

# **Communicating the National Climate Change Strategy**

## **Recommendations to the Minister for the Environment & Local Government**

### **Executive Summary**

Comhar recommends that the communications strategy must:

- recognise the urgency of taking action;
- be sustained over a period of at least five years;
- have significant, dedicated resources, including major additional funding, assigned to it;
- be integrated with and exploit synergies with other relevant campaigns and activities;
- have a full-time communications co-ordinator appointed, with a specific brief to ensure that the communications strategy is developed, disseminated, monitored and evaluated;
- involve all of the target sectors identified in the National Climate Change Strategy, and be designed to make the best use of the key actors and media available within each sector;
- involve central government and local authorities leading by example;
- recognise and incorporate the potential of key groups such as the media, NGOs and professional institutions in communicating climate change;
- integrate climate change messages throughout the education system, with a particular focus on the third-level sector;
- tap innovative channels/media to extend coverage of the message

Some suggestions are also made for a specific communications campaign.

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## **Communicating the National Climate Change Strategy**

### **1. Background**

- 1.1 The National Climate Change Strategy was published in November 2000 to provide a framework for the action necessary to meet Ireland's climate change commitments under the Kyoto Protocol. For the Strategy to be effective, changes right across the economy and society have to be made in the way we work and in attitudes and awareness. In the preparation of the Strategy, Comhar was consulted by the Department of the Environment and Local Government, and made a submission on the draft strategy in December 1999. Many of the points made by Comhar in that submission were taken on board and appeared in the final text.
- 1.2 As part of its submission, Comhar identified communication of the strategy, policies and implementation programmes as a critical success factor in determining whether the necessary behavioural change will be effected. Some of the key issues identified by Comhar in this respect were:
- Individual behaviour as the key to implementation;
  - Need for a simple core message which would encourage practices which promote good citizenship as well as being a positive contribution to the climate change strategy;
  - An initial focus on ideas which would win the general approval of all parties;
  - The development of a national multi-media campaign;
  - Integration of the sustainable development agenda into textbooks and curricula across all relevant school and third-level subjects/courses;
  - Seeking co-operation with major players in the semi-state sector, in local government and in public utilities;
  - Focused sectoral campaigns aimed at specific groups such as farmers, industry, etc.

- Funding and support to be made available to groups including NGOs, community groups, farmers and other organisations to foster awareness of, and discussion about, climate change issues.

1.3 Comhar also made a very specific suggestion that messages about climate change be linked to the weather forecast slots on all Irish television stations. We still believe that this would be a very appropriate position for this important message.

1.4 Comhar indicated that a further paper on communicating the climate change strategy would be prepared, developing these points somewhat further. This paper sets out to address the communications issue, and to make some suggestions as to how the fundamental changes required by the National Climate Change Strategy can be explained and communicated to the complex set of groups, sectors and individuals which make up our society.

## **2. Recent Developments**

2.1 Since the publication of the National Climate Change Strategy, there have been two important and relevant events:

- the climate change talks held in November 2000 at The Hague failed to reach agreement between the EU and the US on implementing the Kyoto Protocol, and
- the Intergovernmental Panel on Climate Change announced new and stronger evidence that most of the warming observed over the last 50 years is attributable to human activities, and that global average temperature and sea level are projected to rise over all greenhouse gas emissions scenarios. The implications of this for various countries and peoples have been spelled out.

These two events send very conflicting signals to ordinary people.

