

Interim Devon Carbon Plan Comms Pack

All assets can be downloaded from:

https://drive.google.com/drive/folders/13e9ZFWE_t3OqA_9n--NFUY4bA4waVx82?usp=sharing



Introduction:

Hi all,

We have put together some suggested written content and imagery ready for the launch of the consultation on the Interim Devon Carbon Plan. As DCERG partners we would encourage you to use through your organisations communications channels to promote the Interim Devon Carbon Plan both to your internal and external audiences and your organisations involvement in developing it.

We completely understand that currently many local authorities' channels are dominated by Covid-19 messaging however we hope you can still promote the consultation as much as possible.

The consultation of the Interim Devon Carbon is running from **7/12/2020 until 15/02/2020**. The following document provides communication messaging and assets for the "pre launch" period and launch day. This will then be updated further in December once the consultation is live and the new communications position is filled.

Suggested communications channels:

- Social media: Facebook, Twitter, Instagram, LinkedIn
- Internal Staff Comms: Bulletins, Newsletters etc
- External resident communications: Magazines, newsletters etc.
- Offline communications: posters

How to use this pack:

All assets can be downloaded from here: -

https://drive.google.com/drive/folders/13e9ZFWE_t3OqA_9n--NFUY4bA4waVx82?usp=sharing

The proposed timeline is here which includes all pre-written messaging:

https://docs.google.com/spreadsheets/d/1O2XQFasWKOy8F_MllrKXO1_qchqvLIQI/edit#gid=196925626

This timeline outlines when content is going out from DCE accounts (feel free to replicate this timing but equally it can be flexible around your other content). This timeline also has suggested messaging for the posts – but again, please feel free to edit as you see fit for your audience.

We appreciate you will not be able to share / use everything in this pack so if you are limited in what you can share please use the key asks list below.

Key asks:

- Share the [consultation launch video 07/12/2020](#)

- Share the [press release \(with quote from member etc\)](#) w/c 07/12/2020 once consultation is live.
- Promote the [webinar series](#) and encourage people to sign up.
- Use all other assets to promote your organisations involvement in the partnership / promote build up to consultation as you see appropriate to internal and external audiences.

Below is a summary of the different types of content available to you for social media and some draft wording which may be suitable for newsletters/ bulletins etc (which again, can be edited as required). There is [suggested messaging in the Excel document which can be tweaked as required](#).

Social media:

Who is DCE video

- 1 min video which is a good starting point for those organisations who feel their network may not have heard of DCE before or be aware of the partnership.
- Link: https://drive.google.com/drive/u/1/folders/1MfdYpTKjA_1ZiTBsUhobW-VbLGZel_d5

#MeetTheTaskForce

- Short, 1 minute video clips introducing the different Net-Zero Task Force members including Patrick Devine-Wright (chair of task force)
- Link: https://drive.google.com/drive/u/1/folders/1D-Qvxq9S1h3R-p3F_m4Cle_tJpgFitYZ

#WordWednesday

- Definition posts of key technical words used in the Interim Carbon plan – useful for upskilling audience
- Link: <https://drive.google.com/drive/u/1/folders/1Z9dnxQzoknBtQjAdPHTNLL3GU-PN-omz>

Countdown posts

- Raise awareness prior to the launch.
- Link: https://drive.google.com/drive/u/1/folders/1A2betIEzkrLaxmN_M93B1fwwYOKO5UJe

What is the interim Devon Carbon Plan video

- Short 1 min video explaining what the Interim Devon Carbon Plan is (also explaining that it will be updated to a Final Devon Carbon Plan in 2021 after the Citizens' Assembly which was delayed because of Covid-19)
- Link: <https://drive.google.com/drive/u/1/folders/1vS22kdQoOBl-zCiuZBYcsa-j7t3VJENT>

What is the Interim Devon Carbon Plan – graphics

- A few graphics explaining what the plan is / what it includes and that is will be updated to a final plan in 2021 after the Citizens' Assembly)

