

## DELIVERING NET ZERO, COMMUNICATIONS STRATEGY

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1. What the strategy needs to do
2. What is the purpose of the strategy?
3. Context of the project
4. Audiences to address
5. Communications Strategy objectives
6. Communications Strategy deliverables
7. Tactics
8. Principles of the strategy
9. Actions and behaviours

### WHAT THE STRATEGY NEEDS TO DO

- Articulate the objectives and work of the Delivering Net Zero project
- Engage the identified stakeholder audience with the project
- Broaden the audience for the project's outputs

### WHAT IS THE PURPOSE OF THE STRATEGY?

- Translate the work of the project and communicate with a broad audience
- Explain the outcomes of the workshop series
- Explain the narrative for net-zero in the short term (next 10 years) and the longer-term (2030 onwards)

### CONTEXT OF THE PROJECT

- In June 2019, the UK Government amended its Climate Change Act to become the first major economy in the world to make a legally binding commitment to net-zero emissions by 2050
  - The transition requires large-scale and extensive innovation across the UK economy
  - The success of the transition will depend on the execution of innovation across the whole energy system, combined with changes to lifestyles, land-use and low carbon technologies
  - The UK must achieve rapid reductions in the short-term to avoid a climate crisis
  - Achieving net-zero should not deflect from the required effort from the UK to avoid dangerous climate change – more important to reduce greenhouse gas emissions in the short-term to avoid higher cumulative emissions in the long-term
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- There is now a greater focus on achieving net-zero with several large industrial players making commitments to decarbonise their businesses

## AUDIENCES TO ADDRESS

- Academia and the wider UK research community – including the UKRI Energy & Decarbonisation Programme
- Policy officials in the Department for Business, Energy and Industrial Strategy and the devolved administrations
- Industry – potential partners and users of the research
- Need to remember we are not just speaking to academics and the material produced needs to reflect this. We are speaking across a broad spectrum and the material will have to resonate across multiple audiences

## STRATEGY OBJECTIVES

- Build trust and engagement in the project across a variety of audiences
- Create an appetite for the project and its outcomes
- Articulate a consensus within the academic community on a credible narrative that identifies urgent initial steps and a longer-term strategy for delivering net-zero in the UK
- Explain clearly – what is the challenge, what are the options, what do the options mean, what are the steps to be addressed and in what timeframes
- Explain the project’s methodology and the use of evidence in decision making
- Explaining where consensus does not exist and clarifying where further research is required

## STRATEGY DELIVERABLES

- A clear narrative for net-zero in the short-term (next 10 years) and the longer-term (2030 onwards) – helping to inform value from the UKRI Energy & Decarbonisation Programme
- Targeted messaging to the right media channels
- Media prioritisation to focus on the best returns
- Creation of a digital footprint through the development of a project website and social media channels
- Library of report publications

## TACTICS

- Development of a “Delivering Net Zero” brand – creating a clear visual identity and purpose for the project
- Develop and implement a publication calendar
- Website development – utilising the domain – dnz.ac.uk – linking also to the main leeds.ac.uk website
- Social media strategy to identify appropriate channels to use, and the creation of a distinctive tone of voice for each channel utilised

- Clear narratives developed for each workshop round which leads into a final report that articulates the short and long-term vision
- Use of imagery and infographics to explain outcomes
- Utilise Leeds, Cardiff and Cultivate for additional dissemination activity
- **Dissemination event at project end to unveil narrative?**

## PRINCIPLES OF THE STRATEGY

- Storytelling – clear, consistent and compelling content
- Evidence based communications – building credibility for engagement with stakeholder audiences
- Transparency – for better engagement
- Utilise the credibility of project participants in promotion of the project's outcomes

## ACTIONS AND BEHAVIOURS

- All activity should be based upon high quality content led communications
- Material produced is defined by fact-based communications
- Stay on top of the “net-zero” media agenda – commenting/reacting where appropriate to enhance profile and credibility of the project
- Understanding of external dynamics and influences
- Review communications activity throughout the lifetime of the project – identifying what is working well and what is not