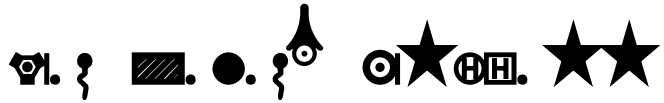




- Been at the Council for over two years
- Climate change comms role created in October 2021
- Day to day responsibilities include:
 - Press releases
 - Social media
 - Press enquiries
 - Newsletters
 - Internal comms
 - Creating photo and video content
 - Comms plans





- Campaign launched in June 2022
- Strong behavioural change focus
- Designed to bring everything into one place
- Broken down into six key themes
- Includes plenty of ways residents and businesses can do their part
- Involves suite of graphics, icons and social media templates designed in house





- Six episodes in total, including one on education
- Recently recorded a two part special on COP27 and what's been happening in Solihull over the past year
- First ever podcast recorded in-house by the Council
- Statistics show that over 50 downloads in the USA
- <https://www.solihull.gov.uk/climate-change-sustainability/climate-change-podcast>





**Top★
performer**
Single Tier Authorities

**Solihull
Metropolitan
Borough Council**



#CouncilClimateScorecards

- All UK local council climate action plans assessed independently
- 28 questions asked
- Key strategy they looked at was the Net Zero Action Plan
- Solihull Council ranked 2nd out of all single tier local authorities
- We placed 5th out of all 409 local authorities in the overall table



- Really important to reduce our own emissions and encourage staff to act more sustainably in their personal lives
- Internal staff magazine – Our Solihull
- Lunch and Learn webinars
- Intranet
- Message from the Chief Executive
- Drop in events e.g e-cargo bike



'Your Future Solihull' campaign launches

The marketing and communications team recently launched 'Your Future Solihull', the Council's exciting new campaign to encapsulate everything related to climate change and sustainability. The campaign builds on the momentum of being ranked as one of the top performing UK local authorities when it comes to having a strong and robust climate action plan in place.



The Your Future Solihull (YFS) programme will have a strong behavioural change focus. It will help residents, businesses and staff to make sustainable choices and better understand the environmental and financial benefits of a low carbon society.

As part of the efforts to streamline and enhance the Council's climate change content, a brand new website hub for Your Future Solihull has been created. The intuitive and well-presented hub will act as a one-stop-shop for all the climate change and sustainability activity going on in Solihull. Find out how you can do your bit and reduce your carbon footprint! It's hoped that an internal version of Your Future Solihull will be launched later this year, so stay tuned for more information.

Sam Thorne, Marketing and Communications Officer for Climate Change, shared:

"There's so much climate action happening within the Council and we wanted a high quality platform to showcase the many achievements by staff members and residents alike. That's the here and now, but as the name suggests it's also about the future, and imagining what a sustainable Solihull could look like in 20 years' time."

Sam Thorne, Marketing and Communications Officer for climate change

