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# TECHNICAL ANNEX

A companion report to The Big Climate Conversation final report

January 2020



## **ABOUT**

This document accompanies the main report of findings from The Big Climate Conversation. It provides a more detailed account of the design and delivery of the public engagement process and the analysis of participant responses.

## **PROGRAMME DESIGN**

The Big Climate Conversation was deliberately designed with the aim of enabling participation from everyone who wanted to have their say. The objective was to gather views from a wide range of locations and backgrounds, as well as from people with varying levels of engagement with the issue of climate change.

This objective guided the design of a programme of different types of public engagement activities, which comprised a mix of face-to-face and online engagement, as well as both government-organised and community-organised events.

The programme contained the following core strands:

- Facilitated workshops
- Community-led conversations
- A digital conversation

## **STRAND 1: FACILITATED WORKSHOPS (JUL - NOV 2019)**

The Big Climate Conversation began with a series of workshops, which were supported and facilitated by a non-governmental organisation. Following a competitive procurement process, the Scottish environmental charity, Keep Scotland Beautiful (KSB) were appointed to deliver these workshops.

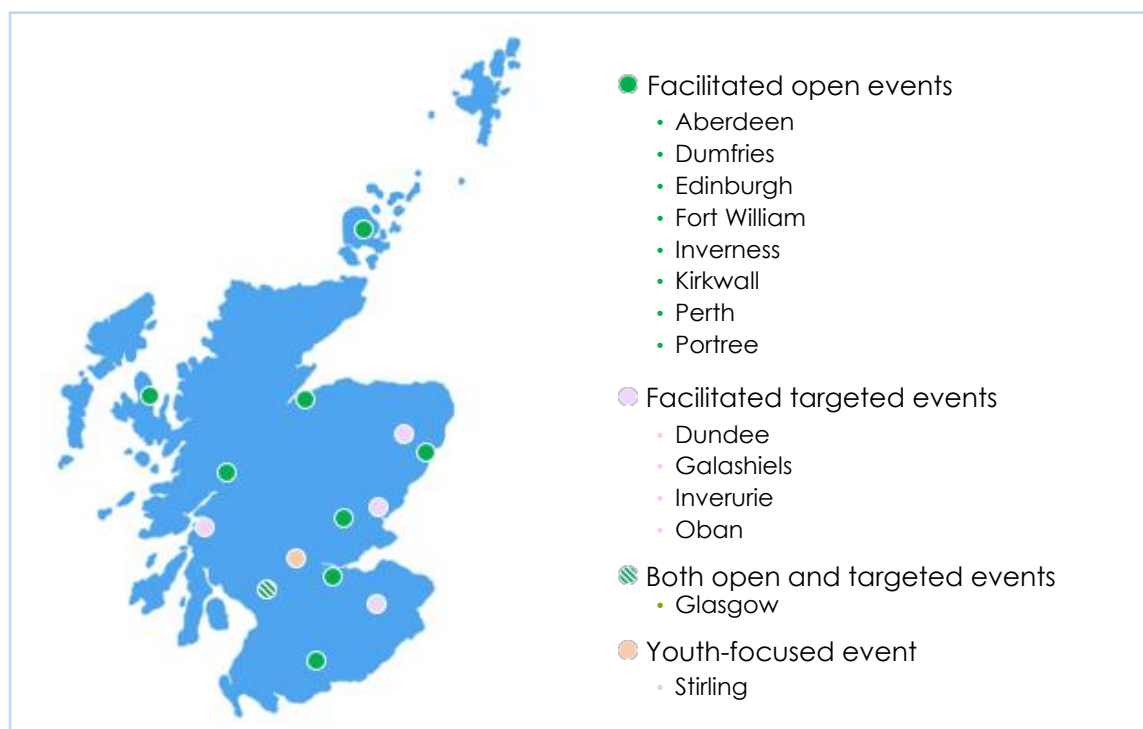
KSB ran workshops in different locations around Scotland. Locations were selected to include a range of cities, towns and rural areas, including the islands (see Figure 1).

Three different types of workshops were facilitated:

- i. 9 x large, 'open-audience workshops'. Attendance was open to any individual who was interested in participating.
- ii. 1 x 'youth workshop'. Attendance was restricted to participants aged 11 – 26 years old to ensure that the voices of young people were represented.

- iii. 5 x focussed 'targeted-audience workshops'. Attendance was incentivised to enable participants with lower pre-existing engagement in climate change conversations to be intentionally recruited via a screening questionnaire.

With the exception of the youth event, all workshops were held at 17:30 – 19:30 on weekday evenings to enable people in regular employment to attend. The youth event was held from 13:00 – 15:00 during school summer holidays. Refreshments were provided at all workshops.



**Figure 1: Locations of facilitated workshops**

### Workshop format

All three types of workshops followed a very similar format. Each event was two hours long and was run as a guided conversation between participants who were seated around tables in groups of up to 12 people.

All the events began with a welcome and introduction, which explained the purpose of the event and how the data would be used. Following this introduction, a series of discussion topics and questions were presented to the participants by a lead facilitator positioned at the front of the room. Slides and activity cards used during the workshops are provided in Appendix 1. The topics and questions presented were developed to provoke discussion based on suggested solutions from experts such as the Committee on

Climate Change. Not all suggested actions are current Scottish Government policy positions.

The activities and discussion topics used in the workshops were designed to gather the following information from participants:

- Levels of understanding and concern about the global climate emergency.
- Opinions on the ambition of the Scottish Government's 2045 target for reaching net-zero emissions.
- Views on some of the biggest societal changes required to reach net-zero emissions and the challenges to be addressed.
- Perspectives on how to prioritise actions to address the global climate emergency and achieve net-zero emissions.

After each topic or question had been introduced by the lead facilitator, participants were prompted to have a conversation with the people at their table. Additional facilitators were available around the room to answer questions and keep the discussions focussed, if necessary, but these facilitators were not sat at the tables leading the conversations. Halfway through the event, participants were given the opportunity to move tables so that they could have a conversation with different people if they wished, but this was optional.

### **Format modifications**

The content of the workshops was slightly adjusted in response to participant feedback from the first event in Glasgow. Participants found there to be too much emphasis throughout the workshop on individual behaviour change as a solution to tackling climate change. Therefore, the discussion topics and questions were reframed in future workshops to encourage participants to consider societal change more broadly, including actions by government and business as well as individuals and communities.

