

Stockton Borough Council

Carbon Management
Communication Strategy
& Action Plan 2008 - 2010

Small
Steps
Big
Strides!



Stockton-on-Tees
BOROUGH COUNCIL

stockton
carbon
economy

1. Introduction

Cutting carbon emissions in the fight against climate change is a key priority for most local authorities and Stockton Borough Council is no different.

Stockton has developed its Carbon Management Programme, which is already well underway and with support from Central Government and the Council's Chief Executive, this ambitious 5-year programme aims to achieve an impressive 25% reduction in the Council's carbon emissions by 2013.

The comprehensive programme, marketed as "*We've made a Co2mmittment*" sets out Stockton's vision and supporting objectives in a bid to reduce its carbon emissions and drive the Council towards becoming a low carbon management organisation.

Saving money, using resources responsibly and contributing to government targets in lowering carbon emissions are all key aspects of the programme, which starts to raise the profile of responsible energy use and management within the Council.

Undoubtedly, the achievement of these targets requires a significant culture change within the Council across all staff, including senior management, front line operatives, members, teachers and schools staff etc. How we work, the resources we use and attitudes towards energy use, together with wider environmental issues, must be in the forefront of all current and future business activities.

Residents and communities also need to be educated and understand their impact on the environment in the running of their every day lives. In the current economic climate, we expect that our residents will welcome energy efficiency measures and advice, particularly where financial savings can be made.

This first Carbon Management Communication Strategy and its Action Plan will enhance the already successful work of the Council's Carbon Management programme in raising the profile of energy use. Phase 1, will deliver a series of educational and awareness sessions within schools, whilst also reviving the current '*We've made a Co2mittment*' campaign to Council employees. In addition, a new "***Small Steps Big Strides!***" brand will be introduced to complement the 'we've made a Co2mmittment' programme, with the focus that each of us has a part to play in tackling carbon issues, no matter how small our actions.

Phase 2 is expected to move out to the communities, targeting residents, community groups and to a lesser degree small businesses.

2. Purpose

The Carbon Management Communication Strategy aims to communicate the “culture change” needed within the Council and the wider Community to ensure that we think and understand the impact that we have in the way we use energy in our everyday work and home life.

Simply put, the strategy will start to get the message across of responsibility and energy use and will emphasis the importance that each and every one of us has towards the environment and its resources. Engaging with our audience at an individual level will help to address and change ‘old’ attitudes and habits, and hopefully deliver real changes at both work and at home, ultimately contributing to the Council’s vision to be a leader in the fight against climate change.

Focusing on the importance of the individual, communication campaigns and awareness programs will target employees and school children in the first instances, as occupants of buildings with large consumptions of energy where significant changes can be achieved. Communities, residents and to some degree businesses will also be targeted at a later stage.

3. Performance

The effectiveness of the Communication Strategy and Action plan will be assessed and reported on a quarterly basis, with regularly review meetings programmed in with the Environmental Policy manager.

The success of the various campaigns and educational programmes will, to some degree, be evaluated as part of the ‘take-up’ of energy saving projects being offered within the Carbon Management Programme i.e. the achievement towards the 25% carbon emission reduction and monetary savings as a result of improvements made. However, within the Communication Strategy a number of key milestones have been established, which are detailed below.

Milestones – Carbon Management Communication Strategy

Key Milestones	Target
Re-launch the <i>We’ve Made a Co2mmittment</i> brand.	March 2009
Launch new awareness campaign – Small Steps Big Strides	March 2009
School assemblies – Presentation on the whole theme of the Environment, with specific information on Carbon Management and recycling. Schools and individual children will be encouraged to look at how they can actively reduce their own carbon footprint.	January 2009 - October 2010
Issue primary schools with Small Steps Big Strides information booklets detailing how to reduce carbon emissions. Information will include signposting to relevant websites, competitions and project and also up-to-date information on the Eco Schools and Solar4schools projects.	February 2009
In conjunction with the Climate Change Officer, deliver 4 staff road show events, including Municipal Building, Stirling House, Kingsway House.	October 2010
Attend 4 Community Events, including Summer Carnival and Greener Living Road Show.	October 2010
Develop marketing and awareness plan for Travel Smart.	April 2009

4. **“We’ve made a CO₂mmitment” - Communication Strategy and Action Plan**

The Messages:

The **‘We’ve made a Co₂mmitment’** message was launched in April 2008 and is a strong visual brand which is entrenched in internal communication material such as posters, stickers and e-mails. This brand is instantly recognisable and with over 8,000 Council employees and this communication strategy will capitalise and build on its success ensuring that a sustained and consistent approach is delivered across all service groups within the Council.

