

Highland Environmental Forum

Highland Climate Change Declaration Working Group

MEETING MINUTES

10.30 am - 11.35 am, Monday 30th March 2015. 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)/Changework; Rabia Arooj (RA), Home Energy Scotland/Changeworks; Bruce Wares (BW), Home Energy Scotland/Changeworks; Jo Ellen, HEN (minutes)

1.0. Welcome and Apologies

SC welcomed all present including Bruce Wares, Marketing Manager from Home Energy Scotland to the meeting.

There were apologies from Chris Donald (CD), Scottish Natural Heritage (SNH) and Vanessa Halhead (VH), HEN.

2.0 Actions from the Previous Meeting

Action 1

DJ advised he has a printout of all the Chamber of Commerce events for the next year. He suggested that the group look at this to identify any events the CCD could benefit from having a presence at. BW reported that the CCD could sponsor one of the events which can provide a good amount of publicity. SC and DG will look at the list and report back.

Action 2

DG confirmed that Alex Hilliam has advised that volunteers are no longer required for the ISM workshops.

Action 3

DG distributed a copy of an email to the group which has previously been sent when any company or organisation enquiring about the CCD. He will also send this out electronically after the meeting to the group.

Discussion followed about what happens when a company or organisation does sign up now. DG advised that currently it is based on what they ask for. Most so far have not asked for anything specific and appear to be confident in what they are doing. It was suggested that a more formal pack of information in addition to a CCD Certificate might be beneficial to issue to them in the future.

Action 4

It was confirmed that an article about the CCD was in the March edition of the Executive magazine. This had been generally well received, although it appeared that no new signatories had come from it as yet.

Action 5

SC advised that he spoke to Melanie Murray from HIE and she is keen to join this group. Unfortunately she was unable to attend today. DJ confirmed that he has contacted Bruno Berardelli but as yet has not had a response. He will now try to make contact with both Lochaber and Caithness Chambers of Commerce directly.

Action 6

The action was discussed under item 3.

Action 7

DJ confirmed he has requested a meeting with Mike Smith from BID and also Tourism BID to discuss how local firms can be supported by the CCD. He will advise when a date is confirmed for this.

Action 8

AC suggested that during discussions with their clients both EST and RES could ask if they can pass potential signatories contact details to the CCD team. The team can then follow this up, provide some information and hopefully sign them up.

Action 9

SC confirmed that a short statement was drawn up for the HEF meeting on 17th March

3.0 New Signatory Update

DG circulated the latest list of signatories highlighting that there are now 63 signed up. He suggested that once all the CCD resources are in place that a further push on recruitment takes place. AC asked if currently the date of signing is recorded as this may become more important. DG confirmed this would not be difficult to do.

4.0 Website and material review

DG confirmed that he has been working on the development a microsite for the CCD. Using the overhead screen he demonstrated the current pages and went through 6 potential headings.

Discussion took place on the best way to list the signatories, e.g as a directory, in categories, etc. It was also suggested that the list could link through to the signatories own websites. To help promotion it was felt that the businesses themselves should provide a 140 character brief about themselves for the website.

The benefit of showing case studies was discussed. While the number of examples is small it was felt that splitting them into categories is not necessary. However if the number increases, as it hopefully will, then it was felt that some thought would need to be put into how to categorise them (e.g by sector, by business type, etc).

DG will forward the headings to the group by Thursday this week for comment by Friday 3rd April.

5.0 Promotion & Marketing opportunities

The following opportunities were highlighted as good ways to promote the CCD:

- Attending Chamber of Commerce events (as discussed in Action 1)
- Having a presence at the Highland Business Week (w/b 21 September 2015)
- Having a CCD Award or Awards - All present agreed this could be a great way to promote good practice and encourage companies to report their carbon reducing achievements. BW suggested that instead of a stand-alone event, the CCD could sponsor one or two awards at the Highland Business Week Awards Lunch (or a similar event). All agreed this was a good idea. SC to contact Paula Nicol, from Inverness Chamber of Commerce, to discuss how this could work. BW will provide Paula's contact details to SC. SC will also look at the wider Awards events locally to see what other options are available.
- BW advised that Scottish Provincial Press (SPP) may be holding another Energy Saving Expo at Eden Court in May. There are few details at present and he will try to find out more from Bev Birch at SPP and pass this on. All agreed that if this is happening more details will be required soon to make the necessary arrangements in time.
- BW also suggested that the CCD should try to get more free publicity. He showed the group an article in the Energy North Supplement which comes out in four SPP publications from Inverness to Caithness. He advised that the editor Alan Hendry is keen for stories and information to be submitted. BW to make an introduction between of Alan and SC.

6.0 SMART target

SC asked the group if specific, measurable, attainable, realistic and timely (SMART) targets should be introduced for the CCD. A discussion followed with the feeling expressed that this is not the main aim of the CCD. Its role is more to do with the promotion of good work and the sharing of this information. It was therefore decided not to pursue these types of targets for the CCD at present.

Following on, AC suggested that it would be beneficial to do a press release about carbon savings in relation to Transport from figures EST have gained from businesses they work with. She and RA will draft this up.

7.0 Annual Review

SC asked those present if they felt an Annual Review should be done for the CCD as it is nearly a year old. It was agreed that this would be a good idea. BW suggested that producing an infographic would be a memorable and clear way to show this information. This would have the added benefit of being an additional publicity tool.

Discussion took place on how to highlight signatories within this type of document as it would be impossible to detail them all. Suggestions included doing this by category or perhaps by encouraging companies to be more proactive in highlighting what positive carbon reducing achievements they have made. It was emphasised however, that to ensure this would be fair, a campaign on highlighting the benefits of providing information would be crucial. DG suggested that perhaps a year after launch this would be a good time to go back to signatories and remind them of what is available to them and also the benefits of keeping in touch.

Following from this, DG will start to draw up an infographic with the assistance of Keith Masson. BW to assist where possible.

8.0 Report to Community Planning Partnership

It was agreed that SC and AC will draft wording which could be included in the annual report for the meeting in September.

9.0 AOB

Thanks

AC advised that this will be AR's last meeting as a permanent replacement (Becky Shaw) has now been found for the post Caireen Ros left. Becky will attend working group meetings from now on. SC also advised that this will be JE's last meeting as minute taker. Thanks were given round the table to both.

10. Date of Next Meeting

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To be confirmed. DG to arrange a Doodle request to confirm the date.

The meeting finished at 11.35am

Actions:

Ref	Who	Action	When
1	SC & DG	To look at the Chamber of Commerce events over the next 12 months to identify any the CCD could attend	ASAP
2	DG	To send a copy of the email which goes to those interested in signing up to the CCD	ASAP

3	DJ	To contact Lochaber & Caithness Chamber of Commerce Groups to see if they have anyone who could join this group	ASAP
4	DG	To forward microsite headings to the group for comment by the end of the following week.	By 2 nd April
5	BW	To establish details of the next Energy Savings Expo from SPP	ASAP
6	BW	To introduce Alan Hendry from the Energy North Supplement to SC	ASAP
7	AC & AR	To do a Transport press release to show carbon savings from EST figures	ASAP
8	DG & BW	To look into producing an Annual Review, possibly an Info-Graphic.	ASAP
9	SC & AC	To draw up wording for the next HEF report	ASAP
10	DG	To arrange a date for the next meeting	ASAP