



Llywodraeth Cymru  
Welsh Government

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Welsh Government  
Consultation Document

# Climate Change - A Strategy for Public Engagement & Action (2022-2026)

Part A - Strategy

Date of issue: 20 October 2022

Action required: Responses by 14 December 2022

Mae'r ddogfen hon ar gael yn Gymraeg hefyd / This document is also available in Welsh  
Rydym yn croesawu gohebiaeth a galwadau ffôn yn Gymraeg / We welcome correspondence and telephone calls in Welsh

## Overview

### Draft strategy for engaging the general public in action on climate change

We want your views on a strategy that will set out how we will work together to inform, support and encourage the public in taking action on climate change.

### Consultation description

[Net Zero Wales \(Carbon Budget 2\)](#) committed to an important period of consultation on a new 5-year 'Strategy for Public Engagement & Action on Climate Change (2022-2026)'. The aim of the final strategy will be to set out an agreed framework and guiding principles around how we will:

- Engage the general public in climate policies that will affect them and their communities,
- support people in taking action; and
- Work with Team Wales partners to enable and support public action at a local and regional level.

The Strategy is structured into 2 separate parts:

Part A – The Main Strategy

Part B – Context, Evidence and Behavioural Science

### How to respond

Submit your comments by **14 December 2022**, in any of the following ways:

#### ONLINE FORM

#### EMAIL

Download the [response form](#).

Complete and return to: [climatechange@gov.wales](mailto:climatechange@gov.wales)

#### POST

Download the [response form](#).

Complete and return to:

Climate Change & Energy Efficiency Division  
Welsh Government  
Cathays Park 2  
Cardiff  
CF10 3NQ

## **Further information and related documents**

Large print, Braille and alternative language versions of this document are available on request.

## **Contact details**

For further information:

Climate Change & Energy Efficiency Division  
Welsh Government  
Cathays Park  
Cardiff  
CF10 3NQ

Email: [climatechange@gov.wales](mailto:climatechange@gov.wales)

This document is [also available in Welsh](#).

## **UK General Data Protection Regulation (UK GDPR)**

The Welsh Government will be data controller for any personal data you provide as part of your response to the consultation. Welsh Ministers have statutory powers they will rely on to process this personal data which will enable them to make informed decisions about how they exercise their public functions. Any response you send us will be seen in full by Welsh Government staff dealing with the issues which this consultation is about or planning future consultations. Where the Welsh Government undertakes further analysis of consultation responses then this work may be commissioned to be carried out by an accredited third party (e.g. a research organisation or a consultancy company). Any such work will only be undertaken under contract. Welsh Government's standard terms and conditions for such contracts set out strict requirements for the processing and safekeeping of personal data.

In order to show that the consultation was carried out properly, the Welsh Government intends to publish a summary of the responses to this document. We may also publish responses in full. Normally, the name and address (or part of the address) of the person or organisation who sent the response are published with the response. If you do not want your name or address published, please tell us this in writing when you send your response. We will then redact them before publishing.

You should also be aware of our responsibilities under Freedom of Information legislation

If your details are published as part of the consultation response then these published reports will be retained indefinitely. Any of your data held otherwise by Welsh Government will be kept for no more than three years.

### **Your rights**

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- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to (in certain circumstances) data portability
- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection.

For further details about the information the Welsh Government holds and its use, or if you want to exercise your rights under the UK GDPR, please see contact details below:

Data Protection Officer:  
Welsh Government  
Cathays Park  
CARDIFF  
CF10 3NQ

e-mail:  
[Data.ProtectionOfficer@gov.wales](mailto:Data.ProtectionOfficer@gov.wales)

The contact details for the Information  
Commissioner's Office are:

Wycliffe House  
Water Lane  
Wilmslow

Cheshire SK9 5AF  
Tel: 01625 545 745 or  
0303 123 1113  
Website: <https://ico.org.uk/>

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## Ministerial Foreword

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Climate change is not a future problem. Changes to our climate are already having widespread effects on the environment, infrastructure, businesses, communities and people across Wales and globally. Our [Well-being of Future Generations \(Wales\) Act \(2015\) \(WFG Act\)](#) aims to help create a Wales that we all want to live in, now and in the future. Our legal commitment to achieve net zero emissions by 2050 supports this aim.

But this will only be possible through ambitious policies and a collective delivery effort. Although greater reductions within the industrial sector will help achieve this goal, as will public sector action, everyone in Wales must do their bit. Government, communities and businesses must work together through a “Team Wales” approach to our energy, travel and consumption behaviours. We also need to create greater resilience within our communities and our natural environment and learn how to adapt to the impacts we are already experiencing from irreversible climate change. In all cases, large reductions in the amount of energy and natural resources we use is now necessary in terms of the ways we live our everyday lives. Whilst this draft strategy aims to set out a framework for how we will work together over the next 5 years to delivery this change, to be effective it must take into account other disruptors in our environment.

At the time of publishing this draft for consultation, people across the country are being impacted by a cost of living crisis, and this situation is predicted to worsen over the winter months ahead. Coupled with increasing levels of climate anxiety (particularly amongst young people), the current economic crisis is placing extreme financial burdens on households across Wales. This government is committed to tackling the twin challenge together and calling upon UK Government to play their part. Reducing emissions by adapting our energy use and consumption behaviours can help us tackle climate change and help support people through the challenges presented by this economic crisis. Whilst the changes we will need to make will not be immediately supported by all, our role is to work with partners to help overcome barriers to action and to explain the benefits to society, from a reduction in household costs to improvements in people’s health and wellbeing.

The current economic situation highlights the inequalities that continue to exist in our social system and makes fairness in the delivery of decarbonisation more important than ever. Adapting our lifestyles to meet the cost of living and climate crises brings a real opportunity to tackle some of these inequalities. But to achieve this just transition we know we need to continue to deepen our understanding on the impact of climate change on the wellbeing of all people, and the policies and actions needed to mitigate it. This is why just transition considerations will be the foundations of our Government policies for addressing decarbonisation and climate change resilience at every scale.

Delivering technology and infrastructure solutions to some of the key barriers to public action on climate change is also urgent. We know that households across Wales need affordable tools and solutions to make the change, and we know that many of these are out of budget-reach for many households. This is why we will

prioritise innovation, as highlighted in our recently published draft Innovation Strategy. We also continue to deliver our own transformative legislation at scale and pace, involving the people likely to be most affected in the process. We will lead by example and will share progress we are making to decarbonise our own estate and adapt to climate change and will learn from and amplify good practice being shown by many communities and regional groups across Wales. Our aim is also to act as a trusted voice, providing clear information on the co-benefits of climate action and choices that will have significant positive or negative impacts. We already have strong foundations to build on from the COVID-19 pandemic and will apply learnings towards our leadership approach in tackling the climate and ecological emergency.

But climate action is not just in the hands of Cabinet and Government policy officials. We need every citizen, community, group and business in Wales to embed the climate emergency in the way they think, work, play and travel. People across Wales showed incredible resilience to change during the pandemic, and I am confident that we can come together again to tackle the positive transformation needed to the way we all live our lives.

