

Climate Policy and Accountability Committee

Communications & Engagement

Introduction



Climate Action Together video

Hammersmith & Fulham Council

[Climate Action Together video - YouTube](#)

Eliminate our emissions from:



How we construct, heat and power our built environment



How we move around

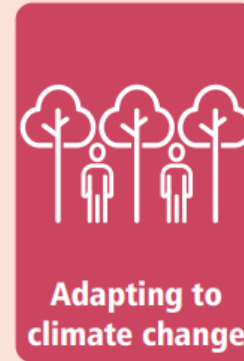


What we buy, use and dispose of; our lifestyles

Protect people and nature by:

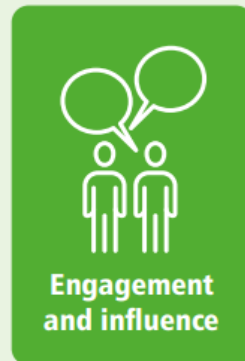


Making space for nature

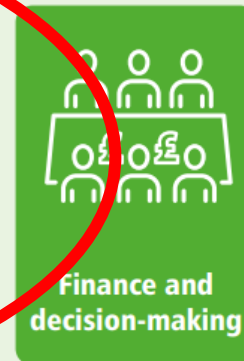


Making ourselves resilient to the changes underway

Enable this by:



