



The Suffolk Climate

Emergency Plan

Progress Overview - Summer 2023

Introduction

Welcome to our Progress Overview of the Suffolk Climate Emergency Plan. This is the first time we have really stopped to look back at the journey so far, and to reflect on the progress that has been made since the publication of the plan in Summer 2021.

Reflecting on the last two years, on the actions we have explored and the initiatives we have brought to life, shows us that the path to net zero carries benefits not only for the climate agenda, but also in health, social and economic systems. This Progress Overview recognises the impact that the Suffolk Climate Emergency Plan is having on the everyday lives of Suffolk residents beyond carbon reduction. Alongside securing a sustainable future for Suffolk in the face of a changing climate, the impact of this work is being felt among residents and businesses right now.

This document looks back at the last 24 months of progress. It is an overview of the achievements, activities and opportunities created under the Suffolk Climate Emergency Plan, all of which is made possible by the support of Suffolk's Public Sector Leaders. The following pages explore the highlights, with a more detailed update of funded projects included on pages 14-19.

On behalf of the many people involved in the implementation of the Suffolk Climate Emergency Plan, thank you for your interest in this work. There is plenty still to be done.

Steve Palfrey and Fiona Duhamel,
Co-Chairs of Suffolk Climate Change,
Energy and Environment Board

Timeline

2021

- Suffolk Climate Emergency Plan (SCEP) is published Summer 2021, following agreement by Suffolk's Public Sector Leaders (SPSL)
- SPSL allocate £1.5mn to support its delivery
 - Programme Manager recruited.

2022

- Local Energy Assets Representation (**LEAR**) report published to inform greener economic growth
- Theme Delivery Groups set up to focus on different sector goals –
 - Collaborative Action
 - Sustainable Homes
 - Low Carbon Transport
 - Industrial and Commercial Energy Use
 - Cleaner Power
- Low Impact Living, communications campaign run
- First SPSL project allocation (£380k), projects initiated
- SCEP stakeholder event held
- **Net Zero Toolkit** published on Green Suffolk
- **Climate Emergency Dashboard** published on Suffolk Observatory
- Communications & Engagement Officer recruited to improve visibility of this work
- Launch of Climate Action Community Match Funder to support communities striving to lower the environmental impact
- Launch of SCEP **Net Zero Business Advisor service**, providing support for businesses on their journey towards net zero
- **Domestic energy efficiency advice service** launched
- £1.5mn Social prescribing funding awarded to support active travel and improve physical and mental wellbeing of Suffolk residents
- Review of the SCEP through behavioural change perspective took place – technical report created and translated into actions
- Latest **Solar Together Suffolk** campaign launches, helping residents access high quality solar PV and battery installations
 - Community **Thermal Imaging camera loan service** launched by the Suffolk Climate Change Partnership, and fully subscribed until completion
 - Second SPSL project allocation (£800k), projects initiated.

2023

- Electric Vehicle Infrastructure report is completed, giving insight into the EV potential across the county
- Suffolk's first Youth Climate Conference is held, providing young people attending from across Suffolk with a voice in our efforts to tackle the climate emergency
- Launch of the **25 by 25 campaign**, empowering businesses to take the first step towards carbon neutrality
- **Community Energy Pathways** project is announced, with a programme of community-led decarbonisation projects to follow
- £8.6mn HUG2 funding awarded to the county to improve home energy efficiency in low-income households
- Recruitment of Fuel Poverty Retrofit team
- £7.25mn Local Electric Vehicle Infrastructure Fund award to support Suffolk charge point network improvements
- EV fast-charging points installed at Copdock and Martlesham Park and Ride sites
- £7.8mn awarded to support Active Travel in key locations across the county
- Extensive evaluation of the SCEP to review actions through a delivery-focused, and behaviour change lens
- £3mn from the Department for Levelling Up, Housing and Communities to extend the 0% loan service for residents wishing to upgrade the energy efficiency of their properties.