Julie James MS

**Minister for Climate Change**



## **The Challenge**

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### **Urgency of action**

The evidence is clear. The climate emergency requires urgent action and presents possibly one of the biggest challenges that humanity has ever experienced. Some changes in the climate are natural, and normally happen over very long periods of time. But human activity is speeding up the changes. Changes that would normally take many thousands of years are happening in decades. The longer climate action takes, the harder it will be to deliver. Climate change is a global issue that requires a global response, and the Welsh Government is committed to playing our part and supporting international efforts. We are already seeing the impacts through consequences on our health, our natural environment, our communities and on the businesses which drive our economy. Climate change is not a distant threat to other countries and nations around the world, it is a real threat to Wales.

Urgent action is needed across all areas of society to reduce our emissions of greenhouse gases and build our resilience to the impacts of climate change. This is reinforced through the work of the Climate Change Committee (the UK wide independent group of experts) which states that almost 60% of the changes needed to achieve net zero will require some element of societal behaviour change<sup>1</sup> and by a recent IPCC report<sup>2</sup> which calls for greater public awareness and action to adapt to the unavoidable impacts of climate change.

Although progress is being made, there is no denying the significant task ahead. This strategy sets out the way in which we will work with others to meet the challenges ahead. This includes the principles around how we will involve bodies and organisations representing the interests of different groups in society, and how we will consult directly with the public on important climate policy that will affect them. It also provides a framework for the Welsh Government and our “Team Wales” partners (from local Government, to businesses, community and environmental groups), to work together to involve people at all levels in society in the critical action needed.

### **The role of society**

Although there are many examples of action already being taken by people and communities across Wales, the strategic focus on reducing emissions and preparing for the impacts of climate change have largely been on the public sector, industry and business. Alongside targeted efforts in sectors, such as the decarbonisation of heavy industry, energy generation and transport, for Wales to meet our objectives, there will be a requirement for people across society to consider making informed choices in response to climate change. Success will rely on far reaching but positive impact on the way we all live our everyday lives.

Although transformation on this scale brings challenges, it also presents an opportunity to resolve some of the existing inequalities in our society. Climate change does not respect borders and can affect our poorest citizens and communities, so pathways, policies and actions must be put in place to ensure both

positive and negative effects are distributed fairly. Visioning a more sustainable future will also be important in helping people understand and realise the benefits these changes will bring to our health and lifestyles, the communities in which we live and to future generations. In many cases autonomous behaviour changes (from the way we travel to our purchasing and consumption habits) will incur some financial costs, and sometimes cost savings, and communicating any important co-benefits will be essential in increasing public action – particularly during the current cost of living crisis.

Tackling infrastructure and technological barriers will also be essential in enabling public action. Success will rely on integrating behavioural science thinking into our Government policy-making processes, and ensuring that solutions are based on insights from target population segments; are co-produced where possible; and address population segment-specific barriers to action. A recent IPSOS report<sup>3</sup> determined that the public is generally supportive of Government interventions to help tackle climate change. However this support does drop sharply and in line with the level of impact these interventions are likely to have on people's lives – particularly in terms of cost, convenience and radical changes in lifestyles. This underlines the principle described in [Net Zero Wales](#) that engaging the public in decision-making will provide a stronger basis for societal behaviour change. Involving people in the key decisions that will affect them will be vital in deepening our understanding as a Government around barriers to action and problem solving the key hurdles in order to make the right thing to do the normal, easy, attractive and routine thing to do as well as the most cost-effective.

Wider factors also threaten the pathway ahead. The impact of the current cost-of-living crisis is already being felt by households across Wales, taking the spotlight away from the climate emergency. Although this presents a serious economic challenge, work is needed to integrate our responses to the twin challenges of the climate and cost of living crises – for example by accelerating household energy efficiency programmes and a more rapid transition to renewable energy and greener travel behaviours. In parallel with Government support and industry action to enable this transition, our priority is to work with partners to inform and support the public around measures and actions they can take to save energy, use energy more efficiently and alleviate pressure on the grid, particularly in the context of the winter fuel crisis ahead. A coordinated approach to Government, business and societal action will be essential in tackling these, and many other macro environmental challenges we are likely to face in the months and years ahead.

## **Meeting the challenge**

Given the scale and complexity of the task, this strategy will not succeed without the support of our partners and learning from others. Although Government action is important, this challenge cannot be met in isolation. Good engagement and a collaborative approach with other national, regional and local delivery partners will bring forward many different perspectives and they will be key to shaping and delivering many of the solutions needed. We know that they will also act as important and trusted messengers in reaching and engaging with different groups in society. Community and regional level engagement will also be central to our approach, listening to groups within society with whom we would not normally engage, to

deepen our understanding of barriers and enablers to action and learnings from others. Success will also rely on understanding more about people's worries and concerns (particularly amongst young people in Wales where there are increasing reports of distress around the impact climate change will have on their future) and visioning a positive and hopeful climate future for everyone. We are committed to listening to and learning from others and in co-designing the final version of this strategy in collaboration with delivery partners and with groups in society most likely to be affected by the transition.

### **Scale and pace**

Whilst taking time to get this strategy right is important, building momentum is also essential. Alongside the stakeholder engagement and public consultation on the strategy described in the next chapter, our emphasis as a Government is already on 'learning by doing'. We are introducing ambitious legislation, policies and programmes at pace around active travel, energy and housing, consumption, waste and the environment. This strategy responds to asks from our stakeholders and partners that involving people in decision-making will form a stronger basis for change.

We must all act urgently to tackle climate change. It will require a national effort on a scale never seen before. This strategy aims to support the important journey ahead and align with the vision for a greener, stronger, fairer Wales.

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**Q1:** Does this introductory section set out the challenges and opportunities this programme presents or is it missing any key points?

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<sup>1</sup> CCC, May 2019; [Advice-Report-The-path-to-a-Net-Zero-Wales.pdf \(theccc.org.uk\)](https://theccc.org.uk/Advice-Report-The-path-to-a-Net-Zero-Wales.pdf) <sup>2</sup> IPCC, Climate Change 2022 – [Impacts, Adaptation and Vulnerability](#) <sup>3</sup> IPSOS/CAST June 2022 – [Net Zero Living](#)

## **Engagement: Shaping the Draft Strategy**

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### **About the strategy**

The purpose of this 5-year strategy is to drive our people-centred approach, which will encourage active participation of people in decision-making and the delivery of action on climate change.

It sets out a framework and guiding principles around how we will:

- Engage society in climate policies that will affect them and their communities, and support people in taking action; and
- Work with Team Wales partners with a deeper understanding and access to different groups in society to enable and support public action at a local and regional level.

It focuses on actions that the Welsh Government is leading on or directly funding, the levers at our disposal and where we will need to call upon UK Government levers to support the public to act. It is also intended as a guiding framework for different policy areas within the Welsh Government, ensuring that our own programmes are coordinated, coherent and consistent.

