

Camden Climate Citizen Panel

Update Session

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.



Wednesday 20th January, 18.00 – 19.00

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	Update on the Public Information Campaign Addressing feedback from panel session	Carlos Queremel Sustainability Officer
18.30	Discussion An opportunity for the panel to comment on progress.	All
18.55	Panel Admin - updates <ul style="list-style-type: none">• Keeping connected in lockdown• Promoting the panel – potential comms pieces• Panel branding• Citizen Panel Meeting 2 - Places	Abi Roberts Sustainability Officer
19.00	Session ends AOB / closing remarks	All

Panel 'check-in'



Public Information Campaign

Breakout 1 How best can we use this information to engage with as many people as possible in Camden?

- more info on projects that are actually happening as a result of people getting involved in recent initiatives, and how to get involved - so people see it works and things do happen!
- Climate change as a risk is another opportunity
- Information is just a reference point to refer people back to
- Link to the fact that people have been getting used to new ways of living - build on that. Don't be preachy - look for practical support
- How have you been finding out new information during lockdown?
- How would you like to receive information / what makes something easy to engage with?
- Within the constraints of budgets / current pandemic (limited resources) are there things that already exist that we could be utilising?
- eg Blackout during war - people understood what they needed to really quickly (24 hours), and we have had experience of pandemic - need to link in with the EMERGENCY
- Link to other campaigns eg High Street more
- local bookstores? I feel like primrose hill books were my main information source during lockdown!!
- Tenants and Residents Associations / Local Political Parties
- I thought Beverly's point about religious groups was key. Also maybe look at local branches of political parties?
- London Cycling Campaign has local groups
- QR codes - have a simple poster and then invite people to dig deeper
- anything that makes it easier for people - eg Camden solar
- Need to be measurable - if you do this it will get us to this point.
- Needs to be clear messaging and being able to sum this up in simple points - what do XR, Greenpeace, Friends of the Earth, The Green Party etc already use in their campaigns?
- Common currency is carbon - link to that - can be a good way to simplify
- CNJ has been really important during Covid
- Mutual aid groups networks
- need to think about channels of communication, dialogue - not just telling people thing - really difficult given Covid but this process shows how innovative we can be
- Need a strong call to action - it's not coming through as an emergency
- in terms of clear messaging and being able to sum this up in simple points - what do XR, Greenpeace, Friends of the Earth, The Green Party etc already use in their campaigns?
- Empty shops - use them well
- Common currency is carbon - link to that - can be a good way to simplify
- illustrating the potential contribution of each of the five topics would be helpful
- Simple clear messaging up front - remember one or two points
- Co-benefits are really important - sometimes we can go sideways - eg more people care about air quality than carbon emissions?
- next door website
- Empty shops - use them well
- provide green info that makes life easier in practical ways - e.g. easy veggie recipes
- Work with schools - terrible that schools are not pushing sustainability agenda more
- Via employers - businesses and organisations?
- community groups
- knowledge quarter - business
- Simple clear messaging up front - remember one or two points
- Co-benefits - health benefits are often there
- Campaign theory in politics - use slogans

The panel made recommendations to improve the public information campaign.

The next few slides will show what actions have been taken to address them.

Breakout 2 Which groups do the panel think they could reach with this project?