Impact Statistics

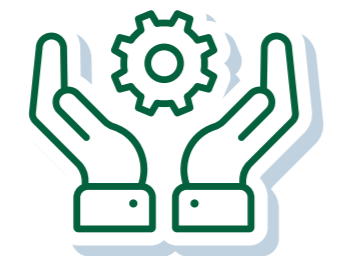
The SCEP in numbers:



£1.5 million
pledged by Suffolk Public Sector Leaders



over £28 million
additional funding awarded from Government schemes



21
projects supported by SPSL funding



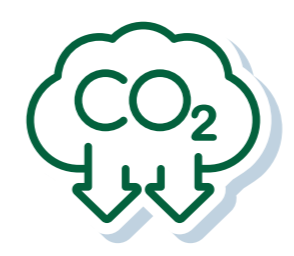
5
Theme delivery groups



108
members of theme delivery groups
SH - 28, LCT - 24,
ICE - 20, CP - 12, CA - 24



16
communities supported by the Climate Emergency Community Match fund



174.4
tonnes of CO₂ saved by the VCSO Audit Service



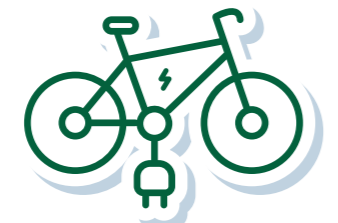
1,872
total opens of the SCEP Highlights newsletter



100
homes supported with the Homeowners Support Service



£366,00
pledged by SPSL to support a Fuel Poverty Retrofit Team



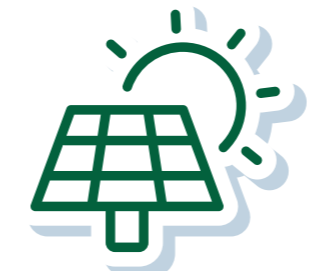
20
e-bikes available for loan



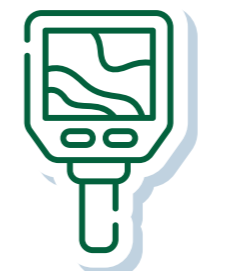
480
businesses now accredited by the Carbon Charter



300
businesses supported by the Net Zero Business Advisor Service



1,900
homes supported by the Solar Together Scheme



63
communities making use of Thermal Imaging cameras to conduct heat loss surveys



120,000
visitors to the Green Suffolk website since the publication of the SCEP



7,267
visits to the Low Impact Living campaign landing page



7
values underpinning behaviour change communications

Collaborative Action

Suffolk Climate Emergency Match fund

This community-centred funding pot of £150,000, provided by Suffolk's Public Sector Leaders, was launched to assist charities, community interest companies, parish councils, voluntary groups and other not for profit organisations to deliver carbon reduction projects in partnership with local communities. Since the fund was launched in June 2022, 16 projects have been supported including a children's active travel scheme, energy efficiency work on an arts studio and a series of climate-focused webinars and workshops.



Voluntary and Community Sector Organisation: Audit Service

Offered in partnership with Groundwork East via the Low Carbon Community and Business Support Services Framework, audits and technical advice have been offered to enable emissions reductions for VCS facilities across Suffolk. At time of writing, 20 places are fully committed, with a waiting list. Reports carried out to date have identified 174.4 tonnes of CO₂ savings and £80,038 of cost savings, subject to works being carried out.

Climate Emergency Communications and Engagement

Following the recruitment of a Climate Emergency Communications and Engagement Officer in June 2022, a budget was assigned in November 2022 to improve engagement across all demographics with the Suffolk Climate Emergency Plan and relevant projects. To date, this budget has enabled the popular 'SCEP Highlights Newsletter', allowed for the implementation of content management software to optimise social media engagement 3-fold, and propelled the marketing of the Net Zero Business Advisor Service.

