

A stylized, flat-color illustration of the Earth, showing continents in shades of green and oceans in shades of blue. The graphic is positioned on the left side of the page, partially obscured by the title text.

THE BIG CLIMATE CONVERSATION

A 'How To' Guide
for Community
Conversations

What is The Big Climate Conversation?

The Scottish Government has declared a Global Climate Emergency and is committed to doing what is needed to limit global temperature rises. We will do that responsibly, and in collaboration with the Scottish Parliament and citizens. Transformational changes in the way we live are needed. It is important that everyone in Scotland is informed, prepared and able to take part.

The Big Climate Conversation is a programme of national events designed to engage the public, communities, businesses, industry and the public sector in a discussion about ending Scotland's contribution to climate change. The public engagement strand of The Big Climate Conversation will give the people of Scotland a chance to have their say on how Scotland responds to the Global Climate Emergency. As well as organising a series of workshops in towns and cities around the country, the Scottish Government is also inviting communities to host their own conversations.

About this guide

This is a step-by-step guide for running your own conversation as part of The Big Climate Conversation. It is designed to be a 70-minute conversation with a group of eight to twelve people. You can still use this guide if you have more than twelve people, but you may want to consider splitting into smaller groups so that everyone has an opportunity to contribute. The script and timings act as a guide and you can adjust the time to suit your own circumstances. You are welcome to adjust the wording, have a longer (or shorter) conversation, or spend more time on certain activities if your group is more interested in specific parts of the discussion.

There are five elements to this guide:

1. **Instructions** to guide you in facilitating the conversation
2. Suggested **Statements** to share key pieces of information with the group
3. **Materials** to aid the conversation
4. A **Checklist** to help you remember everything you'll need
5. A **Feedback form** for you to summarise your discussions

The guide will lead you and your participants through the conversation. We have included specific questions and activities that will help to get people thinking about what climate change means to them and to help guide them on to a deeper conversation about their role and Scotland's role in responding to the global climate emergency. The statements and activities are very similar to those being used in the public workshops.



Welcome

Introductions

Time: 10 minutes

Materials: None

Instructions:

- **Ask all participants to introduce themselves.** As well as their name, you might want to ask people to tell the group something about themselves, for example, a hobby, interest or why they have come today.
- To set out the background to the workshop, **read out the following statement:**

"This event is part of Scotland's Big Climate Conversation. The Big Climate Conversation is a series of workshops, conferences, meetings, a written consultation and digital engagement that have been initiated by the Scottish Government in an effort to find out how individuals, businesses, and organisations across Scotland feel about climate change. This event is part of the public engagement segment of The Big Climate Conversation where the Scottish Government are seeking to hear from individuals about their thoughts on this issue.

"This is also an opportunity for us to hear each other's views, understand different perspectives, and learn something new. It doesn't matter if you know a lot or a little about climate change. All views and opinions are welcome and will be respected."

Part 1: The problem

Activity 1: How serious is it?

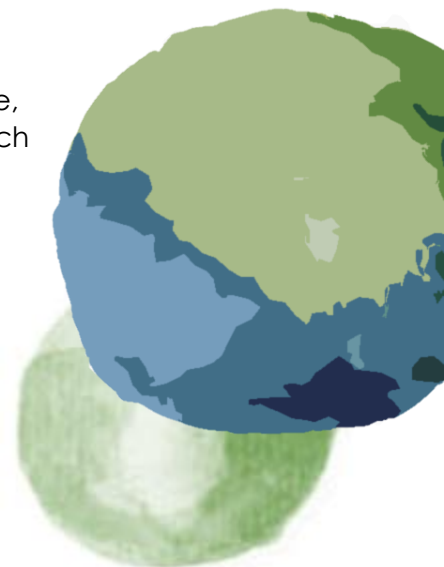
Time: 10 minutes

Materials: Feedback form

Instructions:

- **Ask all participants** to say on a scale from 1 to 10, **how serious an issue they believe climate change to be** (with 1 being not at all serious and 10 being extremely serious).
- **Take a note** of the scores on the feedback form.
- **Ask people to explain why they have given that score.** For example, ask people who have given a high score, "Why do you think it is such a serious problem?". If some people have given a low score, ask "Why don't you think it is a serious problem?"
- **Take a note** of the key issues discussed on the feedback form.