Small Steps, Big Strides & You’re in CO₂ntrol...

...are key messages that will be used this year, focusing on the impact that individual actions have on the overall size of the carbon footprint produced by the Council. Switching off a pc at night, or turning down radiators and thinking about the way we travel can all help reduce our carbon emission levels at work (as well as home) saving money and minimizing the impact we have on the environment.

These messages will be delivered using a variety of communication tools, including Intranet, Internet and staff road shows. Extensive work with the Authority’s Carbon Management Champions and the newly appointed Schools Climate Change Officer will all help support the campaign and ‘spread the word’

Communicating tangible and measurable economic and environmental benefits is a practical and effective approach in getting our messages across and will be used over the next two years to enable better understanding of how everyday living habits contribute to the growing problem of global warming.

The new **“Small Steps Big Strides”** campaign will also be aimed at schools and school children. Again, the focus is on how changing our actions can make a real difference no matter how small. The introduction of practical but fun exercises at school assemblies is designed to improve our younger generation’s awareness and understanding of environmental issues, including how we use energy.

Communication Methods

A mix of high impact promotional and communication work is detailed, together with educational work in the supporting Action Plan (Appendix 1). The following areas are included:

- ❑ Refreshed Communication and Advertising Campaigns
- ❑ Events, Awards and Staff Road Shows
- ❑ Energy Efficiency Promotions and Advice
- ❑ Educational Programme for Schools
- ❑ Viral marketing via the internet (facebook & myspace)

Communication and Advertising Campaigns

A combination of electronic and paper-based communication methods, including the Council's internal Intranet Site, Stockton News and KYIT publications will be utilised. Good news articles in the local media will also be a regular feature of the Strategy and as such the Environmental Awareness Officer will work closely with the Council's PR Section.

Information leaflets, in printed and electronic format, will be available for all members of staff and Councillors, and will include advice and guidance on actions that individuals can take to reduce their carbon footprint both at home and in the office.

Information on the Council's website regarding the Council's Carbon Management Programme will also be reviewed and updated, and will include information on Stockton's Carbon policies, targets and performance.

Events, Awards and Staff Road Shows

Canvassing staff will attend a number of events including the greener living road show, summer carnival and a programme of staff road shows (***You're in Co2ntrol***) which will be introduced this year.

Canvassers will provide general information and advice about energy matters and will aim to raise awareness about the Council's commitment to reducing its carbon footprint. Information will be practical and informative so staff and residents can understand how their efforts can contribute the reduction of carbon emissions, as well as how they can save money.

Education Programme for Schools

Schools are amongst the highest users of energy in the Council and significant savings and improvements can be made relatively easily.

Under the **Small Steps, Big Strides** campaign, the Environmental Awareness Officer, in conjunction with the Schools Climate Change Officer, will deliver a programme of awareness and education lessons to young people.

This programme is designed to encourage greater school participation and understanding of the energy consumption within their individual buildings, and will focus on how each individual child can reduce their own carbon footprint

Small Steps, Big Strides carbon information packs will be produced and sent to schools targeted, illustrating the benefits of carbon reduction to the environment and school budget, whilst also outlining the role and educational service being offered by the Council's Education Team.

Regular visits to selected schools by the Environmental Awareness Officer will focus on the benefits to both school and pupils of joining the Eco Schools Project and/or the Solar 4 Schools Project. Where schools are already participating in the scheme, the Environmental Awareness Officer will offer guidance on supplementary projects.

Both the Eco School and Solar 4 Schools projects are well established and provide a useful benchmark for schools to help them measure their carbon reduction credentials.

Network links with head teachers and key personnel need to be further developed and strengthened to deliver a whole school approach in carbon management educational/promotional work.