Net Zero Visitor Economy

Groundwork East have been commissioned to work with ten Visitor Economy Carbon Charter Pathfinder organisations across Suffolk to develop sustainable practice and services. Working with Visit East of England, the first phase of a "Visit Suffolk Naturally" digital campaign has commenced and will promote sustainable visitor itineraries, incentivise projects within destination management organisations, transport partners and businesses, alongside developing a marketing programme for a sustainable Suffolk visitor economy. This will promote sustainable visitor itineraries, incentivise projects within DMOs, transport partners and businesses, alongside developing a marketing programme for a sustainable Suffolk visitor economy.

Sustainable Homes

Homeowner Support Service

Following the contract awarded to Groundwork East, 100 householders have been able to access impartial advice on energy efficiency and renewable energy options. Supporting households in this way not only influences a reduction in household carbon emissions but motivates long term behavioural change empowered through an increased knowledge and understanding.

Fuel Poverty Retrofit Team: Warm Homes Suffolk

In September 2022, Suffolk's Public Sector Leaders unanimously agreed funding for the formulation of a new Fuel Poverty Retrofit Team, to support residents in energy-inefficient homes.

More than 62,000 properties in Suffolk are thought to have the worst Energy Performance Certificates of E, F or G, and an estimated 28% of homes - 95,000 households - are in fuel poverty.

Suffolk's Public Sector Leaders pledged £366,000 to create the new team to tackle the challenges, with a further £390,000 of funding underwritten.

The team, encompassed within the Warm Homes Suffolk initiative, will help secure funding, develop a pipeline of work and ensure the most vulnerable households benefit. Measures would include the installation of insulation, fitting air source heat pumps and replacing single glazing, all of which contribute to a reduction in carbon emissions, lower energy bills, and healthier residents.



Image: Warm Homes Suffolk

Low Carbon Transport

EV: Ready Report

An **Electric Vehicle Infrastructure Report** was commissioned to inform the development of a Suffolk-wide EV strategy. This report articulates viable opportunities to install electric vehicle infrastructure across the county, forecasts potential uptake up to 2050, and includes high-level policy recommendations.

E-bike trials

The Department for Transport’s Capability Fund has enabled the roll-out of free e-bike trials in the county with a fleet of 20 e-bikes available for individuals to use for up to 8 weeks at a time. The initial roll-out has been through businesses including the Port of Ipswich and Vets4Pets, and this has now been extended to staff working with Leading Lives, initially in Lowestoft, but soon to be across the county.

Trial of ‘Last Mile’ Delivery Solutions

Work has taken place to encourage low emission freight, with commission of a feasibility study to understand the viability of last mile delivery solutions in Air Quality Management Areas. The LCT theme is working with Zedify, a zero-emission delivery service to review opportunities and trial electric cargo bikes with Suffolk businesses.

Working with Sustrans

Sustrans were commissioned to engage stakeholders, provide design and engagement resources to deliver existing schemes, and prepare bids for Active Travel Funding. This work will build on the existing Local Cycling and Walking Infrastructure Plan within Suffolk County Council and contribute to the wider behavioural objective of reducing demand for car use.

Typically costing £1500, there is significant reluctance amongst many people to purchase an e-bike without having the opportunity to try it first. With few opportunities to hire or borrow an e-bike to trial it, Suffolk County Council, with support from the Department for Transport’s Capability Fund, has started their roll-out of free e-bike trials in the county with a fleet of 20 e-bikes available for individuals to use for up to 8 weeks at a time. Initial feedback from those trialling the bikes has been very positive with examples of someone who doesn’t drive using the e-bike to access work and someone else who had a historic knee injury rediscovering the benefits of commuting by e-bike without the strain on the knee. From these initial trials at least two people have decided to invest in their own e-bikes with significant interest on the part of others.

Graeme Mateer
Lead for the Low Carbon Transport theme



Image: 8 e-bikes being delivered to the Port of Ipswich

Industrial and Commercial Emissions

Carbon Charter

The Carbon Charter was launched by Suffolk County Council and the Environment Agency in 2010 as a means for local businesses to have their achievements verified and has since evolved into Suffolk’s well-known hub for business sustainability. Therefore, it has become a powerful network through which much of the ICE theme actions are communicated and implemented; directly to the aspired demographic.