- Are there any barriers that might prevent this information from reaching Camden residents?
- Are panel members active within any groups in the community? / If so how are you keeping contact during these times and sharing information / keeping in touch?
- How do we make this information relevant to all? (getting wider reach not just usual suspects e.g. preaching to the converted)
- Rephrase this: which groups do the panel NEED to reach?
- More climate justice language would help to inspire wider range of people to take action. Why do these things affect people - e.g. fuel poverty, air pollution and illness.
- Faith groups in Camden would all so be able to engage/bring on board those whose basic needs are a struggle to meet. If Camden Council where to as Prof Mark Maslin suggested last year at the first CCA
- University students?
- I mentioned these orgs in the main group chat as useful contacts - Voluntary Action Camden, Volunteer Centre Camden, local tenants and residents associations, Camden Community Centres Consortium, etc
- Link to Green Recovery and Build Back Better language and engage with groups working on this locally and nationally
- I started the Camden facebook mutual aid group which is a great resource for using local knowledge and networks to think about reaching groups that are furthest away from climate action esp in covid context - we can
- and connected with leads across Camden for mutual aid so I can do outreach with them also knowledge quarter and students CSM/UCL
- In the 'what can you do' section, can we highlight co benefits for individuals? E.g. It's healthier, it's cheaper, it's creating a better place to live.
- Coordinated social media moment - could get traction by picking a launch date for the new materials and asking local groups to share infographics with hashtag at the same moment.
- out of the loop with XR Camden since lockdown but another borough wide network
- Whoever is behind the Camden Recycling Rewards mobile app is worth reaching out to.

Carlos Queremel, Sustainability Officer

Public Information Campaign



The Council is looking into completing a piece of work with other London Boroughs calculating the carbon footprint of an average Camden resident and what their target level should be to achieve our carbon reduction targets to 2030.

To ensure the public information campaign reaches Camden's diverse communities, we will create a detailed communication plan to:

- identify, through segmentation analysis, the relevant channels to reach different audiences
- ensure messages are relevant and appropriate to the diverse target audience
- devise a number of engagement strategies that encourage and support people to take personal actions around reducing their carbon emissions.
- ensure all actions suggested offer a strong sense of benefits beyond the climate agenda
- develop personal stories from Camden's communities to inspire people from all backgrounds and ways of life to take action. Different media and channels should be proposed

The campaign will utilise and link to reputable sources outlining the facts around the climate crisis and the need to act now.

Some of these have been now included on our updated [climate crisis pages](#).

Climate Crisis Pages

Home / Environmental issues / Climate crisis

Climate crisis

Search

- What is the Climate Crisis?
- How are we tackling the climate crisis in Camden?
- What can you do to tackle the climate crisis?
- Citizen Panel

Home / Environmental issues / Climate crisis / What can you do to tackle the climate crisis?

What can you do to tackle the climate crisis?

Search

In this section:

- How to reduce your impact
 - Food
- Travel
 - Consumption and waste
- Home energy
 - Community action

How to reduce your impact

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To cut your CO₂ emissions, reduce air pollution and lessen your impact on the natural environment, you should focus on five key areas:

1. Food – eat less meat and dairy produce
2. Travel – drive less and walk and cycle more
3. Consumption and waste – buy less and repair, share and reuse what you have
4. Home energy – reduce your household energy costs
5. Community action – take climate action in your community

Related pages

- Save energy keep warm
- Green Camden Helpin
- Camden Recycling Rewards
- Clean Air for Camden
- Cycling skills

Buy less and repair, share and reuse what you have

The facts

- The world's richest countries consume 10 times as many materials as the poorest
- North America and Europe have the biggest material footprints on the planet. The UK is dependent on other countries' minerals, raw materials, water and land

Actions, initiatives and information

- Reduce your waste and reuse and repair what you have, check out advice from the North London Waste Authority

[The North London Waste Authority](#)

- Share, lend and borrow rather than buy items that you only need occasionally

[Streetbank](#)

[Nextdoor](#)

- Camden residents can donate furniture in a good condition for reuse by booking a free collection service from Bright Sparks

[Bright Sparks](#)

- Attend a local community repair event and learn how to repair broken electronics, and rethink how we consume them in the first place

[The Restart Project](#)

- Bring a reusable container to Camden Refill Station and fill up on household cleaning and body care products

[Camden Refill Station](#)

Delivering the Campaign

- Campaign development input will be mainly around conceptualisation and design. Delivery will remain within the council with strong support from the council's corporate communications team.
- Due to current communication priorities around the COVID response, the actions that have been proposed will be reviewed once the pandemic situation has passed its current critical stage.
- In the meantime, we will continue to link sustainability message to current internal campaigns where appropriate, e.g. waste, transport and public health campaigns.
- We will also be linking to community campaigns such as the new Camden visioning 2030.

