

ADAPTING OUR WAYS:
MANAGING SCOTLAND'S
CLIMATE RISK



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Climate Change Division

UK 21st Century Climate Change Projections



UKCIP08:

- Delayed from 20 November 2008 to Spring 2009
- Decision to delay based on desire to take more time to consolidate the climate projections
- Further information will be available as soon as possible

www.sccip.org.uk



SCCAF Consultation Timescales Unchanged

Stage One Consultation

24 June - 31 October 2008

- connect with the current stakeholder debate on climate change adaptation
- establish strategic principles and priority actions



SCCAF Consultation Timescales Unchanged

Stage Two Consultation

Early 2009 for twelve week period

- provides greater detail on the structure of the Framework
- identify roles and responsibilities for public/private decision makers and draw links with Government mitigation action
- informed by Parliamentary debate stemming from introduction of the Scottish Climate Change Bill



Forthcoming Adaptation Developments

	<u>PLANNED</u>	<u>ALTERNATIVE</u>
Launch of LCLIP pilot report	Nov 08	?
Release of Stage 1 Analysis	Jan 09	No change
Launch Stage 2 Consultation	Spring 09	No change
Release of new Scenarios	Spring 09	No change
New scenarios workshops	23-27 Feb 09	?
SNH – SBP Comms Event	Feb 09	Summer 09
SG Adaptation Campaign	Feb 09	?

Climate Change Adaptation Marketing Campaign

Campaign Objectives

- Ensure key audiences are aware that climate change (mitigation and adaptation) is a key policy priority for the Scottish Government
- To increase awareness of the need for adaptation to climate change
- To highlight the economic value/opportunities of an early adaptive response
- To support and encourage organisations to ensure climate change is fully integrated into risk assessment and business planning
- To drive traffic to the SCCIP website and other support resources in order to enable the above

Key Audience

- Local Authorities
- Business & Industry
- Scottish Government staff
& Agencies

Draft Campaign Message

***Being climate aware
and considering climate risk
is a key part of business
planning and running a
successful business.***



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General Climate Change update

- Scottish Climate Change Bill
- Committee on Climate Change
- Strategic Overview
- Carbon Assessment Project

Greener Scotland

`It's Our Future' Campaign

Launching new phase - 21 Oct 2008

Go Greener – focus on Energy Saving

Update on other UK Climate Change Campaigns



Defra Act On CO2

Saving Money, Saving Energy

Background

- Launched in July 2007 to provide a public called-for Government lead in communications for climate change
- Overall campaign proposition:
The ACT ON CO2 brand helps to lead people out of the confusion into action by providing easy, achievable ways for us all to reduce our carbon footprint



Campaign Breakdown

New phase activity launched 17 Sept 2008

- Media
TV, Press, Online (direct.gov.uk/actonco2)
- PR
- Brand Partnerships
- Ambient/Outdoor





 The Scottish Government





Welsh Assembly Government

**Help Wales Reduce
Its Carbon Footprint**

 **The Scottish Government**

Campaign Breakdown

- **TV Adverts** - 29 Sept - 26 Oct & 12 Jan - 16 Feb 2009
- **Carbon calculator** - Key engagement
- **Outdoor** - Bus sides / 6-sheet poster
- **Online** - search optimisation and display online banners
- **PR** - company to manage the campaign and new champions
- **Champions** - next round of our champions in October



Ôl-troed carbon llai = biliau llai.
Smaller carbon footprint = smaller bills.

cymruoltroedcarbon.gov.uk walescarbonfootprint.gov.uk



Allwch chi fforddio gwastraffu ynni?
Can you afford to waste energy?

cymruoltroedcarbon.gov.uk walescarbonfootprint.gov.uk



**Mae'r ynni a wastraffwn
yng Nghymru yn cynhyrchu
tunelli o CO2**

**The energy we waste in Wales
produces tonnes of CO2**

Arbedwch ynni ac arian trwy beidio
â gadael eich teledu ar standby.
I fesur eich ôl-troed carbon a chael
cynigwr ar sut i'w wneud yn llai ewch i:
cymruoltroedcarbon.gov.uk

You'll save energy and money if
you don't leave the TV on standby.
To work out the size of your carbon footprint
and for tips on how to reduce it visit:
walescarbonfootprint.gov.uk

**Mae'r ynni a wastraffwn
yng Nghymru yn cynhyrchu
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Arbedwch ynni ac arian trwy
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I fesur eich ôl-troed carbon a chael
cynigwr ar sut i'w wneud yn llai ewch i:
cymruoltroedcarbon.gov.uk

You'll save energy and money
if you don't overfill your kettle.
To work out the size of your carbon footprint
and for tips on how to reduce it visit:
walescarbonfootprint.gov.uk