The **Carbon Charter** provides support and recognition to businesses throughout Norfolk and Suffolk as they take positive action towards net zero. Providing a benchmark for sustainable business, the Carbon Charter continues to develop an ever-growing suite of resources available to all. The current total of **accreditations awarded stands at 720**, meaning more businesses than ever before are making a clear and visible statement of their commitment to reducing the environmental impact of their business operations. Holding the certification has become the recognised mark of sustainable business in Suffolk.

25 by 25

The **25 by 25 campaign** sets an ambitious target for Suffolk businesses to engage with the Net Zero journey, and poses a challenge to aim for a 25% reduction in their carbon emissions by 2025. Businesses making the pledge receive access to support to help them achieve their goal, along with a detailed information pack. A conference was hosted in partnership with Suffolk Chamber of Commerce to showcase best practice.

Net Zero Business Consultancy

The Net Zero Business consultancy, in partnership with Groundwork East, provides fully flexible expert support to Suffolk SMEs around any aspect of their net zero journey. More than **300 businesses have been supported** on everything from footprint calculation to building management systems, from battery storage to EVs.



Image: A collection of the campaign artwork developed to support the 25 by 25 campaign

Cleaner Power

Local Energy Asset Representation (LEAR)

In support of the 'Cleaner Power' theme, Energy Systems Catapult (ESC) were commissioned to conduct a LEAR, a local energy system modelling tool that pulls together information on energy demand, generation, storage and distribution assets, social factors like fuel poverty and characteristics like building design types and local geography, using data analysis and aspects of machine learning. It supports the strategic deployment of low carbon solutions across the county.

Community Energy Pathways

This project was established to develop a Community Energy Network, with a programme of community led energy decarbonisation projects, guides and templates to create new projects and community businesses, and a funding database for community energy businesses. Six community clusters will receive in-depth, technical support to help them realise their community energy projects.

Suffolk Climate Change Partnership

The Suffolk Climate Change Partnership (SCCP) consists of Suffolk's Local Authorities and the Environment Agency, working together locally with other organisations including New Anglia LEP, Groundwork East, and the University of Suffolk under the banner of 'Creating the Greenest County'. As a historic partnership dating back to 2009, the modern-day function of the SCCP is to support and implement actions outlined under the Suffolk Climate Emergency Plan, with particular interest in community engagement and mobilisation.

Community Support

The SCCP now has a dedicated Community Support Officer (Renewable Energy) in post since October 2022, who is proactively working with communities across Suffolk to develop active partnerships and source external funding to support low carbon choices, as well as supporting the delivery of decarbonisation projects and behaviour change campaigns.

A Community Network has been established to convene and enable opportunities for environmental community action groups to share knowledge, access training, identify barriers and inspire further action across Suffolk, as well as enabling dialogues in order to allow communities to co-create and cooperatively own the solutions to the climate crisis. Over 120 communities have signed up so far.

Our vision is for Suffolk to be an exemplar in tackling climate change, protecting and enhancing its natural environment, and to be the county with the greatest reduction in carbon emissions.'

