

**Manchester City Council
Report for Information**

Report to: Environment, Climate Change and Neighbourhoods Scrutiny Committee - 7 December 2023

Subject: Climate Change Communications

Report of: Head of Strategic Communications

Summary

This report provides an update on the Council's Climate Change Communications approach and supporting activity.

Recommendations

The Committee is recommended to consider and comment on the information provided in the report.

Wards Affected: All

Environmental Impact Assessment -the impact of the issues addressed in this report on achieving the zero-carbon target for the city	Communications and engagement activity is a key driver to inspiring residents, businesses and organisations in the city to reduce their carbon emissions, helping Manchester to become a zero carbon city by 2038 at the latest.
Equality, Diversity, and Inclusion - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments	Communications and engagement activity is delivered at a local level to reach all communities and groups across the city. Neighbourhood engagement activity encourages meaningful conversation around climate change with residents and key stakeholders, including underrepresented groups.

Manchester Strategy outcomes	Summary of how this report aligns to the Our Manchester Strategy/Contribution to the Strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	Raising the profile of green skills, green jobs, and green careers.
A highly skilled city: world class and home-grown talent sustaining the city's economic success	Raising the profile of green skills, green jobs, and green careers.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Working with residents to tackle fuel poverty by helping them to reduce energy bills, reduce waste, and improve health outcomes through the promotion of more sustainable modes of transport and improved air quality.
A liveable and low carbon city: a destination of choice to live, visit, work	Raising the profile of Manchester's green spaces, parks, and positioning Manchester as a destination of choice and a great place for people to live, work, visit and study.
A connected city: world class infrastructure and connectivity to drive growth	Promoting green planning and development policies, housing retrofit, active travel infrastructure.

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

N/A

Financial Consequences – Capital

N/A

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Background documents (available for public inspection):

None

1.0 Introduction

- 1.1 This report provides an update on climate change communications activity, results from research with residents on climate change and the upcoming citywide communications campaign.
- 1.2 This report does not provide an update on climate change engagement activity. This information is provided in a separate paper, also being tabled at Environment, Climate Change and Neighbourhoods Scrutiny Committee on Thursday 7 December.

2.0 Background

- 2.1 Manchester has a target of becoming a zero carbon city by 2038 at the latest. This ambition is reflected in the Council's Climate Change Action Plan (CCAP) and Corporate Plan.
- 2.2 Since the launch of collective climate action with the first climate change strategy, 'Manchester: A Certain Future,' back in 2009, the focus for campaigns has become city-wide with the Council seeing its responsibility as leading and encouraging residents, businesses, and organisations to make changes by working together.
- 2.3 There is a four-pronged approach to climate change communications and engagement activity:
 1. Ongoing communications activity, both internal and external, to continue to raise the profile of the Council's ambitious zero carbon journey by highlighting key projects, achievements and milestones as outlined in the Council's Climate Change Action Plan.
 2. Behavioural change communications and engagement activity to educate and encourage residents to make positive low carbon lifestyle changes and promote the practical support available.
 3. Communications linked to the Refreshed Climate Change Framework for the city which launched in October 2022.
 4. An integrated citywide communications campaign to be developed and delivered in partnership with Manchester Climate Change Agency Partnership.
- 2.4 This activity is supplemented with media activity and a comprehensive internal communications campaign which runs alongside external communications.
- 2.5 Local engagement activity, undertaken by the Neighbourhood Team, is central to creating a meaningful dialogue with local residents and key groups in a manner that works best for them, recognising that each community is different.

2.6 The communications team continues to create communications toolkits that can be disseminated by local community, voluntary, faith and third sector groups and our Neighbourhood teams and Neighbourhood Climate Officers.

3.0 Ongoing delivery of climate change communications

3.1 The communications team works with members of the Zero Carbon Coordination Group (ZCCG) and workstream members to communicate climate change messages on a regular and ongoing basis. Activity includes case studies, projects, achievement, and milestones with residents and businesses.

