

**Leeds Committee on Climate Change
KICK OFF EVENT**

Tuesday 24th January 16:30 – 19:00
Notes from workshop: Adding Value, Overcoming Barriers

2 groups brainstormed “What can be achieved working together to shape Leeds transition to a resource efficient and climate resilient city under business as usual (i.e. current arrangements) up to 2020?”

BUSINESS AS USUAL 1

LEADERSHIP	INDEPENDENT ADVICE	DATA PLUS MONITORING	COLLABORATION	OUTCOMES/ACHIEVE MENTS	PUBLIC ENGAGEMENT
Leeds Council have ambitious targets – keeping CC on agenda in times of austerity	Subject to paid consultancy	Public Sector continue to collect data: NHS, Council, University - Statutory requirements – will they stay? - All report/measure in different ways (eg scope 1,2,3)	Network of sustainability leaders (mostly private)	40% might be met (2005 baseline)	Little
WYCA	Remnants of Carbon Trust/EST	Private Sector (eg CRC) - Scope one mostly - What they can get away with	Leeds Green drinks	District heating on way	Charities, eg Groundwork Leeds
LEP not as strong as they could be	Little respect from public/some policy makers	University of Leeds confirms emissions methodology work	Challenge of capacity building with no established network		Hard to coordinate engagement activity
No cohesive strategy across West Yorkshire, joining Leeds Kirklees		How can it be pulled together for a city wide overview			
City-City region links splintered					
Some actors waiting for national mandate for action					
Who is leading? Lots of leaders?					

BUSINESS AS USUAL 2

LEADERSHIP	INDEPENDENT ADVICE	DATA PLUS MONITORING	COLLABORATION	OUTCOMES/ ACHIEVEMENTS	PUBLIC ENGAGEMENT
Opportunities (supply chain consumption)		Some monitoring but only what we know	Siloed?	Approx. 30% reduction CO2	Disconnect with public
Governance structures		'Elephant in the room'	Improvements	Missed opportunity	Drivers
Assurance		Unknown, unknowns	Project specific collaboration	Mismatch between national and local targets	Polarisation?
Business models(?)		Language/communication issues	Cross sector, multi-level		Levers to support action
Co-benefits		Data gaps	Missing/needed		A VISION?
Metrics		Procurement/supply information	LESS SHARED LEARNING		

2 groups brainstormed “What value can the Leeds Committee on Climate Change add to what can be achieved working together to shape Leeds transition to a resource efficient and climate resilient city up to 2020?”

CHANGE 1

LEADERSHIP	INDEPENDENT ADVICE	DATA PLUS MONITORING	COLLABORATION	OUTCOMES/ ACHIEVEMENTS	PUBLIC ENGAGEMENT
Show a return on investment (beyond emissions)	Climate change risk assessment for Leeds	Indicators for meeting targets	A different way forward – showing how we are coming together to take control	Resilience!	Success stories – inspiring at local/ community level
Success stories - Celebrate - Promote		Similar levels of investment (to raise ambition)	Practical to collaborate across key players – guidance, processes, aligned funding cycles, etc		Building knowledge across the city from experiences
When things go right!		Annual targets/reports – Direction of travel			Promoting collateral benefits
And how this has positive value (eg improvement in areas)		*Indicators for adaptation		*Vision – what would a well-adapted city look like?	Awareness of CC risk + opportunities is widespread in our culture/communities
				Tools *and what we have achieved already, ie post Boxing Day, etc	EMPOWERING!
				SHAPING OUR FUTURE	Uplifting – confidence and inspiration

CHANGE 2

LEADERSHIP	INDEPENDENT ADVICE	DATA PLUS MONITORING	COLLABORATION	OUTCOMES/ ACHIEVEMENTS	PUBLIC ENGAGEMENT
Competitive advantage for Leeds	Key messages	Credible data	Collaboration underpins Committee	Industrial strategy	Creating a sense of urgency
Give actors in the City permission	Neutral actor	How do we meet our targets	Champions which are a product of a collaborative environment	Resilience	Telling the story by showing 'self-interest arguments' for public
Holding players in the City to account	Open and transparent	Scrutiny of all players	Create a systems approach so we can collaborate for a low carbon future	Unlocking investment	Backing up claims/talk with actions which prove credibility
Creating a road map for organisations	Authoritative and credible		How do we connect this to the economic development strategy	Generate projects	How does it benefit Leeds?
Defining the vision and ambition	Soft power		Create opportunity for collaboration and being mutually essential	Recreating the City as an exemplar	Create pride in Leeds being best at climate change reduction
Local relevance	Best practice				
Corporate Governance	Sharing knowledge				
Using self-interest to lead people and organisations					
Using health and related opportunities					

