

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
Website <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
Community listening & call to action <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
Citizen review panel <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
Staff knowledge <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

Digital as needed		Embeds responsibility for climate action across and through the organisation	
Councillor knowledge <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
Schools call to action <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
Business engagement <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
Launch event and celebration	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
Citizens assembly on key issues <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