3.2 Taking August, September, and October 2023 as a snapshot in time, communications on Council social media channels, e-newsletters and media releases covered the following themes and topics:

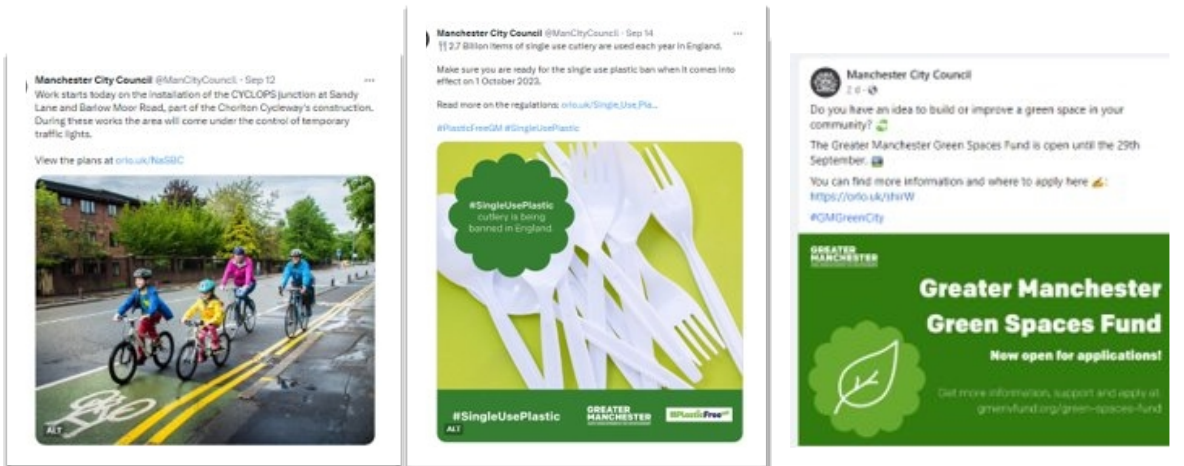
August:

- Single use plastic ban coming into effect on 31 October
- Sustainable travel options into the City Centre for Pride weekend
- MCC joining UK100 network
- National Cycling Centre open day



September:

- Single use plastic ban coming into effect on 31 October
- Greater Manchester Green Spaces Fund
- World Car Free Day
- World Clean Up Day
- Manchester Climate Change Agency's Impact Report
- Chorlton to Manchester cycle way
- Cycle September



October:

- Single use plastic ban
- Manchester City Council refill scheme
- Recycle Week
- E-waste Day and partnership with Community Computers
- Sustainable travel into the city centre for the Manchester Half Marathon
- Green Bee Relay award ceremony at Armitage Primary School

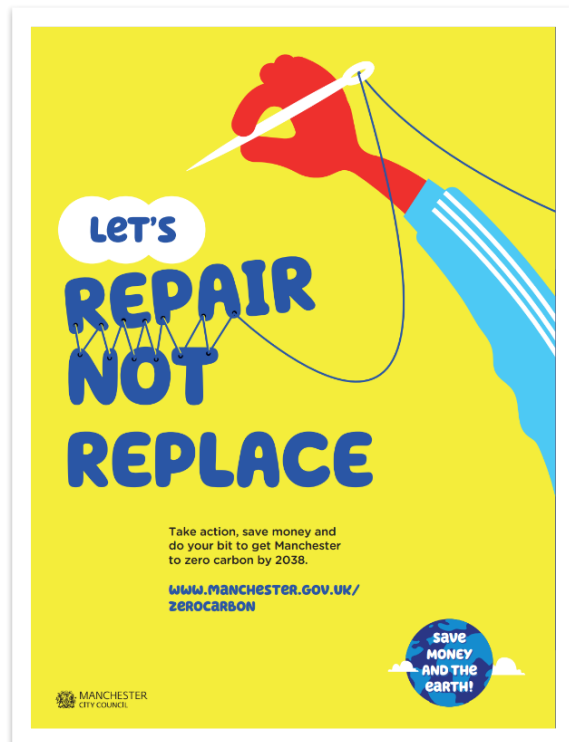


- 3.3 A zero carbon event/awareness day calendar has been developed to ensure that key local, national and international events and awareness days are marked, case studies are collated regularly and developed into social posts, animations and short films to tell our local story and inspire residents to take action.
- 3.4 Engagement is key to supporting communications activity. Ward level messaging from trusted sources are vital to the success of the communities aspect of climate change communications with local residents supported to make sustainable positive behaviour changes.
- 3.5 Local engagement is delivered at neighbourhood level across all 32 wards in the city. By working at neighbourhood level, our teams can identify the specific issues faced by residents in different areas of the city, providing tailored support to residents and reduce barriers and blockages to climate action.