The youth event followed the same basic structure as the other events, addressing the same overarching questions. However, this event was led by a facilitator with specific experience in working with young people. She made minor adjustments to the language to ensure that discussion topics were appropriate for a younger audience. For example, 'Introduce a frequent flyer tax' was reworded as 'Pay more if you fly more' and 'Incentivise tree planting' became 'Plant more trees'. The facilitator also enhanced the

interactivity of some of the activities to more directly encourage the young people to move around the room and discuss their ideas with different participants.

Modifications were also made for the targeted-audience workshops to ensure the content was appropriate for an audience with little or no prior knowledge of climate change. In addition, the final activity, a 'readiness ruler' which had participants rank how prepared they were to make lifestyle changes, was omitted to allow more time to discuss challenges to change and how these challenges could be overcome.

## Data collection

Once participants had finished each section of the workshop, they were given time to record their views, either by writing in a specially-designed workshop booklet or by using a web-based tool via their mobile phones ([www.sli.do](http://www.sli.do)). Screenshots of the Slido feedback form are shown in Figure 2 and a copy of the data collection booklet is provided in Appendix 2.

**Figure 2: Screenshots of Slido feedback form**

Using an online tool such as Slido is useful for giving the participants in the room some 'real time' feedback on their answers and views. For example, after participants were asked to share the word they associated with "climate emergency" all of their words were generated into a word cloud which was visible on a screen for participants to see. This enabled participants to see the views of others in the room which helped to create a

transparent and participative atmosphere. Slido also has the added benefit of saving significant time in transcribing handwritten data for analysis.

Handwritten booklets were available for participants that didn't have a compatible mobile phone, or simply preferred to use paper and pen to record their comments. Approximately a third of respondents chose to use the paper booklet. Participants who recorded their answers in booklets generally wrote more, however, not all written answers were legible and therefore some could not be incorporated into the findings.

## **Recruitment of participants**

Each of the three types of workshop were aimed at a different audience and involved a different recruitment procedure.

### *1. Open-audience workshops (July – September)*

These events were designed to allow members of the public who were interested in being part of The Big Climate Conversation to have an opportunity to participate in a face-to-face workshop.

The events were widely advertised through social media, primarily via the @ScotGovClimate and @KSBSScotland Twitter accounts, as well as other Scottish Government social media platforms. Additionally, a 'Call to Action' email was sent to 46 organisations, located in each of the areas where a conversation event was being held, encouraging them to promote participation among their communities.

Between 75 and 135 tickets were available for each event (depending on the venue capacity), and participants were asked to register to attend online (via Eventbrite). Attendance was free of charge.

Almost all of these events were fully booked in advance, and many events were overbooked in anticipation of a proportion of registered participants not turning up on the day. It was, however, very difficult to predict the drop-out rate of registered attendees as this fluctuated very substantially between events. For example, 91% of registered participants attended the Dumfries workshop, while only 48% attended the Aberdeen workshop (see Table 1). In the end, open-audience workshop attendance ranged from 31 to 98, with an average attendance of 55 people.

Event	Registered	Attended	% drop out
Aberdeen	80	38	52%
Fort William	130	65	50%
Stirling	60	31	48%
Inverness	100	57	43%
Edinburgh	85	46	39%
Perth	75	46	37%
Portree	80	57	29%
Glasgow	135	98	27%
Kirkwall	55	41	25%
Dumfries	80	73	9%
<b>Total</b>	<b>880</b>	<b>552</b>	-
<b>Average</b>	<b>88</b>	<b>55</b>	<b>36%</b>

**Table 1: Registrations and drop-out rates for each of the open-audience workshops**

## 2. Youth workshop (24th July)

This event was promoted through a range of local and national youth organisations. Additionally, it was promoted on our social media platforms with specification that it was a 'youth-focused group targeted at participants aged 11 – 26'. The Eventbrite registration was also organised in a way that prevented registration by individuals older than 26 to make sure that all available spaces were reserved for younger participants.

## 3. Targeted-audience workshops (September – November)

The open-audience events naturally attracted people who were interested in discussing climate change and wanted to share their views with the Scottish Government. As a result, the majority of the participants in these events were already highly engaged in conversations about climate change. (See report of findings for more details on who attended the workshops).

Insights from highly engaged individuals are typically very well informed and therefore incredibly valuable. However, it was also important to hear from people who had been less engaged in these conversations to date, as action to address the global climate emergency will need to involve all members of society.

The targeted-audience workshops were therefore organised with the specific aim of encouraging participation from people with less prior engagement in conversations about climate change. Events were held in five locations: Dundee, Oban, Galashiels, Glasgow, and Inverurie.

Participants were recruited using 'purposive sampling'<sup>1</sup> through a two-stage process:

- Stage 1: Widespread advertising in the area via social media, posters in places of high footfall and adverts in the local press. People who were interested in attending were invited to register their interest online which involved completing a short screening questionnaire. (See Appendix 3 for screening questions used).
- Stage 2: Selection of participants from the pool of those who had registered. The screening questions were used to identify individuals who appeared to be least engaged in climate change while maintaining demographic diversity (particularly with respect to gender and level of education).

These workshops were designed to be smaller than the open-audience events to enable closer facilitation and greater guidance on discussion topics. Therefore, a maximum of 25 places were available at each event. Unlike the open-audience workshops, participants were offered a £25 cash incentive to attend, which meant that there were very few no-shows on the day.

Recruiting participants for the targeted-audience workshops was challenging. The 2018 Scottish Household Survey found that 65% of adults believe that climate change is an immediate and urgent problem. In March 2019, the BEIS Public Attitudes Tracker found that 80% of the UK population was either fairly or very concerned about climate change. Therefore, there is a relatively small pool of people from which to recruit people who describe themselves as unengaged with this issue of climate change, particularly in areas with smaller populations. In addition, some participants who described themselves as unengaged with climate change in the screening questionnaire were found to still have significant levels of knowledge and/or concern.

## **STRAND 2: COMMUNITY-LED CONVERSATIONS (AUG - NOV 2019)**

The locations of the open-audience workshops were carefully planned to cover as many parts of the country as possible, from Kirkwall to Dumfries, Aberdeen to Portree. Nevertheless, it was not possible to run a facilitated

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<sup>1</sup> <https://methods.sagepub.com/reference/encyclopedia-of-survey-research-methods/n419.xml>



workshop in every community and there were inevitably many people who did not have the opportunity to attend.

The community-led conversations strand of The Big Climate Conversation was therefore designed to enable participation from those people who had not been able to attend a workshop. The aim was to encourage and assist communities to host their own conversation and submit their views directly to the Scottish Government via a feedback form.

