

Public Engagement Workshop on Scottish Energy Issues 16 March 2017

EXERCISE 1 – What's Happening Already?

1. Climate Conversations

<p>What sort of activity is it? Please describe it briefly.</p>	<p>Conversations. Get climate change back into the conversation.</p> <p>Facilitated conversations to bring together 'ordinary' people to discuss climate change and actions to address it.</p> <p>Series of small facilitated group conversations about climate change and low carbon behaviours.</p>
<p>Who is running it?</p>	<p>Community groups</p> <p>Scottish Government Climate Outreach Sniffer Surefoot effect</p>
<p>Who is taking part in it?</p>	<p>Members of the public</p> <p>Market research-selected focus group Pilot group held (without participants being told what the project was about)</p> <p>General public, small community groups, national organisations</p>
<p>When did it run, or is it ongoing?</p>	<p>2016</p> <p>Commissioned 20 conversations that ran in summer/autumn 2016. Ongoing – organisations across Scotland.</p>
<p>What's the Project or Activity's aim, purpose or ambition?</p>	<ul style="list-style-type: none"> - Raise awareness - Get people talking about climate change - Some initial research that generated data <p>Aim: get people comfortable and confident to discuss everyday items and how climate change effects this – engage at an emotional level. Used 9 scenarios to gauge participants attitudes towards different behaviours.</p> <ul style="list-style-type: none"> - Stimulate public discussion on climate change - Gauge views of the public on climate change/low carbon behaviours - Take temperature of public views to feed into developments of draft climate change plan

What's good about this Project or Activity?	<p>Conversations don't need a trained facilitator.</p> <ul style="list-style-type: none"> - Gain 'soft' understanding = take the temperature - Get more people talking about climate change <p>Positive feedback from participants who found the experience enjoyable Rich quantitative feedback</p>
What's not so good about it?	<p>Not representative samples – who elects to take part?</p> <p>Might need to go further to gauge attitudes towards difficult changes. Scenarios not challenging enough. Doesn't distinguish between adaptation and mitigation.</p> <p>People didn't like some of the scenarios but this generated a lot of discussion.</p>
How far has the Project or Activity achieved its aims?	<p>Achieved original aims – but may not allow policy makers to design new policies.</p> <ul style="list-style-type: none"> - Rich feedback received which was fed to Scottish Government policy leads developing draft climate change plan - Slow uptake of organisations and groups continuing climate change
Please jot down any other thoughts about this Project or Activity that you feel are important.	<p>Useful to learn how individuals interact with mainstream media. But if no direct link to policy – some questions “what is the point”</p>

2. Carbon Conversations

What sort of activity is it? Please describe it briefly.	<p>Peer to peer</p>
Who is running it?	<p>Transition towns movement (?)</p>
Who is taking part in it?	<p>Allied to the transitions towns movement</p>
When did it run, or is it ongoing?	<p>Ongoing</p>
What's the Project or	<p>Helping people to make decisions/change in their own lives. Support them (peer to peer)</p>

Activity's aim, purpose or ambition?	
What's good about this Project or Activity?	Citizen-led
What's not so good about it?	Danger of group think – preaching to the choir
Please jot down any other thoughts about this Project or Activity that you feel are important.	How these exercises are situated amongst other initiatives/efforts to engage

3. World Wide Views

What sort of activity is it? Please describe it briefly.	The largest public engagement project ever undertaken (3 iterations; latest in 2015)
Who is running it?	Consortium of NGO's government, academics
Who is taking part in it?	Citizens; stakeholders, 10,000 participants/70 countries
When did it run, or is it ongoing?	2015 (3 rd iteration)
What's the Project or Activity's aim, purpose or ambition?	Global views on tackling climate change
What's good about this Project or Activity?	Global scale; ambition; attempt to ensure deliberative quality

<u>What's not so good about it?</u>	Doubts regarding consistency and deliberative quality.
How far has the Project or Activity achieved its aims?	Not sure; but the official story is that it got into Paris Conference 2015