### **Scope**

The behavioural scope of this strategy is on autonomous (largely societal) measures (e.g. active travel, waste management), where behavioural techniques can be employed towards engagement and communication in areas where there is the capability and opportunity for the public to act on climate change. The scope also extends to measures involving a combination of technology and societal behaviour change (e.g. electric vehicles) and covers the areas in which the Welsh Government is leading on in terms of shaping policy or directly funding to maximise the opportunity for the public to act.

The audience scope is society (individuals) but this strategy aims to ensure alignment with parallel programmes to engage the public sector, industry and business in climate action and exemplify progress being made in these sectors to build public acceptability for the changes ahead.

This strategic covers actions needed by society in the areas of climate mitigation and adaptation but also reinforces the important relationship between the climate and nature emergencies and social justice.

### **Audience**

Although the focus of this strategy is on the role of society (people) and it will be a publicly available document, its principle audience is our Team Wales partners – including groups and organisations with whom we are already working and who may be better positioned than Government to understand and act as trusted messengers for targeted groups in society. It is our articulation of how we will approach public engagement together, the principles we will adopt, and the tools and evidence we

will develop and deliver for ourselves and our partners to use. Government action alone cannot deliver our ambitious targets. Action is needed from all sectors. We recognise that as a Government we are not, should not, and cannot be the only ones who engage with the public on climate change. The same is true of this strategy: we will provide leadership through rapid deployment of new policy, evidence to inform key decisions, information and tools, but it is the concerted action delivered through using these tools and resources by our partners across Wales which will achieve the ambitious and vision set out in this strategy.

This strategy complements our Stakeholder Engagement Plan '*Climate Change – Welsh Government Engagement Approach 2022-26*' which sets out what we will do to increase the momentum and strengthen our Team Wales approach through collaboration with stakeholders on broader areas of climate action (beyond society) covered in [Net Zero Wales](#) (Carbon Budget 2). It also exemplifies progress being made in the public sector, business and industry, academia, third sector to build public acceptability for the changes ahead. The Engagement Plan also describes in detail who these important stakeholders are and explains more about the Team Wales approach referred throughout this strategy.

### **Shaping the draft strategy**

Bringing different types of stakeholders together to determine the important factors that needed to be included in this strategy has proved essential. This draft document is the culmination of conversations and workshops held with a number of stakeholders over the last few weeks, from UK Government, Scottish Government and Northern Ireland Executive, to environmental movements and campaign organisations, third sector networks and community organisations, behavioural change practitioners, local government and networks and youth groups. In determining how to prioritise these conversations, we considered the experience, knowledge and influence of different types of stakeholders, and anticipated levels of interest in holding discussions before the strategy had been drafted. This was a targeted, early engagement exercise to support the first iteration of this strategy and a pre-cursor to the open consultation and broader conversations needed with other stakeholders and the general public which will form the next stage in the process.

We would like to thank all those organisations who participated in conversations and workshops around the shaping of this draft strategy.

## **Consultation: Co-Designing the Final Strategy**

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### **Policy commitment**

Net Zero Wales (Policy 16 – Consult on a Public Behavioural Change Engagement Strategy – Summer 2022)
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In [Net Zero Wales](#) (Carbon Budget 2) we committed to an important period of consultation to ensure the final strategy is co-designed through a process of involving a diversity of actors and sectors. This consultative approach aligns with our principle of open Government, and that by collaborating, the role and work of Welsh Government will continue to improve. It is also in accordance with the ways of working that are the basis of the Well-being of Future Generations Act. Only through collective action can we ensure that Wales effectively tackles climate change and moves towards a resilient, net zero future.

### **Consultation exercise**

The publishing of this draft document marks the beginning of an important phase of open consultation. The aim is to gather a range of views on this policy area whilst the strategy is still at a formative stage and to allow participants to respond. We will collate, publish and review responses received as a result of this consultation. The process will begin on 20 October and will close on 14 December to allow adequate time for consideration and response. We will conscientiously take into account responses received and, if considered beneficial, we will use these to refine or amend the strategy. The final strategy will be published in alternative formats, such as large print, Easy Read, and British Sign Language, to enhance its accessibility.

To encourage as many views as possible from people and organisations integral to delivering the national endeavour required, alongside this open consultation we intend to conduct a range of deliberative consultation events and workshops, calling on the support of partners to facilitate the process. We are particularly keen to listen to new voices, minority groups, people with accessibility needs, individuals who do not typically engage in climate conversations, children and young people.

These events will begin shortly, culminating in a fringe events programme during Wales Climate Week. This year's programme will take place 21-25 November immediately following the next global climate change Conference of the Parties (COP27). Further detail on Wales Climate Week will be published shortly. If you would like to keep in touch with plans for this year's event, then please sign-up to the [Climate Change Bulletin](#).

### **Purpose of the consultation**

The purpose of the consultation will be to:

- reinforce the principles of the Well-Being of Future Generations Act and Open Government through meaningful consultation and participation.

- drive our people-centred approach, and encourage widespread feedback from our stakeholders and society, particularly those who are currently disengaged in climate conversations.
  - ensure that a wide range of views and expertise inform decision-making, including a genuine role in shaping this policy processes from young people, and to stimulate conversations with people not currently engaged on the topic.
  - test levels of acceptability and support for policy ideas and proposed approaches contained within this strategy.
  - build public trust and demonstrate that change is being managed fairly.
  - provide a steer on the current evidence and where the public do, and do not, have appetite for change and the form they would prefer to see that change take.
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**Q2:** Do you agree with the approach we have taken to engagement and consultation on the strategy?

**Q3:** Do you have any ideas around how we might broaden the consultation process and are you interested in organising any deliberative consultation events with your own networks during Wales Climate Week?

## Our strategy on a page

### Our vision.

**Our vision is to ensure a fairer society and a cleaner Wales resilient to the impacts of climate change for future generations, where we understand the implications of the climate emergency and our positive contribution to global and local wellbeing in our communities, and work together to take collective responsibility for climate action.**

### Our aims.

- Demonstrate that urgent action is needed on climate change and increase broad levels of understanding on climate change as a foundation for creating future, targeted actions.
- Publicise actions that Ministers, the Welsh Government, wider public sector, industry, communities and individuals are already taking to support the changes needed to address climate change and convey the need for everyone to play their part.
- Deepen our understand of the anticipated impact that policies and interventions to encourage societal action will have on the worst off in society and ensure they do not shoulder the burden of change.
- Engage with the public around a menu of choices (and the impact of these choices) to make a positive contribution towards tackling climate change and highlighting the benefits these will bring to everyday lives.
- Integrate behavioural science into rapid policy-making and mobilise behavioural change with targeted communications in as and when enabling interventions are put in place.

### Our strategic objectives.

The following strategic objectives will guide our approach to public engagement on climate change:

- **Knowledge** – Ensure people across Wales build a deeper knowledge-base on climate change, from how it connects to the way they live their lives to believing that it is an issue where they can make a positive difference.
- **Intention** – In areas where autonomous (largely societal) measures are identified, for people to believe they should take action, want to and are committed to taking action and have the necessary habits in place to do it.
- **Action** – Support the public through policy interventions to make the right thing to do the normal, easy, attractive and routine thing, and in areas where the resources are in place and there is an opportunity to do so, normalising action in households, communities and places across Wales.

