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# Designing a Net Zero Reading Survey 2 Outputs November 2024

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## About the survey and this report

### Purpose of the survey

The Reading Climate Change Partnership (RCCP) are in the process of creating a draft Climate Emergency Strategy for 2025-30. They were keen to get input to the strategy at this early stage from everybody who lives, learns, works or plays in Reading. The aim is to do this in a way which involves people with different interests. It is therefore vital that local communities and stakeholders share ideas and suggestions.

This process started with an event for young people to share their perspectives and ideas about a Net Zero Reading. This was followed by Workshop 1 in June where 38 people came together from a wide range of interests. Participants' views, suggestions and discussions formed 6 'focus areas' for a net zero Reading (focus areas were tested in Survey 1 and then further discussed at Workshop 2 in September),

Discussions at Workshop 1 and feedback from Survey 1 also formed seven important cross-cutting topics for the climate strategy. Participants at Workshop 2 explored these cross-cutting topics in more detail. The ideas/proposals for each cross-cutting topic were tested in Survey 2.

Survey 2 went out to a wide range of people from different groups and interests across Reading. Respondents had the chance to indicate their support for each action and leave short further suggestions if they wished.

Please note: the cross-cutting topics in this survey come from those who contributed to either Workshop 1, Workshop 2, or Survey 1, including RCCP partners and many others. At this stage they are not final plans, but suggestions of what could be included in the strategy. Final content for the strategy depends on: responses to Survey 2, the discussions at Workshop 3 in November, and being able to find resources to help deliver.

### About this survey report

This is a record of what was said in the online survey. When the survey closed, we collated all the outputs and then sorted it. Comments have simply been sorted by the respondent's matching 'level of support'. Comments are colour coded to match the level of support graphs.

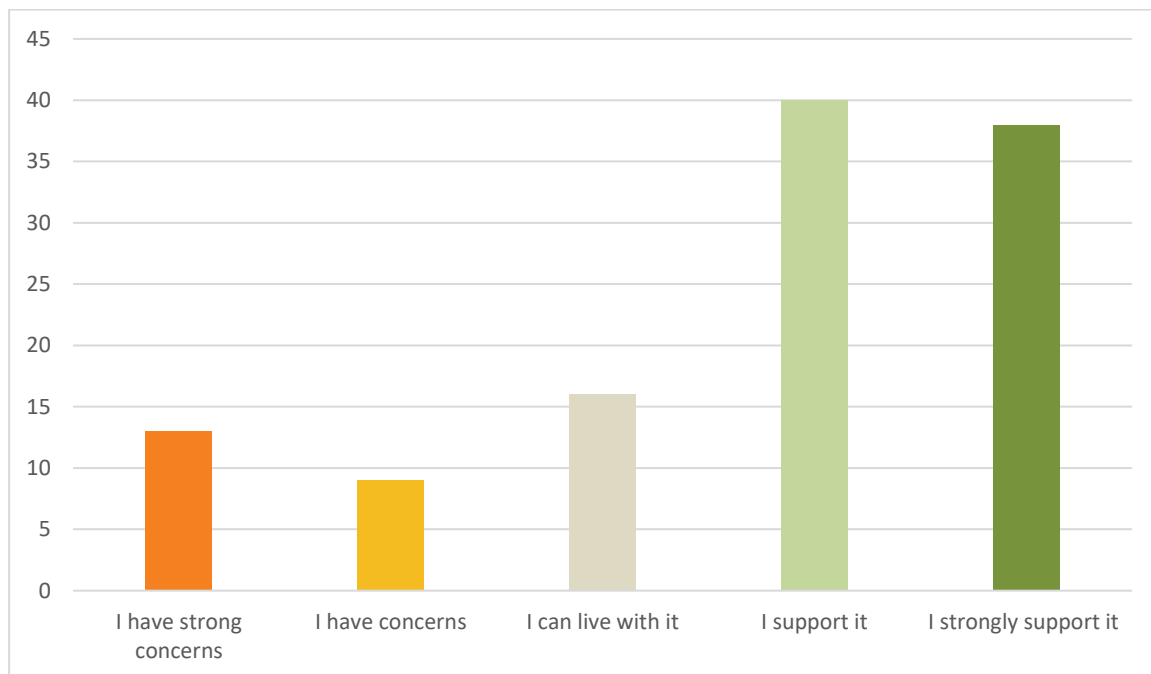
This document serves as a record of what people said. The survey outputs will be synthesised and added to the workshop outputs by Dialogue Matters to create a Recommendations Report. This report will go to RCCP to help shape the Reading Climate Emergency Strategy for 2025-30.

# 1 Cross-cutting Topics:

## 1.1 Training and capacity building

1. Identify the skills gaps, in industry and economy, for Reading to reach net zero
2. Join up training and learning opportunities and make them appealing for different people.
3. Create and share a database of courses and learning opportunities, mentors and expertise, which support net zero
4. Share resources and training on 'carbon literacy'

### 1.1.1 To what extent do you agree with this?



### 1.1.2 What would need to happen to increase your support?

- Strongly support principle. Some concerns over wording and detail. Some issues duplicated in 1.6. Is training etc. seen here as for adults as opposed to education for young people. Add Schools under this heading. '1. Do we have the right mix of skilled teachers?' '2. Add apprenticeships '4 'Carbon Literacy' should not be only focus – roles of other emissions in climate issues needed or rename as climate literacy.
- Work with existing networks and provision, where possible. Ensure that there are opportunities for individuals to gain knowledge and skills to get involved and build on the skills acquired. Look for opportunities to embed skills in other provision. Also inspire interest through informal and community learning approaches.
- Skills and training to enable uptake and use of developing technologies
- These are the essential jobs of the future which we will all need.
- Ensure training is high quality, science based and supports action in practice.
- Provide training for teachers and all public sector workers on the importance of net zero

- Ensure material and training covers small businesses that have less resources to dedicate to this topic
- Develop a multi-attribute database of service providers within an e.g. 10-km radius of Reading, focussing on retrofitting insulation, heat pumps, windows & doors, and house extensions
- Probably needs to be done on a national scale as well as local
- Point 2 is too weak. We should actively work with training providers to fill gaps. Possibly sponsor apprentices in businesses needing funding in novel areas.
- dissemination of information which will help people reduce heat losses from houses by ranking measures in terms of cost and efficiency
- There are other skills gaps in addition to industry and the economy, related, for example to increasing people's resilience and self-sufficiency. Skills to build on include growing vegetables, cookery, breastfeeding, first aid and supporting our neighbours.

It's important the training links in and can be counted to accredited programmes and be industry recognised. Can it be delivered with Reading college?

REDA working collaboratively with you as we have done extensive research into the skills gaps and provision and are trialling training programmes

- I feel the 3rd point about creating a database is fine and logical but i'm left thinking "so what?". I feel it needs a mechanism in place for young people to access this database, being fed through from schools, colleges etc as a way to improve their employability. Might be worth adding another step about how creating this database will actually help.
- Less about carbon, more about reducing energy use
- I'd like more details about this.
- More tangible themes e.g. heat pumps, EVs, community led initiatives
- These are written to be vague with no clear end result. What is the method of a gap analysis and how are those findings used? Who produces resources and training and in what format? There is an evident lack of resident reach in this initiative.
- Not just skills for economy and industry, but skills for individuals would be beneficial. Practical skills like growing food, mending and repair mung common household items etc, would be of great use to people in the move to lower carbon lifestyles.
- In terms of priorities, I think this needs to come after the comms/advocacy work
- net zero is not really addressing the problems of climate change and resource over use.
- More detail as to what skills are required within the workforce
- a clear path to real jobs

I already support it

I support it, I just don't think it's very effective.