Galvanising our communities and helping them to act

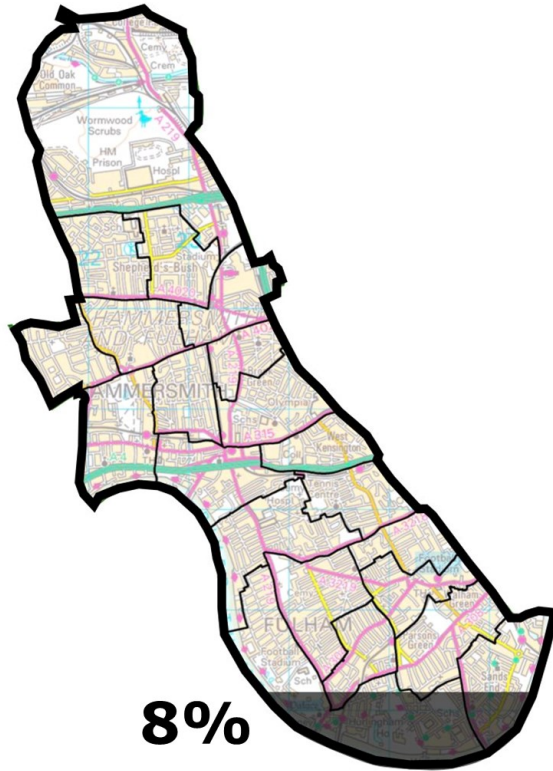


Making every decision support net zero



Delivering green skills and jobs for residents

Emissions in the borough



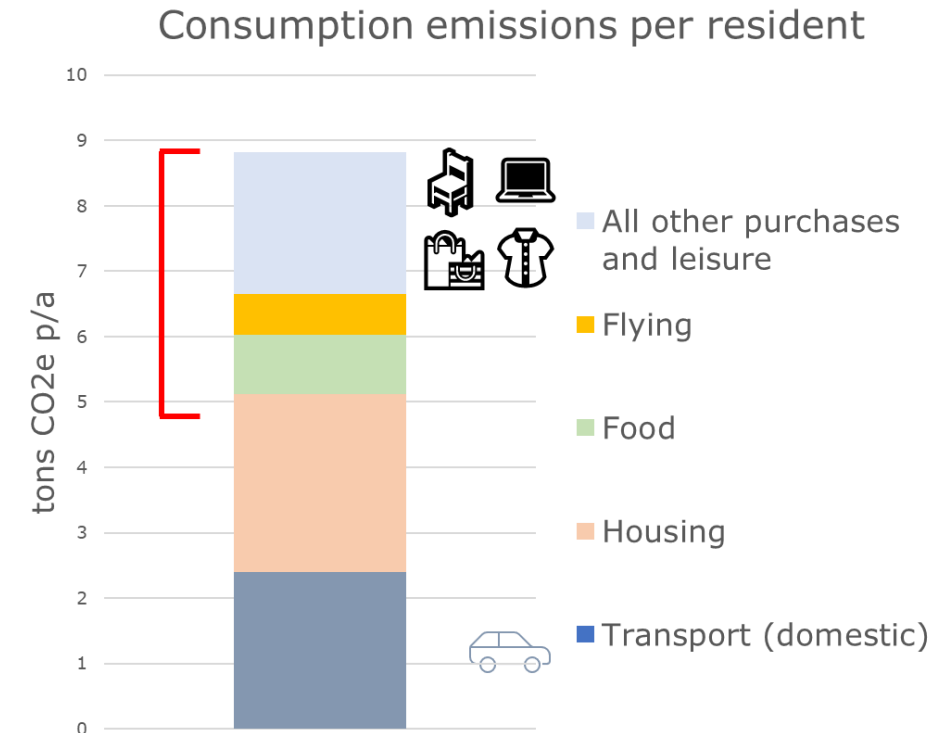
Direct H&F control

+ an additional 28% influence

through policies on new
developments, procurement,
road use etc.

Emissions pattern in the borough

- Housing (gas boilers) the main source
- Transport second main source
- Consumption accounts for about a third
- These are **averages**



Emissions pattern in the borough

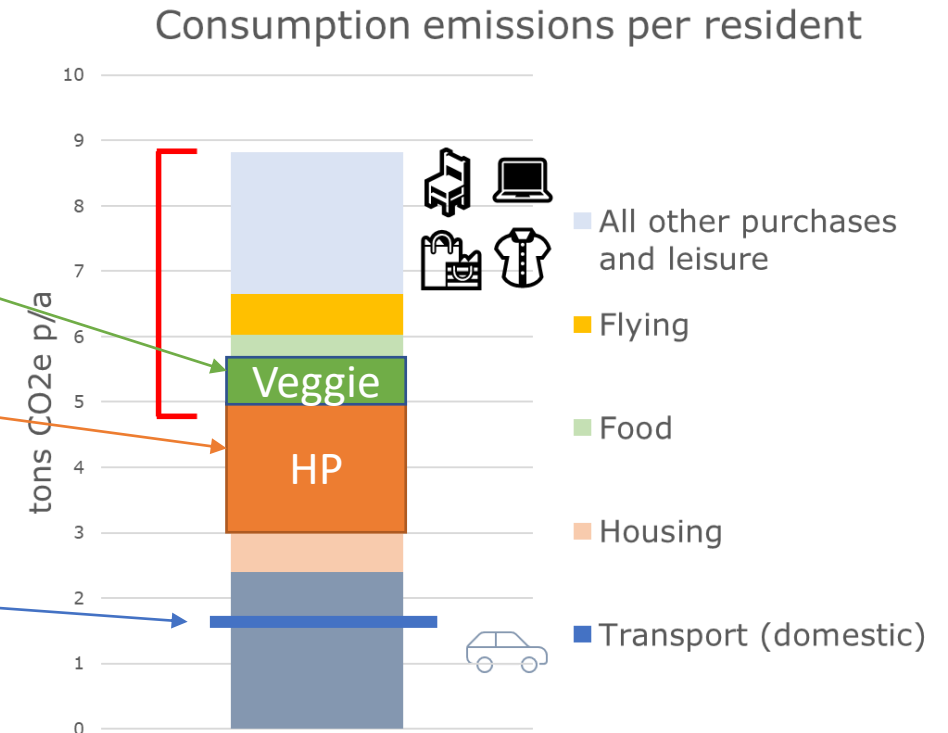
- For context, certain behaviours and technologies will reduce an individual's footprint (see boxes)

Veggie diet reduces by ~this amount

Heat pump reduces by ~this amount

- These are **averages**

Limit for 2°C warming
(1.6 tonnes pp)

