

Interim Devon Carbon Plan Comms Pack

All assets can be downloaded from:

<https://drive.google.com/drive/folders/13e9ZFWEt3OqA9n--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.

We would love as many people in Devon to hear about the consultation and engage with the process of reaching net-zero in Devon. We would therefore love for you to help promote the launch within your parishes and networks and celebrate Devon's actions in helping address the climate emergency.

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

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](#) w/c **07/12/2020** once consultation is live. Eg in Parish magazine
- Promote the [webinar series](#) and encourage people to [sign up](#) –
- Use all other assets to 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 with some suggested messaging and some draft wording which may be suitable for newsletters/ bulletins etc. Feel free to edit and tweak as required.

Please tag:

- @devonclimate (twitter)
- @devonclimateemergency (Facebook/LinkedIn / Instagram)

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).
- Suggested messaging:
 - o *"@devonclimate have been working hard to produce the Interim Devon Carbon Plan. Find out more about why they want to create a net-zero Devon:"*
- 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
- Suggested messaging:
 - o *"@devonclimate have been working hard to produce the Interim Devon Carbon Plan and design a roadmap to creating a net-zero Devon where people and nature thrive. The plan includes a few technical words, check out know you what they mean before the plan is launched"*
- Link: <https://drive.google.com/drive/u/1/folders/1Z9dnxQzoknBtQjAdPHTNLL3GU-PN-omz>

Countdown posts

- Raise awareness prior to the launch.
- Suggested messaging:
 - o *It's xx days until your chance to have your say on @devonclimate's roadmap to creating a net-zero Devon where people and nature thrive"*
- 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)
- Suggested messaging:
 - o *@devonclimate are about to share the Interim Devon Carbon Plan. Want to know more about the plan and what it includes? Have a watch below"*
- 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 it will be updated to a final plan in 2021 after the Citizens' Assembly)
- Suggested messaging:
 - o *@devonclimate is about to share the Interim Devon Carbon Plan. Want to know more about the plan and what it includes? Have a read below"*
-
- 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. Different task-force members are speaking at different events so feel free to just promote the relevant ones.
- Suggested messaging:
 - o Overall webinar series: *@DevonClimate are running a webinar series all about the plan and creating a net-zero Devon – sign up here"*
 - o Launch webinars: *@DevonClimate are launching the consultation on the Interim Devon Carbon Plan. Get involved with their launch webinars*
 - o Thematic webinars: *"Decarbonising this sector is essential to reaching net-zero, sign up to the xxx webinar to hear more about how this sector is addressed in the Interim Devon Carbon Plan"*
- Link: <https://drive.google.com/drive/u/1/folders/1gnH5UpAdFG1y-rr9xcFtoYsv6IDYgbJe>

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)
- Suggested messaging:
 - o *"@DevonClimate have created the Interim Devon Carbon Plan. This is a roadmap to creating a net-zero Devon where people and nature thrive. They want to know your thoughts – check it out below"*

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. You will be sent a printed version of this, but it likely to be in January so feel free to print your own copies and distribute as you see fit.

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

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 / parish magazines etc.
<https://drive.google.com/drive/u/1/folders/1UKNAAHPN2L2m7B5FXexH-Eng8IkxjY2s>

- 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.

The consultation of the Interim Devon Carbon Plan is now live! The plan is a collaborative roadmap to creating a net-zero Devon where people and nature thrive and is Devon's response to the global climate emergency,

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.

Devon Climate Emergency (DCE) partnership wants to hear your views on key actions which 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.

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 prosperous society.

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

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