

Camden Climate Citizen Panel

Meeting 1

People - Everyone who lives, works, studies and visits the borough will be well informed and actively contribute to tackling the climate crisis in all aspects of their lives.



| Time | Theme | Speaker |
|-------|---|--|
| 18.00 | Session begins Welcome and address to the panel | Abi Roberts Sustainability Officer |
| 18.05 | 'Check-in' Catch up with panel members | All |
| 18.15 | Re-cap previous session Terms of Reference / Meeting format | Abi Roberts / Sue Sheehan Sustainability Officer / Principal Policy and Change Officer |
| 18.25 | Climate Action Plan Update An update on progress of 'People' projects to date | Jackson Bylett Climate Programme Manager |
| 18.35 | Discussion Opportunity for panel to review and scrutinize | Panel members |
| 18.45 | Break | |

Wednesday 11th November, 18.00 – 20.00

Panel 'check-in'



Session Re-cap



Abi Roberts, Sustainability Officer

Recap from Introductory Session

- Terms of Reference - primary aims of the panel:

To review and challenge the progress of Camden's climate initiatives against the action plan

To be an active audience for off-shoot projects and research stemming from the Climate Action Plan

To support with community engagement to identify potential barriers with proposed initiatives and projects

- Meeting format

The primary aims of the panel correlates with the format of the panel sessions:

- CAP update in the following format
- Project focus presented to the panel
- Interactive exercise and exploration via breakout rooms



Climate Action Plan – People Actions




The below tables provide an update on the immediate and Programme Developments of the Climate Action Plan and provides a short comment to justify the selection of progress status. This information will be expanded upon in the first panel session but is intended to inform discussion and thoughts prior to the session.

| CAP Immediate Action – From or By 2020 | Progress | Comments |
|--|----------|---|
| Create a permanent schools sustainability network called the Sustainers to share best practice and drive positive change | Green | The Sustainers initiative has been established working with Transition Kentish Town. Projects have been suspended due to COVID, but support continues in the form of webinars for students. Peer Support Groups have been set up for school staff during the pandemic where staff can meet to discuss best practice and help one another drive positive change. |
| Extend Think & Do climate pop-up to other Camden locations and institutions so as many people can access high quality information about climate action | Green | The Think & Do programme has been extended to UCL, through their Think & Do Sustainability Ambassadors programme. Posters have also been displayed in Kentish Town Library extending the reach of the initiative. |
| Design and deliver a public information campaign on how individuals can reduce their carbon footprint | Yellow | The copy for the campaign has been drafted with thoughts and feedback from the panel sought during the first session. Discussions will take place on the proposed tone and language of the content as well as our engagement approach. |
| Work with Think & Do and other institutions to support climate action on 'ultimate justice' | Yellow | Camden and Think & Do had a series of workshops planned on the theme of climate justice in March/April, which were cancelled due to the COVID pandemic. Options for replacement of these workshops and how they could be completed are being considered. It is hoped that this could be linked to public information campaign. |
| Improve how the council communicates about transport and housing programmes which help to address the climate crisis | Yellow | Camden have compiled a Transport Climate Communications Plan which will inform our approach to communicating about transport initiatives and recent infrastructure changes. A similar plan is being developed for Camden's housing projects and how we communicate about energy efficiency improvements. |
| Seek funding opportunities to support community-led climate action, which results in borough-wide emission reduction | Green | Earlier in 2020, Think & Do submitted a bid to the National Lottery fund to extend initiative. Camden continue to actively identify funding opportunities for projects. |
| Deliver an education programme for elected members with focused sessions for the planning and Culture and Environment Scrutiny Committees | Green | A training session was completed in May for Camden's Planning Committee on Sustainability and the Climate Crisis and what zero-carbon means in relation to Planning. Camden's Environment Scrutiny Committee have been encouraged to attend Climate Capability Training delivered by London Councils and London Environment Directors Network. |
| Publish a Reduction and Recycling Plan setting out a strategy for driving down waste production in the borough | Green | Camden published a revision to our Reduction and Recycling Plan in December 2019 setting out a strategy for driving down waste production in the borough. |
| Support the delivery of the 'Refill Station Camden' project offering residents a refill resource to tackle single-use packaging | Green | Refill Camden has launched. Following a short hiatus caused by COVID-19, the refill stall returned to Queen's Crescent Street market on Thursday and Saturdays with more locations planned in 2021. |