### **3. Need for a sustained campaign**

- 3.1 Human induced climate change is a phenomenon which is a result of greenhouse gas emissions since the industrial revolution and is now beginning to accelerate. Its worst effects can be expected to continue to take place beyond the lifetime of most adults alive today. Furthermore, its effects are not instantaneous and are not easily observed by ordinary people. It is therefore very difficult to engage people in action to prevent it. Unlike water pollution, smog or waste pollution, greenhouse gas effects are not that visible in the short term. People also need to understand that reversing climate change will take a long time, even after action is taken. Any campaign to raise awareness on this subject, therefore, will have to be carried out on a sustained basis, and not be a once-off campaign. Otherwise the message will soon be forgotten.
- 3.2 Comhar therefore recommends that a coherent communications strategy be put in place which will be sustained over an initial five year period, aimed at the general public and with the objective of raising awareness on climate change and the related causes and effects. This part of the strategy would form the backdrop to all other elements. Raising public awareness will have effects far beyond the home, as people take their beliefs and value systems into the workplace and the community.
- 3.3 It will also be crucial to get across the message of the true costs of climate change, and especially of inaction, both to support the urgency of the message and to counter complaints about visible or short-term costs of taking measures. In this regard, the Irish people are very conscious of inequalities between the developed and developing countries. The greater impacts of climate change in developing countries, both in personal and economic terms, might be a useful lever for energising action domestically (while not ignoring impacts in Ireland).

#### **4. Urgency**

- 4.1 We stress the urgency of implementing the communications strategy as quickly as possible. Notwithstanding the need for a sustained, ongoing campaign, action must start early both to work towards the objectives of the Strategy and to show commitment at the highest level to actively addressing climate change. In this regard, it will be important to have a phased timetable for the communications strategy, which will clearly set out the plan of action and the dovetailing of individual aspects/campaigns with the overall message.

#### **5. Co-ordination**

- 5.1 Communication of the National Climate Change Strategy to a complex group of individuals and sectors will need to be carefully co-ordinated. It will not happen without a driver. Furthermore, it is not only the Strategy which needs to be communicated, but a range of issues from understanding something about climate change and its effects to what individuals, businesses and sectors can and must do to cut down on greenhouse gas emissions. Results of programmes and progress towards goals will also have to be communicated. The communication process therefore is a long-term process which will develop and change as time goes on.
- 5.2 Comhar therefore feels that it will be necessary to have a full time communications co-ordinator (one person or a team), as part of a Climate Change Implementation Team, whose brief would be to ensure that a coherent and effective communications strategy is developed and rolled out to all the groups identified in this paper, using the appropriate means. A further important part of the brief would be to give feedback on actions and progress; if individuals make an effort to change their behaviour, they should be kept informed of progress and made to feel that their effort is worthwhile.
- 5.3 While an Inter-Departmental Implementation Team is already in place, this is made up of senior civil servants from different government departments with many other responsibilities. It should be augmented by a communications co-

ordinator with the specific brief suggested above. We recommend that the Department of the Environment and Local Government should urgently consider this issue in the context of the current review of its Statement of Strategy, with a view to seeing how best to provide for this critical role within the Department. In this regard, we would suggest the need for a professional communicator in order to be most effective, and that the communications co-ordinator should report at the highest level within the Department.

- 5.4 We recommend that the Department should also explore the possibility of co-ordinating the communications campaign with any similar work being carried out in Northern Ireland. This would be a useful way of maximising the impact of television and radio campaigns, in particular.

## **6. Resources**

- 6.1 Developing and implementing an effective communications strategy will have major funding implications. Significant resources must be devoted to this over a sustained period if the strategy is to be effective. Major additional funding, dedicated specifically to communicating climate change, must be provided. This should also be co-ordinated and integrated with existing campaigns and funding mechanisms, both to maximise the effectiveness of getting the message across and to increase the cost-effectiveness of spending on any new campaign. We stress that considerable resources must be provided in each year of the five year programme which we recommend. It is difficult to be specific on amounts, but we would point out that the type of campaign, and of media used, will have a major impact on funding required – in particular, any intensive use of television for the campaign will require significant funding.

## **7. Adaptation**

- 7.1 We note that the Climate Change Strategy does not address the issue of adaptation to climate change; we recommend that the Department of the

Environment and Local Government should ensure that this issue is covered in both the policy and communications aspects of implementing the Strategy.

## **8. Sectors/relevant actors**

8.1 It is not only the general public who need to buy in to the National Climate Change Strategy, but policy makers and opinion-formers across the economy. This includes government departments, agencies, broadcasters, journalists and politicians, business and farmers' leaders, union officials, etc. High-level conferences, one-to-one dialogues and other options need to be utilised for these groups. They will often have a myriad of differing priorities to balance, and climate change needs to become a high priority within the mix.