FACILITATION TIP: During this activity, **try to draw out differing points of view.** If everybody has very similar scores, try asking "Why do you think some people don't care about climate change?" or "Why do you think some people care so much about climate change and others don't?"



Activity 2: Global Climate Emergency

Time: 5 minutes

Materials: Feedback form + Scrap paper

Instructions:

- **Read out the following statement:**
“Scotland has declared a global climate emergency.”
- **Ask participants** to write on a scrap piece of paper **the word or phrase that comes to mind when they hear 'global climate emergency'?**
- **Ask participants to share** what they wrote and why they chose that word or phrase.
- **Take a note** of the words and the reasons on the feedback form.

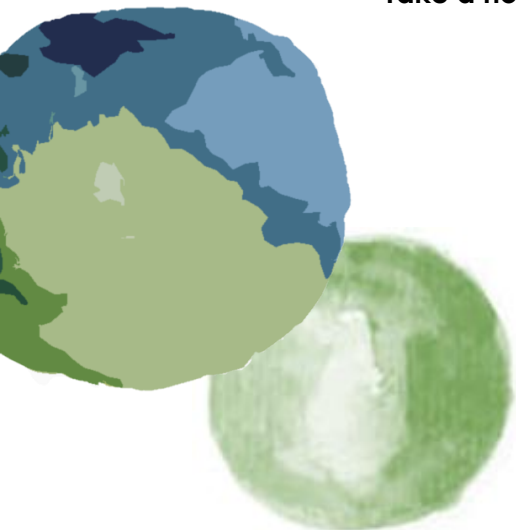
Activity 3: Net Zero by 2045

Time: 5 minutes

Materials: Feedback form

Instructions:

- **Read out the following statement:**
“The Parliament’s Environment, Climate Change and Land Reform Committee [18 June] voted in favour of a net-zero greenhouse gas emissions target for 2045 and to raise the ambition of the 2030 and 2040 targets to 70% and 90% emissions reductions respectively. Scotland will be carbon-neutral, meaning net-zero CO₂, by 2040 at the latest. This means that by 2045, emissions from transport will be non-existent and emissions from heating, waste, energy, food, and industry will be massively diminished. Remaining emissions from these sectors will be captured by expanded and restored peatlands, forest, and other carbon capture technologies and practices. As a result, from 2045, Scotland will no longer be adding to global emissions.”
- **Ask participants for their views on this target.** For example, ask “Is this target too ambitious, not ambitious enough, or about right – and why?”
 - **Take a note** of the discussion on the feedback form.



Part 2: Towards a 'net-zero' Scotland

Activity 4: Necessary changes

Time: 25 minutes

Materials: Feedback form + Activity 4 cards provided in the materials pack.

Each card details examples of societal changes that have been suggested by experts to reach net-zero.

FACILITATION TIP: Cut out in advance – cut across each row so that each activity card includes two boxes, one on the left and one on the right) or show on a screen if you prefer.

Further information on each of the changes is provided at the back of the pack and feel free to use as part of the activity if helpful.

Instructions:

- **Place the Activity 4 cards on the table.**
- **Read out the following statement:**

"Climate Change is a structural, systemic problem. To achieve our ambitions we need to make a transition in our society. We know some of the changes which must happen but we know there are barriers to enacting them. We want to hear from you on how we can overcome these together."

"These cards show a number of societal changes that experts have suggested Scotland will need to adopt in order to reach net-zero emissions by 2045. These are a few of the most often suggested changes but there are blank cards for you to add your own suggestions if you want to."