Highlight sustainable jobs on local websites for young people seeking employment

- #1 Civic and voluntary groups need capacity building too. Don't ignore talent and available time. #4 "Climate" not "carbon" literacy. No C in e.g. N2O emissions (composting, recreational laughing gas, etc.); F-gases (fridges, freezers, heat pumps, aircon, etc), esp. servicing and disposal. Indirect carbon emissions (e.g. meat-rich diets back to livestock / land demand). All are non-trivial global warmers. They need an aware populace (and strategy makers!), trained operatives, etc.
- There should be more on local businesses to do more, rather than just the council
- These are not SMART targets. How will you measure success? They are too woolly not specific enough in relation to the end goal of net zero.
- More focus on telling people the relative impact of their actions.
- Understanding what you are actually talking about would help

Think number one has already been done already, or on a Thames Valley level (where maybe Reading can be extracted). With that in mind maybe some sort of prioritisation, which are the more heavy Carbon emitters and need training more e.g. wealthier, particular industry, heating, retrofit etc

- Such a broad subject needs greater clarification.
- It's a poor use of resources.
- More focus on integration with existing skills and industries
- Ideas in simple black and white
- There needs to be a strategy which can encompass business and consumption growth whilst being more environmentally friendly. The capitalist way of living is to improve living standards for all whilst increasing business activities.

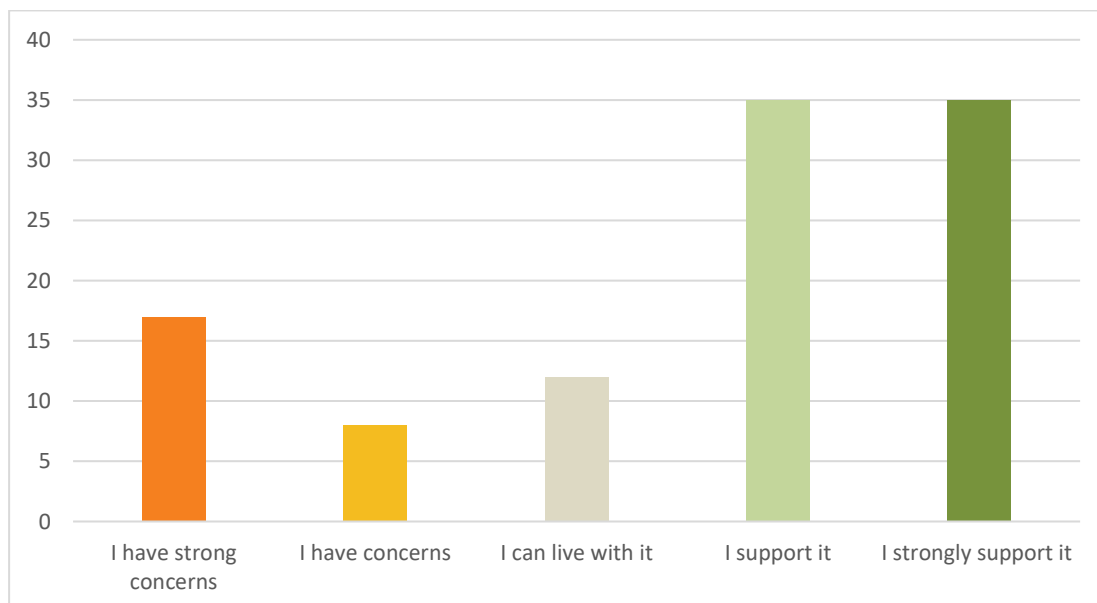
- Who is going to fund this initiative
  - More knowledge intake
  - Stick to the truth. There is no man-made climate change. There is mis-management of the environment - chemtrails (if they didn't exist US states would not be forging legislation to prevent such. Also, mismanagement of waterways - you need to dredge.
  - Nothing
  - Nothing! It's a massive scam!
  - If it didnt cost so much money
  - Nothing would you need to concentrate on more important topics
  - Having competent individuals thinking solutions, not incompetent people thinking about what's good on paper but a disaster when implemented
  - N/A
  - you're proposing training people in nonsense
  - Concentrating on supporting UK gas and coal
- I would like to see a move from "Net Zero" to "Zero pollution" which means reducing not only fossil pollution, but Air, Water, Soil, Light and Electrosmog pollution. In other words holistic Action based on joined-up thinking! Otherwise we merely replace one form of pollution with another. That is not wise.....

## 1.2 Health and personal resilience

Note: due to participant choice, this cross-cutting topic was not discussed in detail at Workshop 2. Therefore, ideas for this topics come from those put forward at Workshop 1 and Survey 1.

5. Implement measures for net zero which avoid unintended consequences for health and wellbeing
6. Be sensitive to causing anxiety, whilst coming to terms with climate extremes and their effects
7. Use the co-benefits of low carbon lifestyles for health and wellbeing, as drivers for change. E.g. in relation to active travel, air pollution, and a low carbon diet

### 1.2.1 To what extent do you agree with this?



## 1.2.2 What would need to happen to increase your support?

- 5 and '6 Any measure should be risk assessed for all consequences. Emphasise the positive. 6 OK to worry a bit but need to show there are ways forward to take. Publicise good things happening . 7 Strongly support 7 – Particularly don't like phrase 'low carbon diet' – can be misinterpreted as 'low-carbohydrate' when what we mean is 'low carbon footprint' diet. People must eat healthily – if necessary with medical advice.
- Stronger connections to the previous topic (training and capacity building), particularly in relation to comments about informal and community learning.
- More publicity for alternative transport options eg cycling. Greatly reduced public transport fares. Extension of Greater London transport passes to include Reading
- Set up emotional support groups/climate cafes to help people deal with climate anxiety. Promote groups such as Parents for Future, which provide emotional support and community.
- This is very important. People are more likely to buy into the adaptations required in their lives, if the benefits to their health, wellbeing, agency in the world etc can be emphasised in the shift to lower carbon living
- Develop and publicise a rating system for retail outlets, cafés and restaurants that prioritise healthy and low-carbon foodstuffs and diets
- By emphasizing that we are part of the living Earth and need to cherish it in all that we do.
- providing relevant information in a form which can be understood by any family.
- Huge opportunity and win win for climate and health
- I think I answered this in the previous question!
- More cycle provision.
- Point 5 is weirdly backwards. Not implementing net zero will have huge consequences for health and wellbeing!
- Signs of engagement from the local and central health policy makers- it seems to be low on the NHS agenda.
- Strong focus on low carbon food, including plant based, which will bring health as well as climate benefits
- Get rid of option 6
- More tangible goals e.g. cutting out air pollution, limiting local or remote effects of climate change on communities
- Perhaps frame in the direction of making strategies and taking actions helps reduce anxiety and helps learn about the benefits to the individual of making changes to their life choices.
- Isn't anxiety a natural reaction to climate change? Co-benefits need to be stressed to get people to take action. Marketers and influencers needed.
- again, in the context of telling people which of their actions have most benefit.
- Strongly concentrate on point 7.
- To improve people's standards of living and therefore personal contentment, travel restrictions need to be reduced. A free-er society leads to more creativity & possibilities through increasing choice and therefore happiness. Happy people are generally healthier.
- In the last few years, car use seems to have increased in the Reading area. Maybe it would help to research why this is the case, and also the reasons why people are not using buses as much as they could. Buses are really vital to Reading, as it consists of separate districts with one town centre which needs to be easy to access
- a green biodiverse planet, local area will help us all and should be a goal
- We have to be very careful to start being more hopeful about what we can do. I work with young people and many cannot even talk about the future without having a great deal of worry. We have to start making things possible for them to have hope
- Tangible choices for people regarding transport options etc.
- Need detail of investigations which justify changes
- Needs to reflect that some of the choices will be less convenient, and therefore unpopular
- Point 5 . Hard to avoid intended consequences; I am reading this as avoid negative consequences. Point 6 is too wishy washy and we need to be actively running climate cafes to help people explore and reduce their anxiety. I have benefited from this and informal events like People Planet Pint and the coffee equivalent.
- It feels general and instead of "avoid unintended" state the intended benefits