Energy Efficiency Promotions and Advice

The Environment Centre on West Row in Stockton will be used as a central service point to promote carbon management issues to residents and staff, highlighting possibly savings such as energy saving light bulbs, switching and fixing energy suppliers etc.

Current staff would require training on energy issues and we are also talking to the Energy Savings Trust team, with a view of providing specialist advice and one-to-one energy assessments to individuals. Residents who saved money through this new service could be used on future promotional material and press releases as good news stories.

5. Expenditure/Funding Required for the Communication Strategy

Expenditure	2008/09 £	2009/10 £	2010/11 £
Staffing (40% of Environmental Awareness Officers post)	3,023 (40% of 3 months only)	11,219	11,872
A total of 128 hours canvassing work (2009-2011) at staff road shows and community events <i>(on average 2 PTE Canvassing & Promotions Offices will attend 4 staff road shows and 2 community events each year)</i>	0	650	690
Contribution to Environment Centre/Energy Advisors (running costs and training)	0	0	1,260
Design & Art Work, Managers Time and Costs	Within existing resources		
Promotional material (including posters, stickers, pull up banners, certificates, office plants)	0	3,000	1,000
School Information Booklets (2000 total)	0	3,000	4,000
Staff Information Booklet (8000 total)	0	4,000	4,000
Advertising (Stockton News) 2 editions to promote the education aspect of the strategy as this effects residents 28 th May & 25 th September	0	2,000	1,000
KYIT articles, payslip advertising	0	150	150
Totals	3,023	24,019	23,972

6. Conclusion

The delivery of this strategy and action plan is designed to support and promote the Council's clear commitment in tackling climate change and its aim to radical reduce its own carbon emissions (25% by 2013).

More than ever in the current environmental and economic climate, the way we use and manage our resources, including associated costs, must be carefully considered to ensure that we are being responsible to the world we live in and the finances we manage.

Raising awareness and educating our stakeholders is an integral part of Stockton's commitment to lead by example in the fight against climate change. Changing old habits and attitudes is essential (both within and outside of the Council) if we are to succeed and our current generation of school children is a key audience to get our message across and embrace the culture change that is needed.

The new ***Small Steps Big Strides*** campaign will focus on how even the small actions of an individual can make a real difference in reducing carbon emissions and focuses on practical actions and advice on measures that can be taken at home, at school and in the workplace.

Carbon Management – Communication Action Plan 2008-2010

PHASE 1

COMMUNICATION & ADVERTISING CAMPAIGNS				
Key Messages/Detail		Timescales	Targeted Groups	Progress/ Comments
We've made a Co2mmittment	Re-launch of the 'We made a Commitment' brand aimed at SBC employees, councillors and carbon champions. Refresh art work and advertise in KYIT, Payslip and MOTD	March 09 – March 10	Carbon Champions/ Staff / Members	<ul style="list-style-type: none"> • Apr, May & June payslips - completed • Artwork approved. • MOTD article every month from March 2009
	Implement a staff Ideas forum (as detailed in the Carbon Management SIP) to invigorate the campaign and get staff and their ideas to save energy in the work place on board - the best idea receiving a carbon reduction prize	June 09 – Delayed to Aug 09	Staff / Carbon Champions	<ul style="list-style-type: none"> • Led by Carbon Reduction Officer • Promoted by Marketing Service (to start April 2009) • 1st Meeting held in May 2009, held on a quarterly basis • Carbon Champions Award Event – October 2009
	Liaise with Energy Saving Trust, we a view to providing practical support and advice to residents on energy matters, based at the Environment Centre, West Row	March 09	Residents	<ul style="list-style-type: none"> • Training carried out June 09 to Education Team to enable them to canvass/advise on energy matters
	'A day in the life' of the Environmental Awareness Officer: article in the Stockton News highlighting the work of her role / team. Introduction of the new Climate Change Officer in KYIT, detailing his role and the Council's commitment/progress against it 25% emissions reduction target	Autumn 09 July 09	Staff / Carbon Champions & Residents	<ul style="list-style-type: none"> • Time scales for Stockton News to be confirmed by PR Section
Small Steps, Big Strides Campaign	Design and Artwork for Small Steps, Big Strides, including posters and banners	February 09	School children/ school staff	<ul style="list-style-type: none"> ▪ Completed and approved by Environment Policy Manager
	Design and production of Small Steps, Big Strides School Information Booklets, 'Hot Shot Climate Cop' interactive booklets	Jan 09 – Jul 2010	10 schools (Climate Change Schools Project)	<ul style="list-style-type: none"> • Completed and being distributed to schools

