

Communicating Climate Change and the Reduction of Greenhouse Gas Emissions

Recommendations to the Minister for the Environment, Heritage & Local Government

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Executive Summary

Comhar recommends that the communications strategy must:

- Fulfil a dual role of raising awareness of the necessity to reduce greenhouse gas emissions and of providing information on greenhouse gas emissions associated with our daily choices;
- Recognise the urgency of taking action;
- Promote individual responsibility;
- Be sustained over a period of at least five years;
- Have significant, dedicated resources, including major additional funding, assigned to it;
- Be integrated and exploit synergies with other relevant campaigns and activities across Government departments and with Northern Ireland;
- Have a full-time communications coordinator appointed, with a specific brief to ensure that the communications strategy is developed, disseminated, monitored and evaluated;
- Involve all of the target sectors identified in the National Climate Change Strategy, identify the agencies responsible for coordinating climate change measures in each sector and be designed to make the best use of the key actors and media available within each sector;

¹ Final revisions by Thomas Legge, Comhar

- Identify and develop the institutional framework to implement carbon labelling of products across all sectors and provide assistance with a consistent design;
- Involve central government and local authorities leading by example, requiring green procurement where possible and an ex-ante climate impact assessment of Government policies and measures;
- Facilitate feedback from citizens and stakeholders to assess the efficacy of climate-related policies and measures
- Recognise and incorporate the potential of key groups such as the media, NGOs and professional institutions in communicating climate change;
- Integrate climate change messages throughout the education system;
- Tap innovative channels/media to extend coverage of the message;
- Look beyond the timescale of the Kyoto Protocol and the National Climate Change Strategy to the medium- and longer-term goals (e.g. 2020 and 2050) that have been identified by the European Union to meet the ultimate UN objective of avoiding dangerous climate change.

Communicating Climate Change and the Reduction of Greenhouse Gas Emissions

1 Background

- 1.1 Ireland ratified the internationally binding agreement, the Kyoto Protocol, in 2002 and in doing so agreed to limit its greenhouse gas emissions to 13% above 1990 levels. Greenhouse gas emissions in Ireland have risen steadily since 1990 and in 2004 were 23% above 1990 levels.
- 1.2 The National Climate Change Strategy for Ireland was published in November 2000 to provide a framework for the action necessary to meet Ireland's climate change commitments under the Kyoto Protocol. Subsequently the Department of Environment and Local Government published a progress report in 2002 in conjunction with the ratification by Ireland of the Kyoto Protocol. In July 2006, the Minister for the Environment, Heritage and Local Government, Dick Roche TD, released a draft report for consultation on the implementation of the National Climate Change Strategy, entitled "Ireland's Pathway to Kyoto Compliance".
- 1.3 The updated National Climate Change Strategy is expected to be published in 2007. Comhar SDC submitted recommendations on the draft report "Ireland's Pathway to Kyoto compliance" in September 2006 and undertook subsequently to put forward proposals regarding the communication of climate change in response to a request to Comhar SDC to update earlier recommendations made in 2001. This document sets out to do that. For the National Climate Change Strategy to be effective, changes have to be made in the way we work and in attitudes and awareness right across the economy and society. This will require the engagement of all.
- 1.4 In 2001, Comhar SDC identified communication of the strategy, policies and implementation programmes as a critical success factor in determining whether the necessary behavioural change to reduce Irish greenhouse gas emissions will be effected. The recommendations provided to the Department of Environment and Local Government on communicating the National Climate Change Strategy identified the following key issues:
 - Individual behaviour as the key to implementation;
 - Need for a simple core message to encourage practices that promote good citizenship as well as being a positive contribution to the climate change strategy;

- An initial focus on ideas that would win the general approval of all parties;
- The development of a national multi-media campaign;
- Integration of the sustainable development agenda into textbooks and curricula across all relevant school and third-level subjects/courses;
- Seeking co-operation with major players in the semi-state sector, in local government and in public utilities;
- Focused sectoral campaigns aimed at specific groups such as farmers, industry, etc.
- Funding and support to be made available to groups including NGOs, community groups, farmers and other organisations to foster awareness of, and discussion about, climate change issues.

1.5 This paper updates the recommendations made by Comhar SDC in 2001 on communicating climate change in light of the current situation in Ireland with respect to greenhouse gas emissions. As before, this paper sets out to address the communications issue, and to make some suggestions as to how a reduction in greenhouse gas emissions can be explained and communicated to the complex set of groups, sectors and individuals that make up our society. Many issues highlighted in the 2001 recommendation have not yet been implemented and therefore are reiterated in this updated document.