Emma Dixon
Suffolk Climate Change Partnership Manager



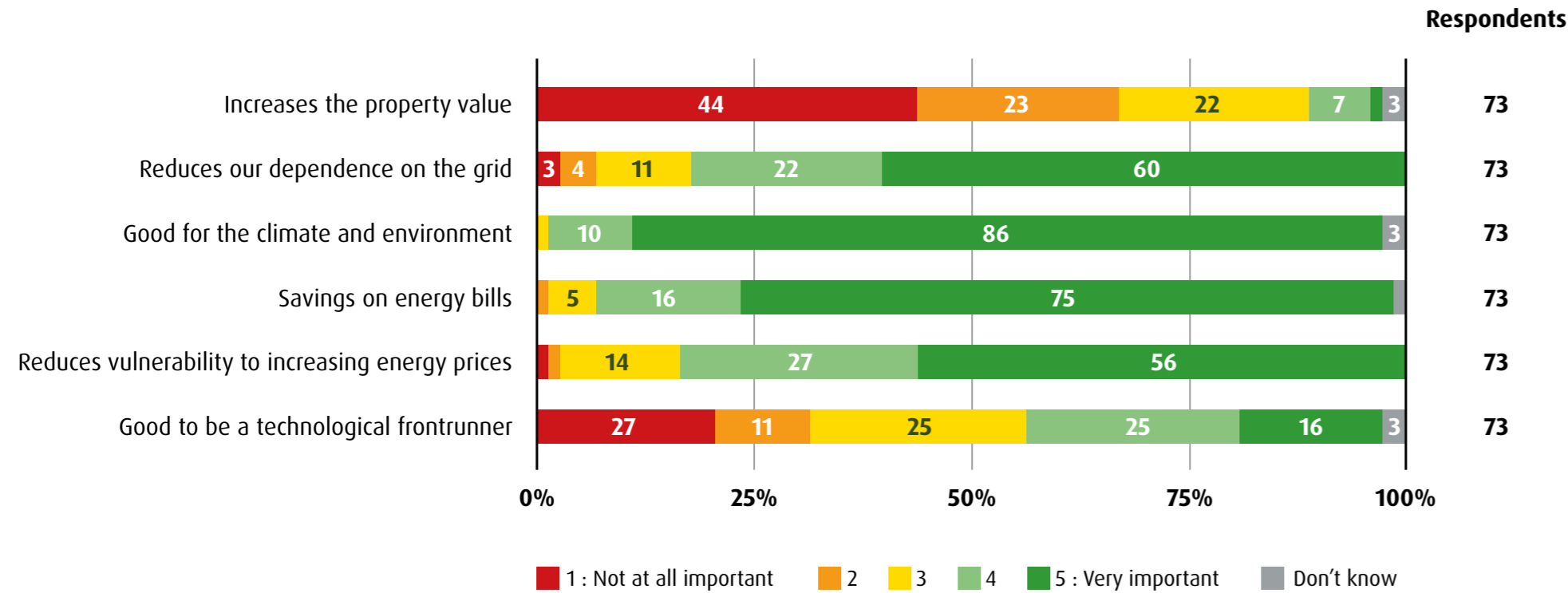
Suffolk Climate Change Partnership

Solar Together Suffolk

In 2022 the SCCP ran a successful bulk-buy solar PV programme for residents: **Solar Together Suffolk**, for the fifth year. The registrations and acceptance rates were up significantly on previous years. In 2020 there were 2,157 registrations compared to 8,025 in 2022. In 2021 there were 789 acceptances, compared to 1,289 acceptances in 2022.

In a follow-up survey carried out following the scheme, homeowners responded to the following question:

How important were each of the following reasons for your decision to acquire the renewable energy installation?



Thermal Imaging Camera Loan Scheme

In November 2022, the SCCP team launched a Community Thermal Imaging Camera pilot project across Suffolk to loan, for free, thermal imaging cameras to community groups in order for them to work with their local communities and help identify issues in insulation. The scheme became fully booked with 63 communities making 126 weeks' worth of bookings to the end of April 2023. The aim of this project is to help communities to identify ways to make homes and community buildings more energy efficient, to help people keep warm for longer, whilst also helping their pocket, and help Suffolk create the Greenest County by reducing carbon.