- 3.6 Ward Climate Change Action Plans (CCAPs) form the foundation for the Neighbourhood Teams to engage and capture bottom-up climate change activity across the city. Ward CCAPs will be available online at www.manchester.gov.uk/WardCCAP in the coming weeks.
- 3.7 Work is also underway to redevelop the zero carbon web pages on manchester.gov.uk to create a new landing page, with a 'button' for each specific area or task to make content easier to navigate. This refreshed web format is planned to go live in January 2024 at www.manchester.gov.uk/zerocarbon

4.0 Behavioural change campaigns

- 4.1 A behavioural change campaign was launched in August 2022 and ran through to the end October 2022. The aim of the campaign was to promote understanding in the role of residents to realise our collective ambitions to becoming a zero carbon city, with good behaviours highlighted and behaviour changes and community-led activities encouraged.
- 4.2 Communications activity promoted positive lifestyle changes residents could make to reduce their carbon emissions, improve their lifestyle, health and to help save money and served to amplify local, regional and national messages. With the current national and local context in mind, the aim of the campaign was to:
- Make climate actions relatable.
 - Link actions to cost savings and health benefits.
- 4.3 Communication and engagement activity overlap and, in many ways, complement each other - effective communications activity is followed up by genuine and meaningful interactions that see stakeholders more involved.
- 4.4 Communications channels were chosen to ensure visibility at local level in district wards and key arterial routes into and around the city centre. Outdoor advertising channels included:
- Bus advertising - 10 rear slots on the Green Stagecoach Electric fleet.
 - Digital Loop screens & JC Decaux Screens - City Centre
 - Lamppost banners in 10 key district centres, chosen with the help of the Neighbourhood Zero Carbon Officers to focus activity in areas where residents may be more likely to be inactive in terms of choosing zero carbon behaviours.



4.5 In addition social media channels, both corporate and those managed by the Neighbourhood Teams were used to ensure regular messaging. A fold out printed Z-card featuring hints, tips and links was printed and distributed via libraries, Councillors, and Neighbourhood staff. Toolkits were also created and shared with Councillors, key partners, stakeholders, and neighbourhood teams. Working in collaboration with engagement teams and partners, opportunities were maximised, and consistent messages were delivered across the city.

4.6 It should be noted that behaviour change campaigns require sustained effort and activity over time with campaign bursts on a regular and planned basis. Therefore, although paid communications activity ended in October 2022, campaign messages continued to be amplified regularly via our social media channels. This enables us to keep the messages front and centre in people's minds. Furthermore, Neighbourhood Teams continue to use the Z-card and other supporting materials to continue to engage residents and



zero carbon Z-card

- 4.7 Finally, regular communications are shared on social and digital channels signposting residents to environment schemes, grants and campaigns run by Greater Manchester partners and organisations, such as Greater Manchester Combined Authority and Transport for Greater Manchester.

5.0 Evaluating climate change communications

- 5.1 It is difficult to measure the direct impact of behavioural change advertising campaigns on resident behaviour, as unlike a campaign to promote a consultation, for example, where you can see precisely how many people have responded and completed a survey and monitor spikes in responses following campaign activity, measuring changes in behaviour without direct conversation and monitoring is not possible.
- 5.2 In addition, there are many different factors outside of our control, such as personal and financial circumstances and national issues (e.g. cost of living challenges), that impact on an individual's intent to take action and their ability or motivation to act.
- 5.3 Accepting that direct measurement of climate change communications activity is difficult, the return on investment for residents taking any action having seen our messages is high given the cost of inaction in this space. However, the In Our Nature Programme team are developing metrics to track some progress at a ward level.
- 5.4 Historically, website analytics had been used to evaluate the success of communications campaigns when the 'call to action' was to visit a website/web page. HTTP cookies were used to find out which pages users had visited, in which sequence, and for how long. However, since the ePrivacy Directive (EPD) was passed in 2002 and strengthened in 2018 when the General Data Protection Regulation (GDPR) came in, cookie consent is now required, and websites must give users the option to accept or reject non-essential cookies. This means that it is not possible to accurately report on how many users have visited specific web pages or details where they were signposted from.