Climate Action Plan

An update on the progress of the 'People' actions

Key

| | |
|---|--|
|  | Action not commenced |
|  | On track for delivery / barriers to overcome |
|  | Delivered |

People - Everyone who lives, works, studies and visits the borough will be well informed and actively contribute to tackling the climate crisis in all aspects of their lives.



Jackson Bylett, Climate Programme Manager

'People' Actions - Delivered

| CAP Immediate Action – From or By 2020 | Progress | Comments |
|--|----------|---|
| Create a permanent schools sustainability network called the Sustainers to share best practice and drive positive change | | The Sustainers initiative has been established working with Transition Kentish Town. Projects have been suspended due to COVID, but support continues in the form of webinars for students. Peer Support Groups have been set up for school staff during the pandemic where staff can meet to discuss best practice and help one another drive positive change. |
| Extend Think & Do climate pop-up to other Camden locations and institutions so as many people can access high quality information about climate action | | The Think & Do programme has been extended to UCL through their Think & Do Sustainability Ambassadors programme. Posters have also been displayed in Kentish Town Library extending the reach of the initiative. |
| Seek funding opportunities to support community-led climate action, which results in borough-wide emission reduction | | Earlier in 2020, Think & Do submitted a bid to the National Lottery fund to extend initiative. Camden continue to actively identify funding opportunities for projects. |
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| Publish a Reduction and Recycling Plan setting out a strategy for driving down waste production in the borough | | Camden published a revision to our Reduction and Recycling Plan in December 2019 setting out a strategy for driving down waste production in the borough. |
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| CAP Programme Development Actions – From or By 2021 | Progress | Comments |
|--|----------|---|
| Ensure climate advice is available from existing Council helplines for residents wishing to learn more about the climate emergency and the funding and support available | | The Green Camden helpline operators provide advice to residents on how to reduce their carbon footprint. Advice has recently been updated to include information on how residents can access the Green Homes Grant Vouchers. Updates will continue as required. |

Extend Think & Do climate pop-up to other Camden locations and institutions so as many people can access high quality information about climate action



<https://www.ucl.ac.uk/sustainable/think-do-sustainability-ambassadors>



TACKLING THE CLIMATE CRISIS

CAMDEN POP-UP

THINK & DO

COMMUNITY SPACE FOR CLIMATE & ECO ACTION

What if we said bye-bye to our buy buy culture and still had everything we need?

Get involved

- Join our Camden Unwrapped group. Let's ban single use plastic from Camden!
- Join the Library of Things coming soon to KT. libraryofthings.co.uk/
- Set up a Sustainers club at your local school. Let's empower students to take a lead in sustainability. thinkanddocamden@gmail.com

Some local ideas

- Camden Friends of the Earth clothes and toy swaps
- Go packaging-free with: Camden Refill Station camden.gov.uk/refill-station-camden
- Try out local refill company, Fair-Well: fair-well.co.uk/

'People' Actions – on track / barriers to overcome

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| Design and deliver a public information campaign on how individuals can reduce their carbon footprint | | The copy for the campaign has been drafted with thoughts and feedback from the panel sought during the first session. Discussions will take place on the proposed tone and language of the content as well as our engagement approach. |
| Work with Think & Do and other institutions to support climate action on 'climate justice' | | Camden and Think & Do had a series of workshops planned on the theme of climate justice in March/April, which were cancelled due to the COVID pandemic. Options for replacement of these workshops and how they could be completed are being considered, it is hoped that this could be linked to public information campaign. |
| Improve how the council communicates about transport and housing programmes which help to address the climate crisis | | Camden have compiled a Transport Climate Communications Plan which will inform our approach to communicating about transport initiatives and recent infrastructure changes. A similar plan is being developed for Camden's Housing projects and how we communicate about energy efficiency improvements. |