### Sustainable Development Principle

We will follow the Well-being of Future Generations Act '**5 ways of working**' to ensure we apply the Sustainable Development Principle and meet the needs of the present without compromising the ability of future generations to meet their own needs.

#### 1. Long-term

We will balance the need for creating early momentum (where we can) through policy & communications, and we will address areas (where we can't) through longer-term infrastructure, innovation and technology solutions.

#### 2. Prevention

We will act to prevent problems occurring or getting worse by building resilience to climate change and ensuring that a just transition is embedded in our approach, and our programme delivery is inclusive and accessible to all.

#### 3. Integration

Our priority is to take a whole systems approach to problem-solving and delivery of mutually beneficial policy solutions that address multiple-Government priorities and support the climate and nature emergencies.

#### 4. Collaboration

We will be open and transparent with our partners, building on our Team Wales approach and working collaboratively to build our evidence base and engage people and communities in action.

#### 5. Involvement

We will actively listen to and engage people & communities to ensure they are involved in shaping policies that will affect them. We will prioritise involvement with those most affected by the changes and will provide young people with a genuine role in shaping their future.

### Our 4 'E's Framework Approach.

#### Exemplify

Ensure that the Welsh Government and broader public sector are leading by example and share inspirational stories of climate action from others.

#### Engage

Involve people early in decisions that affect them and increase knowledge on climate change and the choices available so that people are informed and feel inspired to act.

#### Enable

In areas involving a combination of technology and societal behaviour change - focus on overcoming capability and opportunity barriers to enable action.

#### Encourage

In largely autonomous areas (i.e. where there is the capability and opportunity for the public to act) use behavioural techniques to encourage action.

### Critical Success Factors.

We will actively listen to our Team Wales partners on the critical success factors that must be linked to this strategy. We are committed to continuing a two-way dialogue on climate change with key delivery organisations and with the people of Wales who will be affected by our climate policy decisions.



## Strategic Objectives

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The following strategic objectives will guide our approach to public engagement and action on climate change.

**Knowledge** – Ensure people across Wales build a deeper knowledge-base on climate change, from how it connects to the way they live their lives to believing that it is an issue where they can make a positive difference.

**Intention** – In areas where autonomous (largely societal) measures are identified, for people to believe they should take action, want to and are committed to taking action and have the necessary habits in place to do it.

**Action** – Support the public through policy interventions to make the right thing to do the normal, easy, attractive and routine thing, and in areas where the resources are in place and there is an opportunity to do so, normalising action in households, communities and places across Wales.

There is an important interplay between the above objectives. Whilst building **knowledge** can help overcome barriers to action, it brings limitations on its own. There is also a complex relationship between **intention (driven by attitudes)** and **action**. Even with adequate knowledge and a desire to do so, many people fail to take noticeable steps (termed the ‘knowledge-action’ gap). Behaviour is complex and rarely follows anticipated decision-making (e.g. around cost, convenience and choice). To successfully deliver these strategy objectives, other cognitive biases and motivational factors will also be taken into consideration. Our goal will be to work with Team Wales partners, communities and influencers across Wales to create new social norms, using powerful narratives and futures forecasting techniques to enable our society to envision a different way of living with less focus on acquisition and consumption and greater focus on health and wellbeing. Our intention is to work together to encourage lasting cultural change towards a more sustainable society that lives within our fair share of the planet’s resources.

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**Q4:** Do you find the ‘Strategy on a page’ useful and is it missing any important points?

**Q5:** Do you have any views on the proposed vision, aims and strategic objectives of this strategy? Do you think these should be changed or are there any missing?

## Sustainable Development Principle

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We will tackle the causes and consequences of climate change in accordance with the Well-being of Future Generations Act Sustainable Development Principle, and through application of the 5 ways of working designed to help us work together better.

### 1. Long-term

We will balance the need for creating early momentum (where we can) through policy & communications, and we will address areas (where we can't) through longer-term infrastructure, innovation & technology solutions.

Although taking time to get this strategy right is important in ensuring that solid foundations are in place to drive societal action, we know that building momentum is also essential. To succeed with our climate change targets, urgent action is needed by everyone. The longer the action takes the more expensive and difficult the changes are likely to be. This is why alongside the consultation and refinement of this strategy we will continue to learn by doing.

Policies and programmes are already being delivered at pace to support societal action in the areas of active travel, dietary choices, energy savings, and changes to our buying, consumption, waste and recycling behaviours. We are also delivering Government-led communication campaigns in many autonomous (largely societal driven) areas of behaviour change. A new national climate campaign will serve to support and unify these campaigns, contextualising many of the actions people are already taking, framing the co-benefits at an individual level and in the contributions these actions play in helping to tackle climate change.

But we must also focus on addressing some of the more challenging areas where there are still significant physical and infrastructural barriers and which are preventing people from taking action e.g. from greener transport, to clean energy, and summer cooling solutions for our homes. Success will rely on making the right thing to do the normal, easy, attractive and routine thing to do, particularly for the more impactful choices. This means identifying physical and structural barriers to action and prioritising new policy interventions and solutions. These must unlock the potential for people wanting to do the right thing. As well as a detailed understanding of what people think about a proposed action and the main barriers such as cost, convenience and availability, this must be matched with an understanding of the lived reality of the current behaviour and the system needed to replace this with the desired behaviour.

We must also learn from our previous successes and failures and consider whether these will replicate in other contexts. We already know that in the most cases, people in Wales want to do the right thing. The public response to recycling is a useful example. By making recycling easier (through a weekly collection of all recyclables and clear guidance on separating out waste), most people now accept the higher degree of sorting required by local authorities on households.

Our priority will be to continue working with others at pace (from UK Government, industry and academia and within our own communities) to accelerate innovation and technology and to deliver solutions at an affordable cost to enable people to act.

## 2. Prevention

We will act to prevent problems occurring or getting worse by building resilience to climate change and ensuring that a just transition is embedded in our approach, and our programme delivery is inclusive and accessible to all.

Not all parts of our society will be able to take up the opportunities offered by the transition to a more sustainable future. The impacts will be felt differently depending on where people live, how old they are, their gender and how wealthy they are. We are committed to ensuring the delivery of this programme helps to resolve some of the existing inequalities in our society. To achieve this, we will focus on developing support and solutions that meet the needs of individual groups, and that ensures marginalised and harder-to-reach groups have the voice and power necessary to engage as equals. We will also provide guidance and tools for developing tailored, appropriate and accessible communication, with plain language definitions of key terms for agencies that will be involved in the programme.

The interventions and regulations we introduce to encourage society to adopt behaviours to support Wales' decarbonisation pathway and climate change resilience will also be implemented fairly, with appropriate support given to groups that are likely to be most affected. The aim through this approach will be to counteract the disparity that exists between the emissions associated with the wealthier in our society and with the rest. We will adopt this approach more immediately in terms of support for those most in need during the cost of living and winter fuel crisis, to decisions on public transport infrastructure and ensuring solutions are designed to meet the needs of minority groups and people with specific accessibility needs.

