



Glasgow City Council

**Net Zero and Climate Progress Monitoring
City Policy Committee**

**Report by Executive Director of Neighbourhoods,
Regeneration and Sustainability**

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Item 4

12th August 2025

CLIMATE ENGAGEMENT AND COMMUNICATIONS UPDATE

Purpose of Report:

To update Committee on the approach to Climate Engagement and Communication

Recommendations:

The Committee is asked to:

- a) Note the contents of the report.
- b) Note the next steps.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

1. Introduction

- 1.1 This report provides an overview of Glasgow City Council's approach to Climate Engagement and Communication.
- 1.2 The report also provides an update on key engagement projects such as Glasgow's Climate Week 2025, and sets out the next steps and priorities for Climate Engagement and Communication to support the delivery of the city-wide [Climate Plan](#) and the net zero carbon by 2030 target.

2. Background

- 2.1 Effective engagement and communication is essential to ensure climate mitigation and adaptation actions are conducted in a fair and equitable way to support the realisation of a Just Transition to Net Zero. The Climate Change Commission¹ also outline that ~60% of emissions reduction is expected to be derived from shifts in behaviours and attitudes. Engagement and communication is central to supporting and maintaining positive shifts in behaviours and attitudes.
- 2.2 During the development of Glasgow's Climate Plan, stakeholder and citizen engagement was conducted. As a result, one of the 5 core themes within the plan is Communication and Community Empowerment. The aims of this theme are to:
 - engage with communities about the climate challenge
 - foster participation and collaboration, and
 - enable local action.
- 2.3 To date Glasgow City Council and partners have delivered a number of projects which are helping to deliver this theme, which are reported on within the annual Climate Plan update. These include:
 - Creation and roll out of the Sustainable Glasgow Charter
 - Climate Literacy training
 - Supporting the delivery of Education based programmes such as Eco Schools and Edible Playgrounds.
 - Delivery of Glasgow's Climate Week in 2024 and 2025.
- 2.4 However it is also acknowledged that effective engagement and communication takes significant staff resource and time. As the lead for Glasgow's Climate Plan, the NRS Sustainability Team has reviewed the role of different actors in Climate Engagement and Communication, the outcomes of which are summarised in section 3.

¹ [Local Authorities and the Sixth Carbon Budget](#) and [Net Zero Nation Public Engagement Strategy for Climate Change](#).

3. Climate Engagement and Communication approach

- 3.1 The review outlined the key considerations which underpin successful engagement and communication from the council and other key messengers across the city. It considered engagement across all parts of society, as well as with businesses and Council staff. A wide range of existing plans and strategies as well as engagement partners were reviewed and considered through this process, such as the Just Transition Skills Action Plan.
- 3.2 It was determined that there are many existing successful mechanisms for climate change engagement within Glasgow. Supporting and building on these processes and projects while applying ongoing learning and development will enable communities, citizens, and workers to participate in the transition to net zero.
- 3.3 The review clearly identified that although Glasgow City Council has a key role in this area, it is not the sole actor. Defining what is within the remit of Glasgow City Council and what activity is better placed with others, such as community groups or third sector organisations, is an important step.
- 3.4 As we move forwards with the revision of the Climate Plan these roles will be defined in relation to individual communications actions.
- 3.5 Through the research undertaken, five key considerations² will be taken forward in future climate engagement and communication. These considerations should be embedded in work with all audiences identified. The five key considerations are:
 - **Accessibility** – both in terms of the location and language used.
 - **Vehicles for Engagement** - messengers and methods of engagement used must be specific to the audience and the information being shared.
 - **Language** – minimising jargon and technical descriptions, tailoring on a case-by-case basis.
 - **Participation Level** - differing levels of participation in engagement can be appropriate depending on the reason for engagement and the desired outcome of the exercise. This also includes methods to increase participation such as payment to participants.
 - **Outcomes and Continued Engagement** - equally important to the way in which we engage, is what we do with the outcomes of the exercise and any subsequent engagement.
- 3.6 Prioritising the key considerations outlined will create an inclusive and holistic approach to climate engagement. This learning will now be implemented

² For the purpose of this paper, a consideration is a topic which has repeatedly been evident as a challenge or opportunity flagged for particular attention through future engagement work.

through the practical application of engagement in project work as outlined in section 4.

4 Engagement and Communication deliverables

4.1 During 2025, there have been a number of high-profile projects within which the approach to engagement and communication have been embedded. These are described in more detail below:

4.1.1 Climate Week

- Glasgow's second annual Climate Week ran from the 12th-16th May 2025. The aim of Climate week was to showcase and celebrate some of the positive action happening across the city and provide opportunities for learning and collaboration.
- The NRS Sustainability Team co-ordinated a calendar of events, organising and running a GCC Sustainability Climate Conversations drop-in event and created supporting communications material including a dedicated section on the Sustainable Glasgow Partnership [webpage](#).
- Communications work focused on raising the profile of climate projects via social media, internal newsletters, and an online calendar of events hosted on the Sustainable Glasgow Partnership website. This was accompanied by web-based blog posts authored by different organisations from across the city.
- The week culminated with sessions within two local primary schools to learn from young people about their Climate priorities. The sessions gave an opportunity for young people to share the fantastic work in their own schools and communities and also provided an opportunity to think about our future city. We discussed what Glasgow will look like in future in terms of climate action, and considered what would help us get to this future and what would make it difficult. The views gathered will be fed into the upcoming review of Glasgow's Climate Plan. Young people play a pivotal role in climate action, and supporting their innovation is key to reaching our goals.

