

SERVICE UPDATE

<u>Name of Function:</u>	Commissioning
<u>Date:</u>	19 June 2023
<u>Title of Update:</u>	Aberdeen City Council contribution to Climate Week North-East 2023
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UPDATE:

1. About Climate Week North East

- 1.1 Climate Week North East (CWNE) is a 10-day events programme, designed to raise awareness of climate change and show what people can do to make a difference, to reduce our carbon footprint, live more sustainably and increase biodiversity.
- 1.2 CWNE occurs every March, with events on throughout Aberdeen City and Aberdeenshire. The 2023 programme ran from 24 March to 2 April.
- 1.3 CWNE is hosted by NESCAN (North East Climate Action Network) Hub, a regional community climate action support hub, fully funded by the Scottish Government. The Network, and later the Hub, was created by a wide network of community climate action groups in Aberdeen City and Aberdeenshire in 2020/21. For more information about NESCAN visit: <https://www.nescan.org/about>

2. Aberdeen City Council's event contributions and outcomes to CWNE 2023

2.1 Summary:

- 11 Council- led events,
- Hosted by 8 Council Teams,
- Estimated over 600 attendees,
- Working in partnership with 13 organisations,
- A total of 40 social media posts with 33,414 views.

Total social media numbers (posts and views) include various Council operated external platforms and accounts including Corporate, Libraries and Clean Up Aberdeen.

2.2 Outdoor Activities

- 2.2.1 Clean Up Aberdeen (a Council initiative), in partnership with the Marine Conservation Society and East Grampian Coastal Partnership held a litter pick at Aberdeen Beach on 25 March. Together the group collected thirty bags of litter, weighing 92kg.
- 2.2.2 The Countryside Rangers hosted the Green City Family Fun Day at Hazelhead Park on 25 March, for the third year. Partnering with six organisations, they welcomed an estimated two hundred attendees to take part in various activities such as Pet's Corner, information focused on nature and conservation projects, advice on recycling and how to save energy at home.
- 2.2.3 Duthie Park Rangers hosted tours of the David Welch Winter Gardens on 2 April. These included information on composting and the biomass heating system, tropical rainforests activities and a climate change workshop, in partnership with RGU. An estimated two hundred people attended.

2.3 Webinars and Talks

- 2.3.1 SHMU (Station House Media Unit) hosted a CWNE 'Take Over' day to celebrate the first day of CWNE. The airwaves were dedicated to interviews about climate change and the environment. Councillor Yuill, Co-Leader of Aberdeen City Council spoke about Council-led events and colleagues from the Countryside Rangers and the Climate and Environment Policy Service spoke about ongoing Council and city efforts to tackle climate change, adaptation and how we can help wildlife on our doorstep every day.
- 2.3.2 An Aberdeen Climate and Nature Pledge Webinar was held on the 30 March by the Climate and Environment Policy Service. The community information session explained how individuals and organisations can pledge support for our city-wide climate and nature ambitions. At time of writing, there were 55 individual/household and 23 organisation signatories to the pledge, which can be viewed here:
<https://www.aberdeencity.gov.uk/net-zero-aberdeen/aberdeen-climate-and-nature-pledge/pledge-signatories>
- 2.3.3 A "Keep Your Home Warmer, 10 Top Tips Webinar" hosted by the Energy Team. Tips were shared to save money and the planet whilst keeping your house warmer, as well as information on Project Doric, a demonstrator project piloting whole house retrofit on a number of Council Homes. The webinar recording is available on Energy Saving Aberdeen's website:

<https://www.savingenergyaberdeen.co.uk/events/https://www.savingenergyaberdeen.co.uk/events/>

2.4 Book Bugs and Tours

- 2.4.1 Weather and Climate themed Book Bug sessions were held at Dyce and Central Library. Fifty-nine people attended three friendly and fun sessions of stories, songs and rhymes for babies, toddlers, pre-schoolers and their families and carers with engaging weather and climate themed displays to celebrate CWNE.
- 2.4.2 Ness Energy Project tours were coordinated by the Waste and Recycling Team, in collaboration with Acciona and The Ness Energy Team. The two sessions (drawing twenty-two attendees); showed where waste lorries come into the energy from waste facility, a view of the waste bunker, control room, and explained the different systems in the facility.
- 2.4.3 Aberdeen City Hydrogen Energy Station (ACHES) held four tours, for a total of thirty-one attendees to learn about how green hydrogen is produced and dispensed onsite in Aberdeen, and how transitioning to hydrogen has the potential to contribute towards achieving Council and city climate goals.