2 Recent Policy Developments on Climate Change

- 2.1 A consultative Green Paper on energy was published by the Department of Communications, Marine and Natural Resources in October 2006. It outlines a strategy to promote sustainable and secure energy supplies and delivering competitive prices to consumers and requested responses in order to finalise a White Paper on energy.
- 2.2 Submissions for the next National Development Plan 2007-2013 were requested by the Department of Finance in 2006. Comhar SDC submitted a set of proposals outlining measures that could be incorporated into the new NDP to improve its sustainability. The National Development Plan 2007-2013 was published on 23 January 2007.
- 2.3 The 12th Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC) and the 2nd Meeting of the Parties to the Kyoto Protocol took place in Nairobi in November 2006. The ad-hoc working group set up to negotiate post-2012

commitments for developed country parties found that global emissions must be reduced to “well below half of levels in 2000.” While it was not possible to agree a deadline for concluding the negotiation process on post-2012 commitments, a work programme was devised which lays out a series of analytical steps – focusing first on mitigation potentials, then on possible means of achieving mitigation objectives – followed by consideration of post-2012 targets for developed country parties (Pew Centre on Global Climate Change 2006). Therefore it now appears certain that a reduction of greenhouse gas emissions targets will be necessary long after the end of the first commitment period (2008-2012) of the Kyoto Protocol.

3 Need for a sustained communication campaign

- 3.1 The latest report on Ireland’s energy use published by Sustainable Energy Ireland (“Energy In Ireland 1990-2005, Trends Issues, Forecasts and Indicators, 2006”) shows that emissions from the transport and commercial/public sectors have grown the most.² The largest shares of energy-related greenhouse gas emissions come from the transport and residential sectors, even though the residential sector has the smallest rate of growth. The huge increase in greenhouse gas emissions from Ireland’s transport sector (140% since 1990) is nearly six times higher than the European average (European Environment Agency 2007). These figures indicate the sources that should be prioritised in implementing greenhouse gas reduction measures.
- 3.2 The key objective of the revised National Climate Change Strategy should be to make emissions reduction an integral part of all personal and business decision-making. Communication of climate change is a vital part of the strategy and there are three principle strands to its implementation:
- First, individuals and all sectors need to be persuaded of the need to integrate carbon estimation into everyday decisions;
 - Second, the information must be made available on the carbon impact and consequences of decisions in order to enable people to do this, i.e. product carbon-labelling, climate change information, emissions databases, price of carbon, availability of grant schemes;

² The SEI report is based on data provided by the Environmental Protection Agency, which publishes annual GHG inventories. The latest inventory is for 2004, published in March 2006 and available at <http://coe.epa.ie/ghg/>

- Third, communication should be a two-way process. Different stakeholders should be encouraged and enabled to provide feedback to Government about the efficacy or otherwise of climate-related policies and measures. Government agencies should likewise be able to respond actively, for instance by promoting best practices or raising awareness about any contradictions between policies.

3.3 Human-induced climate change is a phenomenon that is a result of greenhouse gas emissions since the Industrial Revolution and is now beginning to accelerate. There are several issues particular to greenhouse gas emissions that differentiate them from other forms of pollution:

- The climate change effect can be expected to continue to take place beyond the lifetime of most adults alive today.
- There is uncertainty regarding the impact of today's emissions on the concentration of greenhouse gases in the atmosphere and regarding the impact of the concentration of greenhouse gases on the climate.
- Since the effects of climate change are not instantaneous, they are not easily observable by ordinary people and businesses. Reversing climate change will take a long time, even after action is taken.

These issues make it difficult to engage people in action to prevent the emission of greenhouse gases. Unlike water pollution, smog or waste pollution, the effects of greenhouse gas emissions are not always visible in the short term. Any campaign to raise awareness on this subject must therefore be carried out on a sustained basis and not be a once-off campaign; otherwise the message will soon be forgotten.

3.4 Comhar therefore recommends that a coherent communications strategy be put in place which will be sustained over an initial five-year period, aimed at the general public, which has the dual purpose of (a) raising awareness on climate change and the related causes and effects, and (b) providing information and data to enable the public and businesses to carbon-proof their decision-making. These would form the backdrop to all other measures included both in the revised National Climate Change Strategy and related policy strategies such as the new National Development Plan and the forthcoming White Paper on energy.

3.5 It is crucial to communicate the message of the true costs of climate change, and especially of inaction, both to support the urgency of the message and to counter complaints about visible or short-term costs of taking measures. Recent studies such as the Stern Review on the

Economics of Climate Change (2006) have demonstrated the considerable future costs of climate change unless immediate action is taken to reduce greenhouse gas emissions and these have raised awareness of the issue among both the business sectors and the general public. One important lever may be the impact of not taking any action now on future generations in terms of environmental damage and the costs of adaptation and mitigation compared to preventative action today.