In total, 110 feedback forms were received from 99 different community groups that held funded or unfunded events across Scotland, with at least one event taking place in over 80% of Scottish local authorities (26 out of 32), as shown in Figure 3.

The Scottish Government provided support for these community-led conversation events in two ways:

1. *A 'How-To Guide'*

Downloadable from the Scottish Government website, the How-To Guide led participants through the series of discussion topics and questions used in the facilitated workshops. The guide was also available on Impact Funding Partners webpage (see information on the grant fund below). Between the two locations, the guide was accessed over 800 times.

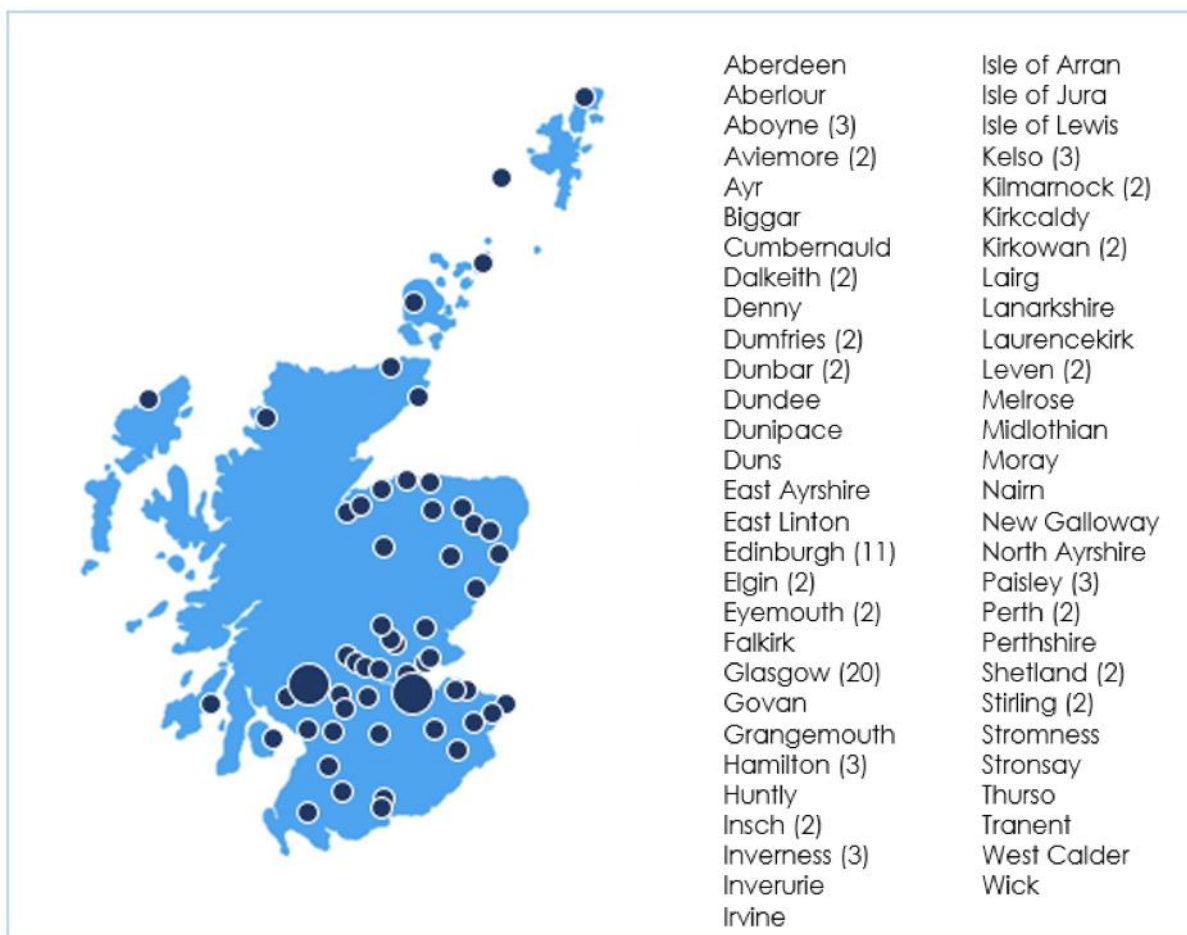
To reduce the burden on participants and encourage more communities to take part, the feedback form was much simpler and shorter than the data collection form used at the facilitated workshops. Each group was asked to submit a single form that reflected the collective findings and opinions of the entire group, rather than individual feedback forms for each participant.

Both the How To Guide and feedback form can be downloaded from the Scottish Government website: <https://www.gov.scot/publications/the-big-climate-conversation-community-conversation-pack/>

2. *A Grant Fund*

Administered by Impact Funding Partners, up to £300 was available to community groups to cover the costs of organising and hosting a Big Climate Conversation. Each community group could apply to run up to two conversations, which meant funding of up to a total of £600 was available to any one group.

The fund was open for applications from 8 August until 31 October 2019. In total, the Scottish Government provided £17,770.22 in funding for 71 conversations led by 61 different community groups.



**Figure 3: Locations of community-led conversations.**

(N.B. Where more than one conversation was held in the same location, the total number of conversations is provided in brackets.)

### STRAND 3: DIGITAL CONVERSATION (22 AUGUST)

The final strand of the public engagement programme for The Big Climate Conversation was the digital conversation. Hosting a conversation online was an important way to ensure that individuals who were unable to take part in a workshop or a community event, for whatever reason, were still able to have their voices heard.

The digital conversation took place on the Scottish Government's Climate Change Twitter page (@ScotGovClimate) between 12:30 – 14:30 on 22<sup>nd</sup> August. The questions mimicked those used in the facilitated workshops and were posed through a combination of tweet text and images.

Participants were encouraged to engage with the Twitter questions either by replying directly to the post or by tweeting their opinions using the hashtag '#BigClimateConversation'. In total, 82 responses were received during this digital conversation.

## ANALYSIS OF RESPONSES

The different strands of activity allowed participants to submit responses through a variety of channels. Whilst the central questions asked of participants in each strand of The Big Climate Conversation were similar, the format in which responses were submitted were quite different. Therefore, at the end of The Big Climate Conversation, the data to be analysed had been collected in the following formats:

- Entries via Slido (all facilitated workshops)
- Completed hand-written booklets (all facilitated workshops)
- Facilitator observation notes (targeted-audience workshops)
- Simple feedback forms (community-led conversations)
- Tweets (digital conversation)

Keep Scotland Beautiful were responsible for the analysis of the data collected through the facilitated conversations (including both the open and targeted workshops). The Slido form and the booklets had been designed to mirror each other exactly, therefore, these responses could be analysed together. Data from the booklets was transcribed and entered into a spreadsheet alongside the data downloaded from Slido. All data were then analysed together, question by question.