## 3. Integration

Our priority is to take a whole systems approach to problem-solving and delivery of mutually beneficial policy solutions that address multiple-Government priorities and support the climate and nature emergencies.

Our current [Programme for Government](#) underlines commitments from Ministers to a number of important areas requiring the highest level of coordination and integration across the whole of government. One of these areas is to “*embed our response to the climate and nature emergency in everything we do*”. We have already established our internal governance to support this approach through a cross-Government Climate Change Portfolio Board and a Societal Behaviour Change & Engagement Group. Our approach over the critical weeks, months and decade ahead will require the highest level of co-ordination and integration across the whole of Government and externally with our key delivery partners.

We will embed behavioural science into policy design across the relevant areas of Government to factor in potential barriers and motivation to adoption, and collaboration across our internal sector teams to deliver effective joined-up demand-side policy interventions, drawing on existing tools and expertise. A [recent IPCC report](#) highlights the untapped potential of demand-side mitigation options in infrastructure and technology adoption if considered holistically. It emphasises the importance of infrastructure use, end-use technology adoption, and socio-cultural and behavioural change working together, and ensuring that demand side policies are not fragmented, piecemeal or too weak.

Our priority is to take a multi problem-solving approach to Government policies that address the climate and nature emergencies whilst also ensuring a fair and just transition. Getting this right will bring substantial co-benefits to society - from increasing wellbeing, to mitigating flooding, overcoming air quality issues and creating green jobs, whilst also benefiting nature and creating amenities to be enjoyed by the people of Wales and our visitors.

#### 4. Collaboration

We will be open and transparent with our partners, building on our Team Wales approach and working collaboratively to build our evidence base and engage people and communities in action.

Our Team Wales partners play a crucial role and we need to broaden and strengthen this coalition through the delivery of this strategy. Our [Climate Change Engagement Approach 2022-2026](#) describes the importance of our partners in Team Wales. We recognise that as a Government we are not, should not, and cannot be the only ones who engage with the public on climate change.

We have already been open and transparent with many of these partners in the shaping of this draft strategy. This strategy is important to us and our partners as it serves to articulate how we will approach public engagement together, the principles we will adopt, and the tools and evidence we will develop and use. Our aim is to practice an open and collaborative approach through the on-going delivery of this programme. We recognise that many of these partners will be ideally positioned to help us learn more about effective action already being taken by individuals, communities and groups across Wales and to act as trusted messengers for targeted groups in society. It is the concerted actions that will be taken by our partners in response to this strategy that will enable us to achieve the ambitious and vision it sets out.

#### 5. Involvement

We will actively listen to and engage people & communities to ensure they are involved in shaping policies that will affect them. We will prioritise involvement with those most affected by the changes and will provide young people with a genuine role in shaping their future.

Wales is a nation of cohesive communities and our priority is to actively listen to people within these communities and empower them to shape important climate

policies that will affect them. Our ambition is to reach all areas of Welsh society but our priority is to involve young people so that the needs of the present and response to climate change do not compromise the ability of future generations to meet their own needs. We will provide a genuine role for young people in shaping their future and this will begin with a focus on deliberative engagement with young people on the approach to this strategy.

We will also prioritise engagement with groups that are likely to be most affected by the decarbonisation pathway and communities already being affected by the impacts we are experiencing through climate change. Our approach will be open and transparent, inclusive and accessible. The consultation exercise on this draft strategy is the first important step in our approach to encouraging a participative society with two-way dialogue on climate change.

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**Q6: What are your views on the alignment with the Well-being of Future Generations Act Sustainability Principle and 5 ways of working?**

## Framework Approach

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We will use the 4 E's framework to ensure our programme of public engagement and action includes a mix of interventions to support the role of society in tackling climate emergency.

Our approach to engaging the public in climate action will be based on the **Exemplify, Engage, Enable, Encourage 4 E's framework**. Its purpose is to assist in the design of a public engagement programme and to provide a tool for ensuring a mix of interventions are also considered in designing supporting policy, infrastructure and communications solutions to overcome barriers to action:

<b>Exemplify</b>	<b>Engage</b>	
Ensure that the Welsh Government and broader public sector are leading by example and share inspirational stories of climate action from others.	Involve people early in decisions that affect them and increase knowledge on climate change and the choices available so that people are informed and feel inspired to act.	
<b>Enable</b>	<b>Encourage</b>	
In areas involving a combination of technology and societal behaviour change - focus on overcoming capability and opportunity barriers to enable action.	In largely autonomous areas (i.e. where there is the capability and opportunity for the public to act) use behavioural techniques to encourage action.	

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**Q7:** Do you believe our 4 'E's framework approach of 'Exemplify, Engage, Encourage, Enable' provides a useful structure for the design of our public engagement programme?

## Strategy for Public Engagement

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Exemplify – Ensure that the Welsh Government and broader public sector are leading by example and share inspirational stories of climate action from others.

It is vital that the people of Wales see their individual actions as part of the bigger picture: society must not feel they are tackling the climate challenge alone. Beyond our role to deliver new and inter-connected climate policy at speed to enable the public to act, we recognise that Ministers, the Welsh Government (and broader public sector) have an important role to play in leading by example. People will expect us to take action which matches the seriousness of the issues of climate change, and we know that a lack of action on our part will lead people to believing that the seriousness of the issues is being overstated.

Alongside other public service organisations, we will show leadership by making the actions we are taking visible to people, sharing inspiring and motivating examples of public sector action as an important component of our public-facing communications activity. We will promote delivery plans that the Welsh Government and other parts of the public sector are taking to decarbonise our own estates, and solutions being provided to tackle local environmental quality issues. Demonstrating action to enhance our natural environment (e.g. managing litter, providing quality green spaces) to repurposing the built environment (e.g. brown field sites and empty buildings) will be particularly important in securing public support.

We will also learn from innovative climate action projects and programmes aimed at engaging public sector workers in climate action and will consider whether these pilots present opportunities to replicate amongst broader groups and communities within the general public. For example, we are already employing learnings from a *'Behaviour Change Pilot across the Public Sector Workforce'* delivered by the Welsh Government Energy Service on behalf of Local Governments and the National Health Service in Wales.

We will ensure that people are aware of the action that businesses, communities and individuals across Wales are already taking to play their part in tackling climate change and to help them understand how it relates to their lives. We will invest further in our pledge campaign to exemplify commitments to action being made across Wales and will employ examples of effective action already being taken by individuals, communities and groups so that people are inspired to act and can learn from others.

Engage – Involve people early in decisions that affect them and increase knowledge on climate change and the choices available so that people are informed and feel inspired to act.

Our approach to consulting on this strategy is one example of our commitment to engaging society in climate policies that will affect them, and the importance we place on empowering people to have a genuine role in the policy-making process. Beyond this and throughout the delivery of this programme, we will continue to

encourage a two-way dialogue on climate change and facilitate meaningful climate conversations. We will explore further deliberative approaches, particularly with people and audiences anticipated to be affected most by the transition and young people whose futures we aim to help safeguard through delivery of this strategy.