Group identified barriers to change (including Resources; Communication; Policy Changes; and Outcomes) and identified solutions for: Apathy; Overcoming Engagement; Partnerships; Vision

STICKY NOTES

Lack of resources (money)	Lack of interest/time from members
Lack of personal time	Politics – willingness to commit publicly
Lack of agreement on what to achieve/do/how to do it	Not seen as a priority – economic growth/value
Not engaging with stakeholders in way that produces response	Seen as elitist – not for ordinary people
Limited impact on my generation	Alienating the public/everyday consumers
Lack of resources to give maximum impact	Difficulty of communicating clearly technical data
Partners in local government run out of resources	All talk but no effective outcomes to change behaviours
Decision making by Committee is not adequately formed by fact or good practice elsewhere	Fades away – commitment not sustained
Committee not influential making homework rather than setting the agenda	Change of local political leadership abandoning climate change
No growth in public climate change concern	Being solely focused on 'climate': risk of perception/political agenda clouds delivery
Easier to exploit/invest in business as usual model	Meetings become talking shops – needs structure
Lack of agreement on role of CCC	Change in (national) political direction (eg repeat of CLA 2008)
Trying to do too much too quickly	Lack of political support (cross-party)
Overly corporate	Competing agenda (eg across North)
Absence of public support	Trying to do rather than inspire and encourage others
Data availability	Coveting notoriety/not sharing success
Lack of visibility of our success/lack of impact	Lack of communication (Committee)
Can't agree on measures of success	
Big schemes	
Members not fully clear about vision/mission	
Lack of influence on key stakeholders	
Lack of clear smart objectives	

OVERCOMING BARRIERS

RESOURCES – TIME AND CASH; COMMUNICATION; POLICY CHANGES; OUTCOMES – SMART OBJECTIVES AND DATA

APATHY	OVERCOMING ENGAGEMENT	PARTNERSHIPS	VISION
Good relevant outputs	Be specific on vision and ask	Demonstrate real world benefit	Challenge people to make choices
Hitting our targets	What does it mean to specific (groups of) people	Stories	How we tell the STORY! Think about the audience
Spelling out the alternative scenario	What are we asking of people – be clear on <u>how</u> people can engage	Have all at launch	Make it <u>Local</u> – Leeds and Yorkshire brands exist
Improve people's understanding	<u>Who</u> are we looking to engage – sectors, size of organisations, public, schools	Engage with ordinary people	'Make Leeds somewhere to be <u>proud</u> of' – tangible. LCC – 'Leeds as the best City'
Using non-stereotypical reference points	<u>Simple</u> is key. Don't cloud/be too complex – elevator pitch	Need to get cross-party support – getting Labour politicians to stop being partisan; John Summer (Conservative) at launch	Create a vision and make it clear
Don't make it too hard so it's achievable for people	Local focus is key – make it about (and indirect impacts) Leeds, not just carbon – real issues for Leeds, for £, emotional engagement	Get all 3 big sports clubs – cricket, football, rugby - signed up	Impactful
The group stays engaged and encouraged	Breakdown 'resilience' – what does it mean for City, for people	Keep it fresh and exciting	Engage the - uninterested - vulnerable
Proportionality inputs and outputs	<u>Empower people</u> to be in control of their City, by choice not enforced!	Need to publicise the commitment of the partners – signatories to a vision of shared goal	Link to places by capturing a wide range of linked successes (not just carbon reduction)
Getting engagement, ie fuel for schools – good exemplars	Visual 'totaliser'/progress towards target. Local targets	Sell 'we're a leader'	Make it real - businesses - customers - public
Need to provide solutions	Brand required	Get WY Pension Fund involved – George O was asking it to invest more in infrastructure	A plan for how this <u>can</u> happen
Where is the issue on their priority list	Disseminate agreed vision through local members/audiences	Being in Committee gives a sense of being an insider – buy in	Goals/outcomes
	Cross-party agreement/support	Who have we left out?	
	What opportunities does it bring/shout about success stories	You want to be in!	
		Subscribe to a vision – can see a positive outcome	
		Appeal to Leeds' self-interest	