Descriptive statistics were used where relevant, for example, to analyse the demographics of those attending the workshops. However, most of the responses were qualitative in nature and were therefore analysed using a thematic coding process. This involved the responses to each question being grouped into themes, to help draw out areas of agreement or disagreement between participants. Facilitator notes from each of the five targeted-audience workshops were analysed and compared with the Slido and booklet data.

Whilst a similar form of thematic coding was used to analyse the feedback forms from the community-led conversations, the format of these forms did not mirror those used in the facilitated workshops. Therefore, it was not possible to combine these responses to analyse them together and the feedback forms were analysed separately, following the simplified set of questions used.

The Scottish Government is currently exploring further digital engagement opportunities to supplement our initial digital engagement event. These

future online engagement opportunities will be organised in conjunction with the Scottish Government Digital Engagement Team to inform an online engagement strategy.

Across the various different strands of activity, The Big Climate Conversation has engaged a large number of individuals and communities all across Scotland. The findings therefore reflect only the perspectives of the individuals, communities and organisations that took part in The Big Climate Conversation. As participants were not selected to be representative of the Scottish population, the findings should not be considered as representative of national opinion.

Similarly, whilst it would be useful to explore whether there were differences of opinion between different subsections of the population, this type of analysis was not possible with the data collected. This is due to the non-random nature of the recruitment process and the small number of participants in each demographic category relative to the total population of Scotland.

## **PARTICIPANT FEEDBACK**

At the end of the facilitated workshops, participants were asked to rate their experience of the workshop on a scale of 1 – 10 from excellent to poor. They were also given an open field and invited to provide give any other feedback or comments that they wished.

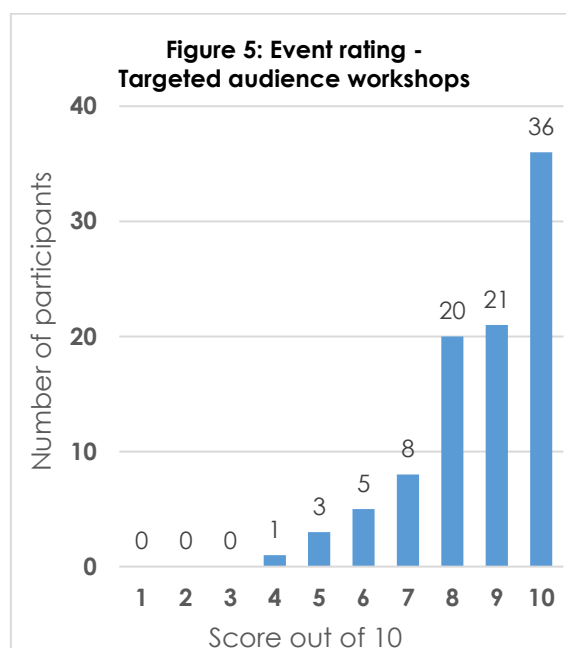
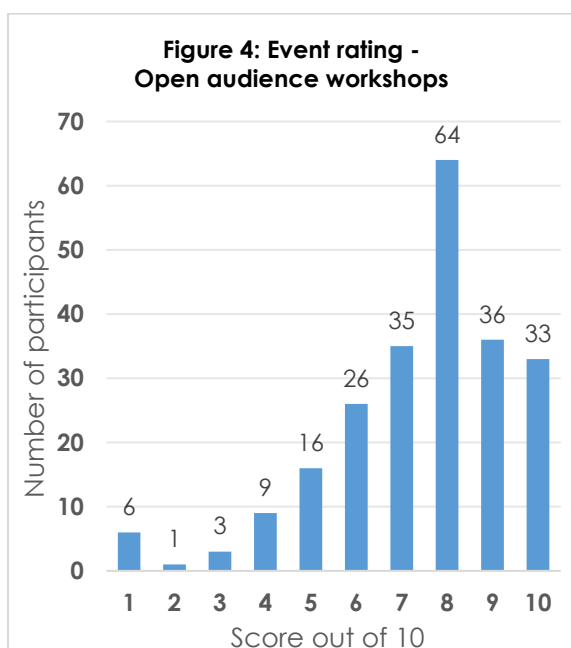
### **Overall rating of events**

Participants' scores out of ten for their overall experience of the events are shown in Figures 4 and 5 below. The graphs show that, of those who submitted a feedback score<sup>2</sup>, most participants in both open- and targeted-audience workshops rated their overall experience of the event as positive. On average, participants in targeted-audience workshops gave slightly higher scores than open-audience workshop participants: the mean score for target-audience workshops was 8.7 out of 10, compared to 7.4 in open-audience workshops.

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<sup>2</sup> 42% of open audience participants and 90% of targeted audience participants





As both distributions are negatively skewed, Table 2 provides three estimates of central tendency: mode, median and arithmetic mean. This table shows that the most marked difference between the two sets of scores is in the mode (the most common score), which was 8 out of 10 for open-audience workshops and 10 out of 10 for targeted-audience workshops.

Estimate of central tendency	Open	Targeted
Modal score	8	10
Median score	8	9
Mean score	7.4	8.7

**Table 2: Average participant scores out of ten for their overall experience of the facilitated workshops**

### Qualitative feedback

In line with the positive scores received, a large proportion of the qualitative comments provided by participants at both types of workshop were also positive.

Many participants stated that they found the workshops interesting, engaging or thought-provoking, as well as encouraging and motivating. Several participants also noted that they had enjoyed the opportunity to talk about climate change, and encouraged the Scottish Government to run more events like these in the future.

**“Good to have folk coming together to talk. Makes you feel like you're not alone with worries, hopes, motivations.”**

*Portree open-audience*

**“It really got people talking. There was a great mix of people, ages etc. And it was very enjoyable as well as thought provoking.”**

*Perth open-audience*

**“Enjoyed this evening and it's good to stop and think about how our country's responsibility to change needs to be and how we go about it.”**

*Inverurie targeted-audience*

**“Really encouraging to see that the Scottish Government is taking the issue seriously.”**

*Edinburgh open-audience*

**“It was good to meet other people who are thinking about climate change and how it might affect us in Scotland. We can't ignore this. I feel more wary about my lifestyle choices now.”**

*Galashiels targeted-audience*

**“A great evening with a chance to build my knowledge and discuss issues with an interesting group of people.”**

*Dundee targeted-audience*

**“I think there should be more regular meetings like these to allow more members of the public to attend.”**

*Glasgow open-audience*

Several participants also voiced concerns, criticisms and disappointments, particularly in some of the open-audience workshops. The most commonly expressed negative comment was a feeling that the Scottish Government needed to go beyond conversations and take more concrete action to tackle the global climate emergency.

