

Highland Environmental Forum

Highland Climate Change Declaration Working Group

MEETING MINUTES

11am, Wednesday 2nd April 2014. Highland Council Headquarters, Inverness

Present: Stephen Carr (SC), The Highland Council (THC) (Joint-Chair); Alison Craig (AC), Home Energy Scotland/Changeworks & Highland Environmental Network (HEN) (Joint-Chair); Daniel Greig (DG), Highland Council; Daniel Johns (DJ), Resource Efficient Scotland (RES)/Changeworks; Rob Snaith (RS), RES/Changeworks; Stephen Varwell (SV), Scottish Natural Heritage (SNH); Jo Ellen, HEN (minutes)

Apologies: Vanessa Halhead (VH), HEN; Caireen Ros (CR), Home Energy Scotland /Changeworks

3.0 Revised Objectives

- . As discussed earlier all the HCCD Working Group and HEF agreed the following objectives:
 - Reduce! Take action to reduce the carbon emissions of your organisation and contribute to the Carbon CLEVER vision of a carbon neutral Inverness in a low carbon Highlands.
 - Share! Work with signatories in Highland and share information to promote good practice.
 - Encourage! Motivate and work with businesses, organisations, communities and individuals to take action to reduce carbon emissions and adapt to the potential impacts of climate change.
 - Provide! Produce a short annual update of the actions taken and progress achieved towards reducing carbon emissions, so that this good practice can be shared.

4.0 Benefits to Signatories

- SC advised that following his discussions with BID it was clear that businesses need to know the benefits they will get from the CCD before they will be willing to sign up. It was therefore felt that a summary of benefits to give the networks was an urgent priority. As a result of this DG outlined two draft documents he had been working on:
 - The first was a two-sided A4 document which highlights the benefits to joining the CCD and would possibly be sent to members of the different networks such as BID, Visit Scotland and FSB.
 - The second was a more public facing document which sets out what the CCD is about and what businesses are expected to do if they sign up. This could either be a follow up document to the first one or given to businesses who come directly with an interest in joining.

Following the discussions it was agreed that priority should be given to the first document for the Launch, with it simplified and put into a postcard type format. It was felt that of the benefits, money savings through energy efficiency and also recognition need to be very clear. It was agreed that AC should discuss this with Bruce Wares (BW) at Changeworks as his marketing expertise would be very useful. It was emphasised this document will need to be ready prior to the Launch. THC in-house design team will be able to help ensure the layout and logos match other Carbon CLEVER documents.

With regards to the second document it was felt that ideally this should be available on-line, but some printed versions would also be necessary. Due to the changes with THC web-site as mentioned in item 1.0 the document would not be on-line for the Launch. It was stressed this document needs to make it clear that the CCD is a process for business to go through rather than a one-stop activity. Equally, the 'light touch' approach to reporting with lack of duplication should also be explicit.

A discussion followed on other possible benefits that could be made clear to signatories. The RES helpline was highlighted with guidance and support on legislative changes being seen as very important. RS & DJ also highlighted the RES regional cohorts could be of benefit to businesses. It was also suggested that it be clear to signatories that the CCD is a two-way process and businesses can come forward and say what they need.

5.0 Launch

. Format

DJ advised that after the Craigmonie Hotel in Inverness had been booked for Wednesday 30th April in the morning for a two hour event (probably 10am - 12.00 pm). He and DG would be going to the hotel next week to determine the best way to set the room up. Provisionally the booking is for 100 people, although at this stage the numbers attending are very difficult to estimate. Those attending will be offered tea, coffee and pastries.

Discussion took place over the format of the Launch. It was agreed that someone from THC (possibly Steve Barron, Stuart Black or Drew Hendry) would speak about the CCD and also about THC being a RES Pledge Ambassador. RES will also want to promote the Pledge in a short talk. Discussion took place on who else could speak and the need for positive case studies. While it was felt some larger organisations such as SNH and Police Scotland could provide valuable information it was also stressed that smaller businesses would appreciate examples more applicable to them. Some examples of such businesses were discussed. The exact number or format of the case studies was not finalised however it was felt approximately an hour of talking followed by the signing of the signatories would be the correct balance.

Discussion also took place as to whether some organisations could provide stands to give information to those attending (e.g RES, EST, Business Gateway, HIE, SNH, etc). Once the size of the room is established and seating layout agreed this could be looked at in more detail.

Invite List

It was agreed that current signatories will be invited to the event along with notifying the various networks such as BID. RS and DJ advised that they have approximately 140 businesses they work with and they have discussed the CCD with many of them. They agreed to invite organisations they have been working with and keep DG up to date. It was felt that if businesses cannot attend the Launch but still wish to sign up they could be encouraged to do this in advance.

It was agreed that RES would promote the event through their established channels and an online booking system would be set up to restrict the number of attendees.

It was agreed that encouraging businesses from outwith Inverness to attend would be important, although the significant distances to be travelled by some would likely limit the number attending from far away.

Materials

It was agreed that having some kind of Billboard with a large sheet that the signatories could sign would be good for the press to use in any publicity surrounding the event. DG to try and source a suitable billboard and associated equipment. It was agreed that this signing should be clearly stated as the CCD rather than including any wording such as Pledge Clever which may cause confusion. Once signed up to the CCD however businesses will be encouraged to sign up to the RES Pledge also

6.0

Actions:

R e f	Who	Action	When
1	SC/DG	Invitations to current signatories to Launch event	ASAP
2	AC	To discuss with HEN at their next Business Planning Meeting how they can encourage sign up to the CCD	ASAP
3	DG/AC	To work on a postcard style document to distribute for the Launch event & liaise with BW over the wording	ASAP
4	DG & DJ	To organise the Launch event on 30 th April and liaise with other Working Group members where necessary	ASAP
5	DJ, RS & DG	To draw up an invite list for the Launch event	ASAP
6	DG	To find a suitable billboard and associated equipment for the Launch event	ASAP