8.2 In addressing the various sectors, useful questions to ask are:

- Who is active in the sector (e.g. professional institutes, trade associations, etc.) and could be involved in disseminating the message or in taking joint actions to meet the Strategy objectives?
- What media are best to reach this sector?
- What is the specific message (or messages) for the sector?
- How can the campaign be operationalised in the sector, and by whom?

The tables in the Annex set out our suggestions in this regard. Some further points are given below in relation to specific sectors.

### Government

8.3 One of the most powerful ways of ensuring that the message is taken seriously is for Government to lead by example. All Government Departments must be fully and actively involved in developing and funding the communications strategy, especially in relation to the sectors and measures for which they are responsible. In addition, as actions speak louder than words, Ministers and Departments must be seen to be taking action on climate change in their areas of influence and operation, and must communicate their progress to the public and to other sectors.

Non-governmental organisations (NGOs)

- 8.4 NGOs can be very effective communicators, and we believe there is potential for building this into the overall strategy. However, in order to participate as stakeholders, NGOs need realistic funding for this purpose. We recommend that the potential of NGOs should be utilised in designing, implementing, monitoring and evaluating the campaign, and that a part of the overall funding should be specifically set aside to fund them in undertaking targeted campaigns as part of the overall communications strategy.

Local authorities

- 8.5 An important sector to bring on board and utilise in communicating the Strategy will be the local authorities – not so much in terms of their traditional role of providing services, but more their role in devising development plans and county strategies. Climate change issues must be included and prioritised in these strategies and plans. In this context, the objectives of the City/County Development Boards (CDBs) and other representative bodies should include sustainable development and climate change goals. We recommend that the Department of the Environment and Local Government issue a policy recommendation to this effect to all CDBs.

Economic sectors

- 8.6 Apart from the public awareness campaign, specific campaigns aimed at the different sectors will need to be developed. These campaigns should be carried out in co-operation with relevant Departments, agencies, trade associations and representative bodies. Financial incentives should be used where appropriate to encourage companies/organisations in the sectors to get involved. However, emphasis can also be placed on the benefits for the sectors of meeting the Strategy objectives in the interests of their own business viability. The tourism industry, for example, would have a major interest in actions with the long-term benefit of keeping its product viable, and enhancing its attractiveness in more environment-aware markets. The housebuilding



industry will be a crucial sector; perhaps the operators of the Homebond scheme could be involved in some form of sponsorship of the message?

#### Corporate sector

- 8.7 We recommend that the corporate sector should include a section in their annual reports (and other similar documents) on their environmental accountability/performance, with specific emphasis on climate change. This should show the actions taken by the sector/individual companies to reduce emissions, improve efficiency, etc. In this regard, it would be useful to identify models of good practice (e.g. success stories in environmental management, energy conservation, etc.) which could be highlighted as part of a campaign to encourage others to do likewise.

#### Irish Energy Centre

- 8.8 Energy usage is one of the major contributory factors in climate change. Reductions in energy usage across the economy are identified in the Strategy as essential. The Irish Energy Centre (IEC) should be used to communicate messages about energy efficiencies, energy efficient technologies and best practice in energy conservation to all sectors of the economy. While the IEC is well-known and well-respected in certain parts of industry, a much more visible presence for the Centre with other key sectors and the public would be desirable. Consumers and SMEs, as well as the manufacturing sector, should be able to seek advice on good practice from the IEC. Energy audits and energy saving programmes should be incentivised further, and results should be disseminated widely. The IEC already is involved in the annual Energy Awareness Week, but their public visibility rapidly fades after that week. A sustained campaign needs to be undertaken.

#### Professional Institutions

- 8.9 Professional institutions can play a key role in ensuring that their members are fully informed of the issues relevant to their sector. They can also identify the responsibilities of the sector in implementing the necessary changes in design

or practice and contribute to ensuring that the changes in practice take place. To take just one example, the Institution of Engineers of Ireland, with members in all engineering disciplines (from energy to transport to built environment), an active continuing professional development programme and links to many specialised engineering institutions, could play an important role in communicating climate change. The same would be true for other professional institutions also, and they should be approached and involved accordingly.

