

## Report of the Executive Director

**CLIMATE CHANGE AND GREEN FUTURES PROGRAMME STRAND  
UPDATE- COMMUNICATIONS**1. Purpose of report

To provide members with an update on the progress of the Communications Campaign Plan supporting the Climate Change and Green Futures programme.

2. Background

Following the adoption of the Climate Change and Green Futures programme in September 2020, this is the second in a series of update reports coming to the Environment and Climate Change Committee. The update reports will expand on the progress of key strategic actions within the relevant strands. In this report each of the aforementioned strands is covered in the appendices.

Appendix - Communications Campaign

3. Financial implications

There are no additional financial implications relating to the strands at this stage. Further reports will be brought to committee in due course, should the financial position change.

**Recommendation**

**The Committee is asked to NOTE the 2021/22 achievements and future plans**

Background papers

Nil

**APPENDIX**Strand Updates

This section of the report highlights some of the key initiatives since April 2021 together with proposals for the months ahead.

**1. Communications Campaign**

The Corporate Communications Team has launched a series of social media campaigns to promote Green Futures including International Compost Week, Walk to School Week, Water Saving Week, Great British Spring Clean, Summer Bedding, Clean Air Day, Plastic Free July, 2m Blue Bells story and Love Parks Week.

The aims of the campaigns are to encourage residents to think Greener as well as residents learning how to become more green. The social media campaigns are effective because they teach residents tips and tricks on how to be more environmentally friendly, as well as showing how easy it is to adopt a greener lifestyle.

The promotion of the campaigns has taken place via social media and regular inclusion in the latest weekly news bulletins.

Achievements

- To date our most popular campaign was Plastic Free July which reached 2,079 people on Facebook and had 51 engagements. Plastic Free July was also seen 547 times on Twitter.
- International Compost Week reached 1,284 people on Facebook and was seen 632 times on Twitter.
- Walk to school week reached 711 on Facebook and had 5 engagements and was seen 432 times on Twitter.
- Our most popular Green story was the 2m blue bells where a variety of silver birches were planted 2m apart to mark the importance of COVID-19. The story reached 5,768 people on Facebook and had 271 engagements and was seen 778 times on Twitter.
- Our story on the summer bedding was also popular as it reached 2,631 people on Facebook with 174 engagements and had been seen on Twitter 888 times.
- Throughout July the Go Green Challenge had 101 new subscribers which now takes the total to 831. Now the school holidays are here we will be pushing more on the Go Green Challenge via social media and the latest news bulletins.

### Planned Activity

With the COVID-19 restrictions being lifted we are aiming to be more face to face as we have had to rely heavily on social media to try and engage our residents.

- Contact has been made with The University of Nottingham to work with their students to engage local residents in Green initiatives (Spring 2022)
- Further promotion of the Go Green Challenge throughout the summer holidays including enhancements in order to capture the impact of the Challenge to inform future approaches and reports
- Working with schools to engage children on how they can be more environmentally friendly
- Big Green Week event on Inham Nook planned for Saturday 25 September 2021. The Environment team will be present and will promote a number of different initiatives
- More social media campaigns such as: Cycle to work day, national allotments week, recycle week, bike to school week, world free car day, world vegetarian day, unblocktober and non-disposable cup day to name a few.
- Engage businesses in becoming more Green, encouraging employee litter picking and recycling
- Working with Nottingham Trent University to engage with businesses, specifically SME's within Broxtowe, to help them understand their carbon footprint and put in a plan to help them reduce it.
- Green Rewards (resident engagement platform) – a scheme which will be launched in October where residents will get the opportunity to gain points for adopting new green or health initiatives, which then sees their efforts rewarded by entering into a monthly raffle to win a prize