Our aim will also be to engage with trusted messengers with a role in reaching different groups in society to enable and support public action at a local and regional level. Our approach will include a national-led but locally implemented programme of action. This means that we will work in partnership, providing the resources at a national level and calling on support from Team Wales partners who will be closer to the issues that affect people in our regions and communities.

We will also engage with behaviour change practitioners and researchers to ensure we share a common understanding and robust evidence-based methodology to support action. We will look outwards to the UK and internationally to inform our approaches and models, creating a learning culture so that experience and expertise is shared and disseminated widely. We will also continue to leverage broader networks from non-Governmental organisations (NGOs), to influencers, media and opinion formers to engage people in climate discussion. We will consider who the influencers are and those groups who may have a multiplier effect on others. We know that Government alone cannot provide the solution, so our engagement with groups in society, trusted messengers and influencers will all be critical in building support and overcoming the potential fragility of public support for net zero policies.

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**Q8: Do you have any comments to make on the strategy for public engagement?**



## Strategy for Public Action

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**Enable** – In areas involving a combination of technology and societal behaviour change - focus on overcoming capability and opportunity barriers to enable action.

One of the important factors described earlier in this strategy is to focus on enabling action by making the right thing to do the normal, easy, attractive and routine thing (and at an affordable cost), particularly for the more impactful and difficult changes ahead. Our priority will be to embed behavioural thinking into policy design across Government and ensure a whole systems approach is taken to achieve mutually beneficial outcomes across different policy areas. We will also consider fairness factors in designing net zero policies, ensuring they are affordable and fair to everyone and considering the views of those likely to be most affected.

We are already delivering policies across the areas of Transport, Housing, Work, Health, Diet, Nature Conservation and Consumption. We will continue to deliver policy interventions to unlock the potential for people to act, and we will work with UK Government, industry and academia to prioritise innovation and technology development to explore viable alternatives and opportunities to reduce costs to the public through this important transition.

Beyond policy delivery, we will focus on addressing the ‘knowledge-action’ gap, ensuring that people across Wales have the right knowledge and information to act in areas where capability and opportunity barriers have been addressed. We will also continue to invest in education in schools, training and skills develop to improve climate change awareness and carbon literacy across Government and more broadly amongst our stakeholders and society to deepen understanding on the climate emergency and the measures needed to mitigate and adapt to the impact of climate change.

**Encourage** – In largely autonomous areas (i.e. where there is the capability and opportunity for the public to act) use behavioural techniques to encourage action.

The behavioural scope of this strategy is largely on autonomous (societal) measures where people have the capability and opportunity to act and where the relevant infrastructure and interventions are already in place e.g. in areas such as active travel and waste management. Given autonomous behaviour changes offer a very low-cost option to deliver mitigation, we will use communications to help overcome knowledge and psychological barriers to action. We will also consider appropriate use of other mechanisms from incentives and reward schemes, to regulations and enforcement action, emotional appeals and narratives, nudge tools and choice architecture to encourage the public to take action.

To ensure the effectiveness of communications, we will employ behavioural science techniques and will invest in social research to deepen our understanding on people’s values and motivations and how these may change, all of which will help us to communicate more effectively. We will reflect on learnings from other behaviour

change programmes and consider whether the behavioural techniques employed may or may not replicate in other contexts. In-depth analysis and segmentation of different groups within the population will also be essential in ensuring that messages through our national campaign are tailored accordingly. We will conduct rigorous testing of messages to ensure they resonate with different audiences and help overcome key barriers to action such as cost, convenience, health and quality of life.

We will build on communication activity already underway across Government and externally by our partners in areas such as active travel, healthier eating to waste management and recycling and we will deliver a new national Government-led campaign. The aim will be to build knowledge on climate change and to present reliable, positive and unifying messages to the public on the benefits of different climate choices. We will work with others to present a consistent narrative (from our national campaign to Team Wales partner communications). Without this consistency between words and deeds, our collective communication effort will be unconvincing, and we will fail to gain or keep the trust and undermine the commitment to action of the people of Wales. Messages will not be alarmist but will convey the seriousness of what we face, whilst also presenting the co-benefits of change at an individual level.

Rather than telling people what to do, we will use the power of storytelling to support people in discovering *how* to act. We will work with the creative industries sector in Wales to vision powerful futures through narratives and deeply emotive storytelling. We will use these techniques to test innovative theories with people in real-world contexts and to help engage different groups in our society and envisage uncertain futures in impactful and positive ways. We will also use our rich heritage to help deepen our understanding of how society and our environments have transformed themselves in the past and will work with the media and influencers to boost public understanding of climate change.

Notwithstanding these actions, we know that communications will not provide the 'silver bullet'. Behaviour change interventions must involve a package of measures working on multiple levels: targeting individual-level factors, social dynamics and wider infrastructural and macro societal influences. At present, many people tend to favour lower impact actions as these are often easier to adopt and there are fewer barriers to action in place. To ensure we meet our pathway to net zero, our priority must also be towards tackling key infrastructure, technology and cost barriers to action around some of the more difficult choices (e.g. from installing heat pumps in homes to moving away from petrol cars). Communications will play a role in encouraging adoption, but it will only succeed if other barriers have largely been addressed. Interventions in some of these areas are likely to run on longer timeframes, but we work at pace to identify some solutions which could produce quick wins.

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**Q9: Do you have any comments to make on the strategy for public action?**

## Critical Success Factors

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We are actively listening to our Team Wales partners on the critical success factors that must be linked to this strategy. Some of these factors have been highlighted below. We are committed to continuing a two-way dialogue on climate change with key delivery organisations and with the people who will be affected by our climate policy decisions.

- ✓ **Holistic strategy** – climate action must be treated as part of a holistic strategy and solution to unlocking other challenges such as the energy crisis.
- ✓ **Willingness to experiment** – innovation will only thrive if we are prepared to take risks, make mistakes and learn from them.
- ✓ **Inspire action** - engage with communities and groups to explore local level action already being successfully undertaken to tackle climate change, inspiring others to act through powerful storytelling and learnings from the action of others.
- ✓ **Scale & Pace** – solutions need to be deployed at speed and scale.
- ✓ **Learn from other countries** – look outwardly and research programmes elsewhere to see what lessons can be learnt.
- ✓ **Use resources in the most effective way** – focus on co-development and co-delivery, working with people to identify where and through which ways of working we can have the greatest impact and focus our resources on these opportunities.
- ✓ **Use evidence to help inform decisions and approaches** – leverage social research to deepen our understanding on motivations and barriers to action.
- ✓ **Apply behavioural science** – as a central component in informing the right interventions needed at the right time and in the right areas.
- ✓ **Address barriers to action** – take a whole-systems approach to tackling infrastructure & technology barriers to enable people to act (make the ‘right thing to do the easiest thing to do for the public to act’ and ensure choices are affordable).
- ✓ **Carrot & stick** – employ incentives and support for people wanting to act, and policy interventions to ensure all areas of society act and the impacts of change are evenly distributed.