**“Glad I went. I feel far more informed. However I am very wary that this was all talk and there will be no action.”**

*Stirling open-audience*

**“I want to see actions not words. Declaring a climate emergency doesn't make it go away!”**

*Dumfries open-audience*

**“Act as an EMERGENCY don't just talk.”**

*Dundee targeted-audience*

**“People want actions now, we only have 12 years. Is very fine to declare an emergency, but government need to act as if there was one, and at the moment they are not doing so.”**

*Fort William open-audience*

Some participants had interpreted the concept of The Big Climate Conversation to be a direct conversation between workshop participants and Scottish Government officials or ministers. As a result, they were frustrated that they did not have sufficient opportunity to speak directly with the Scottish Government on the night.

**“Overall I welcomed the experience and the only criticism I have was that the government was poorly represented and didn't engage with us.”**

*Fort William open-audience*

Several participants in the open-audience workshops also observed that many of the participants at the events were already highly engaged and motivated to act on climate change. Therefore, there was criticism of the events as “preaching to the converted” or speaking in “an echo chamber”, with the suggestion that more attention should be put on finding ways to reach people who were less convinced of the need to act.

**“A little bit of a bubble, but a good platform for discussion.”**

*Portree open-audience*

**“You were preaching to the converted here, we need to have a truly national conversation about this.”**

*Dumfries open-audience*

**“Good but we were a self selected group. How to reach the unconverted?”**

*Perth open-audience*

Linked to the observation that the open-audience participants were typically well informed about climate change issues, some participants found the discussion topics and activities too simplistic and suggested that these should have gone into more detail and complexity.

**“As you are more than likely speaking to a converted audience it was a shame the conversations could not have been more detailed.”**

*Glasgow open-audience*

**“I am sure you were restricted for time , but it felt that we needed much more time to explore and discuss the issues in greater depth.”**

*Kirkwall open-audience*

Some participants stated that they found the design of the workshops, including the discussion topics and activities, to be too restrictive. These participants felt that the focus on specific government targets and actions meant that there was insufficient opportunity to discuss the fundamental framing of the issue, including potential ways to address more deep-seated, systemic causes of climate change embedded in our society and economy.



“Absence of scope to discuss the overall context, or to comment to the whole group about the framing of the problem.”

*Edinburgh open-audience*

“Frustrated - this isn't a debate or discussion, you aren't finding out opinions (or ideas) just fitting us into "agree" or "disagree" boxes. In other words you've already decided solutions and plans.”

*Aberdeen open-audience*

“...[This seems like] a one way conversation where the government gathers opinions but those conversing with the government feel either powerless or sceptical about the process.”

*Fort William open-audience*

Finally, several participants suggested that a citizen's assembly on climate change would be a better way to more fairly and accurately capture the views of the public and give participants a greater sense of ownership over the process.

“Citizens assembly would give people more time, help the distillation process and increase ownership. This is a step towards it, consider being bolder.”

*Glasgow open-audience*

### **Feedback from community-led conversations**

Community groups weren't specifically asked for feedback on the process, however, Impact Funding Partners collated some comments on the perceived value and purpose of the conversations from the application forms of those who applied for grant funding.

Several organisations highlighted that they saw the opportunity to run an event in their local communities as a good way to bring more local voices to the conversation. Through offering the 'How-To Guide' and fund, The Big

Climate Conversation has been able to reach out to communities in more rural and hard to reach areas of Scotland. Due to the location of the facilitated Big Climate Conversation events, many communities were unable to attend due to transport, time and financial constraints. By targeting local, grass root organisations, the conversations were able to be held in suitable and accessible venues.

**“We found it very useful to be able to add to the Big Climate Discussion and we are putting on the event to allow people from the other side of the region an opportunity to feed into the discussion.”**

*Community-led conversation, Dumfries & Galloway*

**“As rural, remote and isolated communities they can often be overlooked during consultation processes....it is important we provide the opportunity for them to have their say.”**

*Community-led conversation, Shetland Isles*

Many organisations went beyond what was outlined in the 'How to Guide', for example, inviting guest speakers along to their workshops or playing related videos to the groups to enhance their understanding.

**“We have invited Professor Peter Smith, a world expert on Climate Change and Director of the Scotland's Climate Change Centre for Expertise at the University of Aberdeen to give a talk to kick off the event.”**

*Community-led conversation, Aberdeenshire*

Several organisations also took this opportunity to discuss and develop their own community climate action plan.

**“The Conversation itself should generate discussion not only on broader issues and behaviours but also on local lived experience, leading also to discussion on what practical measures could be taken locally in terms of climate mitigation and adaptation, at different level, right down to individual behaviour”.**

*Community-led conversation, Fife*

# APPENDIX 1: SLIDES & ACTIVITY CARDS FOR WORKSHOPS

## 1) Open audience workshop – Slides

**Welcome!**

Wifi: TUPConference  
Password: 20Conf19

Please go to [slido.com](https://www.slido.com)  
& enter code #bccdum

Twitter - #BigClimateConversation




**The Big Climate Conversation**

**Susie Townend**  
Head of Climate Policy Unit,  
Scottish Government




Scotland has already almost halved emissions since 1990

Net-zero target for 2045

€300,000 to be invested to expand the Climate Ready Classrooms

Climate change at the core of our next Programme for Government, Spending Review and Budget

Update the Climate Change Plan to identify policy areas where we can go further, faster.


Help for social landlords to improve energy efficiency

Empower energy consumers to move towards affordable, clean energy

Funding to promote locally sourced food and drink

Additional £11M peatland restoration

Just Transition Commission to maximise the economic and social benefits of decarbonising Scotland




**What's The Big Climate Conversation?**

Significant role for the whole of Scottish society in supporting transformational change and addressing climate change;

The Big Climate Conversation is a conversation between the Scottish Government and all of Scottish society - engaging with individuals, the private and public sectors.

