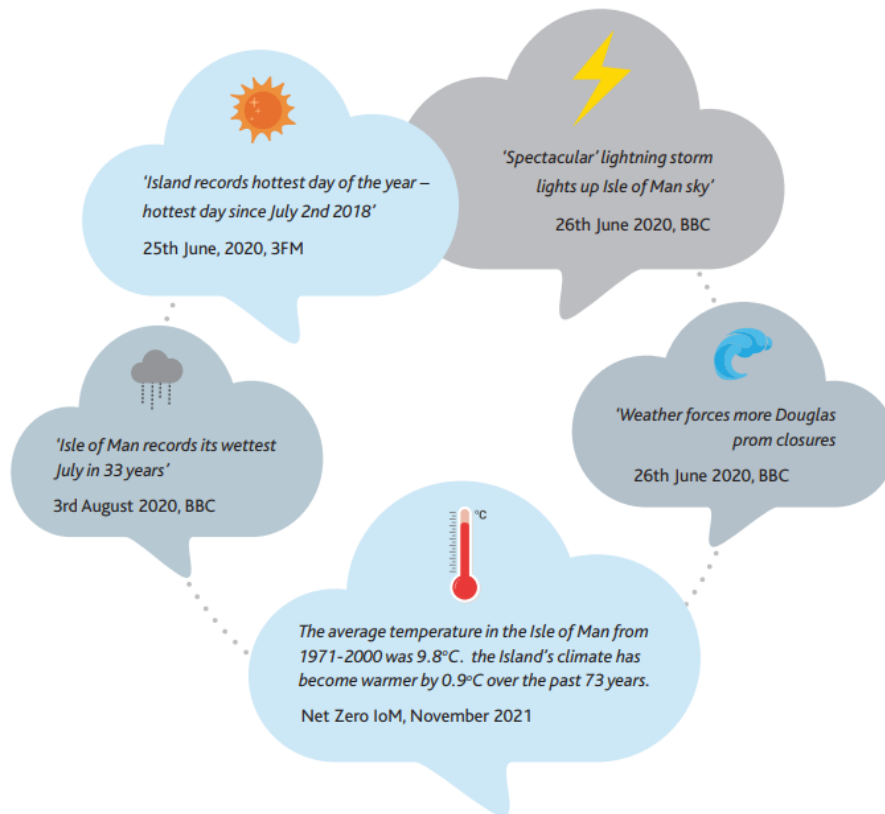


COMMUNICATION PLAN

Net Zero Carbon Council



December 2024

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BACKGROUND – THE NEED FOR CHANGE

The Climate Change Act 2021 is a new piece of primary legislation for the Isle of Man, which was approved by Tynwald and received Royal Assent. It came into force fully on 1st December 2021. The act requires the Council to help government achieve its net zero target greenhouse gas emissions by 2050 and the Council has committed to be net zero ready by 2035.

Compliance with the Climate Change Act 2021 is a legal obligation.

At the present time the Council's staff are involved to varying degrees and in order to meet our Carbon Net Zero aims it is important for higher levels of engagement across our workforce and wider to the business and community sectors.

The Council is addressing Net Zero Carbon Council by implementing a number of actions around: -

- Education and Awareness;
- Emissions Reduction;
- Energy Efficiency;
- Travel and Transport; and
- Waste Reduction

The Council's Net Zero Carbon Council is available at:-

http://www.douglas.gov.im/index.php?option=com_docman&task=doc_download&qid=1156&Itemid=

Or by scanning the QR code below



What is the problem?

- Ecosystem

- Global Warming
- Greenhouse Effect

Definitions can be found in the glossary on page 7.

Objectives of the Plan are to:

- Advise stakeholders that the Council has a Strategy and Action Plan;
- Assist Government to raise awareness of the Climate Change Agenda, generally; and
- Ensure political awareness of the Climate Change Agenda.

What does the Council propose to do about this?

- Adjust its standards to assist Government with reaching its target
- Engage with staff
- Engage with the business sector
- Incorporate Carbon Neutral Thinking
- Manage the Supply Chain
- Training staff and Councillors
- Use existing communication pathways such as global email, intranet, internet, Business Breakfast and quarterly update bulletins such as:
 - Staff
 - Employee newsletter
 - Wellbeing newsletter
 - Intranet – potentially linking to the website like for Constitution
 - Councillors
 - Reports
 - Briefing notes
 - Public
 - Council website
 - Public Relations, e.g. press, social media, letter drops
 - Business Breakfast (2024 breakfast to be Climate Change themed)
 - Newsletters
 - Consultation where it is appropriate
 - Government
 - Annual footprint submission
 - Email regarding specific matters that arise

On the Douglas City Council website there is a link to Net Zero Isle of Man (One Island, One Planet) - Public Bodies section available at: -

<https://www.netzero.im/resources/public-bodies/>

or by scanning the QR code below.