- ✓ **Education & skills** – invest in education and skills and overcome ‘green ceiling’ invisible barriers preventing inclusivity and opportunity for people to progress their careers in green jobs.
- ✓ **Clarity around choices** – provide people with clarity around choices and the impact of different choices.
- ✓ **Deliver coherent & compelling communications** – prioritise a national climate change campaign to emphasise the urgency of action on climate change.
- ✓ **Use the right messenger** – recognising the reach of stakeholders, power of peers and influencers and impartiality of the messenger.
- ✓ **Challenging mis-information** – acknowledge communications challenges and hurdles facing society from unregulated greenwashing to mis-information.
- ✓ **Engage with new audiences** – reach and engage with new audiences rather than focus on activity that caters to those who are already engaged.
- ✓ **Local engagement & delivery** – ensure a national led programme that recognises the importance of local engagement in delivery. Good engagement will bring forward many different perspectives. Ensure this includes engagement with all sectors of society, tapping into local and regional networks that already exist.
- ✓ **The public sector, industry and businesses must lead by example** - society must not feel they are tackling the climate challenge alone.
- ✓ **Industry & business** – create more unity between the actions of society and business.
- ✓ **Reflect on learnings from other Behaviour Change programmes** – including successes and failures and whether similar levers might replicate in other areas.
- ✓ **Measurable & meaningful outcomes** – ensure societal actions link clearly to Wales’ decarbonisation pathway so people understand the impact of their actions on climate change.

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**Q10:** Do you think we have missed out any key critical success factors not covered elsewhere in this draft strategy?

## Delivery Routemap

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This section sets out some of the activities and initiatives that will contribute to meeting the 3 strategic objectives of this strategy and which are already underway. The aim is to provide a sense of the delivery routemap over the next 12 months and whilst a more detailed national and local delivery plans are worked on in collaboration with our Team Wales partners. Activities are organised according to our 4 Es framework (Exemplify, Engage, Enable and Encourage).

### **Exemplify**

#### **Pledges.**

We will reinvigorate the [climate pledge campaign](#), the aim of which is to galvanise action from Government, business, communities and individuals to tackle the climate emergency. We will leverage Wales Climate Week (21-25 November 2022) as an opportunity to share pledges already made and inspire people across Wales to make their own commitments to acting on climate change. This activity will lay the foundations for the national climate change campaign which will begin in early 2023.

#### **Case studies.**

We will share case study examples of effective action already being taken by individuals, communities and groups so that people are inspired to act and can learn from others. This includes case studies featured in [Working Together to Reach Net Zero](#) covering leadership, collaboration, innovation and technology across the areas of Heat Generation, Transport, Residential Buildings, Industry and Business, Public Sector, Agriculture, Land Use, Land Use Change and Forestry, and Waste. We will showcase over 100 case studies published on [carboncopy.eco](#) featuring inspiring examples of local and community level action on climate change from across Wales. We will also focus on gathering new case studies demonstrating individual level action on climate change to support our national climate change campaign.

### **Engage**

#### **Consultation on this strategy.**

In [Net Zero Wales](#) (Carbon Budget 2) we committed to consulting on this strategy. This consultative approach aligns with our principle of open Government, and that by collaborating, the role and work of Welsh Government will continue to improve. The publishing of this draft document marks the beginning of an important phase of open consultation. To encourage as many views as possible, alongside this open consultation we intend to conduct a range of deliberative events and workshops, calling on the support of Team Wales partners to facilitate the process. We are particularly keen to listen to new voices, minority groups, people with accessibility needs, individuals who do not typically engage in climate conversations, children and

young people. A programme of fringe events will be held during Wales Climate Week.

### **Wales Climate Week.**

Our [Stakeholder Engagement Plan 2022-2026](#) commits to holding at least one blended engagement event annually to build on the success of Wales Climate Week 2020 and COP Cymru 2021. The next Wales Climate Week will take place 21-25 November immediately following the next global climate change Conference of the Parties (COP27). This year's event will include a 2-3 day virtual conference bringing Team Wales delivery organisations and trusted messengers together to discuss this strategy and explore collaborative delivery programmes. The week will be supported by a fringe events programme where we will invite Team Wales partners to bid for funding to deliver workshops with targeted groups and actively listen to their views and ideas around how we might shape and deliver policies that will affect them.

### **Climate Change Digital Hub.**

In early 2023 we will launch a new Wales Climate Change Digital Hub. Aimed at the general public, this national website will provide a source of accessible and informative content to support people of Wales in increasing their knowledge on climate change. It will aim to provide trusted guidance on choices (indicating the level of impact of different choices) people can make to play their part in tackling climate change, and it will explain the co-benefits these will bring such as reducing household costs, improving health and wellbeing. The Hub will include interactive tools for the general public, marketing toolkits for Team Wales partners, useful signposting to more detailed sources of information, and will act a focal point for the national climate change campaign.

## **Enable**

### **Social research.**

We will underpin our evidence-based approach to developing new climate policies by investing in an on-going programme of social research. We will be open and transparent with our partners, working collaboratively to build our evidence base, drawing on a wide range of research and expertise to enhance our understanding on knowledge gaps. We will draw on sources of contemporary material, build on our collaborative research activity with UK Government, and will invest in a programme of our own on-going research across the broad areas of Transport, Housing, Work, Health, Diet, Natural Resources and Consumption. Central to our research programme will be a new net zero behaviours and attitudes survey to be implemented over the next 3 years. This will be used to benchmark and monitor shifts in societal attitudes and behaviours. This important work will build on the COVID-19 household research (Daily Life Survey): wave 1 ([COVID-19 household research \(Daily Life Survey\): wave 1 | GOV.WALES](#)) which summarises the environment-related changes in behaviour since the onset of COVID-19.

## **Behavioural science.**

Given the broad scope and complexities associated climate behaviour change, we will draw together a panel of behavioural science experts to support us with the delivery of this programme. This expert panel will drive the approach to the national climate change campaign and will support us in embedding behavioural science into policy design (aimed at supporting societal action on climate change) across the related sector policy areas of Government. We will also continue to collaborate with other UK nations to share best practice, and with Team Wales partners such as Natural Resources Wales, Public Health Wales, Local Governments and the National Health Service in Wales who delivering complementary climate behaviour change programmes. Our cross-Government Behaviour Change & Engagement Group will continue to provide the governance for the programme and ensure we are adopting a whole system approach to delivering policy solutions to overcome infrastructure and technology barriers to societal action.

## **Encourage**

### **National Climate Change Campaign.**

We will build on communication activity already underway across Government and externally by our partners in areas such as active travel, healthier eating to waste management and recycling and will launch a new national climate change campaign in early 2023. This unifying campaign will include national led and locally delivered communications to support the strategic objectives of the strategy:

**Knowledge** – The campaign will build a deeper knowledge-base on climate change, from how it connects to the way people live their lives to believing that it is an issue where they can make a positive difference.