- 5.5 However, it is still possible to monitor click through rates (CTR) (number of users who clicked on digital website links) from social and digital channels and this remains an important metric.
- 5.6 Outdoor advertising channels can also provide metrics around the exposure of the adverts i.e., reach and how many times it is likely to have been seen, this is called Opportunities to See (OTS). Detailed information on the OTS for the August 2022 campaign can be found in Appendix one.
- 5.7 Social media metrics and data points enable us to see how well our social media messages are performing. Advertising engagement and reach can be measured, and social listening can be used to gain insight into the effectiveness of messaging and the reaction to campaign materials. However, not everyone seeing our messages will engage - particularly if there is not a direct social call to action.
- 5.8 Engagement activity on climate change is an ongoing conversation with our residents and stakeholders and often the aim is to inform, educate and encourage residents to make positive low carbon lifestyle changes.
- 5.9 If we look at the social media engagement rates for zero carbon social media messages posted between September and October 2023, and benchmark the data against other Council posts during the same period, we can see that zero carbon posts garner better engagement on both Facebook and Twitter/X. On LinkedIn, engagement was lower than the average for other Council posts during the same period.

	Average engagement for ZC posts	Average engagement for Council posts
Whole ZC campaign	1.34%	-
ZC campaign on Twitter/X	0.90%	0.72%
ZC campaign on Facebook	1.36%	1.20%
ZC campaign on LinkedIn	2.13%	2.31%

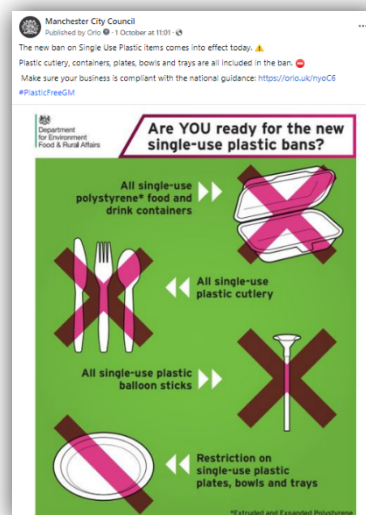
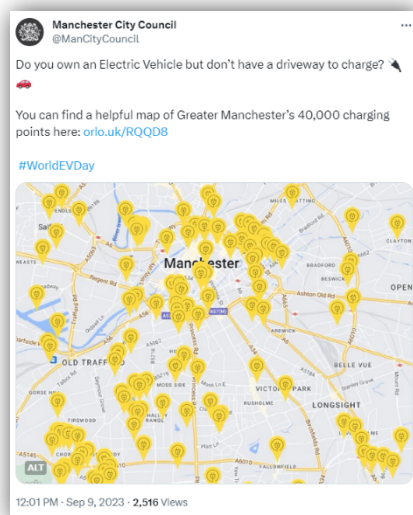
- 5.10 As mentioned earlier, a number of factors can have an impact on engagement rates as there will be a number of ways in which people will absorb information, potentially change their thinking and translate it from intent to self-motivated action.
- 5.11 There is no one size fits all approach to our messages as audience profiles differ on the various platforms as do content types and styles so comparisons should not be made.
- 5.12 Click through rates (CTR) give us a sense of how many people saw our social content and wanted to know more. Looking at the CTRs for the same period, zero carbon posts resulted in a higher volume of link clicks than the platform average on all three social media platforms.