4.1.2 All-Energy Conference

- Running alongside Glasgow's Climate Week, the team supported the All-Energy Conference, the UK's largest low-carbon energy and renewables event.
- Welcoming people from across the world, the two-day event focused on renewable energy and the future of energy in the UK. NRS Sustainability hosted 2 sessions, one on the development and next steps for the Net Zero Routemap, and the second on the development of a Climate Delivery Vehicle.

4.1.3 Community Renewable Energy Framework (CREF), Circular Economy Routemap and Local Heat and Energy Efficiency Strategy (LHEES)

- The CREF, Circular Economy Routemap and LHEES are some the City's key climate projects and effective communication and engagement is integral to their success. We have a current focus to work towards embedding engagement through:
 - Translation of technical terms to be accessible for all (eg. Appendix 1: CREF easy read)
 - Inclusion of the above engagement considerations in event planning (eg. CREF Launch Event venue at Civic House).
 - To embed stakeholder engagement into the planning and delivery process and to create tools to enable effective engagement and communication as early as possible (eg FAQs, and social media posts). A recent LinkedIn post on the CREF can be found [here](#).

4.1.4 Climate Language and terminology

- The use of language and terminology was identified as a key consideration in this area of work. To enhance our understanding of this, Glasgow City Council is collaborating with University academics, who have expertise in the use of climate language in policy creation.
- The group has already reviewed the Circular Economy Routemap and will provide feedback which can be used in the creation of future policies to ensure that they avoid exclusionary language and support further engagement.

4.1.5 Internal communication and training

- In addition to the external audiences and activities identified, there has also been significant focus on GCC internal communication.
- The Climate Literacy GOLD training launched in September 2024, and to date over 950 people have completed this introductory training. This was supplemented in May 2025 by the Energy Management training module, also available on GOLD. Over 150 people completed this course within its first 6 weeks. Due to the success of these courses as a key communication and education channel, a further module to highlight the importance of the Circular Economy is due for completion in September 2025.
- The Sustainability team are also regularly utilising internal newsletters to raise the profile and understanding of climate work. The most recent has been to share information on the recently launched Community Renewable Energy Framework.
- Having a focus on the creation and provision of training doesn't only increase knowledge for staff to take action, but it also empowers our wider staff network to have the tools and confidence to communicate climate issues. This will help disseminate key climate information through all our services to end users.

5. Next Steps

- 5.1 To ensure a continued focus on climate engagement and communication there will be clear intentions and actions highlighted within the upcoming review of the Climate Plan.

- 5.2 NRS Sustainability will set up and manage an engagement tracking tool to enhance our co-ordination of climate related messages both internally and with key external partners.
- 5.3 NRS Sustainability will continue to maximise opportunities to deliver engagement and communications work in support of any key climate projects and strategies.
- 5.4 Glasgow's Climate Week 2026 will be prioritised and planning for this will commence in autumn 2025.

6 Policy and Resource Implications

Resource Implications:

Financial: There are no direct financial implications arising from this report.

Legal: There are no direct legal implications arising from this report.

Personnel: Climate Engagement and Communications is directed by NRS Sustainability. Staff from the team will continue to liaise with internal and external colleagues to deliver the next steps outlined.

Procurement: There are no direct procurement implications arising from this report.

Council Strategic Plan: This work supports the following Grand Challenges:

Grand Challenge 2 Mission 2: Support the growth of an innovative, resilient and net zero carbon economy.

Grand Challenge 3 Mission 2: Become a net zero carbon city by 2030

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please This work cuts across all aspects and is delivered to enable a just transition.

specify.

What are the potential equality impacts as a result of this report?

Positive impact

Please highlight if the policy/proposal will help address socio-economic disadvantage.

Not directly but through the delivery of engagement and communications projects people experiencing socio economic disadvantage will be supported.

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:

This work supports a wide range of actions within Glasgow's Climate Plan including the ambition of net zero carbon by 2030. Specifically, all actions under Theme 1 of the Climate Plan are supported by this work.

What are the potential climate impacts as a result of this proposal?

Through an increased understanding and awareness of climate action, it is hoped that more people are supported to take positive action.

Will the proposal contribute to Glasgow's net zero carbon target?

Yes, engagement and communication is key to seeing positive changes in behaviors and attitudes, which will result in positive net zero activities.

Privacy and Data Protection Impacts:

Are there any potential data protection impacts as a result of this report
Y/N

No

If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out

7 Recommendations

- 8.1 The Committee is asked to:
- a) Note the contents of the report.
 - b) Note the next steps.

Appendix 1:
CREF easy read