**Intention** – In areas where autonomous (largely societal) measures are identified, it will encourage people to believe they should take action, want to and are committed to taking action and have the necessary habits in place to do it.

**Action** – In areas where the resources are in place and there is an opportunity to do so, the campaign will focus on encouraging the public to act and will demonstrate how action are already being normalised in households, communities and places across Wales.

The campaign will initially focus on highlighting choices to the public around energy savings, travel behaviours, retrofitting and decarbonising our homes, buying, consumption, reusing and recycling and waste behaviours, and actions to safeguard communities and our natural environment from the impacts of climate change. The longer-term plan will be to focus on behaviours which create the greatest impacts in reducing carbon emissions. An on-going programme of work will be developed to identifying the priority behaviours which can be tackled through behaviour change programmes, their level of impact, people's ability to take them up within current infrastructure, alongside other factors such as sensitivity around timing, costs,

benefits, and likely motivations and psychological barriers to action. Our approach will be based on foresight and phasing - whilst almost all of society will need to make significant changes to our lifestyles by 2050, in many cases these can be phased in. Explaining how the changes will be phased in and the benefits these will bring in terms of reduced costs and improved health and wellbeing will be crucial to securing public consent and in addressing public and media concerns about the scale and pace of change.

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**Q11:** Do you have any comments to make on the outline delivery routemap?



## Evaluating Outcomes

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### CCC Monitoring Framework

We will use the CCC's New Monitoring Framework as a common currency to help guide us on important cross-cutting themes including public engagement and where we can make a difference.

Our [Net Zero Wales](#) Plan draws on the Climate Change Committee's (CCC) advice which determines the importance of societal behaviour change. This is based on a series of models, which made different assumptions about the level of behavioural change and technological innovation we can expect to see.

The CCC has a solid base for monitoring progress against their emissions pathway. Their main focus is on the economic sectors but they also want to consider important cross-cutting themes including public engagement. Their monitoring work will look at early indicators of change and not just tracking emissions. They will monitor what is important and not just what is easy to measure and will include flexibility to consider external factors that will impact on progress such as increases in cost of living. Their monitoring maps will look at the following factors and interdependencies between them:

- Outcomes (including measurable indicators for each)
- Enablers (e.g. governance, innovation, finance)
- Policy
- Contextual factors (mostly independent of Gov policy but important)

Societal action contributes to these in terms of reducing consumer demand and rapid uptake of emissions free vehicles e.g. for surface transport and the emissions these provide. They will support this monitoring activity with key social metrics such as improved public awareness and intention to act. The aim of their monitoring maps will be to help us and the other UK nations on the delivery gaps and guide Governments as to where we can make a difference. Their maps will be published in real time in the form of a dashboard of key indicators. They want these monitoring maps to become a common currency. See video introducing the [CCC Monitoring Framework](#).

### Our Evaluation Methodologies

Our aim is to develop a clear monitoring framework to measure meaningful outcomes and demonstrate how societal actions link to Wales' decarbonisation pathway and so that people understand the impact of their actions on climate change. We will identify effective mechanisms, techniques and learning and we will trial different methodologies as we develop capability.

Effective evaluation will be key to the success of this programme, particularly how societal actions link to Wales' decarbonisation pathway. This is an evolving area, and we will trial different methodologies as we develop capability. The successful delivery of this strategy involves the implementation of a wide range of policies and programmes under the three strategic objectives. Measuring the success of the strategy as a whole will require robust processes for evaluating the various programmes. All evaluation will meet established standards of quality analysis and evaluation for government. Each area will need a tailored and bespoke approach to evaluation. We aim to develop a methodology for effective evaluation of behaviour change interventions and will develop common and consistent standards for data collection, which will enable us to compare the outcomes of different interventions.

In line with our Team Wales approach, we will involve wider stakeholders in our evaluation activity, and will explore their role in designing programme evaluation and in supporting data collection. To measure effective systemic change, there will be a need for stakeholder collaboration, and convening to reach consensus on a consistent approach to evaluating our public engagement programmes.

Evaluation of the national climate change campaign (which will form a major component of the programme) will be based on the [GCS Evaluation Framework 2.0](#), and against a pre-agreed set of SMART objectives and campaign inputs. Outputs, outtakes and outcomes will be populated in a central dashboard and reviewed on an on-going basis. The aim will be to turn asks of the public into clear and measurable actions that can be linked towards broader outcomes in terms of reducing Wales' carbon emissions. The impact of the campaign activity will also be measured against baseline research and on-going tracking research to determine shifts in public awareness of the climate emergency, public understanding on the choices available to them, and the extent to which society is engaged in the climate crisis and embedding the climate emergency in the way they think, work, play and travel.

Outcomes will be measured against short, medium and long-term goals. We will draw on the Wellbeing of Future Generations Act and will work with the Future Generations Commissioner's office to ensure we also continue to monitor the effectiveness of our involvement and collaboration with others in delivering this programme.

We will commit to providing a mid-term review of our strategy and report on our overall progress towards our strategic objectives. We will also use this as an opportunity to gather feedback from key stakeholders and delivery partners on what aspects of the strategy they think are working well and what could be improved. The findings of this review will be made available and we will use them to shape and inform the remainder of the strategy's implementation. We will also implement a full-term evaluation of this strategy.

## **Social Research**

We are committed to a programme of social research to continually improve our understanding of societal barriers, motivation and knowledge on climate change.
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We will use social research to:

- Establish what changes people will have to make to reach net zero and adapt to climate change (and by when).
- Identify how different levels of behaviour change can affect the costs and feasibility of reaching net zero and adapting to climate change.
- Establish what the most and least socially feasible aspects of reaching net zero and adapting to climate change are.
- Identify how COVID-19 has affected net zero and adaptation related behaviours, and how likely these are to persist.
- Identify strategic, policy and public engagement recommendations.

### Research Approaches

We will use multiple research approaches to build on an evidence-based approach.

An evidence-based approach is vital to successful delivery of a real and lasting social transformation. We will continue to draw on a wide range of research and expertise to enhance our understanding on knowledge gaps, societal barriers and motivations to climate action. We will also work with partners and stakeholders to collate the evidence which already exists and will bring this mapping together in one place to make it more accessible to all sectors.

We will draw on sources of contemporary material, build on our collaborative research activity with UK Government, and will invest in a programme of our own on-going research to capture public understanding, motivations and behavioural shifts across the broad areas of transport, housing, work, health, diet, natural resources and consumption. Our communications work will also play an important role in intelligence gathering, and we will rigorously test messages with the public to build a greater understanding of the most effective framing of climate communication messaging to resonate with different audiences, including factors that may cause these to change over time.

We will also identify gaps in our knowledge to inform annual research plans and we will ensure that key evidence gathered will be used to inform future policy design to overcome physical and infrastructure barriers to action. We will also use the evidence base to inform our public engagement and communications work.

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**Q12:** What do you think success should look like and how regularly – and in what format – should we report on delivery progress on the strategy?

**Q13:** Do you have any other comments on this section.



