

Camden Climate Citizen Panel: Meeting 1

Summary Notes

Date: Wednesday 11th November

Time: 18.00 – 20.00

Location: MS Teams

Attendees: Anna P, Beverly, Chandrima, Naomi, Sarah, Victor, Anna W, Dwayne, Jo, Mike, Niall, Shana, Will, Rumi

From Camden: Abigail Roberts (AR), Jackson Bylett (JB), Harold Garner (HG), Martha Daniels (MD), Sue Sheehan (SS)

Apologies: Penelope

Time	Item	Action Owner
18.00	Session begins Welcome and address to the panel	
18.05	<p>‘Check-in’ Catch up with panel members</p> <p><u>Notes</u></p> <ul style="list-style-type: none"> • Mixed bag of feelings for some panel members amidst a second lockdown. Some panel members working from home, others maintaining a business as usual routine. • Excitement from panel members to be regrouping for a second time as a panel and continue discussions / seeing faces online • Panel members feeling positive following announcements of the US Elections, US re-joining of the Paris Agreement, developments of a Covid-19 vaccine. • Sarah and Beverly had a discussion before the meeting and shared their discussions with panel members during the optional 5pm pre-meet before the evening panel session. Discussions around how the panel communicate outside of meetings, the accessibility issues around using Teams and how impactful the panel can be. 	

18.15	<p>Re-cap previous session Terms of Reference / Meeting format</p> <p>Notes</p> <ul style="list-style-type: none"> • Question from Sarah – who are we? Will the most impact come from scrutinizing the Climate Action Plan or focusing on creating the most impact by focusing on achieving a net zero borough by 2030? • Jo and Victor noted that the Terms of Reference (ToR) form set a tone that felt uncomfortable, quite contractual and binding, leaving little space for creativity. They reiterated the role of the panel is not to nod and agree but to challenge and contribute thoughts and ideas. • Jo pointed out that the panel are all enthusiastic and are here to challenge and provide constructive criticism, and whilst the three overarching aims of the panel are useful to have in mind, building in room for the panel to be creative is a really important part of the process. • Naomi liked the scoping out of the panel / setting out clear objectives for the panel to have clear direction and make progress. Niall supported this by saying that the remit of the panel is to challenge and be creative however there is so much to do in supporting ongoing initiatives. Additional spare time could be used to explore other areas of interest to the panel. • Naomi also noted that it would be good to have space for more policy-based ideas in each meeting. • Mike asked if there were other citizen panel's/groups for the panel to learn from and potentially network with. • Harold suggested sharing a graph with the panel on Camden's trajectory to show progress towards zero-carbon, and this was well received by the panel. 	AR HG
18.25	<p>Climate Action Plan Update An update on the progress of 'People' projects to date</p>	
18.35	<p>Discussion Opportunity for panel to review and scrutinize</p> <p>Notes</p> <ul style="list-style-type: none"> • Beverly asked – what are we aiming for? Important to be clear on comms and continually capture the 2030 goal and develop a narrative around society working towards a longer-term goal. 	