- 3.6 The communications strategy should take a long-term view by highlighting the intergenerational problem of climate change and the founding principles of the United Framework Convention on Climate Change, notably the need to limit greenhouse gas concentrations to a level that avoids dangerous climate change (UNFCCC 1992). This necessitates short- and long-term action that goes far beyond what is proposed in the Kyoto Protocol. The European Union has agreed that a minimum requirement for this goal is to limit the increase in global average temperatures to 2°C above pre-industrial levels. This in turn creates an imperative for actions to reduce GHG emissions substantially over a relatively clear post-Kyoto timetable, e.g. by 2020 and 2050 (Council of the European Union 2006).
- 3.7 Consumers and businesses require information on the carbon emissions associated with products and services. Without sufficient information, it is very difficult to expect people to make carbon-efficient choices. Therefore all products and services should be either labelled with their carbon emissions or alternatively direction should be given to a source where they can find out the options available and the carbon consequences associated with each. Any carbon-labelling scheme should be according to a recognised independent standard, preferably at the EU level, although self-reporting by companies may also be encouraged as an additional consumer-information tool. Information should be widespread and clear e.g. provide GHG emissions/ climate impacts on receipts for purchases of petrol, oil and fuel, petrol pumps, air-line tickets, etc. This would provide clear messages and inform choices. This could also be extended to purchases in other areas to empower the consumer.
- 3.8 The Department of the Environment Heritage and Local Government should publish a national policy statement on green procurement and coordinate a national strategy to give it effect. Public bodies should be required to undertake green procurement as an example to private bodies and promote this fact. A new integrated national policy on green procurement could be part of a national policy on sustainable consumption and production. This could be introduced as part of the revised National Sustainable Development Strategy that is currently under preparation.

- 3.9 The communication strategy should include the communication of the climate impact of proposed Government policy. This could take the form of a more rigorous ex-ante sustainability impact assessment of Government policy and programmes. In this way, the potential climate-related impacts of proposed policies could be identified at an early stage of the policy-development process and communicated across the necessary Government departments and to external stakeholders.

4 Urgency

- 4.1 We stress the urgency of implementing the communications strategy as quickly as possible. Notwithstanding the need for a sustained, ongoing campaign, action must start early both to work towards the objectives of the Strategy and to show commitment at the highest level to actively addressing climate change. In this regard, it will be important to have a phased timetable for the communications strategy, which will clearly set out the plan of action and the fitting together of individual aspects/campaigns with the overall message.

5 Coordination

- 5.1 Communication of Climate Change and measures to reduce greenhouse gas emissions to a complex group of individuals and sectors will need to be carefully coordinated in order to have the widest reach. It will not happen without a driver and all government departments will need to be involved.. A range of issues from understanding climate change and its effects to what individuals, businesses and sectors can and must do to cut down on greenhouse gas emissions, as well as the National Climate Change Strategy need to be communicated. Results of programmes and progress towards goals will also have to be communicated. A second part of the communication strategy will ensure that information is available to consumers and businesses on low carbon-emitting products and services. The communication process therefore is a long-term process, which will develop and change as time goes on.
- 5.2 Given that all government departments will be involved in implementing greenhouse gas reducing strategies, Comhar SDC considers that it will be necessary to have a full-time communications co-ordinator (one person or a team), as part of a Climate Change Implementation Team, whose brief would be to ensure that a coherent and effective communications strategy is developed and rolled out to all the groups identified in this paper, using the appropriate means. An important part of the brief would be to give feedback to the

public on actions and progress; if individuals make an effort to change their behaviour, they should be kept informed of progress and made to feel that their effort is worthwhile. A further role would be to coordinate carbon-labelling initiatives across departments in order to develop harmonised label designs and consistent rollout strategies. Finally, the brief would include channelling public feedback to relevant Government departments and agencies to ensure that the relevant bodies are aware of the successes, failures, and ways to improve policies and measures.

- 5.3 While an Inter-Departmental Implementation Team is already in place, this is made up of senior civil servants from different government departments with many other responsibilities. It should be augmented by a communications co-ordinator with the specific brief suggested above. We recommend that the Department of the Environment and Local Government should appoint the climate change co-ordinator with this specific brief to the Department's Environment & Heritage Awareness Unit. In this regard, we recommend that a professional communications expert be recruited in order to be most effective, and that the communications co-ordinator should report at the highest level within the Department.
- 5.4 We recommend that the Department explore the possibility of coordinating the communications campaign with any similar work being carried out in Northern Ireland. This would be a useful way of maximising the impact of television and radio campaigns, in particular.