| CAP Programme Development Actions – From or By 2021 | Progress | Comments |
|---|----------|---|
| 2021-22, expand on the public information campaign to create a programme of high quality information events accessible to schools and the community with expert speakers and expand the programme of events for businesses through the Camden Climate Change Alliance | | Information events are currently being delivered in schools through Think & Do, with webinars on consumption and waste. Camden has commenced a Retrofit Webinar Series to support residents with information about home retrofit. The Camden Climate Change Alliance has expanded events available to businesses by switching to webinars during the pandemic. Further information events are being considered to support the aims of the public information campaign. Suggestions for these events will be welcomed. |

'People' Actions – Action not commenced

| CAP Programme Development Actions – From or By 2021 | Progress | Comments |
|--|----------|---|
| Ensure council staff have access to an education programme about the climate crisis, enabling front-line staff to give advice to residents | - | An internal webinar for Air Quality has been delivered for Camden staff. Officers are currently discussing the opportunity for arranging some training sessions for officers in collaboration with Camden's unions. |
| Develop a programme with the Voluntary and Community Sector to support groups who deliver outcomes which tackle the climate emergency. | - | Action still being developed, we would welcome any thoughts or suggestions on how this could be delivered. |

Panel Discussion

Opportunity for the panel to review and scrutinize ‘People’ actions



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| Create a permanent schools sustainability network called the Sustainers to share best practice and drive positive change | Green | The Sustainers initiative has been established working with Transition Kentish Town. Projects have been suspended due to COVID, but support continues in the form of webinars for students. Peer Support Groups have been set up for school staff during the pandemic where staff can meet to discuss best practice and help one another drive positive change. |
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| Ensure council staff have access to an education programme about the climate crisis, enabling front-line staff to give advice to residents | Red | An internal webinar for Air Quality has been delivered for Camden staff. Officers are currently discussing the opportunity for arranging some training sessions for officers in collaboration with Camden's unions. |
| Develop a programme with the Voluntary and Community Sector to support groups who deliver outcomes which tackle the climate emergency. | Red | Action still being developed, we would welcome any thoughts or suggestions on how this could be delivered. |
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Break

| Time | Theme | Speaker |
|-------|--|---|
| 18.55 | Public Information Campaign Introduction to the campaign | Carlos Queremel Sustainability Engagement Officer |
| 19.05 | Exercise All panel members to discuss Question 1 as a group: 1. Have we got the campaign right – structure and language? (5 mins) Panel to break into 2 smaller breakout groups to discuss question 2 & 3 (10/15 mins) 1. How best can we use this information to engage with as many people as possible in Camden? 2. Which groups do the panel think they could reach with this project? | Panel members Breakout rooms facilitated by the Participation Team Sue Sheehan Martha Daniels Romana Khan Breakout room 1 Sarah, Niall, Chandrima, Victor, Naomi, Rumi, Anna W Breakout room 2 Joanna, Beverly, Will, Shana, Anna P, Mike, Dwayne, Penelope |
| 19.25 | Breakout group 1 Report back and summarise discussions | Panel members |
| 19.30 | Breakout group 2 Report back and summarise discussions | Panel members |
| 19.35 | Group discussion Final comments on breakout discussions | All |
| 19.45 | 'Check-out' Panel roundtable – comments / feedback | Sue Sheehan / Panel members Principal Policy and Change Officer |
| 19.55 | Session ends Closing remarks / AOB | Abi Roberts / All Sustainability Officer |

Public Information Campaign on the Climate Crisis

Project focus:

**Dissemination
and engagement
approach**



Carlos Queremel, Sustainability Engagement Officer

Introduction

We have developed this information campaign in response to one of the recommendations included in the Climate Action Plan.

This short presentation provides an overview of the proposed dissemination and engagement approach to the public information campaign on the climate crisis focusing on how individuals can reduce their carbon footprint.