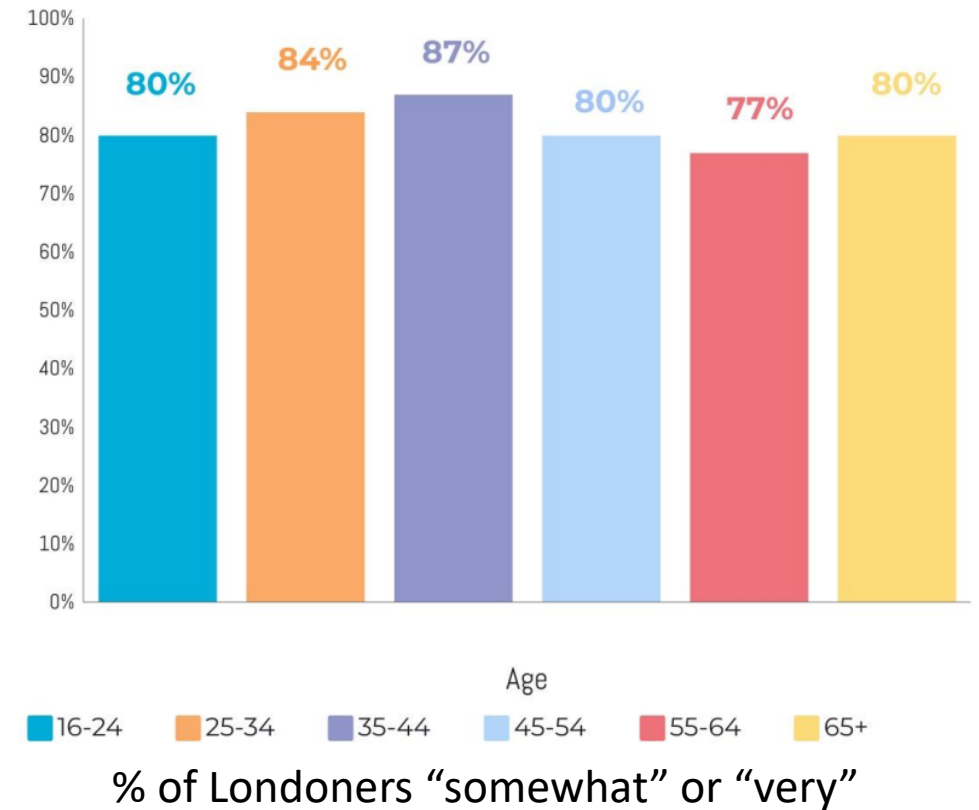


Perceptions towards climate

- Attitudes are rarely the issue

Q3. How concerned are you about climate change?

Base: All Londoners 16+ (n=1011)

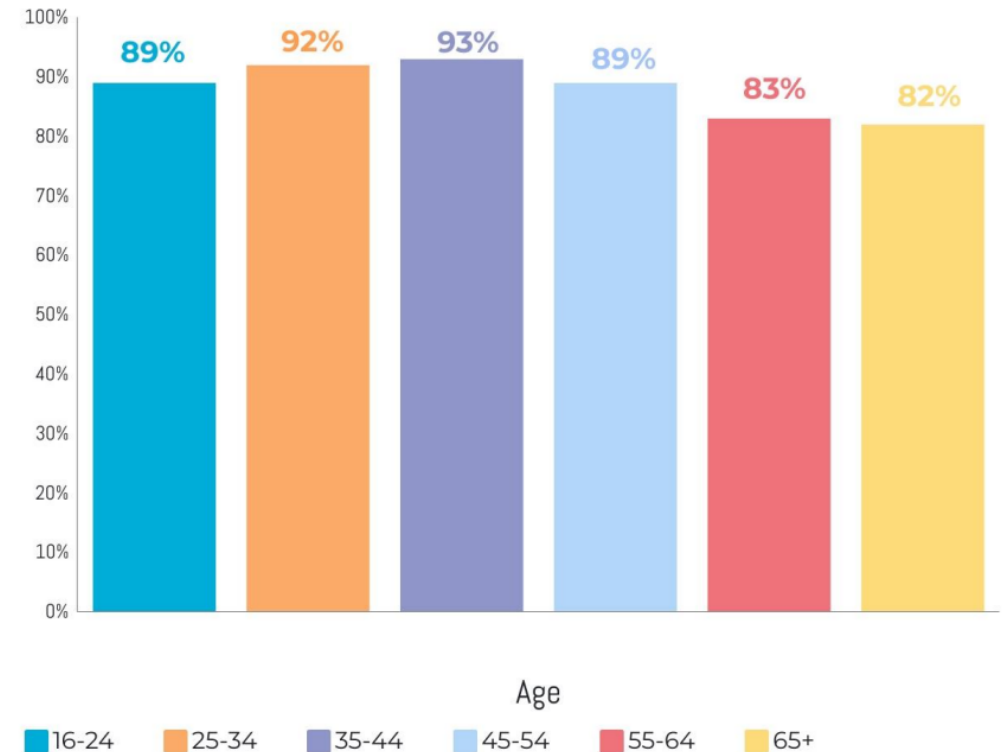


Perceptions towards climate

- Attitudes are rarely the issue
- Stated motivation is rarely the problem

Q5. How motivated are you to help prevent climate change?