## **9. Education Sector**

- 9.1 Much can be done in the education system; but careful consideration needs to be given to the best methods. The Department of Education and Science should involve experts and organisations active in this field in considering how best to incorporate climate change issues in curricula at various levels, spark students' interest (e.g. through debates and other competitions), and get educational institutions involved in playing their part (in terms of their energy use in buildings, transport needs/usage, etc.). The National Council for Curriculum and Assessment and the Higher Education Authority (HEA) should also be involved in this process.
  
- 9.2 We would stress the urgency of bringing climate change issues into the education system, especially in terms of curriculum development and inservice training. A review of primary, secondary and third level education should be undertaken by the Department of Education and Science, the HEA and relevant curriculum development units to ascertain what (if any) material on climate change and environmental responsibility is being taught. The review should not only deal with scientific subjects but should look at social and other areas also. A coherent programme should be developed for all students, which informs and educates on issues to do with environment, climate change and behaviour. Recommendations on curriculum changes, if necessary, and on in-service training for teachers and educators at all levels should be developed.

- 9.3 We recommend that there should be a particular focus on third-level courses, given the potential for graduates to bring their knowledge into relevant jobs and thus both implement and further spread the message. The HEA should take forward this work and encourage and support third-level institutions in developing their own inter-disciplinary courses.

## **10. Media**

- 10.1 There is a particular need for liaison with/provision of information to key media people (including journalists, editors and producers) about the issues involved with climate change and the actions required under the Strategy, to facilitate them in spreading the message and making the relevant linkages for the public. This should be done at an early stage, and will probably need to be repeated over the period of the strategy to take account of changes in personnel, as well as to provide updates on both technical information and on progress towards the Strategy goals. The Department of the Environment and Local Government should provide for this in the communications strategy.
- 10.2 We strongly recommend the use of local media, including local and community radio and local papers, particularly when in relation to the need to link messages with local action, facilities and developments. Such local media are frequently more closely targeted, and locally used, than national stations and publications. We also suggest that the media should be encouraged to sponsor some form of competition focused on raising awareness, with climate-friendly prizes.

## **11. Other channels**

- 11.1 There is a need for greater support from Government Departments and agencies for new concepts and technologies which will support the Strategy objectives. This will include providing information and advice, technical support, and possible incentives.

- 11.2 Innovative channels should be tapped to extend coverage of the message. We suggest that theatrical productions can be a particularly good way of getting the message across, especially locally and also in schools. This can be a very effective medium, especially when involving the audience in the process and presentation. Given that the Internet is a growing source of information for many people, the campaign should include use of the WorldWideWeb as an integral part of getting the message across. We recommend that the Department of the Environment and Local Government should give special consideration to interactive sites, where issues and questions can be raised and answered, sources of information and technical help identified, etc.
- 11.3 Comhar itself will hold a workshop addressing its members and stakeholders to identify how it can help to communicate the message. Our intention in this regard will be to help promote debate and imaginative thinking in the sectors, and constructively focus on discussing the next steps for developing a programme within the sectors.

## **12. Specific points for a communications programme/campaign**

- 12.1 It will be crucial that any media/awareness campaign should not be lost in the midst of other advertising campaigns (environmental or other). To avoid this danger, it should take account of and be integrated with other relevant campaigns. There will be a need for overall co-ordination of this approach to ensure that synergies are maximised and duplicating or competing campaigns avoided.
- 12.2 The communications programme should progress from initially giving simple facts about what is happening to giving advice about what individuals can do to help. The impact of such a campaign should be measured as it progresses, to see whether it is effective. Comhar recommends that Department of the Environment and Local Government should seek advice from companies qualified to design this type of campaign, setting out clearly the objectives and

the results expected. A five-year campaign should be provided for, with a phased timetable in line with the overall communications strategy.

