

## Climate and Ecological Emergency Strategy Engagement plan (draft)

This plan sets out the near-term immediate engagement pieces required to share information and collect feedback about the council's draft strategy. It sets important foundations for the long-term communications plan that will need to be developed to support the delivery of the council's strategic commitments.

Media	Audience	Objectives	Key dates
<b>Website</b>  <i>Digital</i>	All residents, businesses and organisations in borough	Inform of council commitments; Call to action; Give tools and resources to take action; Highlight case studies and inspiration  Key connections: Ealing Transition, Active Citizens, Do Something Good	Go live 1 May
<b>Community listening &amp; call to action</b>  <i>Events, in person where possible; Digital as needed</i>	All residents, businesses and organisations in borough	Inform of council commitments; Share best practice across our communities; Call to take personal action at any scale  Information feeds final strategy and plan and website content	May 2020 – August 2020
<b>Citizen review panel</b>  <i>In person where possible; Digital as needed</i>	A sample of residents, businesses and organisations in borough (approximately 10-12)	Inform of council commitments; Seek feedback on scope, scale and pace; Publish response as stakeholder/resident challenge and/or acceptance  Information feeds final strategy	June/July 2020
<b>Staff knowledge</b>  <i>In person where possible;</i>	All staff, especially those that reside in borough	Inform of council commitments; Share best practice across organisation; Call to take action on a personal and professional level	June 2020 onward

Briefing on the development of the council's draft Climate and Ecological Emergency Strategy

<b>Digital as needed</b>		Embeds responsibility for climate action across and through the organisation	
<b>Councillor knowledge</b>  <i>In person where possible; Digital as needed</i>	All councillors	Increase climate literacy; Inform of council commitments; Share best practice across local authorities; Pledge to take action on a personal and professional level	June 2020 onward
<b>Schools call to action</b>  <i>Digital</i>	Young residents	Inform of council commitments; Share best practice across our communities; Call to take personal action at any scale  Case studies and special content area on website or Ealing Grid for Learning	TBD
<b>Business engagement</b>  <i>In person where possible; Digital as needed</i>	All businesses, potential to pull largest businesses together to help with knowledge transfer and commitments	Inform of council commitments; Share best practice across business; Call to demonstrate leadership; Call to share climate action commitments; Celebrate leadership and commitment	TBD
<b>Launch event and celebration</b>	All residents, businesses and organisations in borough	Celebration of the climate commitments shaping our future in Ealing; Engage on multiple levels and seek to make connections to the co-benefits of climate action	Correspond with COP26, currently scheduled 9-19 November 2020, but to be confirmed
<b>Citizens assembly on key issues</b>  <i>Events, in person where possible</i>	A sample of residents, businesses and organisations in borough (approximately 50)	Shape actions on challenging/complex issues that require an in depth steer from residents;  Informs annual action planning	TBD 2021