Progress to date has been achieved with little impact on most people. The next phase will require much more noticeable changes, and tougher decisions. We want constructive dialogue to be central to our approach.

We aim that The Big Climate Conversation will establish a collaborative, nationwide approach to addressing the difficult decisions and societal changes needed to tackle climate change.




**What's The Big Climate Conversation?**  
Public engagement:

10 largescale, open public workshop. Share ideas, thoughts, concerns direct to the Scottish Government.

Designed to be as accessible as possible. Not all attendees at events are at the same place on climate change.

Share, discuss, listen to understand their priorities and opinions.


4 focus groups for those who are underrepresented in the climate change debate.







**What's The Big Climate Conversation?**





**What happens to your contributions?**

- November – Report on the findings of the public conversations. This will be publically available;
- November – Spring 2020 – Revision of the Scottish Government Public Engagement Strategy;
- Climate Change Plan – guiding Scottish Government's policy. Published within 6 months of the Climate Change Bill being passed;

**Welcome!**

Wifi: TUP Conference  
Code: 20Conf19

Please go to [slido.com](https://www.slido.com)  
& enter code #bccdum

Twitter - #BigClimateConversation




**Route map for this evening**

Activities and prompts to get you talking;




1. Explore the Challenge
2. Net-Zero by 2045
3. Priorities for action





**How our meeting will work**

- We want to listen to everyone.
- Discuss first, then write
- Use slido ( [slido.com](https://www.slido.com) / #bccdum) or paper booklet
- Sentences not needed - 300 character limit
- Facilitators here to help



**Ground rules**

- Listen and seek to understand
- Be respectful
- Write it down!
- Keep it moving
- Mix it up



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**Green Slides = Discuss and Feedback**

Use slido or booklet to tell us a bit about:

- who you are
- how much you know
- how you feel

3 MINUTES

Keep Scotland Beautiful Scottish Government Rìgh-thìras na h-Alba gov.scot

**Part 1 – Exploring the challenge**

Keep Scotland Beautiful Scottish Government Rìgh-thìras na h-Alba gov.scot

**Why do you think people in Scotland should care about climate change?**

**Why do you think some people don't?**

Remember to record your discussion and thoughts!!

5 MINUTES

Keep Scotland Beautiful Scottish Government Rìgh-thìras na h-Alba gov.scot

**“Scotland has declared a global climate emergency”**

What words come to mind when you hear ‘climate emergency’?

5 MINUTES

Keep Scotland Beautiful Scottish Government Rìgh-thìras na h-Alba gov.scot

**Mix it up!**

- Sit beside people you don't know.
- Introduce yourself.




2 minutes

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**Rank the causes from high to low in terms of their contribution to climate change.**

5 MINUTES

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Transport

Food

Business and Industry

Home heating

Generating Electricity

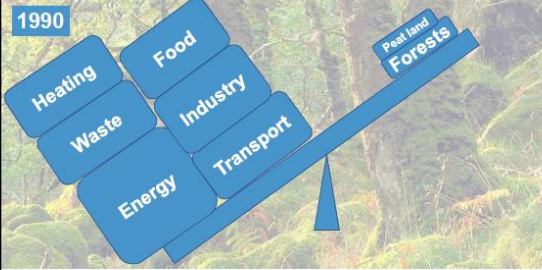
Waste

Flights/shipping

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**Part 2 – ‘Net-Zero’ by 2045**

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1990

Heating

Waste

Energy

Food

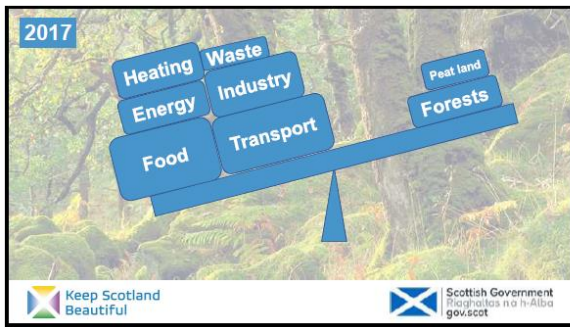
Industry

Transport

Peat land Forests

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**Is the target of 'net-zero by 2045' too ambitious, or not ambitious enough?**

**Why do you think that?**

Please record your discussion and thoughts

10 MINUTES

Keep Scotland Beautiful | Scottish Government

**Choose three changes (you can add your own).**

- Will these changes be a good thing for Scotland?
- What are the biggest challenges?

Nominate someone to submit your views

25 MINUTES

Keep Scotland Beautiful | Scottish Government

Shake it out!!

Keep Scotland Beautiful | Scottish Government

Part 3 – Priorities for action

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**Priorities for Action**

- Rank according to priority.
- Would you add other actions?
- Record those you think are highest priority, and those you think are lowest (choose as many or as few as you like)
- Explain your reasons.

15 minutes

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Don't forget to record your conversations

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Thank you!

[www.gov.scot/news/the-big-climate-conversation](http://www.gov.scot/news/the-big-climate-conversation)

[www.climatechallengefund.org](http://www.climatechallengefund.org)

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**One last thing:**


Please complete the feedback questionnaire before you go.

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## 2) Changes cards

 <p><b>We eat a mostly vegetarian diet</b></p> <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• 44% of greenhouse gas emissions from Scottish agriculture in 2016 were from cows and sheep (methane)</li> <li>• Most meals people eat are made from plants</li> <li>• There are more vegetarian options than meat in restaurant menus and takeaway food (including ready-made meals and online delivery)</li> </ul>
 <p><b>As a society, we fly less</b></p> <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Currently 70% of flying is done by around 15% of the population (the 'frequent flyers')</li> <li>• People choose to go on holiday without getting on an aeroplane (e.g. local holidays or using trains)</li> <li>• Businesses use online technology to 'meet' colleagues</li> </ul>
 <p><b>All homes and buildings are insulated to the highest standard</b></p> <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Homes with no insulation can lose up to 26% of their heat through the roof and around 33% through the walls</li> <li>• Insulating your home keeps the warmth in (you can think of this like putting on a thick padded jacket to keep you warm in winter!)</li> <li>• All homes must be well insulated to reduce the energy needed to keep them warm</li> </ul>
 <p><b>Most people use public transport for everyday journeys (e.g. to get to school or go shopping)</b></p> <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Fewer cars on the road means less pollution and crowding on the roads</li> <li>• More people use public transport (e.g. bus, train, coach, ferry or subway) for day to day activities</li> <li>• Streets have changed to allow for more public transport (e.g. more bus stops or a new tram system) with dedicated apps or mobile-friendly websites to help plan journeys</li> </ul>