6 Resources

- 6.1 Developing and implementing an effective communications strategy will have major funding implications. Significant resources must be devoted to this over a sustained period if the strategy is to be effective. Major additional funding, dedicated specifically to communicating climate change, must be provided. This should also be coordinated with and integrated into existing campaigns and funding mechanisms, both to maximise the effectiveness of getting the message across and to increase the cost-effectiveness of spending on any new campaign. We stress that considerable resources must be provided in each year of the recommended five-year programme. It is difficult to be specific on amounts, but the type of campaign and media used will have a major impact on funding required – in particular, any intensive use of television for the campaign will require significant funding. The Race Against Waste campaign is a good example of a successful awareness campaign that also commanded

significant fiscal resources; a climate change awareness campaign would probably need funding of the same order of magnitude.

- 6.2 Resources are already being dedicated to awareness campaigns in the Departments of Transport and Communications, Marine and Natural Resources on the related issues of energy and transport use. Coordination should be undertaken with both strategies. There may be scope for pooling of resources across departments and with relevant authorities in Northern Ireland.

7 Adaptation

- 7.1 We note that Section 3 of Irelands Pathway to Kyoto Compliance (IPKC) mentions adaptation. It is necessary to focus more on adaptation in the future. As indicated in the Comhar SDC response to IPKC, the impact of climate change in Ireland will be more far-reaching than flooding alone and will most likely include other effects such as raised temperatures and storms, with implications for several entire sectors of the economy (notably insurance and financials services³, housing, agriculture, forestry and transport and infrastructure). A climate change communication strategy should include more details on further adaptation measures and timescales to manage these effects. In addition, the main climate change impacts will be experienced in the developing world. The communication strategy should highlight the climate change adaptation projects in the developing world supported by Ireland, perhaps as part of Overseas Development Aid (ODA).

8 Sectors/relevant actors

- 8.1 In order to meet the targets under the Kyoto Protocol and beyond, it is necessary for all parts of society to act to reduce their greenhouse gas emissions. This involves changing the behaviour of individuals and all sectors of the economy and requires leadership of policy makers and opinion-formers across the economy. The job is two-fold – first, to communicate the urgency of changing our ways with regard to greenhouse gas emissions; and second, to provide the necessary information to allow people to make correct, carbon-proofed choices.

³ As a possible indicator of climate change induced effects, it is reported in 'Higher Insurance Costs hit US Coastal Living' by Joseph B. Treaster, *International Herald Tribune*, September 26, 2006, p. 18 that insurance companies have paid out \$57 billion to cover damage from Katrina and related storms; along US costs from Texas to Maine, insurance premia have increased in some locations by twelve fold, and this in turn is 'having a meaningful impact on sales, and prices.'

These tasks will require the involvement of many actors, including government departments, agencies, broadcasters, journalists and politicians, business and farmers' leaders, union officials, etc. All sectors need to be reached and this can be carried out in different ways. In all cases each sector should have the right information available to it, should be aware of best practice in their area regarding carbon-efficiency, and should be aware of the responsible agency to provide support in this matter. While different sectors will often have a myriad of differing priorities to balance, climate change needs to become a high priority for all. This section addresses the information and communication requirements for the different sectors to raise awareness of climate change and provide information to reduce greenhouse gas emissions.

8.2 The communications strategy should be differentiated according to target groups. Communicating climate change to city-dwellers is quite different to communicating to rural dwellers: even if there are many overlaps, different groups will face different kinds of choices in how they can reduce their emissions. Likewise, the public and private sectors will face different challenges and have different roles to play.

8.3 In addressing the various sectors, it is useful to ask:

- Who is active in the sector (e.g. professional institutes, trade associations, etc.) and could be involved in disseminating the message or in taking joint actions to meet the Strategy objectives?
- What kind of information is needed to enable actors to include carbon proofing in their business and personal choices?
- What institutional arrangements are available to support climate change awareness and information?
- What media are best to reach this sector?
- What is the specific message (or messages) for the sector?
- How can the campaign be operationalised in the sector, and by whom?

8.4 The tables in the Annex set out our suggestions in this regard. Some further points are given below in relation to specific sectors.