- **Ask the participants to split themselves into smaller groups** of 2 – 4 people.
- Ask each group/pair to **choose 2 or 3 of the activity cards** to discuss. Tell participants that they are welcome to add their own suggested changes if they do not want to discuss the ones on the cards.
- Once they have selected/added their cards, **ask the groups/pairs to have a conversation about what they think are the most significant challenges in achieving each of the changes** they've selected. (Spend about 5 minutes discussing each change).
- After about 15 minutes, ask each small group or pair to **share what they discussed** with the rest of the participants. If you have time, encourage the others in the room to share any different views they may have on the changes discussed in other pairs.
- **Take a note** of the discussion on the feedback form.

FACILITATION TIP: When asking the groups/pairs to share their discussion, make sure you have enough time to hear from all the groups. It can be useful to ask each group to nominate someone to be the spokesperson for the group.



Part 3: Action!

Activity 5: Taking action

Time: 15 minutes

Materials: Feedback form + Activity 5 cards provided in the materials pack (cut out in advance) or show on a screen if you prefer.

Instructions:

- **Place the Activity 5 Cards on the table.**
- **Read out the following statement:**

"A global climate emergency requires that we act now. Here are some suggested actions to take.

"These cards show a number of necessary actions that experts have suggested Scotland will need to adopt in order to reach net-zero emissions by 2045. These are a few of the most often suggested changes intended to provoke discussion but there are blank cards for you to suggest your own actions to discuss if you want to."

- **Ask participants** to work as a group to **rank the actions according to priority**. Ask "Which of these actions should be highest priority for Scotland – and why?" and "Which of these actions should be lowest priority for Scotland – and why?"
- **Take a note** on the feedback form of the actions that are ranked as high priority and low priority, and the reasons why.
- **Ask participants what they would like the Scottish Government specifically to be taking more action on.** Ask "What actions do you think Scottish Government should be prioritising – and why?" and "How can Scottish Government help people to take action themselves?"
- **Ask participants if they would add any actions.** For example, ask "Do you think there are any priority actions that are missing from these cards?" and "Why do you think this is a high priority action?"
- **Take a note** on the feedback form of any additional priority actions identified.

FACILITATION TIP: Some information is provided with the cards to help participants consider when discussing how they rank these actions.



Close**Closing information and thank you**

Time: 2 minutes

Materials: None

- **Read out the following statement:**

“Thank you for participating in The Big Climate Conversation. The discussion we had today will be fed back to the Climate Change policy team at the Scottish Government, so they have a better understanding of what people’s priorities are for national and societal action. Findings from across all the consultations, workshops and meetings taking place as part of The Big Climate Conversation will be used to inform how Scotland tackles the Global Climate Emergency, including the revision of the Scottish Government’s Public Engagement Strategy for climate change.”

“If you are interested in learning more about the Scottish Government’s action on climate change go to www.greenerscotland.org”

“If you are interested in taking action on climate change in your community, you might be interested in finding out more about the Scottish Government’s Climate Challenge Fund at www.climatechallengefund.org”

2. Materials

Activity 4 Cards

We eat a mostly vegetarian diet



We fly less



All homes and buildings are insulated to the highest standards



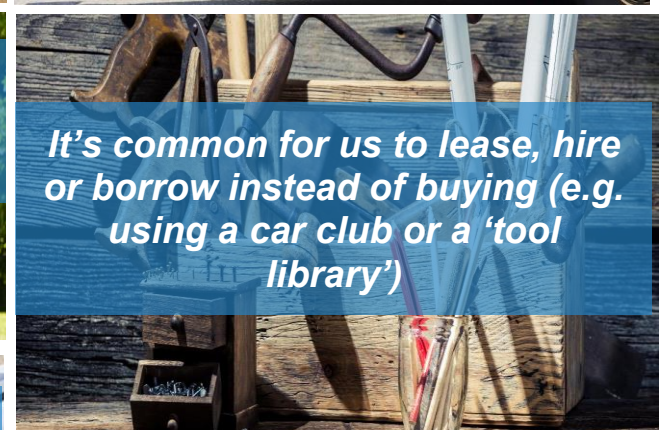
Public transport is the norm for everyday journeys (e.g. to commute or go shopping)