Base: All Londoners 16+ (n=1011)

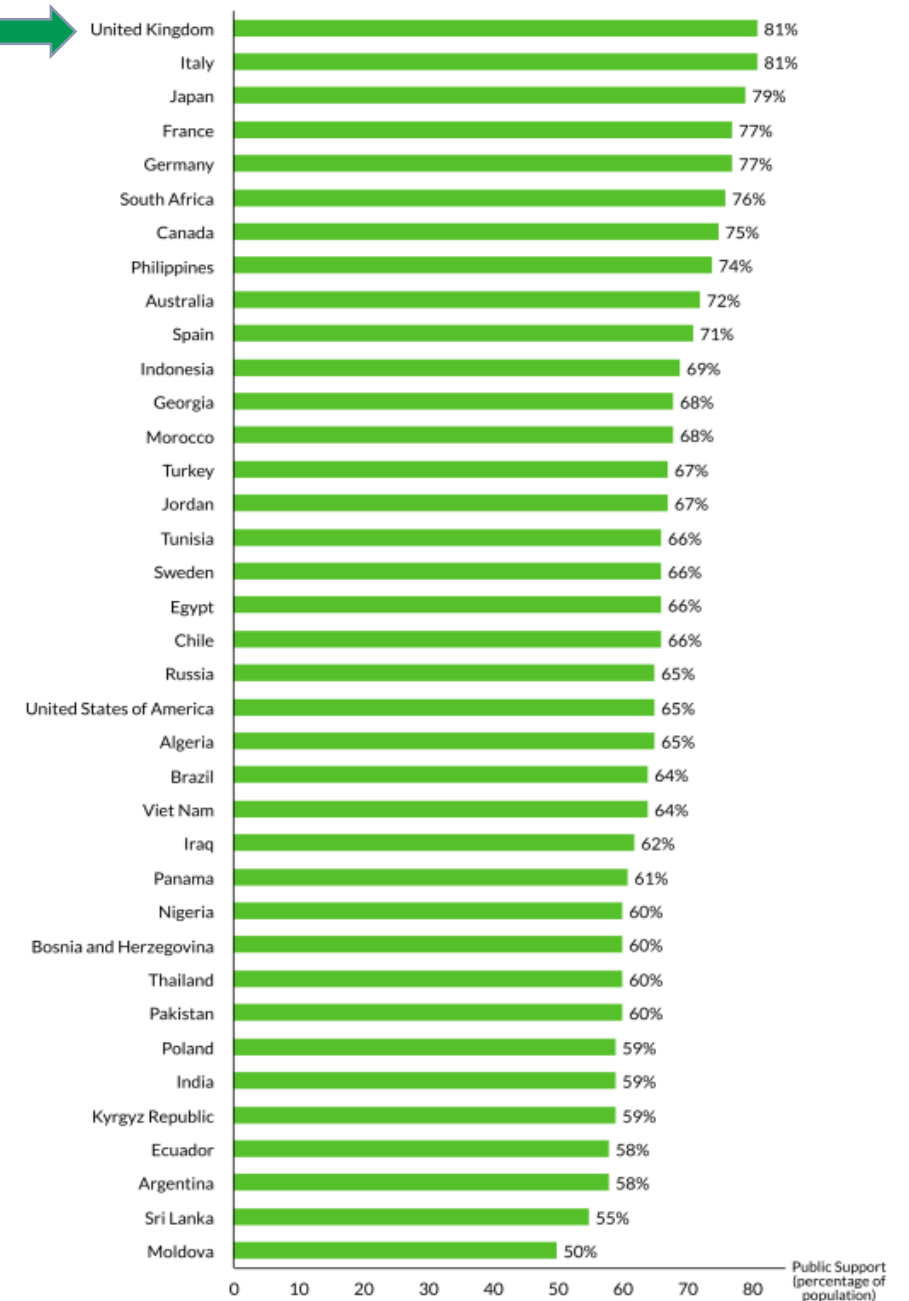


% of Londoners "somewhat" or "very"