Appendix 1

	<p>Stockton News article on the development of the new campaign, detailing the need for everyone to 'do their bit' and small changes can make a huge difference. Some details of savings already achieved will be incorporated</p> <p>Press Release – promotion in the Evening Gazette 'Green Bits' supplement</p>	<p>May 09 – Slipped rescheduled in Sept 09</p> <p>March 09 August 09</p>	<p>Staff / Carbon Champions & Residents</p>	<ul style="list-style-type: none"> • First draft under development • Approval from Carbon Reduction Officer required • Mark Malik (PR Section) will lead on Evening Gazette article/liaising with Environmental Awareness Officer
<p>Website Development</p>	<p>Following initial review of the Carbon web pages, develop a permanent link on the SBC home page of to carbon and transport pages.</p> <p>Further review of content, layout, navigation and links for carbon management material/information</p> <p>Introduce viral marketing using social networking sites.</p>	<p>April 09 – Dec 09</p> <p>September 09</p>	<p>Residents/ Staff</p>	<ul style="list-style-type: none"> • Morello training on going for Technical Services staff • SBC web home page presence for carbon being looked at. • Set up working group for viral marketing, looking at current trends

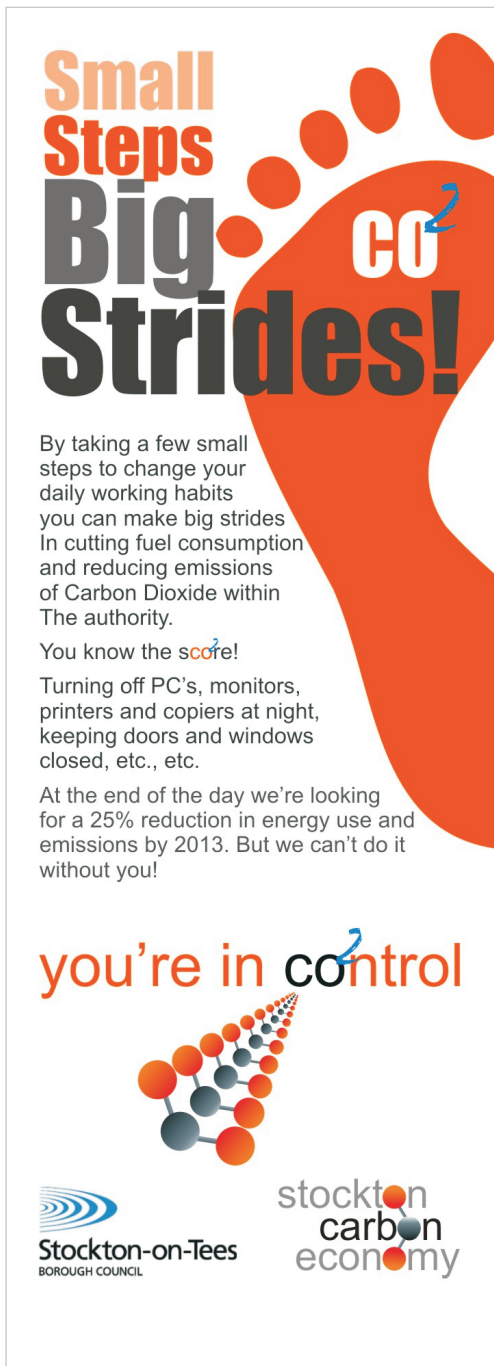
EVENTS, AWARDS & ROADSHOWS

Key Messages/Detail		Timescales	Targeted Groups	Progress/ Comments
<p>Community Events</p>	<p>Canvassing staff to attend 'Greener Living' road show event and the Stockton Summer Show promoting the new Small Steps, Big Strides campaign, including advice and guidance on carbon matters and practical advice on how each individual can contribute</p>	<p>June 09 July/Aug 09</p>	<p>Residents and visitors</p>	<ul style="list-style-type: none"> • Greener Living Road show-completed, debrief session held June 09