	Average CTR for ZC posts	Average CTR for other Council posts
Whole ZC campaign	1.34%	-
ZC campaign on Twitter/X	0.45% of audience (278 clicks from 60,888 impressions)	0.36% of audience (3,201 clicks from 877.8k impressions)
ZC campaign on Facebook	0.73% of audience (772 clicks from 104,888 impressions)	0.65% of audience (6,789 clicks from 1.18m impressions)
ZC campaign on LinkedIn	0.73% of audience (228 clicks from 30,928 impressions)	0.62% of audience (1,789 clicks from 287.4k impressions)

5.13 Comparing posts on climate change topics, those that garnered the most engagement covered:

- Electric vehicle charging points
- 31 October single use plastic ban
- No Disposable Cup Day

5.14 The following post on electric vehicle charge points generated a total of 275 link clicks from 20,426 impressions (1.3% click rate). It reached 10,814 on Facebook, with 37 reactions, 8 shares and 148 link clicks. 4,955 on LinkedIn receiving 79 reactions, 1 share and 106 link clicks and on Twitter/X this post had 2,516 impressions, 4 likes, 2 retweets and 21 link clicks.



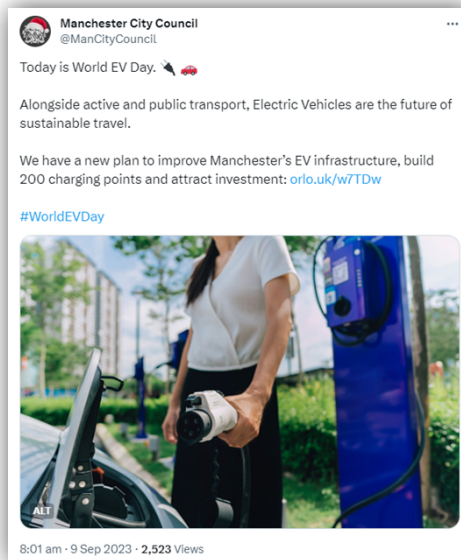
5.15 A post informing people of the upcoming 31 October date for the new ban on certain single use plastics reached 18,351 people on Facebook, getting 213 reactions, 42 shares and 117 link clicks (0.6% click rate). On LinkedIn this reached 2,215, getting 46 likes, 1 share and 17 link clicks.

5.16 A post promoting No Disposable Cup Day, and signposting to our Refill station

in Central Library reached 2,459 on LinkedIn, getting 55 likes (2.2% of the audience), 2 shares and 12 link clicks. On Facebook it reached 4,120, getting 28 reactions (0.67% of the audience), 2 shares and 20 link clicks.



5.17 Looking at social media posts that performed least well, on Twitter/X, the worst performing post was on World Electric Vehicle Day (2,523 impressions, 1 like, 1 retweet, 11 link clicks on Twitter/X).



5.18 On Facebook, the worst performing zero carbon post in relation to CTRs was on the subject of retrofit and highlighting Retrofit Action Week. (2,616 reach, 8 reactions, 3 shares, 17 link clicks).



5.19 On LinkedIn, the post that performed least well was one on Wythenshawe Forum decarbonisation and Retrofit Action Week. (602 reach, 4 reactions, 6 link clicks).



6.0 Climate change research

6.1 In October 2019, the Strategic Communications team commissioned insight research to understand the thoughts, attitudes, and behaviours of Manchester residents in relation to climate change. This comprised on-street interviews with a representative sample over 1,000 Manchester residents and 3 focus groups.

6.2 In March 2023, at the request of the Environment, Climate Change and Neighbourhoods Scrutiny Committee, Strategic Communications

re-commissioned the same research to understand the attitudes and behaviours in relation to climate change four years on and following the COVID-19 pandemic. The research builds upon findings from the climate change research carried out in 2019 and will inform the planning and development of the zero carbon citywide communications campaign.

6.3 The research was delivered in two phases:

Phase 1 - Quantitative research

A survey, conducted via telephone and face to face, with a representative sample of 1,109 Manchester residents to gauge their perceptions, awareness and understanding of climate change.