- 12.3 A media campaign could be launched with a “climate change day” on television, involving the showing of a number of documentaries on the subject of climate change and its impacts (such as those made by the National Geographic channel), with a linking commentary on the implications for Ireland. Use should also be made of television and radio series to get the message across. Specific programmes, including soaps, farming, educational and other programmes, could be used to explain and illustrate the impacts of climate change, and to give examples of what people and businesses are doing in response.
- 12.4 It would be useful to have one overall slogan or concept, which can be used in a number of ways on different media and on which there can be variations while keeping the overall “brand”. A campaign slogan should be new, and not already identified with something else. Holding a competition to find one could also raise awareness. One idea might be “*climate change – did you add to it today?*” used against a backdrop of impact such as severe flooding. However, it would also be important that any stand-alone slogan should be compatible with other campaigns, e.g. those of the Irish Energy Centre on avoiding waste of energy, to maximise available synergies.
- 12.5 Another slogan might be formed from the play on words which could be wrought from the juxtaposition of “global warning” and “global warming”. Radio ads or television voice-overs – such as on weather introductions - could be: “*Global warning: Global warming. Did you add to it today?*” Another possible slogan would be “*Global warming. If you're not part of the solution; you're part of the problem. What did you do about it today?*”
- 12.6 The campaign must be relevant to peoples’ lives. One way of ensuring this would be to run messages in parallel with practical programmes or actions,

either in specific sectors or with a local focus. This would demonstrate the practical application and means of implementing the changes required. Special emphasis should be placed on “win-win” solutions, for example, *“leave the car at home; use the QBCs and do your bit for climate change into the bargain”*. Facilities/options must be available to support the changes sought and make them achievable. There is no point in exhorting people to change to public transport, for example, if the service is either not available or not satisfactory. This type of message is counter-productive. Care must be taken that the campaign message is not undermined by complaints that it can’t be done, due to lack of facilities. A successful campaign will create interest, and people will have questions; it will be important to have answers ready. The use of questions and sample answers to provoke interest and challenge people may also be a useful way of delivering practical messages.

- 12.7 To be effective, the campaign will also need to be supported by such measures as the availability of tailored information and practical advice, technical support and appropriate facilities, so that people can put the message into practice. Consideration should also be given to the scope for supporting the campaign by incentives, including fiscal incentives, to support positive action and encourage changes in behaviour.
- 12.8 The campaign should be designed in such a way that the information is fully accessible to everybody. It should also be capable of being easily adapted for use in local media and taking account of local circumstances.
- 12.9 The timing of particular messages also needs to be considered. Aspects of the campaign might usefully be linked to relevant specific action, or to other campaigns. This will require integration with other strategies, to maximise available synergies. For example, messages about public transport should be given in co-operation with transport companies when a new service (such as a QBC) becomes available. Sponsorship in kind could be sought from the bus companies, public and private, whereby they would provide some free

advertising space on their vehicles for the campaign. A possible slogan would be *“Up to 78 people on this bus are doing their bit for climate change by using public transport: what did you do for climate change today?”*

- 12.10 Visual presentation of facts can be very important, for example in relation to energy usage and its effects on climate change. Consumers should have access to specific information about the emissions effects of fuel consumption. In this context, energy bills could be used to spread this message. We recommend that the Commissioner for Electricity Regulation should require service providers to give relevant information, including fuel usage and sources of power, with a view to changing behaviour. This could be linked to the overall campaign giving facts about the impacts of energy use. Similar requirements should be placed on other energy providers.