Camden Council @CamdenCouncil · 18 Jan

If you develop coronavirus symptoms, you must self-isolate to prevent you passing it on

If you need support to self-isolate - including accessing a £500 support payment if you're on a low income - get in touch

camden.gov.uk/coronavirus
020 7974 4444 (option 9)

Need support?
Camden Council is here for you

Mental health Housing Finances Accessing food Self-isolating

020 7974 4444 (option 9) camden.gov.uk/coronavirus

Camden Council @CamdenCouncil · 22h

We've been super busy making changes to help make our streets safe and healthy. Explore the changes and share your views:
safetravelcamden.commonplace.is

Making travel safer in Camden

- A 10 locations with widened pavements
- B 20 residential roads made quieter with signs/bollards
- C 6 new Streateries
- D 66 new cycle storage facilities
- E 8 new or improved pop up cycle lanes
- F 64 dockless bike hire bays with more coming soon
- G 10 Healthy School Streets

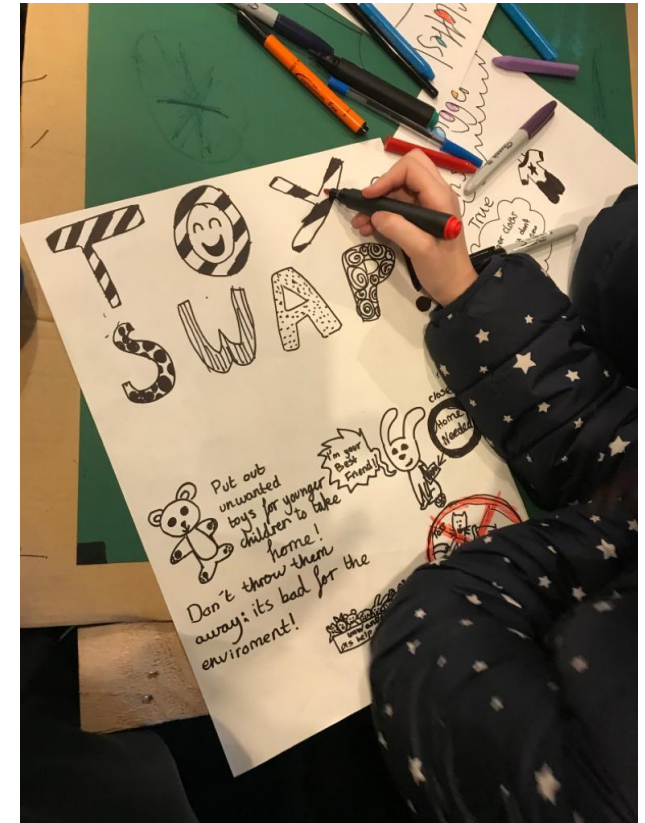
School engagement

Panel feedback:

'how can engagement with schools be taken from 6 Sustainers pilot schools to the all schools in the borough'

How we are expanding our reach to schools across the borough:

- Raising awareness of the new monthly school sustainability e-bulletin (we have increased the distribution list from 40 to 120 in three months)
- Engaging with other organisations in the borough working with schools to share insights, contacts and resources. Examples include: Camden Forest 2025, Camden Visioning 2030, Clean Air Now, Anti Idling London, Little Hands, amongst others
- Continue to run the sustainability peer support group and use it as a platform for other organisations to reach schools
- Planning a pilot around the Sustainability Charter (spring/summer) to explore what signing the charter (and therefore declaring climate emergency) looks like in schools in the borough.



Camden Visioning 2030

Panel Feedback:

'it is important to communicate through existing community groups to mobilise the community'

Camden Visioning 2030 - A new community campaign

The new campaign follows the success of the recent community led competition, Visioning Camden 2030. It was an invitation to all those who live, study, and work in Camden, to visualise what the borough could be like in 2030 once we have addressed the climate and social inequality crisis.