Phase 2 - Qualitative research

A series of three 90-minute online focus groups with residents to provide a greater depth of insight into certain topics and to explore creative ideas for a zero carbon campaign. Participants were recruited following completion of the survey, and the focus groups were split by locality area, North, Central and South. Participants were recruited to ensure a mix of gender, age, and ethnicity, as well as a broadly representative split of those with and without children in their household.

6.4 Key Findings

6.4.1 **Awareness and understanding of climate change and being zero carbon is relatively high, but residents would like more information.**

- Two-thirds of respondents (65%) said they know a great deal (17%) or a little about climate change (48%), which is in line with the 2019 figure (68%).
- A third of respondents (33%) have a limited knowledge of climate change, including 26% who said they are aware of climate change but don't know much about it and 7% who said they are aware of climate change but know nothing about it.
- Just 1% of respondents said they had not heard of climate change.
- Although they were aware of the term 'zero carbon,' focus group participants had a clearer understanding of the term 'climate change' as this felt more familiar to them.
- The majority of focus group participants felt that the term 'climate change' is more impactful in terms of influencing residents to change behaviours.
- Despite awareness of climate change being relatively high, a common barrier to do more to reduce the impact of climate change was not knowing enough information about what they can do or needing more information (32%), and the two most commonly selected responses when asked what the Council and partners could do to encourage them to combat climate change were to provide more information (33%) and increase awareness about climate change (30%).
- This sentiment was echoed by focus group participants, who felt that the Council could do more to educate Manchester residents on climate change and how to reduce its impact in accessible and actionable ways.

6.4.2 A third of residents are worried about climate change, but this is a smaller proportion than in 2019.

- 32% of respondents said they were either very (20%) or extremely worried about climate change (11%).
- Almost an equal proportion of respondents (31%) said they were either not at all worried (9%) or not very worried (23%).
- By contrast, 24% of respondents in the 2019 survey said they were not worried, demonstrating a 7% increase.
- However, overall worry about climate change has decreased by 5% since 2019.

6.4.3 Manchester residents are still most likely to cite extreme weather conditions as current or possible effects of climate change, but there has been a significant increase in the proportion citing health problems as a possible effect of climate change since 2019.

- When asked what the effects of climate change are or could be, the two most common responses were extreme hot weather or global warming (59%) and extreme weather events (49%).
- Furthermore, 36% of respondents suggested more flooding and 35% suggested extreme cold weather.
- Unrelated to extreme weather, an 11% increase was recorded for the proportion of respondents who cited more health problems as a possible effect of climate change since the 2019 survey.
- Focus group participants were also likely to comment on the changes in the weather as being associated with climate change, whether this is in the UK or internationally.

6.4.4 Climate change is considered to be affecting people in the UK more than local areas or the city of Manchester.

- Respondents were more likely to think that climate change was not currently affecting their local area (65%) or the city of Manchester (53%) than affecting it (29% and 40% respectively).
- However, a larger proportion of respondents felt that climate change was affecting people in the UK (57%) than not (38%).
- Compared with the 2019 survey results, the proportion of respondents who thought that climate change was not currently affecting all areas either increased or remained the same.

6.4.5 Seven in ten Manchester residents consider climate change to be an important issue to them.

- 72% of respondents said that climate change was either somewhat (40%) or very important to them (32%).
- Just 11% of respondents said it was very (3%) or somewhat unimportant to them (9%) A further 16% said that climate change was neither important

nor unimportant to them. These figures remain consistent with the results from the 2019 survey.

6.4.6 Manchester residents are most likely to already be recycling more, minimising energy usage at home and avoiding or minimising throwing away food to reduce the impact of climate change.

- The three most common activities that respondents said they currently do to reduce the impact of climate change were recycle more (83%), minimise energy usage at home (77%) and avoid or minimise throwing away food (76%).
- At least half of respondents also said they currently choose to use public transport more (67%) or walk or cycle more instead of using a car (65%), avoid products in plastic packaging or use less plastic packaging (53%) and choose energy efficient products or appliances (50%).
- Respondents were least likely to say they were currently driving an electric or hybrid car (7%).
- The proportion of respondents currently doing all activities asked about during the survey has either remained consistent or increased since 2019, with the largest increases recorded for recycling more (+23%) and minimising energy usage at home (+18%).