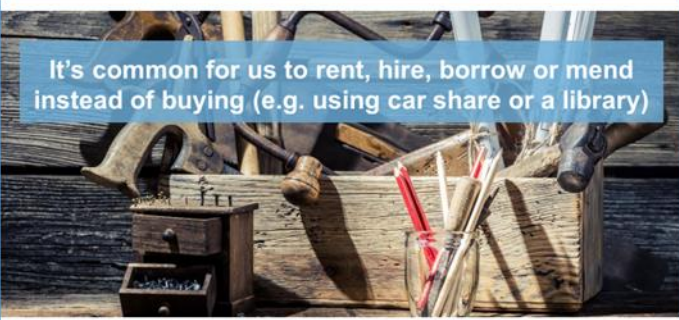




Walking and cycling for short journeys (less than 3 miles) is easy and safe




- Increased walking and cycling reduces pollution, improves health and saves money
- There are more cycle ways and walking paths that are well used and maintained
- Storing and hiring bikes is easy and convenient (e.g. more bike racks, bike share schemes)



It's common for us to rent, hire, borrow or mend instead of buying (e.g. using car share or a library)




- 11% of our carbon footprint comes from the goods and services we buy (including those imported into Scotland)
- People are more likely to rent things instead of owning them (e.g. cars, bikes and tools)
- People try to repair or swap things instead of buying new (e.g. clothes, toys, tools and books)
- Second hand and repair shops are more common



All cars on the road are electric



- Electric cars reduce exhaust emissions on the road
- If buying a car, electric will be the only option
- There will be a network of electricity charging points across Scotland



All unavoidable food waste (e.g. a banana skin or egg shell) is collected separately, composted and/or used to generate energy



- People don't waste food (wasted food wastes the energy and resources used to make, transport and store it)
- There is an effective system in place for every household and business to separate their unavoidable food waste. Everyone understands it and uses it correctly
- This system includes regular collection to turn waste into compost and/or use it to generate energy



We no longer use gas to heat our homes



- 78% of homes in Scotland use gas as their main heating fuel in 2018
- Gas will be replaced by low carbon energy sources (e.g. electricity from renewables such as wind or solar)
- New homes are built without a gas supply and existing homes have to be changed


## 3) Action cards

 <p><b>Introduce a frequent flyer tax</b></p> <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Everyone would be able to take one flight per year without paying any tax, but the tax would rise each time you fly after that</li> <li>• The more flights you take in a year, the more tax you would be charged per flight</li> <li>• Currently 70% of flying is done by around 15% of the population (the 'frequent flyers')</li> </ul>
 <p><b>Build more off-shore wind turbines</b></p> <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• We will need to generate lots more clean electricity to power electric vehicles and to heat our homes</li> <li>• This will cover a small proportion of the UK seabed and will impact on fishing and wildlife</li> <li>• We have a strong offshore industry and this could create new jobs</li> </ul>
 <p><b>Prioritise public transport, walking and cycling in planning towns and cities</b></p> <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Streets will be remodelled so cars have less space</li> <li>• Cycle lanes will be separated from other traffic</li> <li>• Cars may be banned at certain times</li> <li>• Different types of public transport will link up better</li> </ul>
 <p><b>An end to use of gas for central heating</b></p> <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• 79% of homes in Scotland are currently heated using gas (12% use electricity and 6% use oil)</li> <li>• Houses will be heated with 'heat pumps' that run off electricity or connected to 'District Heating Systems'</li> <li>• Householders may have less choice and flexibility over how they heat their homes</li> </ul>
 <p><b>To sell your home it must meet a minimum energy efficiency rating</b></p> <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Homeowners would need to pay to install energy efficiency measures</li> <li>• This could include: insulating walls, installing low carbon heating systems, and upgrading windows</li> </ul>




<p><b>Introduce variable tariffs for electricity</b></p>  <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Electricity will cost more at times of high demand</li> <li>• Smart meters will be able to tell you when electricity costs more and when it costs less</li> <li>• Homes may have 'smart batteries' that would allow households to store cheap electricity to use later</li> <li>• This may help us use more renewable energy</li> </ul>
<p><b>Incentivise tree planting</b></p>  <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Currently 20% of Scotland is forested</li> <li>• It's estimated we need to plant 3,000 square miles of trees – an area about the size of the Borders, Lothians and Fife combined</li> <li>• This could be beneficial to wildlife</li> </ul>
<p><b>Public 'divestment' from fossil fuels</b></p>  <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• All public bodies invest money in companies, but they would have to stop investing in oil, gas and coal companies because of the impact of these industries on climate change</li> <li>• Public pension funds are some of the biggest investors in the stock market and Scottish council pensions schemes currently have millions of pounds invested in fossil fuel companies</li> </ul>
<p><b>Tax processed meat, beef and lamb to reduce consumption</b></p>  <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Oxford University researchers have proposed a tax on red and processed meats because of their effect on our health – like the tax on tobacco or sugary drinks</li> <li>• Producing red meat also contributes significantly to climate change</li> </ul>
<p><b>Create a 'circular economy' in Scotland</b></p>  <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Manufacturers must make products that can be repaired</li> <li>• The market for second hand and refurbished goods will be bigger</li> <li>• Manufacturers will be responsible for disposing of items at the end of their life</li> <li>• People will be more likely to lease things like cars, fridges and washing machines, instead of owning them</li> <li>• The 'Deposit Return Scheme' for plastic bottles is an example of the circular economy</li> </ul>
<p><b>Phase out North Sea Oil and Gas Extraction</b></p>  <p>Keep Scotland Beautiful</p> <p>Scottish Government Riaghaidas na h-Alba gov.scot</p>	<ul style="list-style-type: none"> <li>• Over 100,000 people are employed in coal, oil and gas in Scotland</li> <li>• Scotland's production of oil and gas was estimated to be £17.5 billion in 2016-2017.</li> <li>• It is argued that, to address the climate emergency some oil and gas will have to be 'left in the ground'.</li> <li>• The skills of the workforce could be transferred to other sectors, for example, building offshore wind turbines</li> </ul>

# APPENDIX 2: WORKSHOP DATA COLLECTION BOOKLET




Your charity for Scotland's environment




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## The Big Climate Conversation




### Data Collection Booklet




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Before we start – please tell us a bit about yourself

**This information is anonymous and will be used to check if we are engaging with people from a wide range of backgrounds**

Age

11-16	16-24	25-34	35-44	45-69			
60-74	75+						

Postcode

Gender


Female	Male	Non-binary	Prefer not to say
--------	------	------------	-------------------


Ethnicity

White Scottish	White British	White Other	
Asian Or Scottish/British Asian	African or Scottish/British African	Afro-Caribbean or Scottish/British	

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		Afro-Caribbean
Chinese or Scottish/British Chinese	Other – please specify	Prefer not to say

Education Qualification

Degree/professional qualification	HNC/HND equivalent	Higher/A-level equivalent
O Grade/Standard Grade equivalent	No qualifications	Prefer not to say
Other qualification		


In the next three questions you can tell us about how you feel about climate change before you take part in the Big Climate Conversation.


