



THE IMPORTANCE OF COMMUNICATION AND ENGAGEMENT IN ACHIEVING NET ZERO





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DTW is a **strategic communications** and **marketing** consultancy that supports a wide range of clients working across the **infrastructure**, **environment** and **energy sectors**



NET ZERO STRATEGY: BUILD BACK GREENER

Government's strategy to set the policies and proposals for decarbonising all sectors of the UK economy to meet net zero by 2050



Net Zero Strategy: Build Back Greener

October 2021



ADDRESSING KEY NET ZERO CHALLENGES

- Reducing waste and improving recycling rates
- Securing planning permission and community buy-in for waste and recycling facilities
- Behaviour change to achieve net zero



PUBLIC CONFIDENCE

- INCPEN research shows there's a clear link between the confidence people have in the system and their recycling rates
- Lack of info cited as THE top reason negatively influencing public confidence in recycling
- It also correlates to how well residents rate their services
- When people understand benefits and see something as normal behaviour, they're more likely to participate



USING COMMS AND ENGAGEMENT EFFECTIVELY TO DELIVER SUCCESS

Our model is based on looking at communications and engagement activity across three different stages. You need to:



Analyse your challenges



Create targeted solutions



Engage your audiences



DTW Strategic
Communications
Model

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GETTING PEOPLE INVOLVED

- What do you want to achieve, and by when?
- Set your objective first and then devise your strategy
- Explain clearly – make it quick and easy for everyone to follow
- Understand what the barriers are and take steps to dismantle them
- Think like your stakeholder groups
- State how people can do their bit / what's in it for them
 - staff
 - customers
 - members of the public



MOST PEOPLE WANT TO DO THE RIGHT THING

- Tell people what you need them to do
- Make it easy for everyone to participate
- Provide them with the tools they need
- Explain the benefits – with insight, evidence and figures
- Demonstrate the desired outcomes
- Give them confidence in the system – what does their contribution mean?
- Don't presume people are too busy to listen or care



LESS IS MORE

- Keep messaging simple
- Be direct
- Reinforce that doing the right thing is the norm, not the exception
- Educate, but don't shame
- People want to be part of the crowd doing the right thing

STOP!

Never bin your batteries

Batteries hidden in your rubbish and recycling can start fires

- 1 Never put batteries in normal rubbish or recycling bins 
- 2 Only recycle batteries using a proper battery recycling service 
- 3 Remove batteries from broken devices if safe to do so and recycle the battery and device separately 
- 4 If you can't safely remove the battery, recycle the device with the battery inside using a small waste electricals recycling service 
- 5 Still unsure what to do?
Visit www.takecharge.org.uk #takecharge 

MAKING COMMUNICATION COUNT

- How you communicate depends on your audience
- Take your messages to them
- Make it easy for them to access
- Speak in their language
- Be engaging – make it personal
- Use graphics, pictures and video
- Listen, as well as share
- Ask them what they need



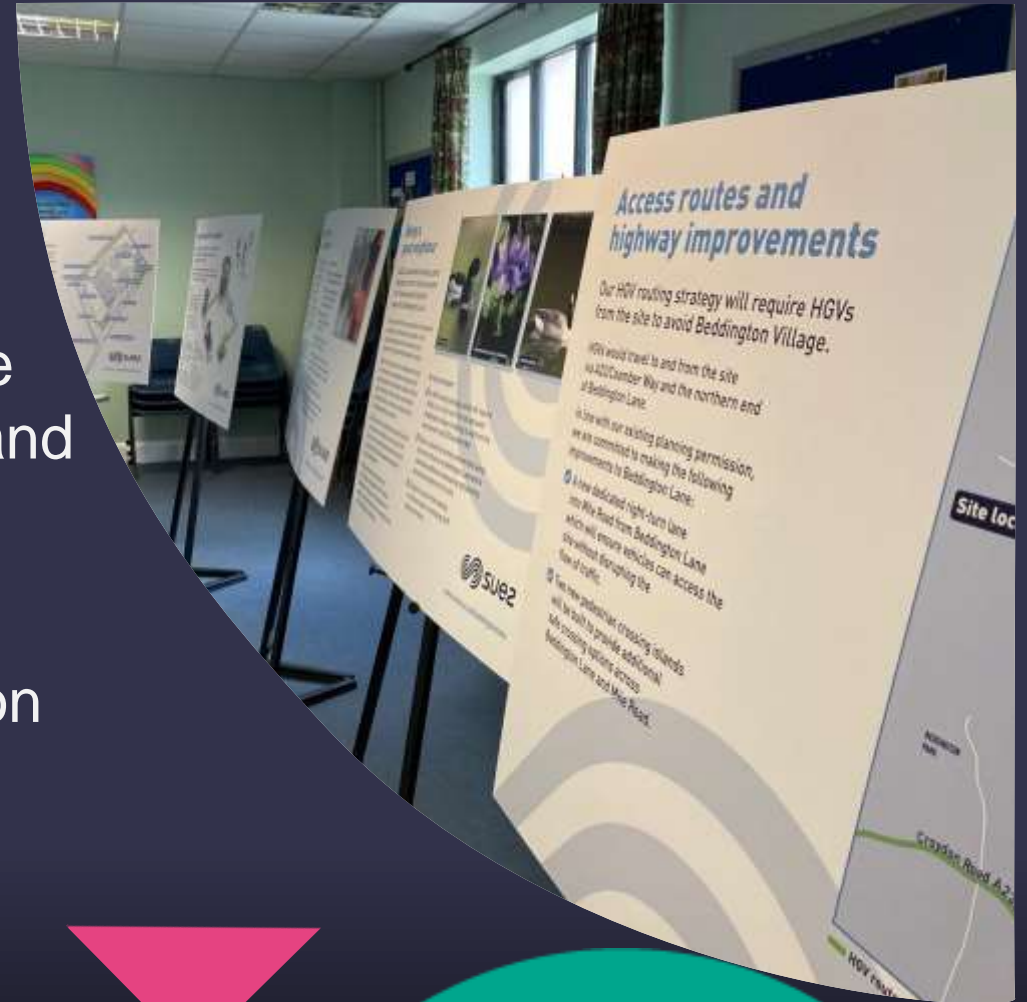
PICK THE RIGHT TOOLS

- Use a variety of tools – mix and match
- Understand how your stakeholders communicate
- Maximise the value of your facilities
- Partner with local groups, schools, businesses, public services
- Communication should be on-going
- Adjust your comms, if necessary
- Do more of what is working well
- Engagement and social responsibility should not be ‘tick box’ exercises



SHARE YOUR KNOWLEDGE

- New developments and technology can be concerning for communities
- How you communicate can make the difference between opposition and apathy, and approval and participation
- Share your plans simply and clearly
- Make the benefits central to your communication
- Be open and honest
- Invite people to get involved
- Do more than required
- Become part of the community



GAINING ACCEPTANCE

- Good communication can change hearts and minds
- Talking and educating on the benefits can go a long way
- Deliver local benefits, jobs, training, work experience, community funding and facilities – do improve lives
- Deliver on your promises
- Your comms and engagement will then have purpose and impact
- Make comms a priority
- Give it a seat at the top table





Thanks for listening
Any questions?



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