<p>Internal Events</p>	<p>Develop a programme of staff road shows 'You're in C02ntrol' and raise awareness of staff usage of resources and carbon emission levels within the work place. To be held at Kingsway House, Stirling House & Municipal Buildings. Distribute handbooks developed illustrating ways how to cut carbon footprint.</p> <p>Develop programme for 2nd year Carbon Champions Awards Event</p>	<p>Jul, Aug, Sept 09</p> <p>Apr 09</p>	<p>Carbon Champions/ Staff / Members</p>	<ul style="list-style-type: none"> • Programme details to be agreed with Carbon Reduction Officer • Schedule article for KYIT promotion of overall winner (Nov 09 edition) • On Going, regular meetings in place with Env Policy Manager and Team

EDUCATION PROGRAMME FOR SCHOOLS				
Key Messages/Detail		Timescales	Targeted Groups	Progress/ Comments
School Education Programme	<p>Environmental Awareness Officer to attend school assemblies (schools linked to the 'Climate Change Schools Project) to deliver 'Small Steps Big Strides' awareness campaign, including information about the environment, carbon emissions, introducing the Hot Shot Climate co2p handbooks</p> <p>Work in association with Stockton Council's 'Big Foot' walk to school campaign and the local transport group to encourage children to attend school using alternative methods of transport through assembly work.</p>	<p>January/ July 2009</p> <p>April 2009 - slipped</p>	School Children	<ul style="list-style-type: none"> Roll out of education programme (see Delivery Plan Education/Awareness) Work in conjunction with School Climate Changes Officer, once appointment
<p>* Schools were identified as part of the Climate Change Schools Project – co-ordinated by Durham University, include Mill Lane, St Michaels, Fairfield Primary, Blakeston, Yarm Primary, Whinstone Primary, Whitehouse Primary, St Francis of Assisi, St Patrick's Primary and Conyers</p>				

Appendix 2

Artwork examples - Pull-up banners



**Small Steps
Big Strides!**

CO₂


By taking a few small steps to change your daily working habits you can make big strides in cutting fuel consumption and reducing emissions of Carbon Dioxide within The authority.


You know the **sc_ofe!**

Turning off PC's, monitors, printers and copiers at night, keeping doors and windows closed, etc., etc.

At the end of the day we're looking for a 25% reduction in energy use and emissions by 2013. But we can't do it without you!