To ensure that the public information campaign is as far-reaching as possible we propose to use a number of channels including direct and online engagement, as well as more traditional methods such as flyers and posters. These include (starting from slide 4):

- Social media campaign
- Flyers
- Corporate channels
- Community engagement including community groups, schools, businesses and the citizen panel.



Introduction

As a key reference to the information campaign, we are developing a new set of web pages to update the existing climate crisis pages. The pages will be built around four key topics as below (*a separate document with draft copy for these pages has been provided for you to comment*)



1. What is the climate crisis? – this section will focus on providing factual information from reputable sources.

2. How we are tackling it? – here we will outline Council progress to date and our future plans for carbon reduction.

3. What can you do? – this is the core section of the campaign. It will provide information on the sources of carbon emissions and potential reduction strategies across five key areas:

- **Food** – reducing the impacts of our diet choices
- **Travel** – sustainable travel information and support
- **Consumption and waste** – reducing the impacts of our consumer culture
- **Home energy** – energy conservation and retrofit advice
- **Community Action** – supporting people to come together to develop practical, local solutions to the climate crisis.

4. Citizen panel – This section will function as the direct link into the Climate Citizen Panel, with information uploaded about panel sessions and outcomes, providing up to date information on Camden's climate programme.

Dissemination and engagement approach

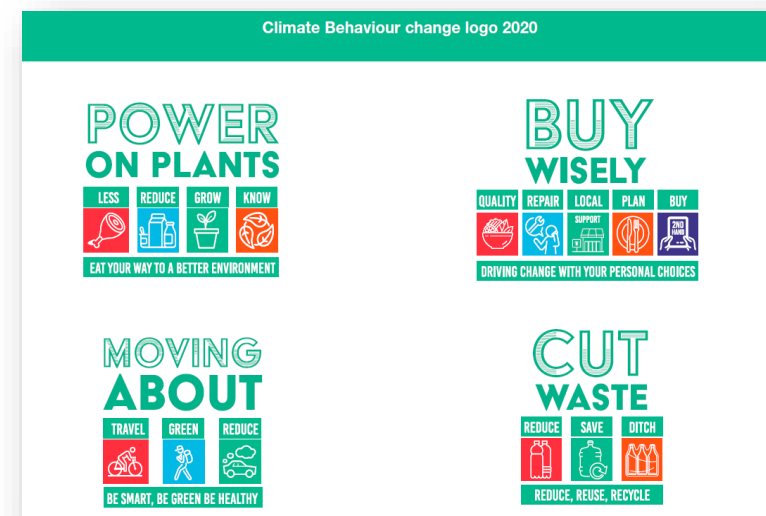
Social media campaign

Social media will be developed based on the facts and actions from the 'What can you do?' pages. The social media will drive traffic to the website so people can explore the new pages. To support this, a set of infographics will be designed in line with the look and feel of the Climate Plan.

See working examples below

Other corporate channels

We will work with the Communications Team to deliver press releases with updates on the progress of delivery of the Climate Action Plan, the progress of transport initiatives and housing retrofit projects, linking to appropriate areas of the website showing information on how residents can contribute to actions in these areas.