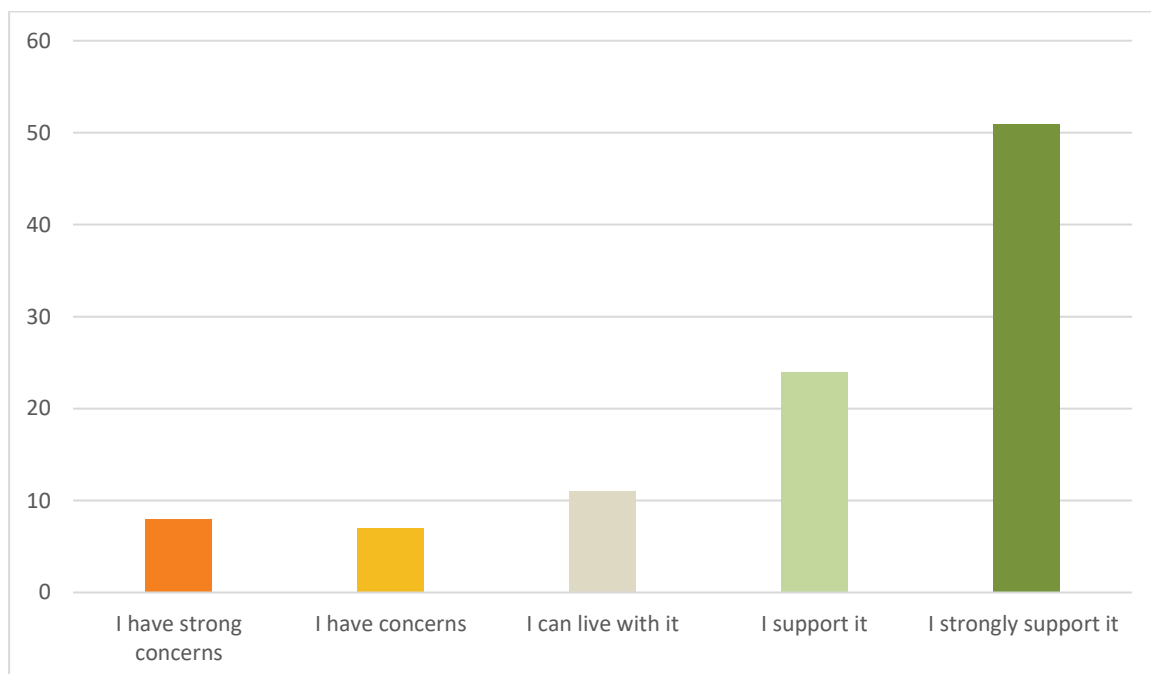
- reads like an open cheque to impose 'suffering', only useful in context of actual actions
- Probably related to point 7, paint a positive picture and connections to health, wellbeing , resilience as a community
- Hard action may be required so we can't be sensitive to everyone. Would financial issues count as anxiety / well being
- Clear plans that ensure those with mobility problems, eg difficulty walking far, are not discriminated against
- What is the benchmark for wellbeing? How is it measured? Has the impact been considering on those who will be directly impacted? What is the communication plan?
- More knowledge
- Rather than avoid anxiety I believe it would be to help people manage their anxiety
- This is overall good, particularly point 5. Despite this "smart" wireless means are more and more touted as being "Climate friendly." They are anything but, wireless radiation is a huge energy usurper + it harms Humans and Wildlife.
- #5&6 aren't strategy, rather general risks to be managed, not 1.2 only. More risks likely exist. Treat elsewhere. #7. Be positive, order by highest potential personal & climate impact: healthy diet; clean air; active travel. Separate them because their strategies differ. Climate exhortations have demonstrably failed so focus on personal motivation (e.g. disease prevention AND REVERSAL) and don't overlay climate as the co-beneficiary. I will write separately via Gudrun Freese on food strategy.
- We have got where we are in terms of diet after organically growing over 100's of years
- It's an even worse use of resources.
- Focusing on what is empirically affecting residents (I.e. actually backed up by scientific study data), rather than catastrophising over sensationalist headlines
- Nothing
- You're NOT going to dictate to us what to eat!
- Reading is becoming increasingly "anti car" which is having a catastrophic impact on Economic Development
- Think it is a waste of money
- 80% of this council decision have made things worse.
- N/A
- There is no IPCC projection that climate in Reading or anywhere will rise to a level causing health or anxiety. Scaremongering like this may cause completely unwarranted anxiety.
- Stop using health as an excuse to enslave us
- Access and use of green spaces are known to improve mental health



## 1.3 Adaptation (place and infrastructure)

8. Account for climate risks in buildings and development based on latest science
9. Work in alignment with emergency services to ensure capacity for fire or flooding risks
10. Maintain a list of interconnections with statutory and regulatory measures around climate adaptation
11. Implement local and small-scale measures, and future-proof buildings, to deal with extremes of weather. E.g. tree cover and green roofs to combat heat, ways to absorb or manage surface water, and thermal comfort through passive design in buildings
12. Use nature-based solutions to maximise co-benefits

### 1.3.1 To what extent do you agree with this?



### 1.3.2 What would need to happen to increase your support?

- Climate impacts will be significant even if we stopped all emissions tomorrow; building resiliency is crucial and often given less attention.
- Analysis and text should show which actions are towards reducing CO2 to net zero by 2030, which aimed at longer-term CO2 reduction, and which are long-term or short-term precautionary measures. 8 applies to everywhere – newbuild and retro-fit. Not 'latest science' – but what works plus 'precautionary principle'. 9 - add drought and heatwaves. 11 – applies everywhere - see answer to 8 12 – if appropriate. Need to count biodiversity and other benefits as well – broad analysis and assessment.
- As people increasingly see the impacts of climate change, locally and further afield, adaptation can be a really powerful route into conversations about how carbon emissions are affecting our climate and the need for change.
- Developers to follow up maintenance for planting schemes beyond the initial sale stage

