scot/groups/wellbeing-economy-governments-wego/>
- 17 Information on Scotland's National Performance Framework and how Scotland is performing against it is available at <https://nationalperformance.gov.scot/>
- 18 Further information about Adaptation Scotland is available at <https://adaptationscotland.org.uk/>
- 19 More information on the Scottish Government's approach to climate conversations is available at <https://www.greenerscotland.org/why-live-greener/climate-conversations>
- 20 Scottish Government (2019) Climate Ready Scotland: climate change adaptation programme 2019-2024 <https://www.gov.scot/publications/climate-ready-scotland-second-scottish-climate-change-adaptation-programme-2019-2024/>
- 21 Scottish Household Survey 2019 Annual Report <https://www.gov.scot/publications/scottish-household-survey-2019-annual-report/>
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- 28 Ritchie, H. and Roser, M. (2020) Greenhouse Gas Emissions <https://ourworldindata.org/greenhouse-gas-emissions>
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- 30 OECD (no date) Open Government <https://www.oecd.org/gov/open-government/>
- 31 More information on the Open Government Partnership is available at <https://www.opengovpartnership.org/about/>
- 32 Gurria, A. (2019) The Economy of Well-Being <https://www.oecd.org/about/secretary-general/the-economy-of-well-being-iceland-september-2019.htm>







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Any enquiries regarding this publication should be sent to us at  
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St Andrew's House  
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