2.5 Internal Events for Aberdeen City Council employees

- 2.5.1 Officers from the Transport Strategy and Programme Team hosted “Enterprise Car Club - Meet the Fleet” drop-in sessions on 30 March at Kittybrewster and Marischal College. Employees had the opportunity to meet an Enterprise Representative and see the Electric and Hydrogen Car Club cars which are zero particulate emissions from the tail pipe and help to reduce Council mileage expenses. For Enterprise Car Club information visit: <https://www.enterprisecarclub.co.uk/gb/en/home>
- 2.5.2 The Climate and Environment Policy Service helped kickstart the Aberdeen Flagship Parks for Pollinators project (funded by Greenspace Scotland) by planting wildflowers at Duthie Park Winter Gardens. The seedlings are destined for school and community planting days at Duthie and Seaton Parks, to establish wildflower meadows, providing a habitat for pollinating insects and wildlife. 6,200 seeds were planted from 9 different varieties of native wildflowers.

2.5.3 During CWNE, staff were encouraged to complete the “Meeting Our Climate Duties” E-Learn module on the Council internal training platform, covering topics such as:

- What is happening to the climate.
- Our duties to reduce emissions and adapt to climate change.
- How climate change will affect Aberdeen.
- What Aberdeen City Council is doing.
- What we can all do.

114 staff have completed the module, with most completions to date in the Strategic Place Planning Cluster.

2.6 Communications and Engagement

2.6.1 Internal Communications and Engagement.

On 17 March an article to raise staff awareness, promote internal events for CWNE and signpost to wider CWNE events was circulated through Council Intranet pages (including Green Workplace and Elected Members' information and development site) and relevant Microsoft Teams channels.

2.6.2 On 3 May a follow up article was circulated, using the same internal platforms, to communicate highlights of the internal events.

2.6.3 External Communications and Engagement from ACC Corporate Accounts.

A CWNE social media campaign was launched to signpost to the CWNE event programme as well as promote Council events. The campaign consisted of 36 posts which have had a total reach of 19,500 users. The reach rate for social media shows the number of users who have seen the posts. It should be noted that Twitter does not report the reach of its platform.

2.6.4 The average engagement rate for posts in this campaign was 1.72%. For comparison, the average engagement rate for ACC Facebook is 1.43%. The engagement rate for social media is a measure of how much of our audience actively engages with the content (i.e., likes, comments, shared posts).

2.6.5 The impressions rate for social media shows the number of times that posts have been seen, which could be more than once by the same user. This campaign recorded 31,100 impressions.

2.6.6 The campaign received 4 comments, 122 likes and 53 shares/retweets.

2.6.7 Examples of external social media posts



An example of a general post to promote #cwne23 and encourage people to view over 150 events across Aberdeen City and Aberdeenshire including our Council-led events.

Post reads:

'Climate Week North East is organised by North East Scotland Climate Action Network (NESCAN) and features a packed ten days of events throughout the North East showcasing how people are pulling together and making real steps to combat climate change within our area.'

An example of an event specific post to promote a Council-led event.

Post reads:

This Climate Week, why not make your commitment to acting on climate change by signing the Aberdeen Climate Nature Pledge? Be the first to get access to Net Zero Aberdeen and Aberdeen Adapts news and events by making a commitment.

You can find out more at a community information session being held on Thursday 30th March as part of Climate Week North East.



2.7 Climate Week North East 2024

2.7.1 NESCAN Hub is beginning to plan for Climate Week North East 2024 and work will recommence June 2023 to organise a Council-led events programme as part of the initiative.