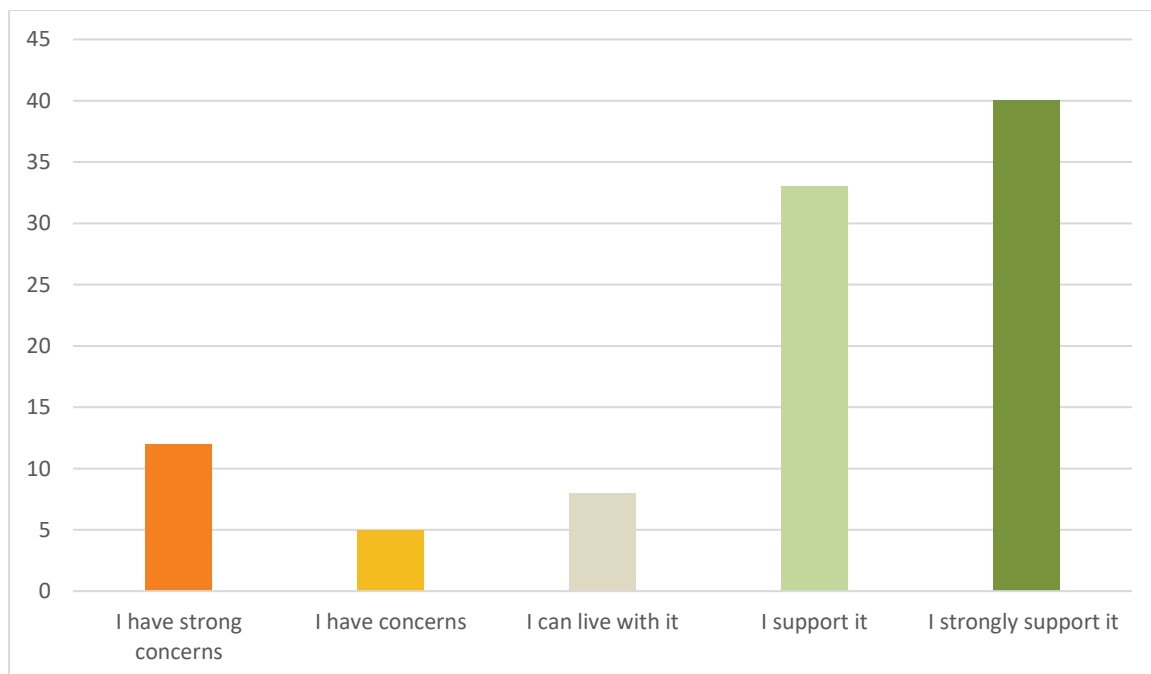
- all seem like the top priorities for me, improving the infrastructure both in terms of assets but also systems to respond better
- All this needs to be in private builds as well as council-owned property
- Much greater use can be made of passive building design features eg fitting of shading or use of external blinds or shutters
- Knowing the university's architecture and building departments are involved. And ensuring buildings and our townscape and landscape are still beautiful and don't become utilitarian.
- Ensure new builds comply at highest level. Monitor water companies closely
- I have serious concerns about flooding but from what I can see there has been no action taken. Plenty of discussion in the community and from our MP but no actual outcome. In a high risk flood area I want to hear from my community leaders during high risk seasons - there are vulnerable and elderly in my neighbourhood who are left to deal with this on their own.
- Points 10&12 are confusing
- Ensure new housing developments are built with adaptation in mind and that nature-based solutions are included in all housing developments. Implement adaptation measures mentioned here in all council owned areas, such as schools and public buildings, and provide information and funding for individuals to also implement them.
- As part of item 11, reducing heat loads by means of improving the albedo of roofs, reducing infrared heat transmission through windows windows, and providing built shade
- Designing for resilient and regenerative living that includes the built, biological and behavioural. aspects.
- Solar panels on all new housing.
- Build in bigger factors of safety for flood risk in land use planning and building and drainage design. There is great uncertainty in changes to the climate, and future management of watercourses etc
- Emphasis on large urban green spaces such as green roofs and living walls as they provide many benefits, as well as permeable urban surface
- 9. Add Environment Agency to flood risks. Potential need to fund flood defences. Point 10 Unclear on the word interconnections. 11 is great and incentives are required. Point 12 should start with the word prioritise and/or incentivise; we cannot exclude the use of concrete in flood defences for example.
- that all makes good sense
- providing relevant information in a form that can be understood by everyone
- Avoid demolishing buildings where possible. To adopt a policy of repair, refurbish and repurpose. The RBH is a case in point.
- Enforceable Regulations by regulators with teeth
- Green roofs is such a straightforward solution, and many many roofs in the reading area are fit to adapt. All new buildings should be have to include green roof in the design as in london. And big wear house employers in the area, such as amazon and Tesco should be approached to have the opportunity to set the standard.
- Publication of analysis results and proposed action
- I'd like to see explicit reference to spaces / resources given over to public use during and after extreme weather events. Consider heat, wet, wind, drought and cold. Don't be caught unprepared. Think the unthinkable, e.g. bear the 2024 Spanish flood in mind.
- Points 11 & 12 need more support from Reading council.
- Early warning systems, health/well-being related initiatives
- I strongly support nature-led behaviour as that focuses us on the point of preventing the planet heating up. That is to continue keeping it habitable for the long-term for humans and nature.
- I support all of this - the cost of implementing all would be a concern
- More specific goals would be useful, such as aim to make all new builds as close to passive houses as possible, and locally heavily promote retro fitting of insulation to existing housing
- Improving infrastructure resilience is a great concept, but finding a workforce with the ability to carry out detailed skilled work is becoming increasingly difficult given cost constraints. Just look at the implementation of new builds; Conceptually great, in practice very poor quality.

- Key elements are really building for the future and incorporating nature based solutions is fundamental
- I would like to see a move from "Net Zero" to "Zero pollution" which means reducing not only fossil pollution, but Air, Water, Soil, Light and Electrosmog pollution. In other words holistic Action based on joined-up thinking! Otherwise we merely replace one form of pollution with another. That is not wise....
- Some of this stuff is more useful.
- Presumably 8/8/10 are statutory, so will have to happen anyway? 11/12 need funding/awareness
- This seems sensible so long as the cost is neutral
- Like all ideas and discussions that occur again and again, it all sounds idealistic. Real change needs to occur at system level with people able to, and feel able to afford the change. The reality is that many don't to both. For a simple start, don't put up the bus fares up to £3 per journey. Plenty of car drivers moaning about the costs of public transport.
- "Maintain a list" sounds passive and not active. What will occur with the list?
- needs to be more more specific e.g. enforce turning off office and store front lights out of hours
- Take climate justice considerations into account in adaptation strategies
- Designing buildings to a low energy standard AND CHECKING POST CONSTRUCTION THAT THEY HAVE MET THOSE STANDARDS
- I fully support 12. But concerns about the language of the rest. I want better examples of what your plans are.
- Please use PLAIN ENGLISH - as its impossible to answer when you don't have a clue what's being asked
- Policies that mean building and development need to consider safety over profit. For living I think it is better to build flats that are no higher than 4-5 storeys high as you see on continental Europe. Buildings should be built in blocks surrounding central communal gardens out of fire safe materials and be well ventilated and not prone to overheating in hot weather
- Knowledge
- I am in support of 11 & 12 but I don't really understand 8,9 & 10
- Nothing it is a waste of time and money
- Unlike your hoax, we've had some of the coldest weather and you're thinking of painting our roofs green?! You're just making things up, increasing our costs and it has zero to do with reducing heat.
- I think this money could be better spent on other things in the town
- These sound like buzz words to increase council tax
- This will come at significant cost
- Environmental regulations will negatively impact livelihoods and standard of living