- Link: https://drive.google.com/drive/u/1/folders/1_idsOEhHezk7PNRlu63FrBHmoegj2hn2

Webinar promotions

- A variety of assets promoting the overall webinar series, individual webinars and profiling individual speakers.
- Link: <https://drive.google.com/drive/u/1/folders/1gnH5UpAdFG1y-rr9xcFtoYsv6lDYgbJe>

Launch video – **To be shared 07/12/2020**

- Short video with members of the task-force promoting the launch of the consultation – to be shared with a link to the Interim Devon Carbon Plan (www.devonclimateemergency.org.uk/interimcarbonplan)

Posters – to try and reach the offline audience.

2 posters highlighting the consultation of the plan and the webinar series. Please print and distribute as you see fit / have capacity for. All parish councils will be receiving a printed copy of each posters for their parish notice boards.

Link: https://drive.google.com/drive/u/1/folders/1HYqrT5AQ5j_iITH3P7qFelw80P-vBo_b

Member Communications

There will be a member only webinar during the consultation period which will offer a high level overview to the plan – details of this will be shared shortly. Members are also encouraged to join the thematic public webinars depending on which section they are interested in.

Press release / newsletter / bulletin updates

Please do not share until 07/12/2020 once the consultation is live.

Below is some suggested wording for press releases / newsletter etc. Feel free to tweak / add quotes as required.

<https://drive.google.com/drive/u/1/folders/1UKNAAHPN2L2m7B5FXexH-Eng8lkxjY2s>

- Long press release –406 words

The consultation of the Interim Devon Carbon Plan is now live! The 25 organisations who make up the Devon Climate Emergency (DCE) partnership prepared this collaborative

roadmap to create a net-zero Devon where people and nature thrive and be Devon's response to the global climate emergency.

Over the past year, the Net-Zero Task Force (a group of fifteen experts in areas including renewable energy, transport, planning and the built environment) have been developing the plan for creating a net-zero Devon. Citizens have inputted their ideas through the evidence gathering stage which was held at the start of this year.

The time has now come for you to offer further thoughts and feedback. Residents are asked to take part in the Interim Devon Carbon Plan consultation, which begins on Monday 7th December and lasts for 10 weeks.

DCE wants to hear your views on key actions that outline some of the transformational changes which are required to create a thriving net-zero Devon.

The Interim Devon Carbon Plan will be updated to a final plan after the Citizens' Assembly, now in 2021 due to Covid-19.

All the actions within the Interim Devon Carbon Plan address the suggestions from the public call for evidence and thematic hearings and highlight issues suggested for further consideration by a Citizens' Assembly.

The actions cover a broad range of topics which will allow us to build back better. Addressing the climate and ecological emergency is an opportunity to create a fairer, healthier, more resilient and more prosperous society.

More active travel; improved air quality; better insulation and warmer homes; reduced fuel poverty and eating more balanced diets will all improve public health.

The transition to clean technologies can create new jobs, improve energy security and increase economic prosperity – nationally and locally in Devon.

Enhancing the natural environment offers tremendous opportunities bringing benefits including reduced flood risk, improved water and air quality, nutritious food, and accessible greenspace.

DCE is requesting feedback from Devon's citizens to indicate to what extent they agree with the proposed actions.

Furthermore, there is an opportunity for consultees to give their views on issues that are more controversial or challenging to implement.

These controversial issues will be prioritised for discussion at the Citizens' Assembly in 2021 to ensure the recommendations in the Final Devon Carbon Plan reflect the views of Devon's citizens.

Together, we can create a net-zero Devon where people and nature thrive.

Have your say at: www.devonclimateemergency.org.uk/interimcarbonplan

- [Shorter update – 183 words.](#)

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The time has now come for your chance to offer further thoughts and feedback. Residents are asked to take part in the Interim Devon Carbon Plan consultation, which lasts for 10 weeks and begins on Monday December 7.

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