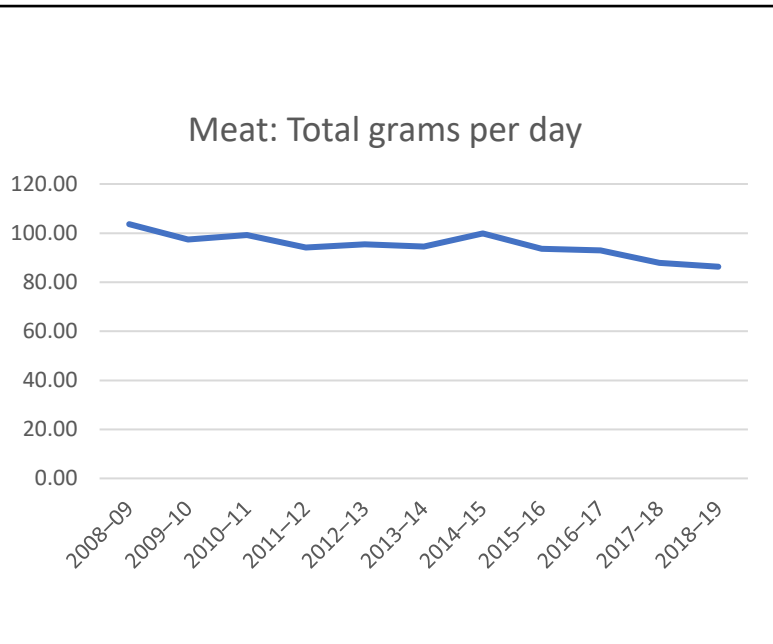
Perceptions towards climate

- Attitudes are rarely the issue
- Stated motivation is rarely the problem
- **Almost uniquely advantageous environment internationally**

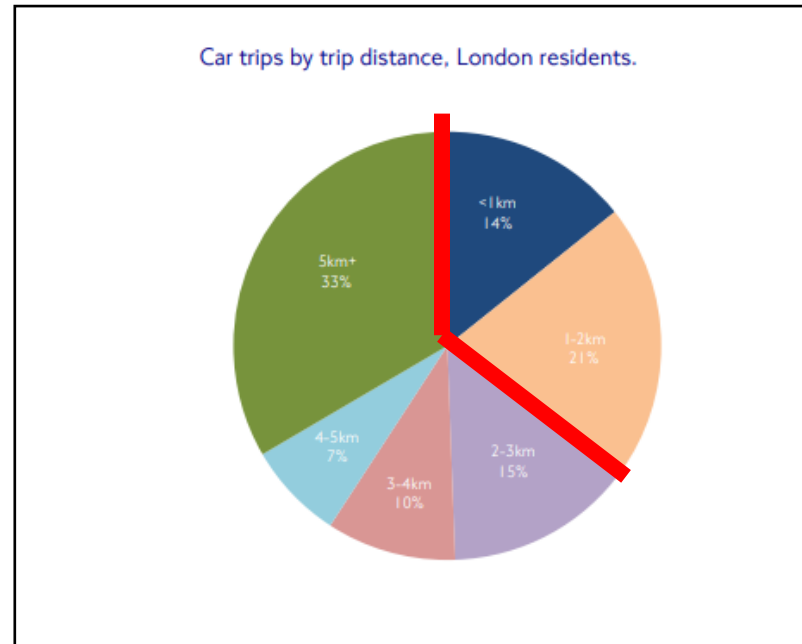
Figure 3. Public Belief in the Climate Emergency, by Country