## 1.4 Additional funding and resourcing

13. Divest from carbon intensive investment and funding
14. Recognise how much it will cost to make Reading net zero
15. Identify who will fund each of the elements to achieve net zero, and set up funding alliances to help the Reading Climate Change Partnership access funding
16. Unlock sources of funding from green heat network and expanding community energy schemes
17. Find funding for pilots and testing
18. Work together where there are co-benefits, e.g. in the food supply chain

### 1.4.1 To what extent do you agree with this?



### 1.4.2 What would need to happen to increase your support?

- 13 – RCCP can only take action to encourage others (e.g. RBC) to divest ... Board members could set example. 16 – not clear – funding for what? Or should it read “Unlock sources of funding FOR green heat network and expanding community energy schemes” Serious heat networks will probably be on a commercial basis – but may require Council and/or state funding. 18: not clear what this means?
- A plan for existing apartment buildings
- Identify resulting spend required by council and residents
- Ensure companies contribute
- Identify and promote low cost things that business and individuals can do themselves
- Divestment should include arms companies and companies that are funding conflicts around the world, as these are responsible for huge amounts of emissions and therefore also impact

- on climate change. Terminate banking with banks such as Barclays, which invest in fossil fuels.
- It's worth, where possible highlighting the likely future costs of not taking some of the suggested actions above
- Reducing the use of domestic 'natural' gas and promoting all forms of decentralised electricity production
- What does 13 mean?
- Great and to be more specific on point 13, who is going to divest? Helping residents divest private pensions? Local Authority to have procurement rules added?
- Increasing the number of volunteers who can help inform people of life style choices. Coordinating such activities through RCANe
- More detail?
- Clearly much of what we need to be doing needs to be economically viable, and local investment will need to be increased. Easier to unlock if we can also be clearer about the likely cost of insufficient action in the long run.
- Whilst funding is important, think it is important to recognise that RCCP cannot do everything. Critical to attract additional funding. But also to focus its use on those areas with greatest impact. May be pump priming new initiatives and encouraging innovation. The goal should be to get others to align their resources to delivery of the strategy.
- Recognising that recycling, reusing and repairing are more energy efficient than just demolishing/discarding for something a little bit more energy efficient. Discarding items too soon creates unnecessary waste.
- I approve of the above except 17. which could end up being costly if only experimental.
- Recognise how much it will cost to make Reading net zero and how much it will cost for the world not to go net zero. Also it is not just about getting to net zero, it is how quickly (the area under the curve is much larger with delay and this is associated with much larger emissions overall)
- Strong action in terms of carbon-intensive funding
- The numbers are scary, but we need to quantify it so we know how much to raise / target / can prioritise
- this needs to be more specific on what actions will be taken
- More emphasis on reduction of CO2 emissions. Less talk about net zero, particularly as there is a lot of uncertainty about accurate draw down capacity in many areas
- Supermarket business models depend way too much on problematic plastic packaging. There should be more incentives to get them to change this
- I would like to see a move from "Net Zero" to "Zero pollution" which means reducing not only fossil pollution, but Air, Water, Soil, Light and Electrosmog pollution. In other words holistic Action based on joined-up thinking! Otherwise we merely replace one form of pollution with another. That is not wise....
- A robust definition of what net zero means — doing things rather than talking about doing them
- Not clear on this
- This sounds like seeking opportunities for more paid consultation work than actually getting any real changes in place.
- Research not recognise. Recognise is something we're aware of without specifics.
- start with a detailed survey of e.g carbon intensive investments before setting this objective
- I don't have any ideas how to make this work.
- Recognise the role of climate innovation and business and support startups in creation of sustainable business models (also in the financial sense)
- 'Find Funding' who approved this survey??
- More knowledge
- Divesting doesn't help the transition. Better to work with and support partners transition
- Don't divest from existing proven technologies at the expense of energy security, especially for the most vulnerable.
- Stop wasting money
- Again, enough with this massive hoax. You might as well say "we'll be funding is out of our pockets"

- I strongly object to all of it being paid for through council tax
- Given how our towns have evolved over the previous century, based on carbon energy systems, moving away from the current living model will be unrealistic. Any fundamental changes to our existing way of life will have extremely detrimental effects on people's freedoms and health. It needs to evolve naturally without mandates. Carrots are always more effective than the stick approach.
- There is no available funding for this
- It will obviously cost eye watering sums of money and therefore not achievable in any realistic and reasonable way.
- Regulating farming will restrict food supply

## 1.5 Fostering behaviour change for net zero

**19.** Create a behaviour change strategy

**20.** Ensure a just transition to net zero which enables and works for the more vulnerable in society

**21.** Foster and empower community groups, charities, and local government to work together and for change

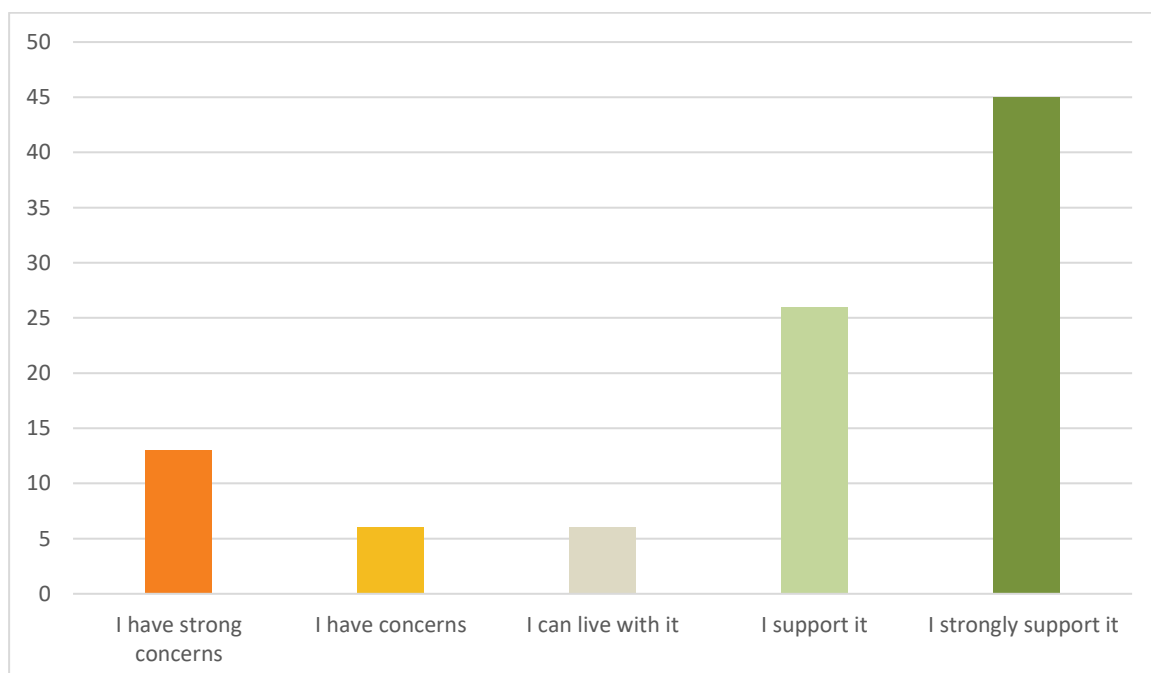
**22.** Make net zero choices easier for people e.g. active forms of travel, public transport, waste collection, careful choice of advertising