6.4.7 Manchester residents are most willing to use renewable or green energy at home or change to a more sustainable energy supplier but are least willing to drive an electric or hybrid car or avoid travelling by aeroplane.

- 65% of respondents said they were willing to use renewable or green energy at home or change to a more sustainable energy supplier.
- A further 61% said they were willing to update and retrofit a home and 60% said they were willing to avoid or minimise consumption of palm oil, despite focus group participants feeling the latter is more difficult due to its prevalence in most food and household products.
- Respondents were most likely to say they would not be willing to drive an electric or hybrid car (39%) or avoid or minimise travelling by aeroplane (35%).

6.4.8 Cost is both a barrier and incentive to behaviour changes related to reducing the impact of climate change.

- When asked what stops them from doing more to reduce the impact of climate change, the most common response was that it is too expensive (36%), and a smaller proportion said that no financial incentives were on offer (5%).
- Focus group participants stressed that the majority of behaviour changes asked about in the survey would incur substantial costs, so were unsurprised at the proportions of respondents who said they would not be willing to do these; not because they did not want to, but because of the cost implications.
- Participants also felt that the activities which were most likely to be reported as being currently undertaken were more cost effective or could

be having a positive impact on personal finances, such as minimising energy usage or avoiding food waste, and could therefore be influenced by costs as well as the environment.

- The current cost-of-living crisis was also referenced as a barrier by focus group participants as residents may have more pressing issues or priorities to deal with such as paying for food or energy bills, and so may be less focused on reducing the impact of climate change.

6.4.9 Improvements to public transport are popular amongst residents.

- When asked what stops them from doing more to reduce the impact of climate change, 4% of respondents said poor public transport.
- Some focus group participants felt that, whilst they would like to choose public transport over their car more frequently, this was not always possible due to the logistics of where they need to be and when, and time constraints.
- Common responses when asked what the Council and partners could do to encourage respondents to do more to combat climate change related to public transport, such as cheaper public transport (22%) and more or better public transport (18%).
- The most common activity identified by respondents as a priority for Manchester City Council was supporting better public transport (41%).
- Focus group participants agreed that it is important that the Council improves public transport for residents, such as making it 'greener' and more affordable.

6.4.10 Manchester residents would like to see more green spaces around the city.

- A third of respondents thought that a priority for the Council should be increasing the number of green spaces (33%), which focus group participants agreed with.
- Participants felt that increasing the number of green spaces would improve air quality, encourage biodiversity, and ensure that residents who may not have their own outside space can access green spaces.

6.4.11 Subgroup analysis has highlighted the following general summaries, although it is advised to read the full report for more detail.

- Central Manchester residents are more likely to have a greater awareness and understanding of climate change and are more likely to be worried about it and think it is important when compared with residents living elsewhere.
- Younger residents have a greater awareness and understanding of climate change but are less likely to be currently doing the activities asked about to reduce the impact, which could be due to the associated cost, inconvenience, or time constraints.
- Those aged 35+ are less likely to be engaged with climate change despite reporting they are currently doing the majority of activities asked about, but

they feel as though they already do enough to reduce the impact of climate change which stops them from doing more.

- Older residents aged 55+ appear to be less engaged with climate change than younger residents, often answering 'don't know' in response to questions, having little knowledge about climate change and being unwilling to try certain activities.
- Those who rent from a housing association, or the Council have less understanding of climate change, and are not worried about it or think it is important, which could be due to a lack of knowledge or information about this topic.
- Those from ethnic minority backgrounds (4%) were more likely than those of white ethnicity (2%) to say that they did not believe in climate change, however those of ethnic minority backgrounds (36% were more likely to suggest that awareness of this topic should be increased when compared with those of White ethnicity (28%).
- Those who have children in their household are more likely to be disengaged with the topic of climate change, but their responses suggest that they are willing to learn more.

6.5 Focus group key findings – climate change campaigns

6.5.1 Focus groups carried out as part of the research included in-depth discussions around climate change campaigns. Participants were shown examples of different creative executions to aid discussion.