Energy

8.5 The combustion of fossil fuels (most of which goes towards energy production or consumption) accounted for 64% of Irish greenhouse gas emissions in 2004 and energy production and usage is therefore one of the major contributory factors to climate change. Reductions in energy usage across the economy are identified as essential in the National Climate Change Strategy. Sustainable Energy Ireland (SEI) should be utilised to communicate additional messages about energy efficiency, energy efficient technologies and best practice in energy conservation to all sectors of the economy. SEI has carried out valuable work in raising awareness in energy efficiency and, by association, climate change across many sectors and should continue to be employed to do so. The agency is well known and well respected in many parts of industry, and has now gained a broader publicity through the recent grant programmes such as the “Greener Homes” scheme. SEI provides expert advice to firms on energy efficiency and it would be valuable if this role could be extended to information provision on energy-using products. Consumers and SMEs, as well as the manufacturing sector, should be able to seek advice on good practice from the SEI. Energy audits and energy saving programmes should be incentivised further, and results should be disseminated widely. Consideration should be given to the best option for certifying energy best practice and whether SEI might lead this area. Regarding communication and awareness of energy issues, SEI already is involved in the annual Energy Awareness Week, but public visibility rapidly fades after that week. A sustained campaign needs to be undertaken, perhaps coordinating several sectors.

Individual responsibility

8.6 Emissions from transport and residential housing make up the largest share of energy-related greenhouse gas emissions in Ireland. The emissions from these sectors have grown substantially between 1990 and 2005 and will continue to do so unless additional action is taken. These greenhouse gas emissions are from diffuse sources, since they are mainly generated by individuals daily ; they are notoriously difficult to address. Nevertheless, there are also many “low-hanging fruits” in this area and good information and awareness can help people to make lower-carbon product and behavioural choices. In this regard, awareness campaigns that inform people of the urgency of the problem and let them know how they can act as individuals are desirable. Campaigns should be coherent and linked between work in

related areas: for instance, the ongoing “Power of One” campaign by the Department of Communications, Marine and Natural Resources should be linked with any climate change awareness campaign. Carbon labelling should also be provided for all products to present information about their carbon impact, similar to the labelling of EU white goods in terms of energy efficiency. Without good information it cannot be expected that the right, low-carbon choices are made, nor will there be any incentive for manufacturers to produce more carbon-efficient products or technologies. Individual behaviour, particularly in the area of transport, is vitally important. People need information on behavioural alternatives in order to be able to select low-carbon options.

Governmental sector

- 8.7 One of the most powerful ways of ensuring that any message to reduce greenhouse gas emissions is taken seriously is for Government to lead by example. All Government Departments must be fully and actively involved in developing, funding and participating in the communications strategy, especially in relation to the sectors and measures for which they are responsible. In addition, as actions speak louder than words, Ministers and Departments must be seen to be taking action on climate change in their areas of influence and operation and must communicate their progress to the public and to other sectors. Green procurement should be implemented across all departments as standard policy. With the economies of scale achieved through Government procurement could provide the necessary economies of scale to make greener technologies and products viable. The potential for reductions in emissions from buildings owned or operated by the Government and the public sector more widely should be exploited, for instance through ambitious energy-efficiency measures.

Economic sectors

- 8.8 Across all economic sectors a combination of communication initiatives are needed to raise awareness of climate change and provide information on best practice. These initiatives should be carried out in co-operation with relevant Departments, agencies, trade associations and representative bodies. Financial incentives and regulations should be used where appropriate to encourage companies/organisations in the sectors to get involved. This could encourage firms to apply labelling to their finished products, devising an energy management

plan or keeping up-to-date with best practice in greenhouse gas reduction in their sector. Emphasis should also be placed on the benefits for the sectors of meeting the Strategy objectives in the interests of their own business viability.

Non-governmental organisations (NGOs)

- 8.9 NGOs can be very effective communicators, and we believe there is potential for building this into the overall strategy. However, in order to participate as stakeholders, NGOs need realistic funding for this purpose. We recommend that the potential of NGOs should be utilised in designing, implementing, monitoring and evaluating a communication campaign, particularly at grass-roots level. Therefore we recommend that a part of the overall funding for communicating climate change should be specifically set aside to fund them in undertaking targeted campaigns as part of the overall communications strategy.

Local authorities

- 8.10 An important sector to bring on board and utilise in communicating climate change is the local authorities – not so much in terms of their traditional role of providing services, but more their role in devising development plans and county strategies. Climate change issues must be included and prioritised in these strategies and plans. In this context, the plans and programmes of the City/County Development Boards (CDBs) and other representative bodies should include sustainable development and climate change goals. Human and training resources are needed to implement and promote these goals at every level of local government business. We recommend that the Department of the Environment and Local Government issue a policy recommendation to this effect to all CDBs

Corporate sector

- 8.11 The corporate sector should be encouraged to include a section in their annual reports (and other similar documents) on their environmental accountability/performance⁴, with specific emphasis on climate change. For example, at business and company level a metric of GHG emissions could be provided in audited annual and quarterly reports. Given the issues in calculation of carbon footprint this could use electricity usage in the first instance. Any

⁴ The ACCA sponsors a competition for its members on sustainability reporting and this represents a good model.

mechanism used should show the actions taken by the sector/individual companies to reduce emissions, improve efficiency, etc. In this regard, it would be useful to identify models of good practice (e.g. success stories in environmental management, energy conservation, etc.), which could be highlighted as part of a campaign to encourage others to do likewise.