Walking and cycling is easy and safe for short journeys (less than 3 miles)



It's common for us to lease, hire or borrow instead of buying (e.g. using a car club or a 'tool library')



All cars on the road are electric vehicles



All biodegradable waste (i.e. food) is collected separately and composted or used to generate energy



Our homes are heated with renewable energy



Activity 5 Cards

 <p><i>Pay more if you fly more</i></p>	<ul style="list-style-type: none"> • Everyone would be able to take one flight per year without paying any tax, but the tax would rise each time you fly after that • The more flights you take in a year, the more tax you would be charged per flight • Currently 70% of flying is done by around 15% of the population (the 'frequent flyers')
 <p><i>Build more offshore wind turbines</i></p>	<ul style="list-style-type: none"> • We will need to generate lots more clean electricity to power electric vehicles and to heat our homes • This will cover a small proportion of the Scottish seabed and could have an impact on fishing and wildlife • We have a strong offshore industry and this could create new jobs
 <p><i>Improve the planning of towns and cities to prioritise public transport, walking and cycling</i></p>	<ul style="list-style-type: none"> • Streets will be remodelled so cars have less space • Cycles lanes will be separated from other traffic • Cars may be banned at certain times • Different types of public transport will link up better
 <p><i>To sell your home it must meet a minimum energy efficiency rating</i></p>	<ul style="list-style-type: none"> • Homeowners would need to pay to install energy efficiency measures • This could include: insulating walls, installing low carbon heating systems, and upgrading windows
 <p><i>Introduce variable tariffs for electricity</i></p>	<ul style="list-style-type: none"> • Electricity will cost more at times of high demand • Smart meters will be able to tell you when electricity costs more and when it costs less • Homes may have 'smart batteries' that would allow households to store cheap electricity to use later • This may help us use more renewable energy.

Incentivise tree planting

- Currently 20% of Scotland is forested
- It's estimated we need to plant 3,000 square miles of trees – an area about the size of the Borders, Lothians and Fife combined
- This could be beneficial to wildlife

Public 'divestment' from fossil fuels

- All public bodies invest in companies, but they would have to stop investing in oil, gas and coal companies because of the impact of these industries on climate change
- Public pension funds are some of the biggest investors in the stock market and Scottish council pensions schemes currently have millions of pounds invested in fossil fuel companies

Tax processed meat, beef and lamb to reduce consumption

- Oxford University researchers have proposed a tax on red and processed meats because of their effect on our health – like the tax on tobacco or sugary drinks
- Producing red meat also contributes significantly to climate change

Create a 'circular economy' in Scotland

- Manufacturers must make products that can be repaired
- The market for second hand and refurbished goods will be bigger
- Manufacturers will be responsible for disposing of items at the end of their life
- People will be more likely to lease things like cars, fridges and washing machines, instead of owning them
- The 'Deposit Return Scheme' for plastic bottles is an example of the circular economy

Phase out North Sea oil and gas extraction

- Over 100,000 people are employed in oil and gas industry in Scotland
- Scotland's production of oil and gas was estimated to be £17.5 billion in 2016-2017.
- It is argued that, to address the climate emergency some oil and gas will have to be 'left in the ground'.
- The skills of the workforce could be transferred to other sectors, for example, building offshore wind turbines

Extra 'Create Your Own' Cards for Activity 4 & 5

<p>Suggest your own:</p> <hr/> <hr/> <hr/>	<p>Suggest your own:</p> <hr/> <hr/> <hr/>
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Additional Information for Activity 4 Cards**We eat a mostly vegetarian diet:**