**23.** Share more of the best practices and success stories to help inspire others in neighbourhoods, communities, and businesses

**24.** Identify and incentivise wider benefits of changing behaviours beyond 'climate'. E.g. health and wellbeing, energy cost savings, local amenities

**25.** Embed net zero in the curriculum

### 1.5.1 To what extent do you agree with this?



## 1.5.2 What would need to happen to increase your support?

- We need to empower our community to do everything they can within their own behaviours and decisions, which building the infrastructure and services that make greener choices more accessible and viable for all.
- '19 Ideally in context of national initiatives '20 This will require both national and local actions – and funding - co-ordinated if possible. '21 good – who does it – or is it spread across themes? '23 good – see 1.6 '24 – see comments on 1.1
- Evidence of this happening. Sharing success stories
- In 21 above, as well as charities, community groups and local government include educational institutions - our universities and colleges are full of people brimming over with ideas and knowledge and enthusiasm! Encourage healthier more sustainable food choices - support British sourced, unprocessed food - fruit, vegetables, grains, pulses, nuts, dairy, fish, meat etc. Keep extending the cycle lane network
- Do we know what is in the curriculum about net zero?
- Ensure public spaces eg libraries are used to promote ideas. Engage schools in a positive way
- Sensible bike lanes...I would love to walk/ cycle more around Reading but cycle lane planning is so poor. There is no logic and is often more dangerous than the roads. More pedestrian only areas also.
- Engage with and empower schools and parent teacher associations to make changes to reach net zero
- Provide practical examples of decarbonisation in the design and operation of schools & colleges
- Using financial incentives / taxes to drive appropriate behaviours.
- Ban ads for fossil fuels, HFSS foods, cars, flights, package holidays. Talk to Adfree Cities.
- do you have a list of what needs to be done, and who needs to do it, achieve net zero
- Looking at stakeholder groups, it's individual behaviour where there's greatest opportunity for change at relatively low cost
- by providing relevant information and suggestions how to reduce ones carbon's footprint one can only hope that people will understand why this is necessary. But some of these measures will need funding such as increasing public transport and providing joined up cycle lane ideas
- Advertising is very important. Initially we need an advertising policy which prohibits promotion of high-carbon products and activities (cars, flying) and HFSS food/drink. Then look at the digital boards which use massive amounts of electricity and should be removed.
- They seem like excellent aspirations
- knowing that the Government was fully invested in this too
- Feels a bit 'silo'd' - a lot of emphasis on individual action and education. Scope for greater involvement of business in this topic? As with skills topic, important to work with existing initiatives (e.g. climate and sustainability in the curriculum). Slight feeling of a 'catch-all' topic. Some might be better elevated to principals for the strategy (e.g. just transition).
- Proposal detail
- This isn't developed enough to judge it. #19,20 are platitudes.
- 19. And 22. Definitely. Deal with the traffic pollution!
- Make net zero initiatives exciting and an opportunity
- Putting more focus on businesses, including global corporates, whose activities affect Reading. There will be ways of influencing them. Also, embed nature study into the curriculum to help children know about the prevailing life on the planet and that it is possible to maintain and grow it.
- Public transport must be made more accessible, in terms of affordability (for example, it is currently cheaper for me to drive with more than 1 other person and pay for parking in the oracle car park, split between us, than it is for us to get the bus to and from the centre of town), reliability(!), and more frequent times (and ensuring accessibility for disabled/less mobile people)



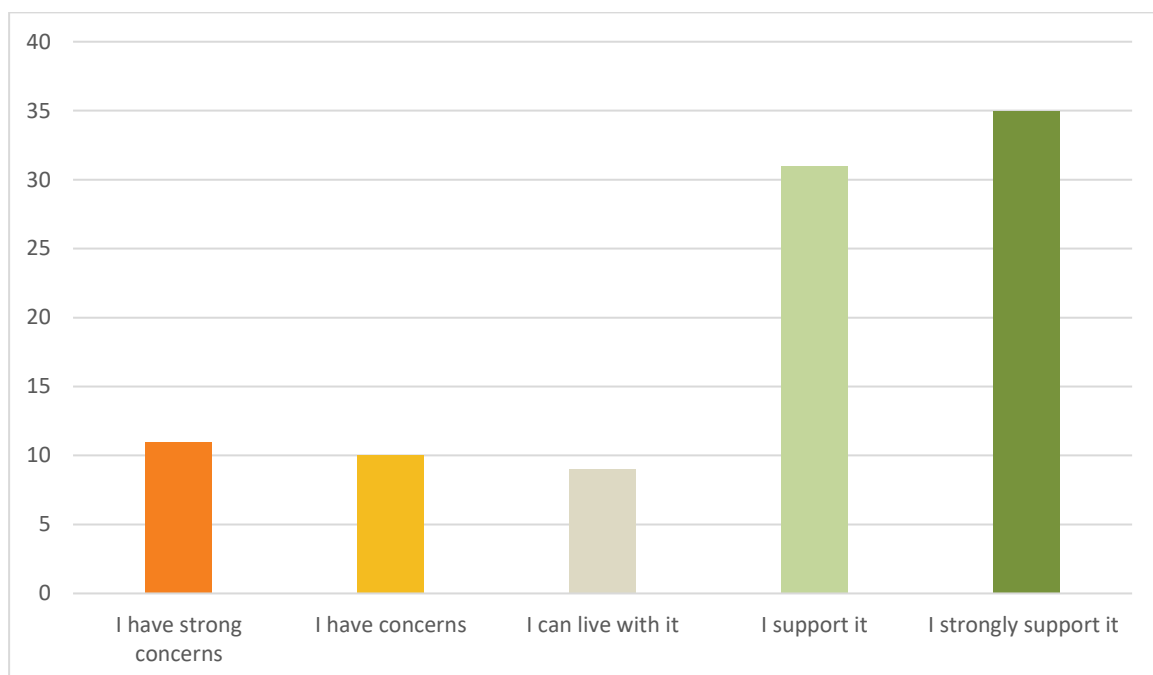
- tell people which actions they can take that will have most effect eg recycling has a tiny effect compared with reducing home heating and driving less.
- More emphasis on heavy reduction of all advertising. All consumption eventually leads to CO2 emissions across the whole system. Education is key to demand/consumption reduction
- Invest in using the big advertising stand outside the station to encourage people to make green choices
- Behavioural change is not going to occur unless the belief and systems are changed where organisations that provide services stop being run as businesses for profit and returns for investors.i.e. Water supply, housing developments, and education. The
- The partnership connecting with existing business networks to foster behavioural change
- Individual actions, while important, are less impactful than larger contributors
- potentially include business and organisational behavioural change. May link with point 21. Point 24 may need to be careful, there is lots of research around incentivisation that depending on what is used can have negative or longer term effects (alongside rebound)
- 19 and 20 are just fluff. Don't focus on them
- Relevant information
- too big a topic
- too vague focus on e.g. making public transport easier (but not by making private transport worse
- I would like to see a move from "Net Zero" to "Zero pollution" which means reducing not only fossil pollution, but Air, Water, Soil, Light and Electrosmog pollution. In other words holistic Action based on joined-up thinking! Otherwise we merely replace one form of pollution with another. That is not wise....
- We have been working on this for years now. Our community infrastructure in Reading is not what it once was. Perhaps we need to focus more on shops and workplaces to work on behaviour change.
- 20 is an impossible ask as the most vulnerable can't afford heat pumps or even draughtproofing strips, landlords don't spend money and often won't allow insulation
- Attempting to change people's behaviour unilaterally without consent has overtones of authoritarianism. People aren't dumb and will not act against their own personal interests unless you apply horrendously undemocratic compulsion.
- No, just NO! Manipulating us is not on. We've had enough of it!
- What is all this rubbish going to cost
- The behaviour change needs to be led by council, power of example, how can we trust your plan when you never listen to your community
- Changing people's lifestyle is not possible at the present time, or in the near future. It will not be possible to continue to enjoy a 'free choice' life, where to live, where to work and where to play. Our society is very much location sensitive.
- This page is literally a dictionary of virtue signalling nonsense vocabulary
- Communist thinking is bad
- Not giving empowerment to over zealous fools
- There is work to do ahead of 'embedding' in a curriculum. Identify existing curriculum context, research existing models of best practice or research based practice, consider how themes can be integrated into existing curriculum for science and geography .... Embedding follows planning, training and implementing.



