

10:10 Campaign DRAFT Outline communication plan

Background

In October 2009 City of York Council (CYC) signed up to the national 10:10 Campaign, with the specific aim of reducing emissions of CO₂ by 10 per cent during 2010.

A report was submitted to Executive in March setting out how a 10 per cent emissions reduction could be achieved. In addition to reducing the Council's emissions an important part of the 10:10 commitment is spreading the word and seeking involvement from individuals, businesses and organisations.

Effective internal and external communication to both CYC staff and York's residents and businesses are essential for implementing and achieving the 10:10 campaign.

Members requested the submission of an outline communication plan setting out the awareness activity to be undertaken as part of the Campaign. This paper is the response to that request. It is still a draft and a final version will be refined with CYC communication teams in the coming weeks.

Proposed activity

The following sets out proposed activity planned to communicate the 10:10 Campaign to employees, residents and other organisations across York.

Internal communication

Target audience

- CYC staff

Key Activities

- Each month during 2010 will be focussed on a specific carbon reduction activity. **Table 1** sets out the timetable of themes.

Table 1: 10:10 Campaign monthly themes

Month	Theme
March	Planting
April	Travelling
Ma	Shopping
June	Saving
July	Eating
August	Playing
September	Driving
October	Fixing
November	Heating
December	Giving

Communication Channels

To get the 10:10 messages across to CYC staff the following communication channels will be used:

Global Emails

- It is proposed that the tips associated with each monthly theme will be used in global emails to all employees with access to the email system. For those without access to email the tips will be replicated in News and Jobs. Challenges will also be organised for employees focussing on the particular theme for the month. Small prizes will also be offered to winners.

News and Jobs

- It is proposed that the each monthly theme will be publicised in short articles in this publication

CYC intranet

- To encourage employees to sign up as individuals to the 10:10 campaign, monthly staff messages will be posted on Council Net.

Colin

- Once implemented Colin will be a hub of information for employees on 10:10 and practical carbon saving advice and actions.

Other

Notice boards

- Notice Boards will be utilised to provide information on a quarterly basis.

Payslips

- Additional promotional activity for employees could include the addition of a 10:10 top tip relating to that month's theme on payslips.

External Communication

Target audiences

- Residents, schools and local organisations / businesses

The following sets out proposed activity planned to communicate the 10:10 Campaign to residents and other organisations across York.

Communication Channels

CYC website

- To encourage residents, schools and local businesses to sign up as individuals to the 10:10 campaign, monthly messages will be posted on the CYC website. Signposting to the 10:10 website and other support agency will also be set up within the Sustainability sections of the website.

Without Walls Website

- It is proposed that regular articles and advice on the 10:10 campaign will be publicised on this site under the Sustainable City pages.
- Global emails to the WoW will also be utilised to regularly promote the campaign.
- WoW quarterly e-zine will also be utilised to share the work that CYC and other Partners of 10:10 are carrying out across the City.

Your City

- It is proposed that regular articles and advice on the 10:10 campaign will be publicised in short articles in this publication. The first of which is due in April's edition.

Press releases

- Linking in with the monthly themes communicated from the 10:10 Campaign, press releases will be sent to local newspapers outlining advice to help residents and organisations to reduce the amount of carbon they emit.

Events

- As a number of the monthly themes are directly related to partners' work, events will be organised in conjunction to gain added value. For example CYC would look to work with the Energy Saving Trust advice centre (ESTac) in July for the saving theme. CYC will strive for as high a possible profile for events by running them in Parliament Square.
- Challenges will also be organised at these events or through the media focussing on the particular theme for the month. Small prizes will also be offered to winners.

Timescales

Please see table 2 below.

Outcomes

The outcomes of this proposed 10:10 communication campaign are:

- raising awareness of the 10:10 campaign to different audiences across York;
- providing knowledge to CYC staff, residents, Without Walls Partnership on reducing carbon emissions; and
- motivating individuals and organisations to act to help tackle climate change in York.

Audience	Communication Channels	Timescales
Internal CYC		
CYC Staff	Global emails	March 2010 onwards
	News and Jobs	March 2010 onwards
	CYC intranet	April 2010 onwards
	Colin	TBC
	Notice Boards	April 2010
	Other	April 2010 onwards
External		
Residents, schools and organisations/businesses	CYC website	March 2010
	WOW website	April 2010
	Your City	April 2010
	Press	March 2010
	Events	May 2010

Table 2. Proposed communication activities for 10:1