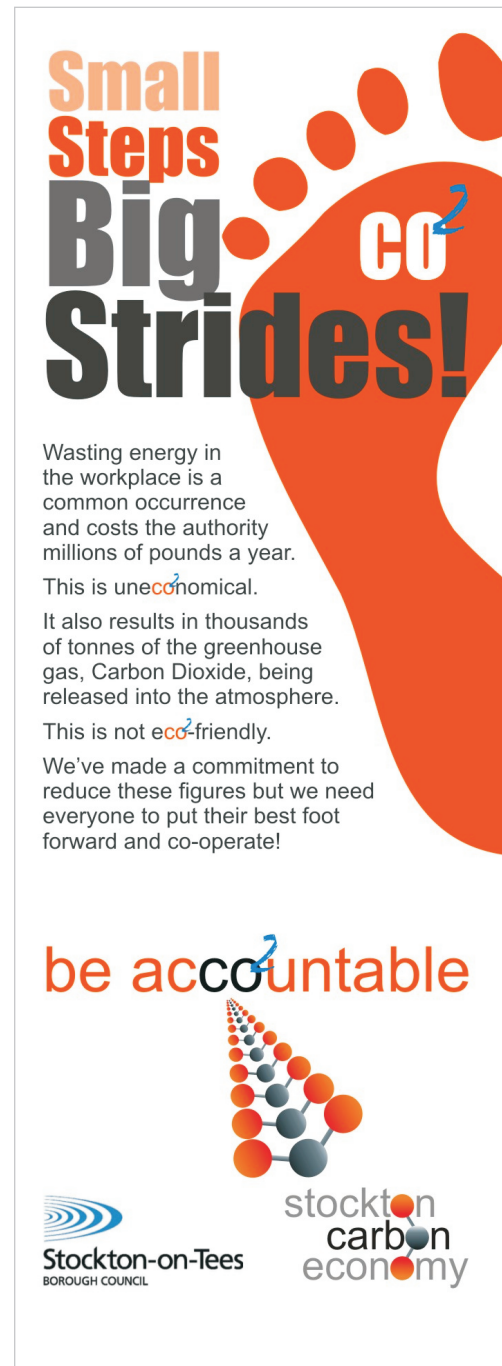
you're in **control**



 **Stockton-on-Tees**
BOROUGH COUNCIL

**stockton
carbon
economy**

Employees banner 1



**Small Steps
Big Strides!**

CO₂

Wasting energy in the workplace is a common occurrence and costs the authority millions of pounds a year.


This is **uneco**nomical.


It also results in thousands of tonnes of the greenhouse gas, Carbon Dioxide, being released into the atmosphere.

This is not **eco**-friendly.

We've made a commitment to reduce these figures but we need everyone to put their best foot forward and **co**-operate!

be **accoountable**



 **Stockton-on-Tees**
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**stockton
carbon
economy**

Employees banner 2

Appendix 2

Artwork examples - Pull-up Banners




**Small Steps
Big Strides!**


Over the years we've all developed some disconcerting habits. Like leaving computers, monitors and photocopiers switched on over night!

Or how about having the heating on but then opening a window or door to cool down!

By taking a few small steps to correct these bad habits we can all take big strides to reducing wasted energy and harmful emissions of Carbon Dioxide.

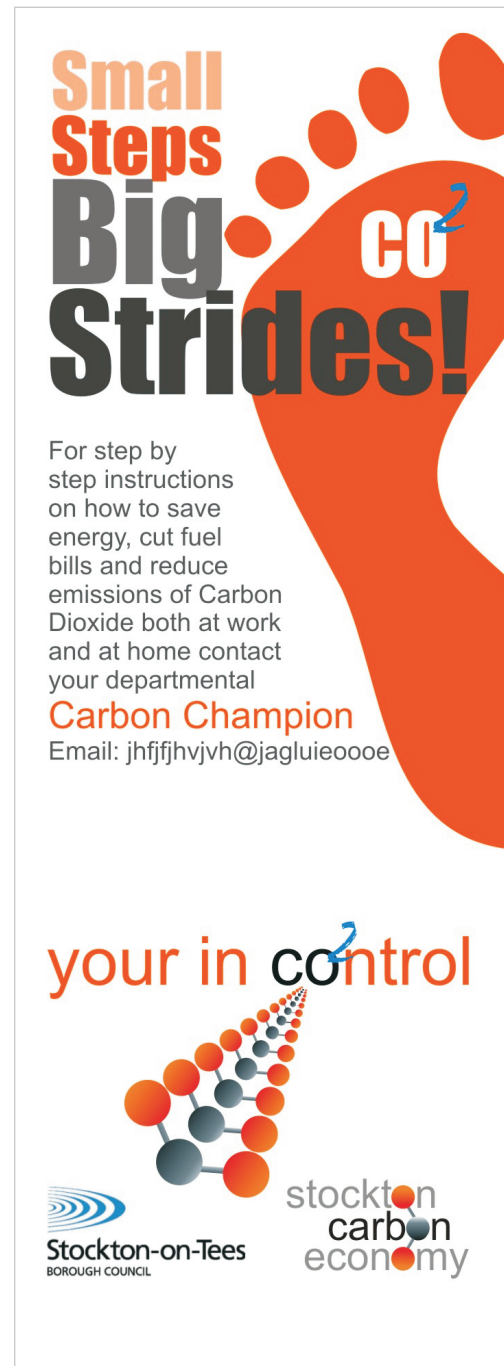
condition yourself



 Stockton-on-Tees
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Employees banner 3