- 44% of greenhouse gas emissions from Scottish agriculture in 2016 were from cows and sheep (methane)
- Most meals people eat are made from plants
- There are more vegetarian options than meat in restaurant menus and takeaway food (including ready-made meals and online delivery)

All homes and buildings are insulated to the highest standards:

- Homes with no insulation can lose up to 26% of their heat through the roof and around 33% through the walls
- Insulating your home keeps the warmth in
- All homes must be well insulated to reduce the energy needed to keep them warm

Walking and cycling is easy and safe for short journeys (less than 3 miles):

- Increased walking and cycling reduces pollution, improves health and saves money
- There are more cycle ways and walking paths that are well used and maintained
- Storing and hiring bikes is easy and convenient (e.g. more bike racks, bike share schemes)

All cars on the road are electric vehicles:

- Electric cars reduce exhaust emissions on the road
- If buying a car, electric will be the only option
- There will be a network of electricity charging points across Scotland

Our homes are heated with renewable energy:

- Gas will be replaced by low carbon energy sources (e.g. electricity from renewables such as wind or solar)
- 78% of homes in Scotland use gas as their main heating fuel in 2018
- New homes are built without a gas supply and existing homes have to be changed

We fly less:

- 70% of flying is done by around 15% of the population (the 'frequent flyers')
- People choose to go on holiday without getting on an aeroplane (e.g. local holidays or using trains)
- Businesses use online technology to 'meet' colleagues

Public transport is the norm for everyday journeys (e.g. to commute or go shopping):

- Fewer cars on the road means less pollution and crowding on the roads
- More people use public transport (e.g. bus, train, coach, ferry or subway) for day to day activities
- Streets have changed to allow for more public transport (e.g. more bus stops or a new tram system) with dedicated apps or mobile-friendly websites to help plan journeys

It's common for us to lease, hire or borrow instead of buying (e.g. using a car club or a 'tool library'):

- 11% of our carbon footprint comes from the goods and services we buy (including those imported into Scotland)
- People are more likely to rent things instead of owning them (e.g. cars, bikes and tools)
- People try to repair or swap things instead of buying new (e.g. clothes, toys, tools and books)
- Second hand and repair shops are more common and support a circular economy

All biodegradable waste (i.e. food) is collected separately and composted or used to generate energy:

- People don't waste food (wasted food wastes the energy and resources used to make, transport and store it)
- There is an effective system in place for every household and business to separate their unavoidable food waste. Everyone understands it and uses it correctly
- This system includes regular collection to turn waste into compost and/or use it to generate energy

3. Checklist

Before the event

- ☐ Check the number of people attending
- ☐ Arrange refreshments (if available)
- ☐ Put a sign on the door to the room (to help people find it if needed)

Materials

- ☐ Pens (biros and markers)
- ☐ Scrap paper
- ☐ Facilitator instructions
- ☐ Cards for Activity 4 (cut out in advance)
- ☐ Cards for Activity 5 (cut out in advance)
- ☐ Feedback forms

After the event

- ☐ Email feedback to ClimateChangeEngagement@gov.scot within 2 weeks of the event
- ☐ Tweet from your event and don't forget to hashtag #BigClimateConversation
- ☐ If you have any suggestions for how this guide could have been better or other comments/ concerns, email them to ClimateChangeEngagement@gov.scot

THE BIG CLIMATE CONVERSATION

Thank you for facilitating this workshop. Please summarise the group's comments under the following headings. If there were significant differences of opinion within the group, please mention this too.

The Big Climate Conversation: Event Feedback Note	
Organiser/Group	
Venue	
Date	
No. of attendees	
Overall, how much does the group know about climate change, net-zero, and/ or the climate emergency?	
Are members of the group already taking action, if not how could this be further supported?	

What does the group think that Scottish Government should be doing to mitigate climate change? What can the Scottish Government do to engage people more on climate change?

Which actions did the participants feel would be the hardest to adopt/ change? How can the Scottish Government help to facilitate changes in those actions?

Any further comments: