



Sheffield Green Commission

Hearing 2: Communication, engagement and behaviour change

Thursday 12th February 2015–Vestry Hall, Burngreave, 6-7.30pm

followed by

Sheffield Climate Alliance Workshop 7.30-8.30pm

Please note: this is a hearing held in public and not a public meeting. There will not be public questions and answers. However, a 1 hour optional public workshop hosted by Sheffield Climate Alliance will follow the hearing, providing the opportunity to discuss your responses to the presentations. Views expressed at the public workshop will be submitted to the Sheffield Green Commission as part of the “call for evidence”.

Please feel free to write your questions and comments on the paper tablecloths during the hearing. These will be included in the documentation of the event.

You are encouraged to tweet throughout the hearing using: #sheffgreencomm @sheffismyplanet

You may also submit evidence at any time via the Call the Green Commission page on the Sheffield City Council website <https://www.sheffield.gov.uk/your-city-council/policy--performance/green-commission.html>

17:30	Registration & refreshments	
18:00 Public Session commences	Welcome & Introductions	Chair
18:10	Speaker 1: Dr Carly McLachlan, Lecturer, University of Manchester; Tyndall Centre	
18.30	Speaker 2: Amy Boyle, Account Director, Diva Creative	
18:50	Speaker 3: Dr Joe Smith, Senior Lecturer, The Open University	
19:10	Chair	Questions from Green Commissioners to guest speakers
19.30	Chair	Thank you to speakers, Green Commissioners and public and close of public session
19.30 – 20:30 (close)	Workshop	Sheffield Climate Alliance

Thank you for attending this evening: Future meetings will be publicised via the Sheffield City Council website on the Green Commission page and by direct e-mail to our mailing list.: greencommission@sheffield.gov.uk



Public Hearing Programme notes:

Sheffield Green Commissioners:

Chair: Councillor Jayne Dunn, Cabinet Member for Environment, Recycling and Streetscene

- Rob Allen, Business Director, Amey Hallam
- Liz Ballard, CEO Sheffield and Rotherham Wildlife Trust
- Emma Bridge, CEO Sheffield Renewables
- Steve Brooks, Director UYE (Heat networks)
- Lynn Crowe, Professor of Environmental Management, Sheffield Hallam University
- Beatrice Greenfield, Representative of Sheffield Climate Alliance
- Lenny Koh, Director of Centre for Energy, Environment and Sustainability, University of Sheffield
- Steve Marsh, Senior Business Development Manager, EON Energy Solutions
- Martin Mayfield, Professor of Engineering Design / Director of Urban Institute, University of Sheffield
- John Mothersole, CEO Sheffield City Council
- Marion Sloane, Sheffield CCG
- Sharon Squires, Director Sheffield First Partnership
- Frances Wells, Director FWA Consulting
- Elliot Whiteside, Sheffield Youth Cabinet
- Jeremy Wight, Director of Public Health
- Tom Wild, South Yorkshire Forest Partnership
- Nigel Wilson, CEO Veolia Environmental Services
- Richard Wright, CEO Sheffield Chamber of Commerce and Industry

This hearing on “Communication, engagement and behaviour change” is co-hosted by **Sheffield Climate Alliance** (SCA): an alliance of local organisations and individuals who are pressing for effective action to tackle climate change www.sheffieldclimatealliance.net/

info@sheffieldclimatealliance.net



Expert Witness Biographies:

Dr Carly McLachlan (PhD) , Lecturer, University of Manchester and Tyndall Centre

Dr Carly McLachlan is a lecturer in climate change, sustainability and project management within the School of Mechanical Aerospace and Civil Engineering at the University of Manchester. She co-leads the Energy Programme within the national Tyndall Centre for Climate Change Research. Her research interests focus on how stakeholders, including publics, engage with energy and sustainability issues. Her previous research projects, completed as part of Tyndall's interdisciplinary team, have covered a range of topics including: stakeholder engagement with integrated climate change models, stakeholder assessments of carbon capture and storage, an assessment UK tidal energy policy and adaptation and mitigation in the UK food system.

www.mace.manchester.ac.uk/our-research/centres-institutes/tyndall-manchester/

Amy Boyle, Account Director, Diva Creative.

Established in 1997, Diva Creative are an award winning full-service marketing agency with vast experience in delivering effective communications and influencing consumer behaviours

www.divacreative.com

Dr Joe Smith, Senior Lecturer in the environment, The Open University

Dr Joe Smith's work seeks to promote better understanding of - and action on - global environmental change issues. This breaks down into three linked areas of research and commentary: public engagement and the media, the politics of consumption, and contemporary environmental history. Dr Joe Smith seeks to combine thinking and writing about these issues with direct engagement and impact and to advance public understanding and debate about environmental change, and to place these issues within the context of wider political, social and cultural change.

Dr Joe Smith writes popular and policy materials on environmental issues and has consulted on over thirty hours of broadcast projects on BBC1, BBC2, BBC4, Radio 4, BBC World TV and BBC World Service Radio, and directly commissioned short films and documentaries for the Creative Climate project. http://www.open.ac.uk/socialsciences/main/staff/people-profile.php?name=Joe_Smith

Venue Logistics: Vestry Hall, Burngreave <http://burngreavevestryhall.webs.com/>.

Walk: 15-20 minute walk (0.5 mile) on a slight incline from Sheffield city centre.

Cycle: There are 4 bike racks directly outside the venue and a further 4 outside Sorby House, which is 2 minutes walk from Vestry Hall.

Bus: Vestry Hall is on a main bus route up to the Northern General Hospital, please see the journey planner for more information:<http://tsy.yorkshiretravel.net/journeyplanner/enterJourneyPlan.do>

Drive: There is a small car park behind the venue and further larger car park on Gower St, 2 minutes walk away from the venue (please see map below). Please car share if you can.