6.5.2 **A communications campaign should have a call to action, include images of Manchester locations and landmarks being affected by climate change and have a light-hearted and positive tone.**

- Although only 9% of survey respondents suggested that the Council should prioritise public campaigns about how residents and businesses can help Manchester to become a zero carbon city, focus group participants felt this would be beneficial.
- As climate change is not a new issue, focus group participants felt that any communications campaign needed to include more information than what people already know (e.g., informing that there is a problem or simple actions such as 'recycle more').
- Some felt that images should be engaging and shocking, such as images of locations and landmarks across Manchester being submerged under water.
- However, some suggested that a gentler approach should be taken with a communications campaign, showing the positives and what a possible brighter future could look like instead of catastrophising.
- Focus group participants would like to see what the Council is doing to reduce the impact of climate change, so that residents do not feel as though they have to shoulder the burden alone.
- A communications campaign should also be memorable, possibly including a slogan or hashtag.

7.0 Citywide climate change campaign

- 7.1 The Zero Carbon Co-ordination Group (ZCCG) and Manchester Climate Change Agency's Partnership Board (MCCP) are collaborating to work together to co-produce a zero carbon campaign that can be shared widely across Manchester utilising Manchester City Council and Partnership channels and networks.
- 7.2 A communications group, comprising members of the Council, MCCA and the Partnership, was set up in May 2023. The group includes members from:
- Manchester Climate Change Agency (MCCA)
 - Manchester City Council (MCC)
 - The Hut Group
 - Arup
 - The Wates Group
 - Manchester Metropolitan University (MMU)
 - Manchester International Festival (MIF)
 - Greater Manchester Arts Sustainability Team (GMAST)
 - University of Manchester (UoM)
 - Deloitte
 - Carbon Literacy Project
- 7.3 Two online workshops have been held to date to discuss the collective ambition, the aims and objectives of the campaign and the creative brief.
- 7.4 A creative brief was signed off by MCCP board in October 2023. The brief is grounded in the target to become a zero carbon city by 2038 at the latest, the shared commitment and goals of the Partnership and showcasing the benefits of partnership working as well as the ambitious projects that are complete, and underway, across the city to get us there.
- 7.5 The creative design will be centred around 8 key climate action themes. By showcasing examples of good practice and exciting projects the ambition is to inspire residents, business, works and shoppers across the city to take action themselves.
- Protect our city from extreme weather
 - Reduce our energy bills
 - Create new green jobs
 - Reduce our waste
 - Reduce air pollution
 - Help people to understand their impact
 - Drive investment into zero carbon
 - Get to zero carbon before 2038
- 7.6 Examples of zero carbon projects under key themes may include:

Theme	Project
To protect our city from extreme weather	<ul style="list-style-type: none"> - Mayfield Park - Victoria North - Highways SUDs - MCFC 'Mancgroves'
To reduce our energy bills	<ul style="list-style-type: none"> - Social housing retrofit (MHPP) - Public sector retrofit (MCC) - Commercial retrofit (Bruntwood, MMU Sports Institute case studies)
To create new green jobs	<ul style="list-style-type: none"> - Green New Build (Bruntwood EVO, Muse Eden, UofM/Arup engineering campus) - Signpost to 'every job is a green job'
To reduce our waste	<ul style="list-style-type: none"> - MCC Single use plastic work - MCC Refill project - MCFC Re:Fibre Project
To reduce air pollution	<ul style="list-style-type: none"> - Transition to EVs - Increasing active travel infrastructure
To help people to understand their impact	<ul style="list-style-type: none"> - In Our Nature - Ward climate action plans
To drive investment into Zero Carbon	<ul style="list-style-type: none"> - UofM - ending of endowment investments in coal, oil and gas

7.7 The campaign creative is currently in development and communications channels across the Partnership are being identified. A full campaign plan is being developed.

7.8 The citywide campaign is planned to launch in early 2024.

8.0 Recommendations

8.1 Members are requested to consider and comment on the information provided in the report.

9.0 Appendices

9.1 Appendix 1 Outdoor advertising Opportunities to See (OTS) for the August – October 2022behaviour change campaign