## 1.6 Campaigns and communication

- 26. Design and coordinate communications campaigns, aligned with the climate emergency strategy, through a communications alliance
- 27. Increase awareness and engagement with the public, businesses, and other organisations
- 28. Increase social media reach, targeted to different demographics and connected with campaigns
- 29. Invest in a full-time climate partnership communications and engagement role

### 1.6.1 To what extent do you agree with this?



### 1.6.2 What would need to happen to increase your support?

- General comment: This topic is very important – we have to take the public with us using local examples people can relate to. '29 Support this to cover whole of this topic but needs funding – seek funding for it – it is very, very important
- I am fully supportive!
- Need to highlight success stories
- Focus on the digital world is imperative, the increased use of short 'hits' of digital output need to be leveraged.
- Social Media comms is essential to ensure we reach enough people
- As part of item 26, publicise Net Zero campaigns through highly visible messaging in all of Reading's retail areas
- Make full use of all forms of communication and media.
- Communication must go beyond preaching to the converted
- More likely to get behaviour change / business change if drivers are clearly understood. Time to stop soft-peddling and highlight the impact!

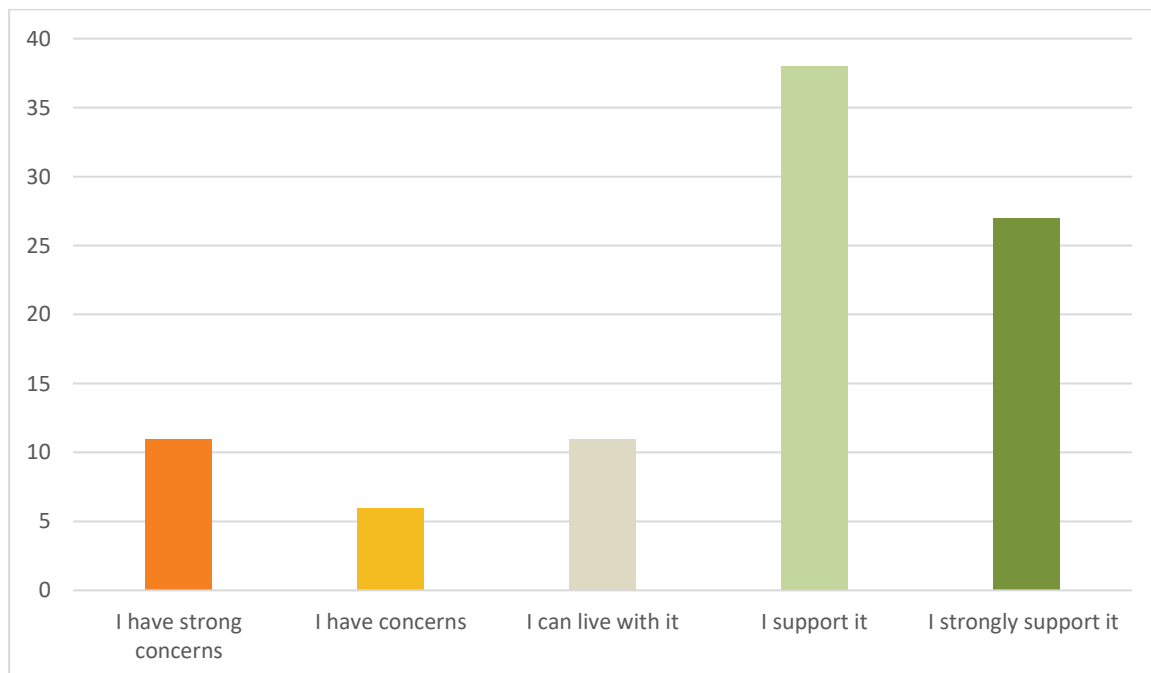
- communication and dialogue is essential in order to proceed to net zero. This can be undertaken by volunteers but such initiatives will need to be coordinated amongst the various groups
- Have a representative for every community within Reading including
- Communication will be key
- Yes, definitely need to be more talk and awareness building.
- Communications and engagement should have as much priority as anything else in the strategy, given the task of engaging our community to support the strategy and play their part.
- Good to see mention of a communications alliance. Important to find an appropriate balance between promoting the partnership and aligning partners around shared challenges. How could the partnership better engage with national/global initiatives? How would a central communication and engagement role work with and support strategic theme leads? Could we be creative with our communications? Could partners' communications teams lead on particular campaigns, supported by the partnership?
- Timely communication
- Point 29 is especially important to ensure issues are discussed and misconceptions addressed
- Behaviour needs to be mandatory not just targeted at those who will likely be trying to do their bit anyway
- Reaching influencers including those sceptical
- make communications materials positive and fun.
- Agree with all this. Does RBC currently have Climate Change Officer?
- The role needs to be clearly output / impact driven. An expert, with proven experience and skills set.
- Set up a Comms group of partner comms professionals to help the person u employ
- Action over social media posts: those who are climate denying are not likely to be swayed by a few social posts.
- Whilst I am a huge supporter of RCCP, Point 29 looks like RCCP has identified a singular full time role. I think it's too early to say and wrong to ask me to endorse specific roles at this stage. many new roles have been identified e.g. embed Net Zero in the curriculum and many others will need role(s) to be identified by they have not been at this stage. Including a new role here implies none are required elsewhere.
- Action rather than words, it is all very well having campaigns but action is what is needed, not campaigns.
- People already know all this from the existing media, I want to see money spent in other areas
- I'm unclear if this would have a direct effect - for example I only read a handful of council communications a year
- This could be costly
- You should concentrate on the social media in terms of listening to your residents
- Must link climate with biodiversity
- unfocused. choose specific campaigns and build alliances around them .. but only 2 or 3 at a time
- I would like to see a move from "Net Zero" to "Zero pollution" which means reducing not only fossil pollution, but Air, Water, Soil, Light and Electrosmog pollution. In other words holistic Action based on joined-up thinking! Otherwise we merely replace one form of pollution with another. That is not wise....
- It's a waste of money.
- I'm not paying for anyone to sit at their desk to come up with your climate issues.
- See previous
- Much of the 'green agenda' communications content is constantly being rebuffed because of shoddy or biased research, by individuals or organisations with hidden agendas. The public is beginning to distrust many of the mandated policies where net zero is being pushed.
- Who will fund this
- I wouldn't put a penny toward communicating this

