

Project launch

Objectives

The launch is the start of the process of communicating the details of the DNZ project, why it is happening and what the project is seeking to achieve. The planned activity to mark the launch is designed to raise profile and awareness of the project. The real impact from the project's communications activity will only come from the sharing of the outcomes of the project and its research both during the project and at its conclusion with the final narrative.

The launch will help us to link the distribution channels we plan to use throughout the project with key messages used across these channels to communicate with our audience depending on how they choose to interact with the project. This will help us build both the identity and brand of the DNZ project.

Joint promotion between the three key organisations delivering the project should help to push the awareness of the project through wider channels and to a wider stakeholder audience. Material will be produced that each institution can use, alongside the material for the launch produced for the DNZ project itself.

The aim from the launch is to begin to build a community interested in DNZ and its outcomes. The building of the community must continue post the launch. By cultivating interest throughout the project with planned communications activity this should help land the final narrative with the target audiences. For the best impact for the project and its work, we cannot and should not look to be quiet between project activities. Communications should be often and consistent. The launch is just the start.

Activities

Press release. This will be a factual announcement to launch the project to include several key messages together with an outline of how the project will work. A version will be produced for the project to issue to key energy titles alongside versions to cover the separate Involvements of Leeds, Cardiff and Cultivate. It is asked that the project teams share with their regional and academic audiences. We would be looking towards the press teams at Leeds and Cardiff to share with their contacts. Key messages will include:

- to achieve net zero the UK must act now, we need rapid reductions in the short-term to avoid a climate crisis
- academic support and frameworks are essential to provide the best available scientific evidence, the project will work with leading UK academics to collate their thinking and research to avoid decisions being made without relying on such evidence

- the project is seeking to ensure the UKRI Energy & Decarbonisation Programme has the maximum opportunity to Inform and guide the response of UK decision makers to climate change
- the project will apply a whole systems perspective and produce a shared vision outlining a narrative for net zero in the short-term (the next decade) and the longer-term (from 2030 onwards) guiding decision makers with the best academic evidence available

Website. Will be launched and become the primary source for external stakeholders to engage with and obtain information on the project.

Social media. Launch the social media accounts for the project on Twitter and LinkedIn. Twitter is to be used as a platform both to share DNZ news but also wider net zero news stories. The idea being to create a community who are Interested in the challenge to transition to net zero, and by sharing and signposting relevant and interesting content they will be engaged when we come to share DNZ content throughout the programme. LinkedIn is to be used to engage with professionals working within and those interested in climate change, sharing DNZ thoughts and outputs throughout the project lifespan. Twitter handles currently available are @thednzproject and @deliveringnetzero. The intention on launch day is to share the press release across social media channels and follow up quickly with the first blog and designed assets such as the project brochure and Twitter and LinkedIn cards featuring key messages from the project. A social media content calendar will be produced for the first few weeks post launch.

Influencers to endorse. We should Identify supporters of the project to share material across social media on the launch of the project. This should include participants in the project through their personal accounts. Suggest we approach members of the Advisory Group to see if they are happy to support the launch of the project in this manner. Suggested content can be provided as well as social media material such as Twitter and LinkedIn cards.

Project brochure. A brochure has been put together to outline the project, it's aims, objectives and methodology. It is recommended that the members of the project share this with identified stakeholders as a personalised introduction to the project