	<ul style="list-style-type: none">• Jo asked is the scale of the shift required reflected in the time, resources and budget dedicated to support the climate emergency. There's also an opportunity around improving the comms around housing and more specifically transport and setting this in the context of Covid. Room to be more innovative with comms. Naomi also agreed that there is a real opportunity for change and putting out more urgent messaging as people adapt to new ways of living and behaving in the Covid pandemic.• Jo raised a point around the RAG rating system of the actions, how these are being categorised and the transparency of the rating. There needs to be more clarity on metrics.• Anna P said there is a lot of visualising to do and that we need to fully visualise what and how we're communicating. Reaching for 2030 could provide us with an individual target to challenge ourselves to reduce our own carbon footprints. Anna also suggested mapping local community groups across the borough as part of the visualising exercise. Engagement with voluntary sectors to establish what they need to act more – could this be done via a survey?• Mike works in the voluntary / community sector and has offered to provide help / support with that particular action point of the plan.• Shana highlighted that the UN SDGs 2020 – 2030 is the 'decade of action' and how this could be embedded to help with mobilising action at the local level.• Jo and Naomi both mentioned Think & Do in relation to a reliance on volunteer time and if there was scope in the budget to help relieve volunteers to help deliver some of the major initiatives. Jo reiterated how important it is to use existing community groups to communicate with to mobilise the community• Anna W highlighted the training the UKGBC are offering Sustainability Essentials E-learning training and this could be rolled out to help with educating Camden employees on sustainability.• Chandrima outlined that there is an opportunity to move away from a one-way dialogue of information sharing to one where we can get to know people better. Awareness and comms is just step one in the process of engaging and encouraging real behaviour change.	
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	<ul style="list-style-type: none"> • Several panel members highlighted that the crises (climate / global pandemic) are intrinsically linked and provide a platform to be more radical. Missing the moment with 'building back better'. • Sarah and Carlos to have further discussions on the work in schools and The Sustainers, how engagement with schools is taken from 6 to the 39 schools in the borough. Naomi also asked about what work could be done during holidays and lockdown so that work progressing is not restricted to schools being open. 	
18.45	Break	
18.55	Public Information Campaign Introduction to the campaign	
19.05	Exercise Group discussion Have we got the campaign right? a. Is the four-point web content structure as outline above appropriate? b. Are the five focus areas of the 'What can do you?' section (below) appropriate? c. Are there any other local initiatives across these areas which we could signpost to from these pages? <u>Notes</u> <ul style="list-style-type: none"> • Initial concerns about order of which campaign topics appeared however topics not in order of importance. • Rumi asked if there would be visibility of the campaign at transport hubs e.g. tube, bus, over ground • Naomi said that in order to create an impact people need to see a practical result, we need to provide some form of incentive such as Instagram/blogposts etc. Making people realise what can be doing by others sharing their stories. This was supported by other panel members, with Shana adding that we could profile and showcase members of the panel to tell their stories too, why they have joined the panel and why the panel are working with the council towards these common goals. Using real local stories and real faces to communicate and engage with other residents. • Chandrima also added that the incentive needs to be there for things to be done differently and not in 	

	<p>isolation of one another – looking at the scope of influence.</p> <ul style="list-style-type: none"> • Mike suggested engaging with Voluntary Action Camden, Volunteer Centre Camden (– who have access to volunteer-involving organisations), other council dept. that oversee tenant participation, community centres etc. • Shana shared how this should link in with the covid context and the ‘15-minute city’, everything readily accessible within 15 minutes of your home; shop local, buy less, help neighbours. • Flyers to support messaging to be shared electronically and only printed if necessary – doing so would be hypocritical / contradict the messaging of the campaign. 	
	<p>Break-out room 1: How best can we use this information to engage with as many people as possible in Camden?</p> <p>a. We will be sharing our engagement strategy for the campaign at the meeting, could this be improved?</p> <p>Please see Appendix 1 for Jamboard notes.</p> <p>Notes</p> <ul style="list-style-type: none"> • Victor highlighted the importance of having easy takeaways and clear and consistent messaging, to which other members across both breakout rooms supported this point. • Niall highlighted that it would be helpful if the potential contribution to reaching net zero could be illustrated for each of the five topics. • Naomi suggested that getting in the messaging in local papers would be great. • Panel members shared a common agreement that highlighting the co-benefits was an important aspect to draw attention to. Rumi added that people are self-interested so need to be aware of the other benefits that stem from a change in behaviour. 	
	<p>Break-out room 2: Which groups do the panel think they could reach with this project?</p> <p>a. How do you think you could contribute to ensure this information reaches as many Camden residents as possible?</p> <p>Please see Appendix 2 for Jamboard notes.</p> <p>Notes</p>	

