



LEEDS
CLIMATE
COMMISSION

How can climate commissions pursue and promote climate engagement and communication?

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LEEDS
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COMMISSION

#LeedsActsTogether

Social media campaign



Context 1: Leeds Climate Change Citizens' Jury



2019: A **city-wide communications drive** was a key recommendation of Leeds Climate Change Citizens' Jury.

They called for “clear, positive and practical messages which emphasise the necessity for individuals, community and organisational action at all levels.”



**PLACE-BASED
CLIMATE ACTION
NETWORK**



**UK Research
and Innovation**

Context 2: Big Leeds Climate Conversation



- Also in 2019: nine out of ten respondents to the [Big Leeds Climate Conversation](#) said they worried about climate change – but many didn't know where to start to take action.
- Almost all respondents believed that public sector organisations and businesses have a responsibility not just to reduce their own carbon footprint, but **to make it easier for individuals to make more environmentally friendly choices.**



Context 3: Climate Action Readiness Assessment



- 2020: Leeds Climate Commission conducted a series of participatory workshops with stakeholders for a Climate Action Readiness Assessment.
- Workshops focussed on transport, public buildings, commercial buildings and housing, which make up around 85% of Leeds' direct emissions.
- One of the main findings across sectors was the need for a **campaign to communicate the benefits of whole community regeneration through taking climate action.**



Context 4: National coverage - Leeds: City on a Mission



- 2021: BBC Radio 5 Live commences year-long coverage of Leeds' mission to become a cleaner, greener city and achieve net-zero emissions by 2030.
- Monthly themed coverage woven in throughout a full day's programming, with live broadcasts from Leeds.



Opportunity! #LeedsActsTogether



- Leeds Climate Commission has brought together professionals working in communications and public engagement across Leeds
- We are using the opportunity provided by the national BBC spotlight to run a separate, parallel social media campaign called **#LeedsActsTogether**, which will run for one week a month to coincide with 5 Live's broadcasts
- “Ask” is to organisations and businesses (initially), to share what actions they are taking and to inspire, encourage and demonstrate leadership and promote engagement in order to help everyone in Leeds to do their bit



Offer to Leeds organisations



- Be part of a city-wide campaign – and everyone in Leeds can benefit. The more organisations that take part, the better it will be.
- Opportunity to demonstrate practical actions organisations are taking and to promote existing compatible aims.
- All participating organisations get a shout out and retweet/share
- Potential to add organisations' success stories to our website.
- Use the campaign to encourage discussions within your organisation about its own net-zero journey.
- Suggested social media templates and free themed graphics!



“Ask” to Leeds organisations



- **Sign up:** <https://www.leedsclimate.org.uk/leeds-acts-together>
- **Share** the campaign with your networks
- **Contact** your organisation’s communications and marketing team and confirm they plan to participate
- **Talk** to colleagues: what can your organisation contribute? What is it doing about its own net-zero journey? How can it help people in Leeds with theirs?
- **Post:** use the hashtag, spread the word on Instagram, Twitter, Facebook, TikTok, LinkedIn...
- **Participate:** not just on social media – take action!
- **Support:** can you offer skills, ideas, resources, help?



Campaign update



- Kick-off: 24-28 May 2021
- 13 organisations took part in total: 11 on Twitter and 4 on Facebook (2 were on both); hashtag used 27 times (Twitter) and 12 times (FB)
- 43 organisations, businesses and groups have signed up for campaign updates
- Core group planning monthly campaigns aligned to 5 Live themes that are flexible enough to allow organisations to participate with messages appropriate for them (July = food)
- Target for July: 22 organisations, especially more anchor institutions, but also SMEs, hyper-local groups
- Target by November: 70
- End target (May 2021): 120 +



Future comms plans



- **Ongoing:** Evaluation, student research on campaign
- **2021:** Context in Action: civic engagement workshop (University of Leeds research project, co-hosting)
- **2021-22:** Potential to build on Leeds Acts Together campaign and to extend it beyond social media? Build/extend the Commission's community? (Depends on response/resources)
- **2022:** Develop a city-wide climate communications strategy aligned with Leeds' Net Zero Roadmap (using Britain Talks Climate toolkit)
- **2022-23:** Co-create a positive narrative for Leeds, ensuring all voices are heard and can contribute to a new story about what Leeds could be like (2030 and beyond).





Thank you!

Many thanks to all the members of the Leeds Climate Commission Engagement and Communications Panel and our 'Climate Comms Collective' but especially to colleagues Simon Moore and Catherine Graves!

Further information

Web link: <https://www.leedsclimate.org.uk/leeds-acts-together>

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