**Small Steps
Big Strides!**

For step by step instructions on how to save energy, cut fuel bills and reduce emissions of Carbon Dioxide both at work and at home contact your departmental **Carbon Champion**
Email: jhfjfhvjvh@jagluieoooe

your in control



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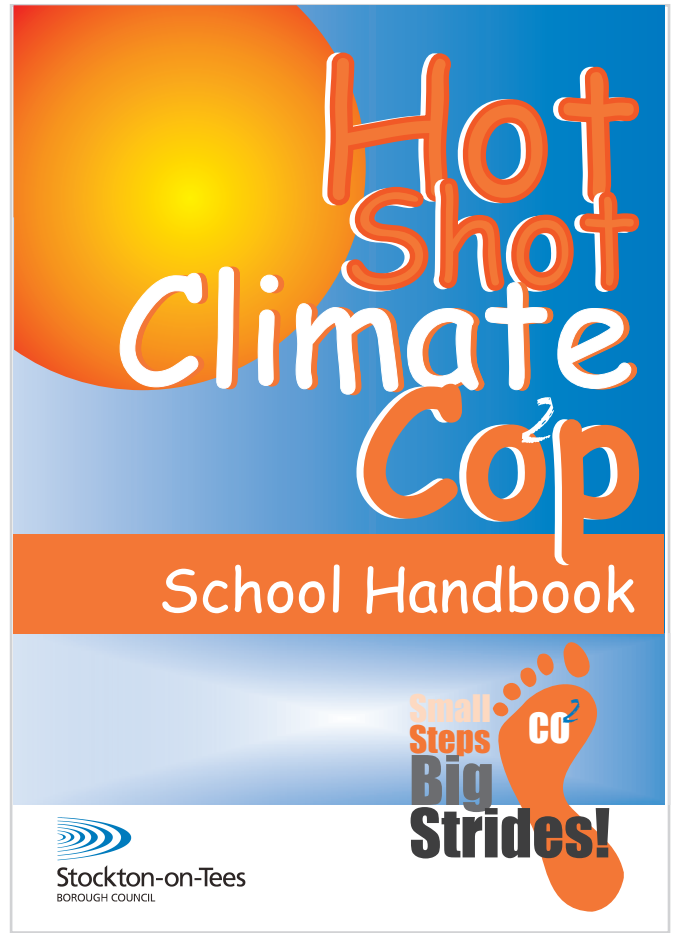
Employees banner 4

Appendix 3

Artwork examples - School/Staff Handbook



Employees Handbook Cover Draft



School Handbook Page 1

Appendix 3

Artwork examples - School Handbook

Climate Cop

Mission 3

Find the words

Energy	Greenhou	Reuse
Carbon	se Gas	Recycle
Footprint	Climate	Environm

f	t	i	v	e	f	f	i	c	i	e	n	t	j	f
a	h	n	r	c	u	o	h	l	u	s	t	n	p	e
g	e	s	o	l	a	r	p	o	w	e	r	i	x	n
n	r	u	l	i	d	d	b	x	k	k	l	r	l	v
i	m	l	a	m	h	y	t	x	t	k	z	p	q	i
m	o	a	t	a	d	b	h	f	p	u	t	t	h	r
r	s	t	r	t	b	s	s	d	d	l	i	o	x	o
a	t	i	h	e	n	e	r	g	y	b	g	o	n	n
w	a	o	e	c	c	k	j	e	t	n	b	f	e	m
l	t	n	t	h	l	y	e	e	s	e	h	n	j	e
a	w	l	e	a	r	t	c	g	u	u	i	o	v	n
b	k	f	p	n	l	u	d	l	y	p	e	b	u	t
o	s	u	d	g	d	r	b	b	e	i	k	r	e	x
l	t	d	p	e	s	j	t	t	e	y	x	a	k	p
g	q	o	r	b	v	r	r	m	s	g	t	c	d	f

Which word is not in the wordsearch? _____

School Handbook Draft

Climate Cop

Recycling

Now one big way we can all help to save the planet is

Mission 4

Your mission Climate Cop is to follow

Tin cans

Paper

Glass

Plastic

Cardboard

Blue Bag

Blue Box

Hessian Sack

Wheelie Bin

Tin cans

Paper

School Handbook draft

Staff booklet will contain similar information but set out in adult friendly format.