	<ul style="list-style-type: none"> • Shana suggested rephrasing the question – how we reach all groups in Camden – not just middle-class white groups. • Beverly highlighted that across the five key areas, a holistic universal basic income would support those that are living and working on the poverty line (and below) to engage with the climate crisis. Also suggested working with Citizen’s Advice to engage people whose priorities aren’t sorting plastic for example, but are funding food, energy to run homes. • Mike shared community groups to engage with: Voluntary Action Camden, Volunteer Centre Camden, local tenants and residents’ associations • Beverly suggested engaging with faith groups who struggle to have their basic needs met, following a suggestion from Prof Mark Maslin about a pilot universal basic income – this would allow people/families the breathing space to truly engage with the climate crisis. • Shana started the Camden Mutual Aid Facebook group and has found it to be a great resource for using local knowledge and networks to connect with the harder-to-reach groups, especially during covid. Shana suggested that we can find creative ways to engage with people without direct reference to the climate, e.g. food poverty, waste, shared economy. Shana also highlighted outreach work she has done through the Facebook group with the Knowledge Quarter and students at UCL. • Realising and sharing the co-benefits with people is really important. • Mike suggested it could be worth reaching out to the contact behind the Camden Recycling Rewards mobile app. 	
19.25	<p>Breakout group 1 Feedback</p> <p><u>Notes</u></p> <ul style="list-style-type: none"> • Sue shared with the group that one of the most important outcomes of the breakout was around really emphasising the co-benefits and the urgency of the matter. • Naomi highlighted the need for greater emphasis on climate justice within the borough. • Jo said getting the messaging right is difficult as it needs to promote unity and cohesion, and it’s a 	

	shame to have seen cycling and the changes to cycling infrastructure weaponised.	
19.30	<p>Breakout group 2 Feedback</p> <p>Notes</p> <ul style="list-style-type: none"> • Anna W shared that thinking about how we reach beyond the 'usual' suspects is a really tricky question and how to access new networks. 	
19.35	<p>Group discussion Feedback</p> <p>Notes</p> <ul style="list-style-type: none"> • What are the next steps / timescales for the public information campaign? (NM) 	
19.45	<p>'Check-out' Panel roundtable / feedback</p> <p>Notes</p> <ul style="list-style-type: none"> • Overall panel members experiencing accessibility issues with Teams and struggling to engage / see each other's comments. Time-consuming to get to grips with Teams/ • Moving forward all important information such as: meeting links, documents, panel information to be shared via email and bundled up all together so avoid confusion by information being drip-fed across numerous emails. • From the pre-meet discussions (attended by 9 panel members) agreed they were happy to meet half an hour before each scheduled panel session to catch up, as well as potentially setting up their own Whatsapp group chat to communicate between sessions and set up optional additional meets. • Panel members to communicate via email to set this up once members have agreed to the sharing of details. • Jamboard was well received by the group and utilised well during the breakout sessions, lots of interaction with post-it notes and comments. Questions around if this would be better utilised between sessions as opposed to during. • Overall, the smaller breakout rooms worked well for discussion items but could have benefitted from being even smaller and having more time to discuss. 	<p>AR</p> <p>Panel</p> <p>Panel</p>

	<ul style="list-style-type: none"> • The process of moving between rooms was a cause of concern for Shana and Victor and this led to a wider discussion around ensuring the meeting format moving forward is inclusive for all panel members and panel members being aware of how they can support one another during the sessions. This will be reviewed and adapted accordingly for future sessions with the input of panel members. • All types of contributions from panel members are valid e.g. verbal, written (in the chat function), post-it notes. • Panel members took a vote on using Zoom over Teams, this received an even split. The SEA will think about where Zoom might be appropriate. Slack suggested by panel members; however, the Council does not have access to Slack. • Naomi suggested that it would be useful to set clearer boundaries from the outset about communication during the session, what to use and when e.g. hand raising, utilising chat function, Jamboard. 	<p>AR / Panel</p> <p>AR</p>
19.55	<p>Session Ends Closing remarks / AOB</p>	

Appendix 1: Break-out Room 1 Jamboard

Access the Jamboard Link here: https://jamboard.google.com/d/16XIFGvMwXkz9pdmtymg_BAjTUWpChcxqg6Lul-ahp5Q/edit?usp=sharing

Breakout 1 How best can we use this information to engage with as many people as possible in Camden?