- Hasn't the same been talked and talked and talked about??? For many decades, and here we are still talking about doing the same things. I really hope this is not just another consultation project that has hoovered up a lot of the money for these ideas. So much goes into the consultation with none to hardly any left for implementation. That's marketing for you.
- Agenda 2030 is communism

## 1.7 Smart cities and Artificial Intelligence

- 30.** Ensure that there is an inclusive approach to the use of data and AI asking the right questions in the right way, and consider the ethics of implementing 'smart' approaches in terms of carbon and climate impact
- 31.** Involve people and communities in the collection of data, and ensure there are feedback mechanisms that allow people to feed in and log concerns
- 32.** Enable better sharing of data in formats that are easy to use between businesses and organisations
- 33.** Use technology to help Reading use energy wisely and map out interdependencies and opportunities. E.g. ambient level of street lighting at different times; place-based planning rather than asset-based when digging up streets; and linking water and heat processes.
- 34.** Create the right environment for businesses to innovate in these fields
- 35.** Use and share data to support community and cross-Reading initiatives, e.g. Repair Cafés, litter picking opportunities.

### 1.7.1 To what extent do you agree with this?



## 1.7.2 What would need to happen to increase your support?

- '30 don't understand the question '33 – include load sharing, energy supply management – time-dependent pricing to prevent grid overload etc. '34 - yes
- Is this survey for the public or for the business/ corporate sector? I support all the aims but am not sure if it's aimed at the general public.
- Remove reference to AI. Net zero initiatives need to have a longer life than the latest tech fad
- Now your talking. Innovation is key
- The wise use of energy is key
- 1. Publicising successful Reading CAN activities nationally, to provide encouragement for other local governments. 2. Note that item 35 involves supporting relevant volunteering activities in Reading
- that all sounds positive
- Seems like a good idea, but sometimes it is better to involve staff from the technical departments of eg Thames Water, because the leadership team may not actually know how to change things and what difficulties may be encountered. When you are building teams, you need to include the appropriate skills mix. This may run counter to current business practice where meetings are held with more of a sales angle
- I don't fully understand the statements but they seem sensible
- We absolutely need to harness every technology tool and innovation available to maximise the chances of effectively managing climate change, and within the Thames Valley we have many organisations well placed to contribute to that.
- Think that this could be a really important strand. But at the moment feels a bit unfocused. Would like to see discussion about how smart city technology and AI might be used to inspire action. For example, data dashboards, alerts, interactivity, etc.
- Work to make very sure any AI used is not biased towards averagely sized white men. Support initiatives to maximise the possibilities for reuse of serviceable items unwanted by their current owners (physically and online).
- Reading renewables generation data (and demand) may be good to see over time
- Ensure the use of AI is undertaken with informed consent of data owners and contributors, and that outputs are open source and able to feed into wider datasets and evidence gathering on climate action across UK.
- Consideration of the energy requirements of AI and the implications that has on climate change.
- AI using tech which uses resources which create heat which needs cooling down. How do we monitor we are using tech which keep resources locked in the planet and heat not generated? Litter picking groups have been going on for years, what material change has been made through using them? It would be interesting to know the evidence.
- Use of AI might be beneficial in a number of areas, but it would be good to see this weighed against the potential carbon emissions of AI when deciding whether it should be deployed for a given initiative or task etc
- Sharing of data and information and making best use of it is essential. Not sure what litter picking has to do with net zero
- Important to consider energy use of AI and only use it where it genuinely makes a significant impact in results
- The key point to exploit AI in order to benefit Climate and Nature is not actually stated. Yes it should be used sparingly, but it can be used for good e.g. wild example: to help us measure if we are gaining or losing tree cover and /or green corridors?
- A smart city is long due for Reading, at least if we don't have competent people leading us maybe use of smart systems can undo issues created in the first place
- smart cities require informed people so there can be a dialogue to identify specific actions. Such topics should form part of school curriculum as the students will have to learn to live in a world in which climate extremes will become more common. Climate action requires action by everyone as we create the impact that is leading to global warming
- Good, but tree planting and small scale gardening initiatives, not just litter picking. Keep things positive.
- AI data centres are a large drain on resources (power, water, land) and this should be included in your assessments
- Not sure

- Not clear what the strategy is that will be supported/enabled by AI?
- Consider GDPR and ethics around collation and use of data
- We rely way too much on technology; AI is very expensive and sometimes a scam. We need low tech, resilient solutions.
- AI is very young and can produce misleading results
- Public sector understanding of IT/AI it's pretty weak. I would like assurances that money went must be spent on the latest exciting-sounding white elephant!
- technology is only a tool and not available to all
- 33 seems sensible. The rest just sounds like a way to use buzzwords to complicate very simple matters at high expense
- I think point 33 are good ideas of how to integrate technology, but the rest sounds like excuses for data collection. Is AI being wrongly applied and used so far? Instead of having it dabble continually in emulation in creative endeavours, shouldn't it be used where it would really shine? In image based technical judgements and decisions in games, sports,
- item 33 looks ok the rest are too vague. start with installing traffic tracking to fully understand nature of journeys then plan changes and maintenance around that
- Smart cities?! AI has no place in our free society.
- See previous
- Council can't even fix a damaged traffic light that blocks foot and car traffic. There is high crime and anti social behaviour. How is it meant to help business?
- there is a place for technology to assist humans to use resources more wisely and in a more informed manner, but the idea of a smart city is a chimera
- Data sets are easily abused or can be presented in different ways to suit individuals agendas. Trusting data implicitly without peer reviews and very careful monitoring, should be avoided at all costs. A gut feeling can often be trusted more than 'hard data', since decisions based only on one dataset can have unintended severe negative outcomes. Only use technology if you 'completely' understand it.
- Freedom is under threat from Big Brother type activities of the State
- To much data being collected so stop it
- Light pollution and Electrosmog pollution need to be curtailed. AI and "smart" need to be avoided as they are huge energy usurper and threaten our Liberty through ever increasing surveillance....