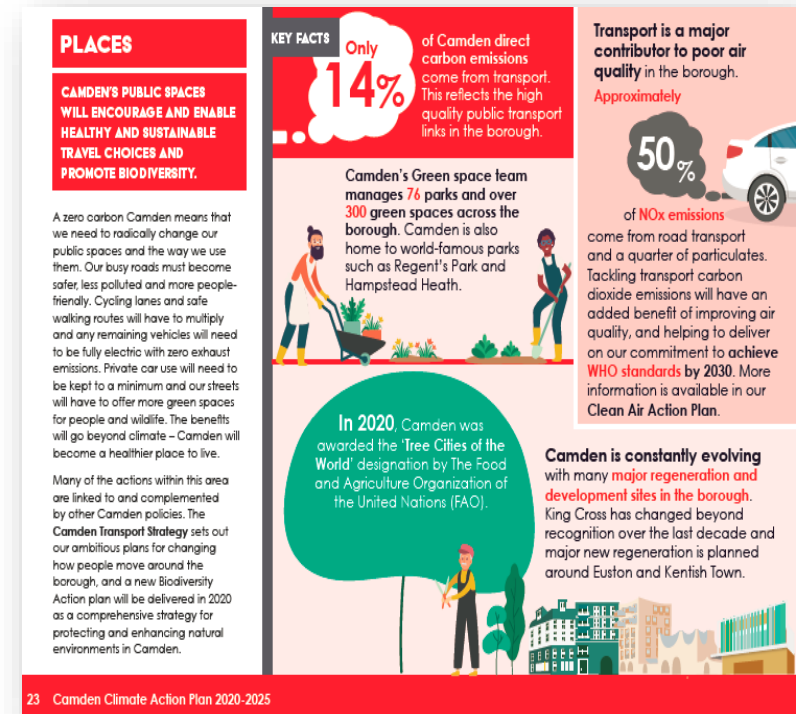
Dissemination and engagement approach

Flyers

A set of flyers will be developed to assist with the dissemination of the information in a concise and aesthetically pleasing manner, and to match the look and feel of the plan *(see example on the right)*

The flyers will sit on the council website and will be designed in such a way that enables them to be used in the future as promotional posters in community centres, schools etc.

They will cover the five key areas under the 'What can you do?' section



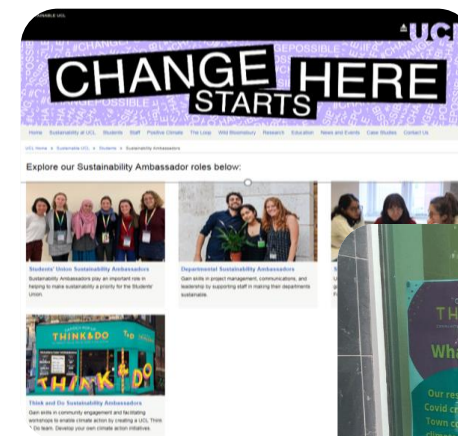
Dissemination and engagement approach



Community engagement

Community Groups - we will build on the successful engagement with Camden Think and Do as we develop our plans around piloting pop-ups in different contexts. Example of this include:

- the recent pop-up exhibition display at Kentish Town library and
- a Think and Do scheme we are developing with UCL to engage their [sustainability champions in community engagement](#).
- the recent [retrofit webinar series](#) develop to encourage and support residents to make their homes more energy efficient



Dissemination and engagement approach



Community engagement

Schools - we will work with schools to help them to utilise the campaign resources and increase engagement in climate action.

An example of this includes a couple of webinars (fast fashion and waste) developed in collaboration with think and Do and a new [sustainability newsletter for schools](#).

CAMDEN POP-UP
THINK&DO
COMMUNITY SPACE FOR CLIMATE & ECO ACTION

What if we could cut out waste to help the planet?
A Primary school one hour zoom webinar

Before the workshop students to split into small groups to prepare a 2 minute speech on **one** of the following topics:

- 1. What happens to things we put in the bin?** Learn about landfill, incineration and recycling.
- 2. How can we reduce food waste?** From eating leftovers, to composting and planning meals. What are the problems with food waste? Food production takes a lot of energy.
- 3. What is the problem with plastic?** Plastic is made from fossil fuels and takes hundreds of years to break down in a landfill when it is thrown away. A lot of it isn't recyclable. Plastic pollution can harm wildlife - not just in the

Let's sort our food

| | | |
|--|--|--|
| Avoidable food waste: Everyone eats it - e.g. sandwiches, yoghurt, chips | Unavoidable food waste: Most people don't eat it - e.g. banana skins, orange skins | Potentially avoidable food waste: Only some people eat them - e.g. apple cores |
|--|--|--|

School's monthly news and updates from the Camden Climate Change Alliance
[View this email in your browser](#)

TACKLING THE CLIMATE CRISIS | Schools sustainability news and updates

Share Tweet Forward

A vision of Camden in 2030 - competition

Would your students like to see their words or images published in the Camden New Journal?
Transition Kentish Town and Friends of the Earth, with the support of Camden Council, have launched a new initiative to engage students in sustainability.