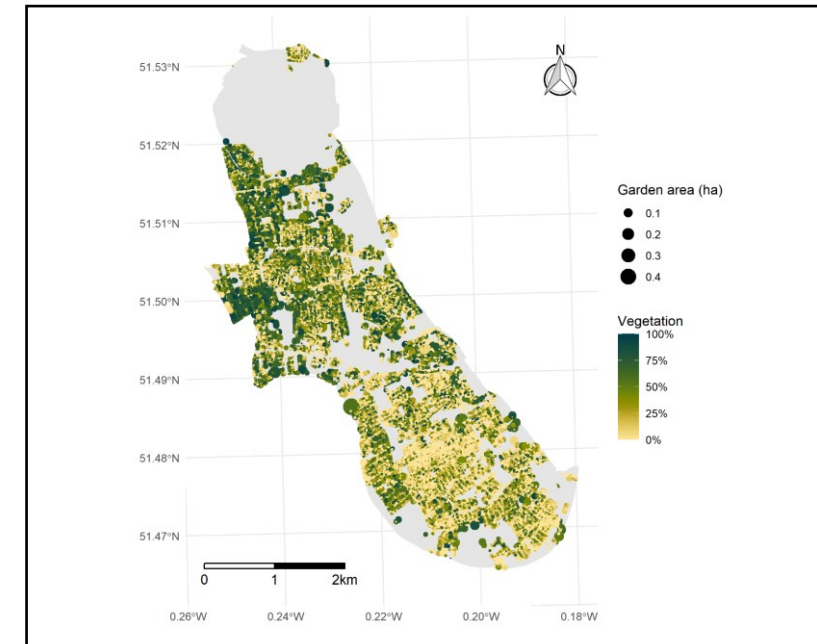
But trends not aligned with net zero



Meat consumption declining slowly vs reduction needed^[1]



Over a third of car trips in London are less than 2km^[2]



31 % of H&F gardens are paved over /no vegetation^[3]

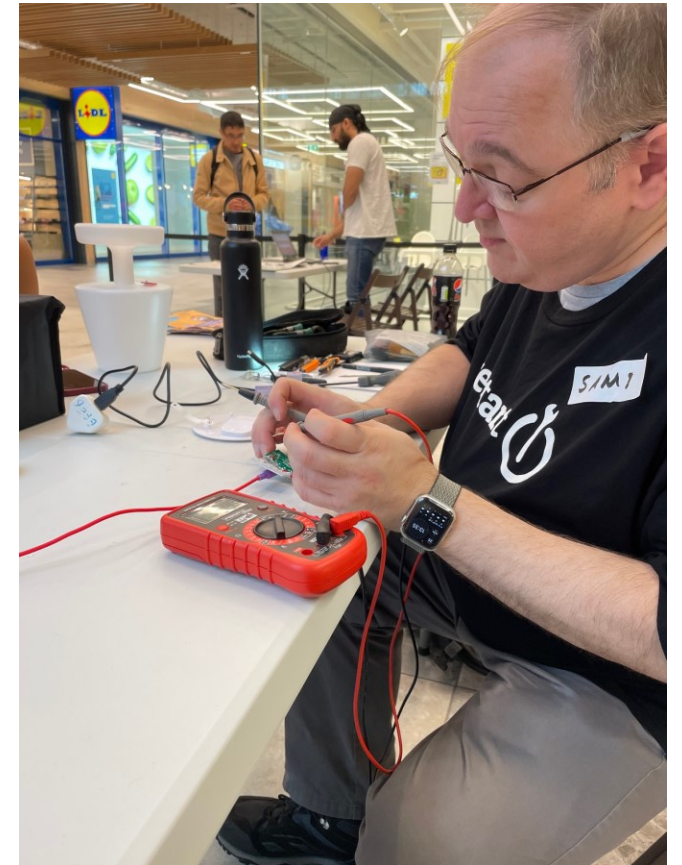
What is H&F Council's role?



Enabling climate-friendly behaviours

Our approach:

- Inspire climate action, & remove barriers
- Listen to under-represented voices
- Collaborate with partners
- Communicate clearly & inform



Monthly repair workshop @Livat

Inspiring community climate action

- Sharing stories, revealing possibility
- Nourishing networks, connecting people
- Climate Action Microgrants



Composting food waste in White City



Fighting fast fashion in Shep's Bush



Planting one of H&F's 3 tiny forests



Collaboration with business

- H&F Climate Alliance has members across the borough committed to taking climate action.
- Member forums, lunch&learns
- H&F Climate Action Hub: opportunities to support local climate action
- 300+ SMEs individually engaged in cost-of-doing-business /energy exercise



