

# Public Engagement Strategy for Climate Change

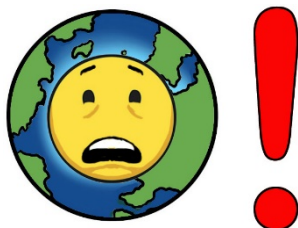


Easy Read Version

## Introduction



This plan says how we will engage with people on the climate emergency. We will engage with people in order to make a better, fairer society for everyone.



The climate is the weather we expect to have every year. A climate emergency is when the climate is changing too fast and damaging the environment.



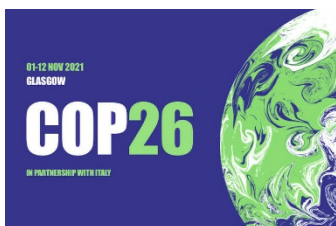
We need everyone to get involved to limit climate change. We need to get ready for the impacts and have new ideas for change.



The COVID-19 pandemic has had many serious effects, like making people think less about climate change. We need to find a way to recover public support.



This plan says how we will engage with the public on climate change for the next five years.

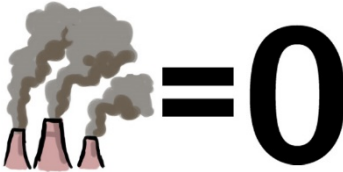


We are publishing this plan as Scotland gets ready to host the United Nations Climate Change Conference (COP26). This is when all of the world's leaders come together to make decisions about climate change. We want to show that Scotland is a leader in engaging about climate change.

## Our New Approach to Engagement



We have always engaged with the public on how we deal with climate change. But this new plan sets out even better ways to do this.



The aim of the plan is to teach people how Scotland can become a net zero nation. A net zero nation is one that takes as many harmful gases out of the atmosphere as it puts into it.



To reach net zero we will have to change how we live our lives. This means changing our society and culture. New behaviour becomes part of every-day life.

## Our Goals



Our vision is that everyone in Scotland will know what the global climate emergency is. They will be part of how we deal with it. They will be happy to help Scotland become a net zero and climate ready society.

We have three goals:



### 1. **Understand:**

People are aware of what Scotland is doing about the climate emergency. They understand how it affects their lives.



### 2. **Participate:**

People take part in decisions about how Scotland becomes a net zero and climate ready society.

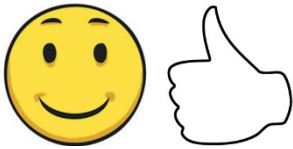


### 3. **Act:**

Taking action on climate change is a part of everyday life in homes, communities and places across Scotland.

# Principles for Public Engagement

The following principles guide the plans for public engagement. Principles are the rules that we follow.



- **Positive** – We will make sure people know about the good things that will happen when Scotland becomes net zero.



- **Putting people first** – We will listen to people's concerns and include them in decision making.



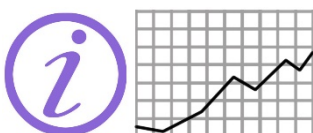
- **Participative** – People talk about the climate emergency, know that others are worried about it, and that we are making a difference by making changes.



- **Just** – We will change in a way that is fair to everyone.



- **Inclusive** – It is important that everyone has an equal say in their future.



- **Evidence-based** – it is important to make decisions based on good evidence.



- **Open** – we will make sure people can see and understand the action we are taking.

## Our Activities

Our activities will help to meet the aims of the plan. There are 5 categories

### *Inform*



Have good public awareness campaigns. These can help people understand how important it is that we act quickly on climate change.



The Net Zero Nation website is an accessible website. It has information on various actions and support for carrying them out.



The Adaptation Scotland programme is funded by the Scottish Government to support communities across Scotland. It gives information about how to plan for the impacts of climate change.



We will use different types of communication to reach different audiences. We know it is important for our communication to be accessible. We will avoid using technical language and jargon.



We also know that many people in Scotland experience climate distress. This means they are very worried about climate change. They think it is a big problem and it is too late to do anything about it.



It is important to keep this in mind. We will use our communications to help support those feeling climate distress.