Students are invited to submit a short article or a poster envisioning what the Borough of Camden will look like in 2030. A selection of stories and images will be published in a special edition of The Camden New Journal on 07 January 2021. A perfect opportunity for some positive visioning of the future, in these challenging times. All entries will also be displayed in an exhibition around the borough.

The deadline for submitting the articles is 27 November 2020. You can download the promotional poster [here](#).

For more information please contact Debbie Bourne on debbie@ecource21@gmail.com

Fast-fashion and Waste - webinars

As part of the Covid-safe support Think and Do is offering to schools, they developed two webinars covering hot topics highlighted by schools last autumn when they engaged with the Think and Do pop-up in Kentish Town.

The first one is on fashion: How can we stop fast fashion from destroying the planet? This will discuss the challenges of fast fashion, its environmental effects, and solutions.

The second webinar is waste: What if we could put our waste to work for us?

Dissemination and engagement approach

Community engagement

Businesses

We will collaborate with the Camden Climate Change Alliance to ensure that relevant messages of the campaign reach the business community and relevant pages are linked to through the [Climate Pledge](#) for Businesses.

Climate Citizen Panel

The panel help to review and provide scrutiny on the council's progress of Camden's [Climate Action Plan](#) but also work in a collaborative way with the council to help shape projects that engage residents with the climate crisis and contribute to making Camden a zero-carbon borough by 2030.



Exercise

Public Information Campaign



Collaborative working & breakout groups

Exercise

1. **Group Discussion:** Have we got the campaign right?

a. Is the four point web content structure as outline above appropriate?

b. Are the five focus areas of the ‘What can do you?’ section (below) appropriate?

c. Are there any other local initiatives across these areas which we could signpost to from these pages?

2. **Break-out room 1:** How best can we use this information to engage with as many people as possible in Camden?

a. We will be sharing our engagement strategy for the campaign at the meeting, could this be improved?

3. **Break-out room 2:** Which groups do the panel think they could reach with this project?

a. How do you think you could contribute to ensure this information reaches as many Camden residents as possible?

Breakout Room 1

Facilitated by: Sue Sheehan
Sustainability support: Carlos Queremel

Sarah, Niall, Chandrima, Victor, Naomi, Rumi, Anna W

Breakout Room 2

Facilitated by: Romana Khan, Martha Daniels
Sustainability support – Harold Garner, Abi Roberts

Joanna, Beverly, Will, Shana, Anna P, Mike Dwayne, Penelope

Floating Support

For any issues with joining meeting rooms

Jackson Bylett
020 7974 2416

Abi Roberts
020 7974 1921

One person from each group to summarise the group’s discussions with a concluding point / action and report back to the wider group

Exercise - continued

1. **Group Discussion:** Have we got the campaign right?
 - a. Is the four point web content structure as outline above appropriate?
 - b. Are the five focus areas of the 'What can do you?' section (below) appropriate?
 - c. Are there any other local initiatives across these areas which we could signpost to from these pages?

Exercise - continued

Break-out room 1 feedback to the group

2. How best can we use this information to engage with as many people as possible in Camden?

a. We will be sharing our engagement strategy for the campaign at the meeting, could this be improved?

Exercise - continued

Break-out room 2 feedback to the group

3. Which groups do the panel think they could reach with this project?

a. How do you think you could contribute to ensure this information reaches as many Camden residents as possible?

Exercise - continued

Final group discussion on
feedback from smaller
break-out rooms

Panel 'Check-out'

Roundtable / feedback



Next Panel Meeting

W/C 8th February 2021, PM

Any questions?

abigail.roberts@camden.gov.uk

020 7974 1921