Image Credit: Holbrook Parish Council

Funded Project Update – Summer 2023 Tranche 1

Theme	Project	Output	Progress Update	Received
Collaborative Action.	Suffolk Climate Emergency Match funder.	Supporting Suffolk communities with projects in line with SCEP.	6 pipeline communities, 7 consent letters, 11 full applications approved, £58,801.35 committed and £52,941.70 already issued.	£150,000
Collaborative Action.	VCS Organisations Audit Service.	Energy efficiency: technical advice for VCS facilities to enable emissions reduction.	Service was let to Groundwork East via Low Carbon Community and Business Support Services Framework and 20 audits have taken place. Signposting to Suffolk Climate Change Partnership Community Advice Service. Reports carried out to date have identified 191.58 tonnes of CO2 savings and £104,160 of cost savings, subject to works being carried out.	£20,000
Sustainable Homes and Industrial and Commercial Energy Use	Cover operational and investor ROI costs for extending interest free loan service for householders & Carbon Reduction Loan Fund for businesses; capital to be raised via Community Municipal Investment offer.	Enables multiple energy efficiency measures in homes and SMEs, with funds recycled.	County Deal announcement includes an allocation for homeowner loans, with pot to be launched in September 2023. Community Municipal Investment (CMI) element refocusing on low interest carbon reduction loan fund for businesses and a scheduled Suffolk County Council corporate property investment. Planning to launch CMI offer mid-September 2023.	£30,000
Sustainable Homes.	Homeowner support service.	Technical advice to support homeowner decision making.	Project complete. 100 households supported. Indicative carbon savings identified from the householder advice provided equates to 329.1 tCO2e. This gives an average of 3.3 tCO2e average saving per household.	£20,000
Low Carbon Transport.	Charging infrastructure strategy study.	Study to guide development of countywide approach to supporting development of charging network.	Final report received and disseminated.	£20,000

Theme	Project	Output	Progress Update	Received
Low Carbon Transport.	Identify schemes for walking and cycling infrastructure on arterial routes/key nodes, to prepare schemes to outline design to improve their funding potential and engage with the public to promote use of new schemes.	Air quality and carbon emissions reduction.	SCC received notification in March 2023 from Active Travel England of the funding award to deliver active travel schemes. Successful funding bid in part a result of the support of Sustrans provided by this SCEP funding. Subsequent scheme development in progress with consultation on schemes scheduled for late 2023.	£50,000
Low Carbon Transport.	Trial of last mile delivery solutions (e.g., cycle freight).	Enable the progression of solutions to remove delivery vehicles from town centres: air quality and carbon emissions reduction.	Working with a community partner to develop their last mile delivery service in Bury St Edmunds.	£20,000
Industrial and Commercial Energy Use	Net Zero knowledge hub.	Enhanced confidence for SMEs to invest in energy efficiency / low carbon measures.	Project Complete pending final report.	£70,000
Cleaner Power.	District Heating Feasibility Study.	Study to determine suitability for location of District Heating infrastructure across the county.	Study concluded; report provided to Suffolk Climate Change, Environment and Energy Board. Cleaner Power Theme Delivery Group taking forward findings.	£30,000
TOTAL				£410,000

Funded Project Update – Summer 2023 Tranche 2

Theme	Project	Output	Progress Update	Received
Collaborative Action.	Green Suffolk website rebuild.	Rebuild of greensuffolk.org website to develop a more user-friendly, accessible information hub for Suffolk residents to learn about how to reduce their carbon footprint and engage with pro-environmental behaviours in line with the SCEP.	Discussions had with multiple developers about the scope of the project. Analytics report of current site written, and internal survey carried out. Ideas for new website have been discussed in sub-group meeting, with particular focus on community engagement aspects. Concept document near-completion.	£25,000
Collaborative Action.	Communications & Engagement budget.	Improved engagement across all demographics with SCEP and relevant projects, providing knowledge capability of pro-environmental and pro-climate actions. Increased awareness of Suffolk as the greenest county locally and nationally and our aspiration to be net zero by 2030.	Budget so far has been used to fund e-newsletter software enabling the growing SCEP highlights newsletter (reaching 470 at time of update), and the growing Greenest County Community Network newsletter (reaching 187 people at time of update), and funding content management software 'Buffer': optimising Green Suffolk and the Carbon Charter's social media presence, giving potential to improve reach 3-fold. Social media advertising of the Carbon Charter's Net Zero Business Advisor service has also propelled the take up of the service. Funding also provided for redesign of SCEP and development of progress overview document.	£49,000
Collaborative Action.	Towards a Net Zero Visitor Economy.	Sustainable visitor itineraries/ incentive projects piloted with DMOs, transport partners, and business. Communications /marketing programme for a sustainable Suffolk visitor economy.	Groundwork East have been commissioned to work with 10 Visitor Economy Carbon Charter Pathfinder organisations across Suffolk developing sustainable practice and services. Working with Visit East of England the first phase of "Visit Suffolk Naturally" digital campaign commences in July 2023 and will run over the summer period.	£37,500