4. Citizens Advice Scotland – Consumer futures unit in consumer participation project

<u>What sort of activity is it?</u> Please describe it briefly.	<ol style="list-style-type: none"> 1) Comparing deliberative techniques V focus groups 2) Specific policy question in a) energy b) water c) post
<u>Who is running it?</u>	CAS & Ipsos Mori & involve as researchers
<u>Who is taking part in it?</u>	Focus groups, 1 day dialogues, citizens jury, citizens assembly – all recruited as representative ‘mini-publics’
<u>When did it run, or is it ongoing?</u>	Ongoing Report in April/May 2017
<u>What's the Project or Activity's aim, purpose or ambition?</u>	<ol style="list-style-type: none"> 1) Effectiveness of different deliberative methods 2) Answer to policy research questions which will influence policy-making process on live topics e.g. SEEP
<u>What's good about this Project or Activity?</u>	<ul style="list-style-type: none"> - Ground-breaking – not been done before - Range of difference methods - Live policy questions – fascinating insights
<u>What's not so good about it?</u>	<ul style="list-style-type: none"> - Difficulties of presenting public with complex questions in short timescales - Qualitative events so relatively small groups, but recruitment to be representative
How far has the Project or Activity achieved its aims?	Tbc, findings awaited

Sciencewise – 2-way Conversation

What sort of activity is it? Please describe it briefly.	Commissioned by Marine Scotland Marine energy conversations Interactive workshops using engaging modelling
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5. Energy Biographies

What sort of activity is it? Please describe it briefly.	Interaction with energy and the everyday – what is easy/hard to change? Longitudinal research, multi-modal
Who is running it?	Research councils UK Energy and communities
Who is taking part in it?	4 sites (3 in Wales)
What's the Project or Activity's aim, purpose or ambition?	Focus on people relationship with energy – think about practices in real time. Look at <u>point of change</u> (divorce, moving house, etc.)
What's good about this Project or Activity?	3 engagements over time (not one-off) 30 people In depth engagement on energy and changing behaviours – to produce “stories”
What's not so good about it?	Intensive, hard to scale -up
How far has the Project or Activity achieved its aims?	Results: <ul style="list-style-type: none"> - Behaviours are hard to change - People are connected with object/activities that are carbon intensive but carbon doesn't feature in the decision making - Tells you about changes that may need to take place in everyday lives
Please jot down any other thoughts about this Project or Activity that you feel are important.	This starts to complement other evidence – carbon conversations

6. Low Emission Zones (LEZs)

<u>What</u> sort of activity is it? Please describe it briefly.	Transport system – changing the regulation of the system which will influence its operation. LEZs will restrict the entry of certain vehicles to reduce the emissions of local and global pollutants.
<u>Who</u> is running it?	Transport Scotland and SEPA
<u>Who</u> is taking part in it?	Local authorities, public transport operators, freight companies
<u>When</u> did it run, or is it ongoing?	Ongoing
What's the Project or Activity's <u>aim</u>, purpose or ambition?	Improve air quality
<u>What's</u> good about this Project or Activity?	It's thorough in its modelling and structure.
<u>What's</u> not so good about it?	Public engagement strategy
How far has the Project or Activity achieved its aims?	The project is at its start point

7. Heritage Home EE Event – HESSE “restore warmth feel)

<u>What</u> sort of activity is it? Please describe it briefly.	Public event on how make historic properties more energy efficient
<u>Who</u> is running it?	HES South East
<u>Who</u> is taking part in it?	General Public event

<u>When</u> did it run, or is it ongoing?	Now in North Berwick, Fife & Portobello
What's the Project or Activity's <u>aim</u>, purpose or ambition?	Engage higher socio-economic groups with e-e in heritage properties
<u>What's good</u> about this Project or Activity?	Framed at audience in mind Good collection of speakers Mix of representatives
<u>What's not so good</u> about it?	Opportunities to engage on wide issues?
How far has the Project or Activity achieved its aims?	Yes – referrals for e-e advice, sales, actions
Please jot down any other thoughts about this Project or Activity that you feel are important.	Project went to a new community and gave them actions to talk

8. Macmillan coffee morning/bake off (Engagement, rather than Energy!)

<u>What</u> sort of activity is it? Please describe it briefly.	A simple toolkit to support similar activity in any community with very little cost – an 'information franchise'
<u>Who</u> is running it?	Macmillan
What's the Project or Activity's <u>aim</u>, purpose or ambition?	Raise money, but more importantly raise awareness of the organisation and what it does. So it's quite different because it's not about getting information back, but the simplicity is there.
<u>What's good</u> about this	Simple, transferrable, creates an opportunity for community, and for individuals to participate.