Comhar submission, 5 April 2001



**ANNEX****TABLE 1: SUGGESTIONS FOR ACTION IN THE TARGET SECTORS IDENTIFIED IN THE STRATEGY**

<b>Target Sector</b>	<b>Key actors</b>	<b>Message</b>	<b>Medium</b>	<b>Practicalities</b>
<b>Agriculture</b>	IFA, ICMSA, ICOS Teagasc D/Agriculture Macra na Feirme ICA, Agricultural PLCs, County Markets, Organic Sector	<ul style="list-style-type: none"> <li>• How to meet the sector's specific targets</li> <li>• Measures to reduce emissions</li> <li>• Cost savings available</li> <li>• Synergies with reductions in water pollution</li> <li>• Synergies with renewable energy (e.g. methane from slurry)</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers' Journal</li> <li>• Radio (including local radio)</li> <li>• Industry shows and other events (e.g. County Agricultural Shows, Ploughing Championships)</li> <li>• TV programmes e.g. <i>Ear to the Ground</i></li> </ul>	Overcome hostility and resistance to taking responsibility
<b>Energy</b>	Irish Energy Centre, D/Public Enterprise ESB, Bord Gáis, Bord na Móna, other utilities IEI, Irish Wind Energy Association	<ul style="list-style-type: none"> <li>• Sector-specific targets</li> <li>• Renewable energy</li> <li>• Energy efficiency</li> <li>• Demand management</li> </ul>	<ul style="list-style-type: none"> <li>• Industry newsletters</li> <li>• Irish Energy Centre campaigns, exhibitions</li> <li>• Professional development programmes</li> </ul>	Public campaign on energy efficiency which stresses the cost effectiveness of same along with environmental impact

		<ul style="list-style-type: none"> <li>• Emissions trading, JI, CDM</li> <li>• Promote CHP</li> </ul>	<ul style="list-style-type: none"> <li>• Advocators (TV/radio personalities, pop stars)</li> </ul>	Need to make renewable energy more widely available
<b>Transport</b>	<p>CIE, Iarnród Éireann, Dublin Bus, Bus Éireann D/Public Enterprise PAMBO, Irish Road Haulage Association, Chartered Institute of Transport, SIMI, Fuel companies Car companies IEI Local authorities NRA Airlines, Ferry companies</p>	<ul style="list-style-type: none"> <li>• More efficient transport</li> <li>• Reducing car dependency/use</li> <li>• Meeting sector-specific targets</li> <li>• Improved public transport</li> <li>• Fuel-efficient and low emission vehicles</li> <li>• Energy rating for new vehicles</li> <li>• Fuel switching</li> </ul>	<ul style="list-style-type: none"> <li>• Industry newsletters</li> <li>• Seminars, workshops</li> <li>• Consultations with relevant Govt. Departments</li> <li>• Professional development programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Public participation in planning local pilot transport initiatives (e.g. car share, mini bus hire, local transport for schools and shopping)</li> <li>• Good public transport system – intensify message when public transport improves</li> <li>• Cycle lanes</li> <li>• Need for a democratised public transport users group, at local and regional level, involved in planning etc.</li> <li>• Mileage allowances for cyclists and other energy-efficient modes of transport</li> </ul>

Target Sector	Key Actors	Message	Medium	Practicalities
<b>Industry, commercial &amp; services</b>	IBEC, Small Firms Association D/Enterprise, Trade & Employment, Enterprise Ireland, IDA Chambers of Commerce, D/Enterprise Trade & Employment RGDATA, supermarkets ESB, Irish Energy Centre, EPA LEADER, Partnership companies, Enterprise Boards	<ul style="list-style-type: none"> <li>• Energy efficiency</li> <li>• Sectoral targets</li> <li>• Industrial gases (where appropriate)</li> <li>• Renewable energy</li> </ul>	<ul style="list-style-type: none"> <li>• Industry newsletters</li> <li>• Seminars, workshops</li> <li>• Consultations with relevant Govt. Departments</li> <li>• Mailshots</li> <li>• Annual reports</li> </ul>	A campaign targeted at business showing the savings which can be made by being energy efficient and dealing with their waste in a better way (such as reusable systems for goods being delivered to and from their business)
<b>Tourism</b>	ITIC, Bord Fáilte D/Tourism & Trade, Irish Hotels Federation, Irish Hotel & Catering Institute, CERT, Regional Tourism Authorities, Tour Operators, Coach companies, Airlines, Ferry companies	<ul style="list-style-type: none"> <li>• Greening the industry – slogan “<i>We sell Ireland green, let’s keep it green</i>”</li> <li>• Renewable energy</li> </ul>	<ul style="list-style-type: none"> <li>• Industry newsletters</li> <li>• Targeted leaflets to all business about energy efficiency and tips for handling waste in a more efficient/economical way.</li> <li>• Seminars, conferences, holiday exhibitions</li> <li>• Training</li> </ul>	Community Tourism, use local services and produce