‘The Scottish Government has declared a climate emergency’

Mark an x to indicate how much you know about this

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I know a lot about this		This is the first time I've heard of it
-------------------------	--	-----------------------------------------



Mark an x to indicate how you feel about this

Calm		Very worried
------	--	--------------

Please give us ONE WORD to describe how you feel about climate change

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**1A: Why do you think people in Scotland should care about climate change?**

**Why do you think some people do not?**

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**1B: What words come to mind when you hear the phrase 'climate emergency'?**

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**2A: Please choose an option that most closely matches how you feel about the target for Scotland to have 'net-zero' emissions by 2045**

Far too ambitious		A bit too ambitious	
About right		Not quite ambitious enough	
Nowhere near ambitious enough		None of these	
No opinion			

**Why do you think that?**

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**2B: For each change please tell us if you think this would be a good thing for Scotland. Then discuss as a group what you think are the biggest challenges to achieving this change.**

Change				
Do you think this will be a good thing for Scotland?				
Strongly agree		Agree		Disagree
Strongly disagree		Not sure		No opinion
What do you think are the biggest challenges to achieving this change?				

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Change				
Do you think this will be a good thing for Scotland?				
Strongly agree		Agree		Disagree
Strongly disagree		Not sure		No opinion
What do you think are the biggest challenges to achieving this change?				

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Change				
Do you think this will be a good thing for Scotland?				
Strongly agree		Agree		Disagree
Strongly disagree		Not sure		No opinion
What do you think are the biggest challenges to achieving this change?				

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3. Please tell us which of these actions you think are a high priority and which are a low priority. Please feel free to add other actions. Why do you think these are a high/low priority?

<b>Please tick the actions you think should be a high priority</b>	
A frequent flyer tax	<input type="checkbox"/>
Build off shore wind turbines	<input type="checkbox"/>
Streets are changed to make more space for walking, cycling and public transport	<input type="checkbox"/>
Homes must meet a minimum energy efficiency rating in order to sell	<input type="checkbox"/>
Variable tariffs for electricity	<input type="checkbox"/>
Incentivise tree planting	<input type="checkbox"/>
A tax on beef, lamb and processed meat	<input type="checkbox"/>
Create a 'circular economy' in Scotland	<input type="checkbox"/>
Phase out extraction of oil and gas from the North Sea	<input type="checkbox"/>
Add your suggestions here	

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<b>Tell us why you think these are a high priority</b>

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## APPENDIX 3: SCREENING QUESTIONS FOR RECRUITMENT OF TARGETED-AUDIENCES WORKSHOPS PARTICIPANTS

Dundee, Galashiels, Inverurie and Oban targeted-audience workshops

Please tell us...

- how often you read or watch news articles (online, television or papers) about climate change.  
[Every day] [Once a week] [Rarely] [Never] [Don't know]
- how much you agree with the statement 'When shopping (e.g. for clothes, food, furniture), I consider the environmental impact of my purchases'.  
[Strongly agree] [Agree] [Neither agree nor disagree] [Disagree] [Strongly disagree]
- when you last had a conversation about climate change or environmental issues (excluding conversations relating to this focus group).  
[This week] [In the last two weeks] [This month] [In the last 6 months] [Over 6 months ago or never]
- how much you agree with the statement 'I think that there are more important issues than climate change'.  
[Strongly agree] [Agree] [Neither agree nor disagree] [Disagree] [Strongly disagree]
- how much you agree with the statement 'I don't think climate change is a serious problem for Scotland'.  
[Strongly agree] [Agree] [Neither agree nor disagree] [Disagree] [Strongly disagree]
  
- your postcode  
[Free text]
- your age  
[11-16] [17-24] [25-34] [35-44] [45-59] [60-74] [75+] [Prefer not to say]
- your gender  
[Male] [Female] [Non-binary] [Prefer not to say]
- your ethnicity  
[White Scottish] [White British] [White other] [Asian or Scottish/British Asian] [Chinese or Scottish/British Chinese] [African or Scottish/British African] [Other] [Prefer not to say]
- the highest level of educational qualifications you have achieved  
[O-Grade/Standard Grade or equivalent] [HNC/HND or equivalent] [Higher/A-levels or equivalent] [Degree/professional qualification] [Other qualifications] [No qualifications] [Prefer not to say]

## Glasgow targeted-audience workshop

Participants for the Glasgow targeted-audience workshop were recruited slightly later than the previous four workshops, which presented an opportunity to slightly adjust the screening questionnaire in an effort to improve recruitment of participants with lower levels of concern about climate change.

- **Please tell us how often you read or watch news articles (online, television or papers) about climate change.**  
[Every day] [Once a week] [Rarely] [Never] [Don't know]
- **Please tell us when you last had a conversation about climate change or environmental issues (excluding conversations relating to this focus group).**  
[This week] [In the last two weeks] [This month] [In the last 6 months] [Over 6 months ago or never]
- **How concerned are you about climate change?**  
[Not concerned] [Slightly concerned] [Somewhat concerned] [Moderately concerned] [Extremely concerned]

Please tell us...

- **your postcode**  
[Free text]
- **your age**  
[11-16] [17-24] [25-34] [35-44] [45-59] [60-74] [75+] [Prefer not to say]
- **your gender**  
[Male] [Female] [Non-binary] [Prefer not to say]
- **your ethnicity**  
[White Scottish] [White British] [White other] [Asian or Scottish/British Asian] [Chinese or Scottish/British Chinese] [African or Scottish/British African] [Other] [Prefer not to say]
- **the highest level of educational qualifications you have achieved**  
[O-Grade/Standard Grade or equivalent] [HNC/HND or equivalent] [Higher/A-levels or equivalent] [Degree/professional qualification] [Other qualifications] [No qualifications] [Prefer not to say]



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