Professional Institutions

- 8.12 Professional institutions can play a key role in ensuring that their members are fully informed of the issues relevant to their sector. They can also identify the responsibilities of the sector in implementing the necessary changes in design or practice and contribute to ensuring that the changes in practice take place. An example could be a body such as the Institute of Engineers of Ireland, with members in all engineering disciplines (from energy to transport to built environment), an active continuing professional development programme and links to many specialised engineering institutions, could play an important role in communicating climate change and provide guidance on sources of information and best practice. The same would be true for other professional institutions also, and they should be approached and involved accordingly.

Tourism sector

- 8.13 The tourism industry⁵ has a major interest in actions that will keep its product viable in the long term, and that enhance its shorter-term attractiveness in more environmentally aware markets. The house-building industry will be a crucial sector; perhaps the operators of the Homebond⁶ scheme could be involved in some form of sponsorship of the message? In each sector, a relevant institutional body – government agency or professional – should be tasked with ensuring that the requisite information is available for actors so that they can undertake greenhouse gas emissions reducing measures. The same actors should also be made aware that they should reducing greenhouse gas emissions and where they can find support in the form of expert advice, their relevant obligations and perhaps financial incentives.

Education and Youth Sector

⁵ A number of tourist enterprises in the northwest have recently been awarded the eco-label flower and this should be actively promoted as a model for the sector.

⁶ Homebond is a private company set up by the Construction Industry Federation in 1978 to guarantee purchasers of dwellings against “major structural defects”. The company inspects buildings to check whether their construction conforms to “good practice” (Department of the Environment, Heritage and Local Government 2006).

- 8.14 Much can be done in the education system; but careful consideration needs to be given to the best methods. The Department of Education and Science should involve experts and organisations active in this field in considering how best to incorporate climate change issues in curricula at various levels, spark students' interest (e.g. through debates and other competitions), and get educational institutions involved in playing their part (in terms of their energy use in buildings, transport needs/usage, etc.). The National Council for Curriculum and Assessment (NCCA) and the Higher Education Authority (HEA) should also be involved in this process.
- 8.15 We would stress the urgency of bringing climate change issues into the education system, especially in terms of curriculum development and inservice training. The ongoing review of primary, secondary and third level education by the Department of Education and Science, the NCCA, HEA and relevant curriculum development units should address climate change and environmental responsibility as integral elements.. The review should not only deal with scientific subjects but should also look at social and other areas. A coherent programme should be developed for all students that informs and educates on issues to do with the environment, climate change and individual behaviour. Recommendations on curriculum changes, if necessary, and on in-service training for teachers and educators at all levels should be developed.
- 8.16 We recommend that there should be a particular focus on third-level courses, given the potential for graduates to bring their knowledge into relevant jobs and thus both implement and further spread the message. The HEA should take forward this work and encourage and support third-level institutions in developing their own inter-disciplinary courses. At the same time, however, intervention at all stages of the education cycle is necessary, and communicating climate change to children in primary and secondary education will help convey the message to larger groups (e.g. to the families of students) and raise awareness of science, technology as potential future careers.

Media

- 8.17 There is a particular need for liaison with/provision of information to key media people (including journalists, editors and producers) about the issues involved with climate change

and the actions required under the Strategy, to facilitate them in spreading the message and making the relevant linkages for the public. This should be done at an early stage and will probably need to be repeated over the period of the strategy to take account of changes in personnel, as well as to provide updates on both technical information and on progress towards the Strategy goals. The Department of the Environment, Heritage and Local Government should provide for this in the communications strategy.

8.18 We strongly recommend the use of local media, including local and community radio and local papers, particularly in relation to the need to link messages with local action, facilities and developments. Such local media are frequently more closely targeted, and locally used, than national stations and publications. We also suggest that the media should be encouraged to sponsor some form of competition focused on raising awareness, with climate-friendly prizes.

Other channels

8.19 There is a need for greater support from Government Departments and agencies for new concepts and technologies that will support the Strategy objectives. This will include providing information and advice, technical support, and possible incentives.

