



One Planet Council: Communications Plan 2017

PROJECT/ MILESTONE	DATE/ DETAIL	OBJECTIVE /BACKGROUND	APPROACH TO TAKE	LEAD ROLE	SPOKESPERSON
Once Executive reports are published	8 March 2017	Promote the One Planet Council Framework which is being taken to Executive for approval	<ul style="list-style-type: none"> - Press release /statement - Artwork for social media /posters for key partners - Artwork on internal/external screens - Trade media features 	<p>Comms lead: Debbie Manson Michael Hawtin to provide artwork</p> <p>Officer lead: Martin Grainger Josephine Ozols-Riding</p>	Cllr Waller Neil Ferris
Once Executive decision taken	1 April 2017	<p>Promote the Executive's decision and launch the Framework internally to CYC staff</p> <p>To gain a wider and better understanding of One Planet Council and what this means</p>	<p>During meeting:</p> <ul style="list-style-type: none"> - Webcasting during meeting/playback option - Live tweets from the meeting (comms team lead) - Promotion of original press release <p>Post meeting:</p> <ul style="list-style-type: none"> - The new Framework content will be designed into a leaflet so this fits with the similar feel/style of the One Planet York branding - Artwork for social media /posters for key partners - Artwork on internal/external screens - Trade media features 	<p>Comms lead: Debbie Manson Michael Hawtin to provide artwork</p> <p>Officer lead: Martin Grainger Josephine Ozols-Riding</p>	Cllr Waller Neil Ferris



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			<ul style="list-style-type: none"> - Promotion of One Planet York (OPY) benefits e.g. the OPY app - Buzz article - internal comms needs to co brand with One Planet York initiative using branding guidelines - This also needs to provide context surrounding what One Planet York is, versus CYC's commitment to One Planet Council (and what this means) 		
Launch of new campaign	March/ April 2017 onwards	<p>Encourage staff to bring forward new ideas that would make the council more sustainable.</p> <p>These could be based on each key One Planet Council principle e.g. could we promote/use reusable coffee cups? (links to Zero Waste and Sustainable Materials principles)</p>	<p>Launch new campaign and provide a platform for suggestions/thoughts/ideas through internal comms channels, including:</p> <ul style="list-style-type: none"> - Buzz quiz OR a quick fire survey - Potential for a short video message - Explanation of the key principles using simple narrative/visuals and examples where possible so employees can relate to these e.g. reusable coffee cups can make a real difference - Lunchtime sessions to get staff involved in generating new ideas around sustainability. Each session would consider issues relating to one specific One Planet principle - Artwork on internal/external screens - New policy/leaflets to be placed in break areas/kitchens etc. in West Offices and Hazel Court 	<p>Comms lead: Debbie Manson Michael Hawtin to provide artwork</p> <p>Officer lead: Martin Grainger Josephine Ozols-Riding</p>	<p>Cllr Waller Neil Ferris</p>
Launch of new 'better decision making' tool	March 2017 onwards	<p>A new requirement for employees</p> <p>To ensure that the new One Planet Council Framework is embedded into every report/decision that is made.</p> <p>The 'better decision making' tool will</p>	<p>Publicising through internal channels, including:</p> <ul style="list-style-type: none"> - Email alerting employees to the new requirements - TBC: explore if i-comply is an appropriate channel to promote the new tool/new requirement to use this (<i>discuss with Lorrain Lunt</i>) - Artwork on internal/external screens 	<p>Comms lead: Debbie Manson (on mat leave from June 2017– replacement TBC) Michael Hawtin</p>	<p>Cllr Waller Neil Ferris</p>



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		be considered for all proposals presented to the Executive.	<ul style="list-style-type: none"> - Buzz article – featuring an explanation of the new Framework and tool - Internal/external screens (artwork to be created) 	Officer lead: Martin Grainger Josephine Ozols-Riding	
6 months on from the launch – refresh of campaign	Sept 2017	<ul style="list-style-type: none"> - Refresh awareness surrounding the Framework and new ‘better decision making’ tool - Keep the momentum going 	<ul style="list-style-type: none"> - Mini One Planet Council survey in buzz for CYC Staff. Feedback will help gauge understanding and awareness of new Framework/tool 	Comms lead: Debbie Manson (on mat leave from June 2017– replacement TBC) Michael Hawtin to provide artwork Officer lead: Martin Grainger Josephine Ozols-Riding	Cllr Waller Neil Ferris
One Planet York Annual Conference	TBC	<ul style="list-style-type: none"> - Promote One Planet Council using co brand with One Planet York 	<ul style="list-style-type: none"> - Publicise through One Planet York events including annual conference and prospectus - Highlight the Council’s work as a key part of One Planet York 	Comms lead: TBC Michael Hawtin to provide artwork Officer lead: Martin Grainger Josephine Ozols-Riding Paul McCabe	Cllr Waller Neil Ferris
One Planet	April /	<ul style="list-style-type: none"> - Produce a One Planet Council 	<ul style="list-style-type: none"> - Press release /statement 	Comms lead: TBC	Cllr Waller



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Council Annual Report	May 2018	annual report	<ul style="list-style-type: none"> - Artwork for social media /posters for key partners - Trade media features 	Officer lead: Martin Grainger Josephine Ozols-Riding	Neil Ferris
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