Project or Activity?	- So it's kind of similar to 'Talking Fracking' as a model, (or Talking Fracking & cake)
<u>What's not so good</u> about it?	It's a 'one off' rather than the start of something that building long term. Although it also builds momentum year-on-year as it becomes a habit/norm

9. O-Power behaviour & engagement programme

<u>What</u> sort of activity is it? Please describe it briefly.	Behaviours change & engagement – personalised feedback provided to consumers on their unsafe patterns
<u>Who</u> is running it?	O power
<u>Who</u> is taking part in it?	American home energy providers
<u>When</u> did it run, or is it ongoing?	Last 10 years
What's the Project or Activity's <u>aim</u>, purpose or ambition?	Increase awareness of energy use
<u>What's good</u> about this Project or Activity?	Large scale behaviour change roll-out Innovative and evidence-based
<u>What's not so good</u> about it?	Not as effective as predicted highly costly
How far has the Project or Activity achieved its aims?	Completed now
Please jot down any other thoughts about this Project or Activity that you feel are important.	Elements of it - Mirrors Scotland's future position following smart meter roll-out

10. Whitelee wind farm visitor centre and school trips

<u>What</u> sort of activity is it? Please describe it briefly.	Making a large wind farm publicly accessible and informative, hosting public visitors, mountain biking trails, running events, information about wind energy.
<u>Who</u> is running it?	Scottish Power
<u>Who</u> is taking part in it?	General public, local schools, outdoor pursuits enthusiasts (mountain biking, running)
<u>When</u> did it run, or is it ongoing?	Ongoing since 2012
What's the Project or Activity's <u>aim</u>, purpose or ambition?	Improve public acceptance and view of wind power (and Scottish Power)
<u>What's</u> good about this Project or Activity?	Opens up centralised infrastructure that is normally off-limits to the public
<u>What's</u> not so good about it?	Corporate basis, one-sided view

11. Isle of Eigg community project

<u>What</u> sort of activity is it? Please describe it briefly.	Actual energy ownership. People have given their consent to have their energy supply managed/limited.
<u>Who</u> is running it?	Citizen/community led sustained by a network of other communities
<u>Who</u> is taking part in it?	Whole community on island
<u>When</u> did it run, or is it ongoing?	2000s?
What's the Project or	To reclaim the land To be self-sufficient

Activity's aim, purpose or ambition?	
What's good about this Project or Activity?	Trailblazing citizen action going beyond policy. People making multiple radical commitments.
What's not so good about it?	Not economically self-sufficient
Please jot down any other thoughts about this Project or Activity that you feel are important.	Particular social cultural context. Own the island!

12. 2050 calculator/my2050 (DECC)

What sort of activity is it? Please describe it briefly.	Online tool Calculator roadshows My2050 tool – schools?
Who is running it?	UK Government
Who is taking part in it?	Technically anyone but also invited (e.g. stakeholders, organizations, research)
When did it run, or is it ongoing?	2011 launch (2012 roadshows) not currently 'active'
What's the Project or Activity's aim, purpose or ambition?	Not entirely sure but to get multiple views on energy futures? But beyond that?
What's good about this Project or Activity?	Accessible! Whole-systems! Stored debate and trade-offs, roles etc.
What's not so good about it?	Aims not clear? Various critiques about 'closed debate' Limits on the number e.g.) options etc

How far has the Project or Activity achieved its aims?	I think science wise 'evaluated' the 2050 project but I'm not sure what they concluded. Should look it up.
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13. Edinburgh Congestion Charge

What sort of activity is it? Please describe it briefly.	Referendum across city
Who is running it?	City Council
Who is taking part in it?	Residents
When did it run, or is it ongoing?	10 + years ago
What's the Project or Activity's aim, purpose or ambition?	To explore whether city residents/visitors should pay to enter city by car
What's good about this Project or Activity?	Tackling real problem (congestion) in city
What's not so good about it?	No wider context – not tied future income to improved wellbeing/liveability in city
How far has the Project or Activity achieved its aims?	It failed – but lots of useful learning from the public engagement
Please jot down any other thoughts about this Project or Activity that you feel are important.	How not to do it!