- How have you been finding out new information during lockdown?
- How would you like to receive information / what makes something easy to engage with?
- Within the constraints of budgets / current pandemic (limited resources) are there things that already exist that we could be utilising?

more info on projects that are actually happening as a result of people getting involved in recent initiatives, and how to get involved - so people see it works and things do happen!

Climate change as a risk is another opportunity

Information is just a reference point to refer people back to

Link to the fact that people have been getting used to new ways of living - build on that. Don't be preachy - look for practical support

eg Blackout during war - people understood what they needed to really quickly (24 hours), and we have had experience of pandemic - need to link in with the EMERGENCY

Link to other campaigns eg use High Street more

local bookstores? I feel like primrose hill books were my main information source during lockdown !!

Tenants and Residents Associations / Local Political Parties

I thought Beverly's point about religious groups was key. Also maybe look at local branches of political parties?

London Cycling Campaign has local groups

QR codes - have a simple poster and then invite people to dig deeper

anything that makes it easier for people - eg Camden solar

Mutual aid groups networks

need to think about channels of communication, dialogue - not just telling people thing - really difficult given Covid but this process shows how innovative we can be

Need a strong call to action - it's not coming through as an emergency

in terms of clear messaging and being able to sum this up in simple points - what do XR, Greenpeace, Friends of the Earth, The Green Party etc already use in their campaigns?

Needs to be measurable - if you do this it will get us to this point..

drs surgeries - using ucl ambassadors and locals

Common currency is carbon - link to that - can be a good way to simplify

CNJ has been really important during Covid

Simple clear messaging up front - remember one or two points

Co-benefits are really important - sometimes we can go sideways - eg more people care about air quality than carbon emissions?

next door website

Empty shops - use them well

provide green info that makes life easier in practical ways - e.g. easy veggie recipes

illustrating the potential contribution of each of the five topics would be helpful

knowledge quarter - business

Via employers - businesses and organisations?

community groups

Co-benefits - health benefits are often there

Campaign theory in politics - use slogans

Work with schools - terrible that schools are not pushing sustainability agenda more

Appendix 2: Break-out Room 2 Jamboard

Access the Jamboard link here:
https://jamboard.google.com/d/16XIFGvMwXkz9pdmtymg_BAJTUwpChcxqg6Lul-ahp5Q/edit?usp=sharing

Breakout 2

Which groups do the panel think they could reach with this project?

Rephrase this:
which groups
do the panel
NEED to
reach?

University
students?

More climate justice
language would
help to inspire wider
range of people to
take action. Why do
these things affect
people - e.g. fuel
poverty, air pollution
and illness.

Faith groups in
Camden would all so
be able to
engage/bring on
board those whose
basic needs are a
struggle to meet If
Camden Council
where to as Prof Mark
Maslin suggested last
year at the first CCA

- Are there any barriers that might prevent this information from reach Camden residents?
- Are panel members active within any groups in the community? / If s how are you keeping contact during these times and sharing information / keeping in touch?
- How do we make this information relevant to all? (getting wider react not just usual suspects e.g. preaching to the converted)

I mentioned these
orgs in the main
group chat as useful
contacts - Voluntary
Action Camden,
Volunteer Centre
Camden, local tenants
and residents
associations, Camden
Community Centres
Consortium, etc

Link to Green
Recovery and Build
Back Better
language and
engage with groups
working on this
locally and
nationally

I started the camden
facebook mutual aid
group which is a great
resource for using
local knowledge and
networks to think
about reaching
groups that are
furthest away from
climate action esp in
covid conext - we can

and connected with
leads across
camden for mutual
aid so I can do
outreach with
them also
knowledge quarter
and students
CSM/UCL

In the 'what can you
do' section, can we
highlight co
benefits for
individuals? E.g. It's
cheaper, it's
healthier, it's
creating a better
place to live.

Coordinated social
media moment -
could get traction by
picking a launch date
for the new materials
and asking local
groups to share
infographics with
hashtag at the same
moment.

out of the loop with
XR camden since
lockdown but
another borough
wide network

Whoever is behind
the Camden
Recycling Rewards
mobile app is worth
reaching out to.