8.20 Innovative channels should be tapped to extend coverage of the message. We suggest that theatrical productions can be a particularly good way of getting the message across, especially locally and also in schools. This can be a very effective medium, especially when involving the audience in the process and presentation. Given that the Internet is a growing source of information for many people, the campaign should include use of the internet as an integral part of getting the message across. We recommend that the Department of the Environment, Heritage and Local Government should give special consideration to interactive sites, where issues and questions can be raised and answered, sources of information and technical help identified, etc.

9 Specific points for a communications programme/campaign

- 9.1 Comhar SDC described many specific points in the first submission to the Department on communicating climate change in 2001 and many of these remain relevant today. Therefore only some of the broader issues are reiterated here and the reader is referred to the first set of recommendations for more details.

It is crucial that any media/awareness campaign on climate change should not be lost in the midst of other advertising campaigns (environmental or other). To avoid this danger, it should take account of and be integrated with other relevant campaigns. There will be a need for overall co-ordination of this approach to ensure that synergies are maximised and duplicating or competing campaigns avoided.

- 9.2 The communications programme should progress from initially giving simple facts about what is happening to giving advice about what individuals can do to help. The impact of such a campaign should be measured as it progresses, to see whether it is effective. Comhar SDC recommends that Department of the Environment, Heritage and Local Government should seek advice from companies qualified to design this type of campaign, setting out clearly the objectives and the results expected. A five-year campaign should be provided for, with a phased timetable in line with the overall communications strategy.
- 9.3 The coordinator on communication of climate change within the department should ensure that communications measures be implemented consistently across sectors. For example, the carbon-labelling scheme should be implemented systematically across all products. Institutional resources will be necessary to support this initiative.
- 9.4 To be effective, the campaign will also need to be supported by such measures as the availability of tailored information and practical advice, technical support and appropriate facilities, so that people can put the message into practice. Consideration should also be given to the scope for supporting the campaign by incentives, including fiscal incentives, to support positive action and encourage changes in behaviour. The issues should be made relevant to people's lives.

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ANNEX**TABLE 1: SUGGESTIONS FOR ACTION IN THE TARGET SECTORS IDENTIFIED IN THE STRATEGY**

Target Sector	Key actors	Message	Medium	Practicalities
Agriculture	IFA, ICMSA, ICOS, Teagasc, D/Agriculture and Food, Macra na Feirme, ICA, Agricultural PLCs, County Markets, Organic Sector, Individual farmers.	<ul style="list-style-type: none"> • How to meet the sector's specific targets? • Measures to reduce emissions? • Cost savings available? • New opportunities in GHG-neutral areas such as biomass • Synergies with reductions in water pollution • Synergies with renewable energy (e.g. methane from slurry) 	<ul style="list-style-type: none"> • Expert workshops • Farmers' Journal • Radio (including local radio) • Industry shows and other events (e.g. County Agricultural Shows, Ploughing Championships) • TV programmes e.g. <i>Eco-eye</i> 	<ul style="list-style-type: none"> • Creating knowledge base and encouraging change • Providing incentives to encourage 'green' methods and products • Overcoming hostility and resistance to taking responsibility

Transport	Department of Transport Dublin Transport Office, Dublin Transportation Authority, other transportation authorities Sustainable Energy Ireland Environmental Protection Agency Planning agencies (e.g. local authorities)	<ul style="list-style-type: none"> • Sector-specific measures • Energy labelling (for fuel efficiency) • The role (and limitations) of biofuels 	<ul style="list-style-type: none"> • Industry newsletters • Sustainable transport campaigns (e.g. commuting alternatives), exhibitions • Professional development programmes • Advocates (TV/radio personalities, pop stars) 	<ul style="list-style-type: none"> •
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Target Sector	Key actors	Message	Medium	Practicalities
Energy	Sustainable Energy Ireland, Department of Communications, Marine and Natural Resources ESB, Bord Gáis, Bord na Móna, other utilities IEI, Irish Wind Energy Association, Individual energy users, Construction industry	<ul style="list-style-type: none"> • Sector-specific targets • Renewable energy • Energy efficiency • Demand management • Emissions trading, JI, CDM • Promote CHP • Energy labelling 	<ul style="list-style-type: none"> • Industry newsletters • Sustainable Energy Ireland campaigns, exhibitions • Professional development programmes • Advocates (TV/radio personalities, pop stars) • Grants for energy efficiency 	<ul style="list-style-type: none"> • Public campaign on energy efficiency that stresses the cost effectiveness of same along with environmental impact • Need to make renewable energy more widely available • Designing harmonised energy label for all products.
Industry, commercial & services	IBEC, Small Firms Association D/Enterprise, Trade & Employment, Enterprise Ireland, IDA Chambers of Commerce, D/Enterprise Trade & Employment RGDATA, supermarkets ESB, Irish Energy Centre, EPA LEADER, Partnership companies, Enterprise Boards	<ul style="list-style-type: none"> • Energy efficiency • Sectoral targets • Industrial gases (where appropriate) • Renewable energy • Energy management programmes 	<ul style="list-style-type: none"> • Industry newsletters • Seminars, workshops • Consultations with relevant Govt. Departments • Mailshots • Annual reports 	<ul style="list-style-type: none"> • A campaign targeted at business showing the savings that can be made by being energy efficient and dealing with their waste in a better way (such as reusable systems for goods being delivered to and from their business) • Provision of experts to support changing energy systems