Our Climate Change Plan says how we will reduce harmful gases. Many of these things will impact our daily lives. We are putting the Plan into action. The Scottish Government will engage with the public as we do this.



## **Consult**

The Scottish Government is committed to being an Open Government. We will be responsible, honest and involve people. We will make sure that this guides what we do when making new rules about climate change.



We want to move to net zero, which improves the wellbeing of everyone. We do not want to make new laws which will be unfair to anyone. We will make sure that those most affected by our move to net zero are involved in making decisions.



Scotland's Climate  
Assembly  
Seanadh Gnàth-shìde  
na h-Alba

## ***Involve***

Scotland's Climate Assembly was a gathering of over 100 people from all parts of Scottish society. They met over seven weekends from 2020 – 2021.



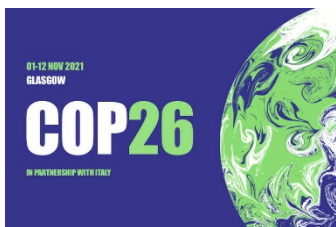
They talked about how Scotland should tackle the climate emergency. Then they made recommendations to the Scottish Government on what we should do. We will make sure that the lessons learned from this are used to make our plans.



Talking about climate change in our daily lives is important to make the changes needed. We will keep developing conversations in Scotland. We will provide resources to help people hold climate conversations and events.



Young people across the world are demanding action to protect their futures. This means involving children and young people is important. Scotland's Climate Assembly included the Children's Parliament to include children and young people. We will continue to make sure that our young people have a voice.



COP26 will be an important moment in the global fight against climate change. It is important that COP26 has a long-term impact. We aim to use it to increase awareness of what we are doing to tackle climate change. We also want it to inspire people to do more.



## Collaborate



There are lots of people who talk about climate change, not just the government. We should work together to make sure everyone learns what to do about climate change.



We will work together to give information and messages at the right time. We will give guidance on how to talk about climate change and the best actions that can be taken.



Many of our climate change policies will need a range of organisations to deliver them. This could be councils, businesses, education, voluntary and community organisations. We will build partnerships to work together to find the best ways to communicate.



Our natural environment shows the impacts of climate change. However it can also be part of the solution. We will continue to work with NatureScot to encourage people and communities to engage with nature.



Culture and heritage are an important part of people's lives. They can help support our change to net zero by connecting us to our environment. We will raise awareness of climate change through the arts.

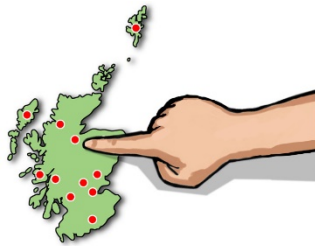
## ***Empower***



Communities will play a major role in how Scotland deals with the climate emergency. They must be empowered and supported to take action on climate change. We will keep supporting community climate action.



Learning for Sustainability is the programme used in schools. This gives young people and their teachers the skills to tackle climate change. We will work with a range of organisations to keep supporting teachers and young people.



People are connected to the places they live. We need local approaches that understand the issues and challenges places have.



We will support this by working with trusted people and organisations within local communities to give important information.

# Monitoring and Evaluation



It is important that we keep checking our progress. We will use a range of methods to check how well we are doing.

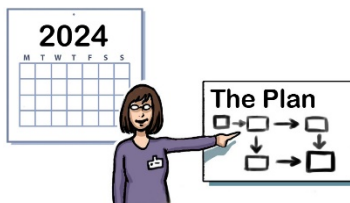
We will use these four approaches:



1. We will use the Scottish Household Survey. This will check people's awareness and understanding of climate change. We will publish this information each year to show how Scotland is doing.



2. The success of this plan depends on a wide range of different projects and programmes. We will develop ways to evaluate all the major programmes of work.



3. As well as checking our key pointers every year, we will review the plan at the mid-way point in 2024. We will publish what we find and use it to plan how we put the rest of the plan into action.



4. The Climate Change (Scotland) Act 2009 says the Scottish Government must review the Public Engagement Strategy every five years. We will carry out and make available a full evaluation of this new plan after five years.