Target Sector	Key actors	Message	Medium	Practicalities
<b>Forestry</b>	Coillte Society of Irish Foresters COFORD D/Marine & Natural Resources Irish Forest Certification Initiative, Irish Forest Stewardship Council	<ul style="list-style-type: none"> <li>• Sustainable forest management practices</li> <li>• Maximisation of sequestration</li> <li>• Promotion of / research into renewable fuels using short rotation /coppiced native trees</li> </ul>	<ul style="list-style-type: none"> <li>• Industry newsletters</li> <li>• Consultations with Govt. Departments</li> <li>• Seminars, workshops</li> </ul>	
<b>Built environment</b>	CIF, Architects, planners, IEI, RTPI, RIAI, Irish Home Builders Association, DoELG, Local authorities Irish Planning Institute Irish Ecological Design Association, Irish Landscape Institute	<ul style="list-style-type: none"> <li>• Energy efficiency, including design</li> <li>• Using renewable materials</li> <li>• Recycling to be included in all design, building complexes &amp; homes, from materials for building through to recycling options available to each business or householder.</li> </ul>	<ul style="list-style-type: none"> <li>• Industry newsletters</li> <li>• Consultations with Government Departments</li> <li>• Seminars, conferences</li> </ul>	<ul style="list-style-type: none"> <li>• Overcoming resistance to taking responsibility</li> <li>• Enforcement of Building Regulations (Part L)</li> <li>• Use of “Green Design” guidelines</li> <li>• Financial assistance for individual house builders/owners to include renewable energy devices at construction/retro-fitting state</li> </ul>

		<ul style="list-style-type: none"> <li>• Integration with public transport</li> <li>• Use of sustainable resources</li> </ul>		
<b>Households</b>	<p>Consumers Association Tenants' groups, NATO ACRA Community networks Agenda 21 groups Irish Energy Centre ENFO NGOs Local authorities</p>	<ul style="list-style-type: none"> <li>• Energy efficiency</li> <li>• Transport efficiency</li> <li>• Active citizen ownership and participation</li> <li>• Renewable energy</li> </ul>	<ul style="list-style-type: none"> <li>• Local radio/press</li> <li>• Leaflets and exhibitions in local facilities e.g. libraries, community centres, etc.,</li> <li>• ENFO</li> </ul>	
<b>Waste disposal/management</b>	<p>Local authorities EPA Waste management firms IEI NGOs</p>	<ul style="list-style-type: none"> <li>• Energy recovery (e.g. landfill gas)</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Seminars</li> </ul>	<p>Show alternatives, e.g. successful strategies carried out in Australia, Canada, Sweden, Germany</p>

**TABLE 2: SUGGESTED ADDITIONAL TARGET SECTORS FOR COMMUNICATING THE STRATEGY**

Sector	Key Actors	Message	Medium	Practicalities
<b>Government</b>	Government Departments, local authorities	<ul style="list-style-type: none"> <li>• Ensure energy efficiency both in-house and in selecting applicants for tenders, projects, planning applications, etc.</li> <li>• Set an example to all other sectors by these actions</li> <li>• Use of renewable energy as main energy source</li> <li>• Take the lead in implementing practical measures</li> </ul>	<ul style="list-style-type: none"> <li>• Purchasing departments</li> <li>• Building maintenance departments</li> <li>• Environmental officer in every Department</li> <li>• Newsletters, policy documents with practical guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Difficulty of ensuring the most energy-efficient options are chosen rather than the cheapest option</li> <li>• Ensuring the message is understood and acted upon by all individuals throughout the sector</li> </ul>
<b>Community and Voluntary Sector</b>	NGOs, Networks	<ul style="list-style-type: none"> <li>• Disadvantaged / poorer / more vulnerable communities are worst affected by climate change</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Conferences</li> </ul>	<ul style="list-style-type: none"> <li>• Resourcing the sector to develop the necessary analysis and expertise on the issues</li> </ul>