Target Sector	Key actors	Message	Medium	Practicalities
Tourism	ITIC, Fáilte Ireland D/Arts, Sport, & Tourism Irish Hotels Federation, Irish Hotel & Catering Institute, Regional Tourism Authorities, Tour Operators, Coach companies, Airlines, Ferry companies, Individual tourism businesses	<ul style="list-style-type: none"> • Greening and protecting the assets of the industry • Eco-labelling • Renewable energy 	<ul style="list-style-type: none"> • Industry newsletters • Targeted leaflets to all business about energy efficiency and tips for handling waste in a more efficient/economical way. • Seminars, conferences, holiday exhibitions • Training 	<ul style="list-style-type: none"> • Community Tourism, use local services and produce • Develop small-scale eco-tourism projects.
Forestry	Coillte Society of Irish Foresters COFORD D/Marine & Natural Resources Irish Forest Certification Initiative, Irish Forest Stewardship Council Bord na Mona, Farmers	<ul style="list-style-type: none"> • Sustainable forest management practices • Maximisation of sequestration • Promotion of / research into renewable fuels using short rotation /coppiced native trees 	<ul style="list-style-type: none"> • Industry newsletters • Consultations with Govt. Departments • Seminars, workshops 	

Target Sector	Key actors	Message	Medium	Practicalities
Built environment	CIF, Architects, planners, IEI, RTPI, RIAI, Irish Home Builders Association, DEHLG, Local authorities Irish Planning Institute Irish Ecological Design Association, Irish Landscape Institute	<ul style="list-style-type: none"> • Energy efficiency, including design • Using renewable materials • Recycling to be included in all design, building complexes & homes, from materials for building through to recycling options available to each business or householder. • Integration with public transport • Use of sustainable resources 	<ul style="list-style-type: none"> • Industry newsletters • Consultations with Government Departments • Seminars, conferences 	<ul style="list-style-type: none"> • Overcoming resistance to taking responsibility • Enforcement of Building Regulations (Part L) • Use of “Green Design” guidelines • Financial assistance for individual house builders/owners to include renewable energy devices at construction/retro-fitting state

Target Sector	Key actors	Message	Medium	Practicalities
Households	Consumers Association Tenants' groups, NATO ACRA Community networks Agenda 21 groups Sustainable Energy Ireland ENFO NGOs Local authorities	<ul style="list-style-type: none"> • Energy efficiency • Transport efficiency • Active citizen ownership and participation • Renewable energy 	<ul style="list-style-type: none"> • Local radio/press • Leaflets and exhibitions in local facilities e.g. libraries, community centres, etc., • ENFO 	
Waste disposal/management	Local authorities EPA Waste management firms IEI NGOs	<ul style="list-style-type: none"> • Energy recovery (e.g. landfill gas) 	<ul style="list-style-type: none"> • Newsletters • Seminars 	Show alternatives, e.g. successful strategies carried out in Australia, Canada, Sweden, Germany

TABLE 2: SUGGESTED ADDITIONAL TARGET SECTORS FOR COMMUNICATING CLIMATE CHANGE

Sector	Key Actors	Message	Medium	Practicalities
Government	Government Departments, local authorities	<ul style="list-style-type: none"> • Green procurement • Ensure energy efficiency both in-house and in selecting applicants for tenders, projects, planning applications, etc. • Set an example to all other sectors by these actions • Use of renewable energy as main energy source • Take the lead in implementing practical measures 	<ul style="list-style-type: none"> • Purchasing departments • Building maintenance departments • Environmental officer in every Department • Newsletters, policy documents with practical guidelines 	<ul style="list-style-type: none"> • Difficulty of ensuring the most energy-efficient options are chosen rather than the cheapest option • Ensuring the message is understood and acted upon by all individuals throughout the sector
Community and Voluntary Sector	NGOs, Networks	<ul style="list-style-type: none"> • Disadvantaged / poorer / more vulnerable communities are worst affected by climate change 	<ul style="list-style-type: none"> • Newsletters • Conferences 	<ul style="list-style-type: none"> • Resourcing the sector to develop the necessary analysis and expertise on the issues