Over **350 entries** were received and **40 were published** in a special edition of the Camden New Journal - www.visioningcamden2030.com.

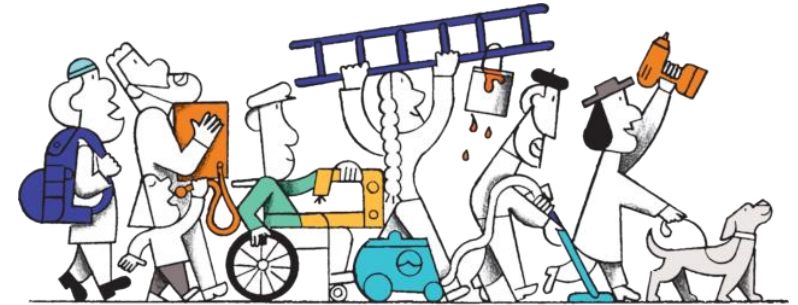
The community is now planning to use the information to run a number of campaigns including Pop-ups, a touring exhibition and a book, amongst others. The Council is looking to help facilitate this messaging and link up the work to the public information campaign



Other community engagement initiatives

Library of Things. Making borrowing better than buying - for people and the planet

- The Library of things (LoT) is one of the projects that came up of the [Think and Do pop-up](#) we ran in the autumn 2019. The project was hacked by members of the community and the Council has funded the project.
- Agreement has been signed for a Library of Things in Kentish Town Library and installation is due to start on 14 March with the service opening in April, COVID restrictions permitted.
- Initiative tackling consumption emissions



About the Library of Things

- It provides high quality items through approved suppliers eg. Bosch, Kärcher, Stihl, The North Face to be borrowed at a small cost.
- Items are maintained & repaired on a weekly basis and all items come with insurance cover.
- The unit is staffed, providing customer service, payments & troubleshooting.
- Local marketing & community participation is also provided
- Regular monitoring, with quarterly impact & sales reports provided.



Other community engagement initiatives

- Working with UCL's Sustainability Ambassadors initiative by adapting the Think and Do approach to transforming creative ideas into deliverable projects with their volunteers
- Collaborating with Think and Do Camden in the roll out the library pop-up, piloted in Kentish Town library, across the borough
- Exploring collaboration opportunities to local partners to develop a touring exhibition around Camden Visioning 2030 campaign. (Somers Town, King's Cross)
- Collaboration with Camden renewal commission work around their community engagement, and in particular around the sustainability aspects of it.
- Collaborating with N19, a new community space in Kentish Town, as they develop new initiatives and projects.



Explore our Sustainability Ambassador roles below:



Students' Union Sustainability Ambassadors
Sustainability Ambassadors play an important role in helping to make sustainability a priority for the Students' Union.



Departmental Sustainability Ambassadors
Gain skills in project management, communications, and leadership by supporting staff in making their departments sustainable.



Think and Do Sustainability Ambassadors
Gain skills in community engagement and facilitating workshops to enable climate action by creating a UCL Think & Do team. Develop your own climate action initiatives.



Panel Discussion

Panel Admin



Abi Roberts, Sustainability Officer

- 1. Keeping connected in lockdown**
 - WhatsApp group chat
 - What can we do to help each other / keep momentum with the panel
- 2. Promoting the panel**
 - Reflections since joining the panel
 - Short bio's / blog post style
 - Pictures from our online sessions
 - Social media posts re meetings / outcomes
- 3. Panel branding**
 - Branding / logo / infographics to bring awareness to the panel and the work of panel members
- 4. Citizen Panel Meeting 2 – Places**
 - Climate Action Plan – Places summary document for review ahead of 10th February meeting
 - Panel to review and decide the most prominent actions they would like to discuss at the next meeting

Next Panel Meeting



6.00pm – 8.00pm

Taking place via  zoom

Do you have any questions or queries?



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