H&F Climate Alliance Members



Apothecary Natural Health Centre



Travis Perkins

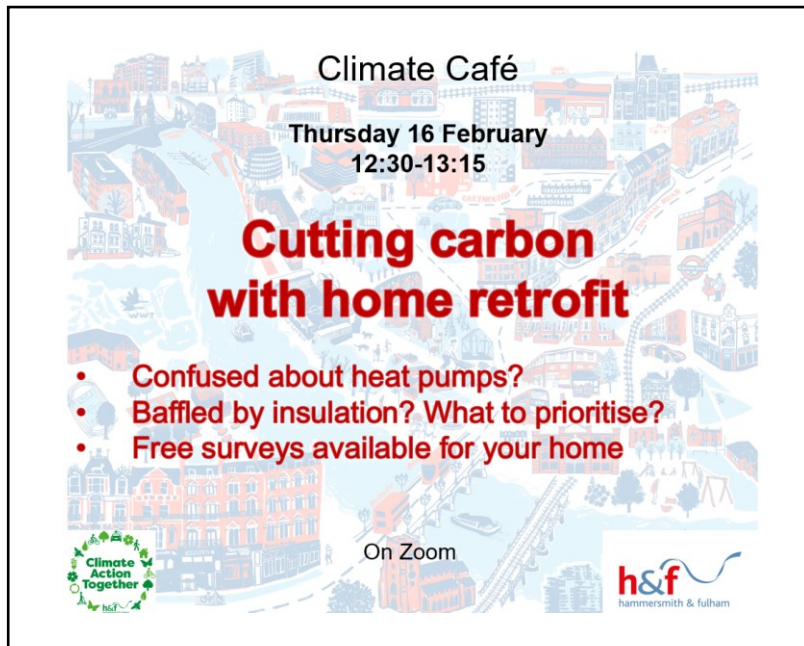


Listening to under-represented voices

- Sustainability champions pilot over one year
- Ensuring engagement is around real concerns: working with academics and Somali groups
- In-depth engagement on Fuel Poverty Strategy
- Attention on the cost of living crisis



Communicating, informing



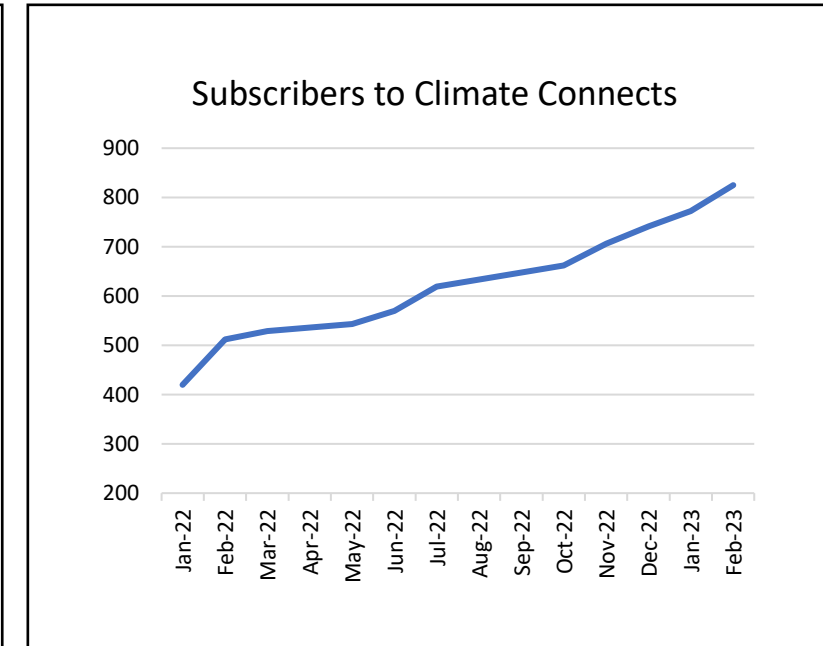
Climate Cafés

fully public & recorded



Climate Literacy training

internal & external



Climate Connects

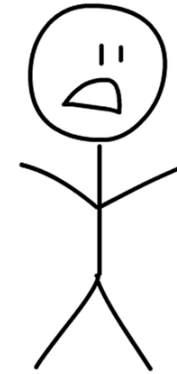
↑subscribers, open rate

How to communicate?



**Some people are motivated
to action by the stark reality**

*cars create pollution...
polar bears
are dying...
we're heating the planet...*



*whatever.
you're wrong!*



*shield of
safety*

But more people are switched off

[4-min clip on the topic](#)

Inspire with the vision,
mobilise by removing barriers.

A world where we are tackling
climate change and the ecological
emergency is a better world
anyway.



Contact

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