What are the changes made so far?

- Additional Insulation in Council Housing Stock;
- Air tightness testing of commercial buildings;
- Building quality affordable new housing stock;
- Environmental Policy;
- Installing Air Source Heat Pump Technology;
- Investing in technology to reduce paper usage;
- Investing in LED Lighting;
- Rainwater Harvesting;
- Recycling and Waste Reduction; and
- Reduce usage of Carbon Fuelled Vehicles

If you would like to receive further information on any of the above changes, please contact the relevant Net Zero officer found at the end of this document.

What further changes are required?

- Everyone recognises the implications of the climate emergency;
- Everyone fully understands and contributes to the Isle of Man's mitigation and adaptation response;
- Everyone embraces their role in the transition to a net zero and climate ready Isle of Man;
- People are aware of the action that is being taken to tackle climate change;
- People understand how climate change relates to their lives;

- People actively participate in shaping just, fair and inclusive policies that promote mitigation of and adaptation to climate change; and
- Taking action on climate change is normalised and encouraged in households, communities and places across the Island.

MOVING FORWARD

The aims of Net Zero Carbon Council are both highly supportive of, and consistent with, the corporate objectives of the Council's Corporate Plan, in particular the following:

Corporate Objective: Provide, maintain and improve a green and biodiverse environment, providing accessible, open activity spaces.

Corporate Objective: Encourage the use of sustainable transport and active travel.

Corporate Objective: Reduce the Council's carbon footprint and support others to do so.

Corporate Objective: Become an exemplar for environmental sustainability.

The Council intends that everyone who works for us embraces the importance of Climate change to leave the world we live in, better off, than it is now.

Glossary

Adaptation: Responding to the changes that we have already seen in our climate and preparing for the challenges we will face as our climate continues to change. No matter how successful we are at reducing greenhouse gas emissions, it will still be necessary to adapt to the impacts of climate change here on the Isle of Man (which include; warmer, wetter winters, increased extremes of weather and increased risks of flooding) because impacts of past and ongoing global emissions are already locked in.

Climate Emergency: A situation in which urgent action is required to reduce or halt climate change and avoid potentially irreversible environmental damage resulting from it.

Climate Literacy: Competence or knowledge in the area of climate change, including understanding humans' influence on climate and climate's impact on society.

Ecosystem: a community or group of living organisms that live in and interact with each other in a specific environment.

Global Warming: the long-term warming of the planet's overall temperature.

Greenhouse Gas Emissions: The release of gases that have a negative impact on the planet's ability to balance incoming and outgoing energy and therefore altering the climate. As the most dominant greenhouse gas is carbon dioxide (CO₂), greenhouse gas emissions are sometimes referred to as "carbon emissions". However, other greenhouse gases are also contributing to global warming, particularly, nitrous oxide and methane.

Mitigation: Actions taken to reduce greenhouse gas emissions or enhance the capture of atmospheric greenhouse gases to prevent climate change. This incorporates a wide range of policies and investment across all sectors, including increasing renewable energy generation, switching to zero emission vehicles, and expanding forests.

Net Zero (Emissions): A situation in which any greenhouse gas emissions put into the atmosphere are balanced out by the greenhouse gases removed from the atmosphere, so that the "net" effect is zero emissions. The Isle of Man has committed to 'net zero' emissions by 2050. To achieve this, we must reduce the emissions we produce to a minimum and capture any greenhouse gases we cannot avoid emitting through initiatives like tree planting.

Open Government: A commitment to ensuring our strategies and initiatives are based on the principles of transparency, integrity, accountability and stakeholder participation. When we talk about 'opening up government', we mean making local government and decision-makers more accessible, more transparent, and more responsive to the people they serve.

Wellbeing Economy: An economy in which peoples' wellbeing drives economic prosperity, stability and resilience, and vice-versa. The wellbeing of people and the planet is at the heart of policymaking, ensuring that growth is equitable and sustainable.

Net Zero Working Group

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