Theme	Project	Output	Progress Update	Received
All.	Support for existing funding schemes for community or business benefit	To enable existing, funded projects, e.g., VCS organisations audit service, Net Zero Knowledge Hub business support, to continue to deliver benefits beyond existing capacity.	£44,527 of this allocated to continuation of VCSO audits and homeowner support service. Remainder now reserved to underwrite programme management delivery.	£73,500
Sustainable Homes.	Community Bulk Buy Retrofit scheme.	For home retrofit (e.g., loft insulation / thermal film / draught excluders), offering financial discounts of up to 50%. This will feed into the Suffolk Climate Change Partnership's Thermal Imaging Cameras Project enabling action alongside Warm Homes.	7 communities now signed up to participate offering approximately £7,000 each to support purchase of insulation products for residence to self install. Communities are promoting the scheme and now ready to order.	£50,000
Low Carbon Transport.	EV Charging Infrastructure roll out including taxi firm charge points.	Roll out of rapid charging network for taxis in key locations, partnering with private companies where appropriate. Roll out of more EV charging infrastructure at a quicker pace, partnering with other organisations as appropriate.	The draft EV infrastructure strategy has been circulated for feedback. Expressions of Interests submitted for the allocated LEVI Capability fund £586k to deliver the Capital funding of £5.3M. The spend of the LEVI funding is still to be determined. Meeting has been had with the Suffolk licensing officers group and work is to be done in conjunction with the Energy Saving Trust in the next two months establishing the requirements of the taxi and private hire businesses.	£120,000
Industrial & Commercial Energy Use.	Specialist business support service.	80 In depth energy Audits/ Specialist reports. Advice Line support to 250 businesses. 8 General events & 2 Webinars. Development of Net Zero hub & resources.	Delivery continuing from Trance 1 project. 101 business supported under Trance 2 to date.	£60,000

Funded Project Update – Summer 2023 Tranche 2

Theme	Project	Output	Progress Update	Received
Industrial & Commercial Energy Use.	Net zero economy challenge fund.	5-10 projects financed as an exemplar of business-led response to SCEP priority challenges, with a focus on a step change towards Net Zero. Measurable direct carbon savings. Case studies & events to disseminate outputs (funded through existing resource).	Funding pot launched and discussions with first applicants under way.	£100,000
Industrial & Commercial Energy Use.	25 by 25 business challenge.	Events, including a Spring 2023 Net Zero business conference, webinars, and workshops. Web Platform development. Development of campaign branding & materials and business resources.	Conference held. Further webinars and site visit case studies planned. Web platform developed with a downloadable pack for businesses participating. Branding and support materials developed.	£30,000
Cleaner Power.	Feasibility Fund for community energy heat networks	Technical funding to support the development stage of community energy heat network projects.	Eligibility criteria in development.	£90,000

Theme	Project	Output	Progress Update	Received
Cleaner Power	Energy industry supply chain business database.	Increased awareness of the wider supply chain giving us an opportunity to identify trends, predict future growth needs and target support. Increase the opportunities for local businesses to access national infrastructure projects through improved awareness.	Supply chain database is currently on hold pending the compilation of a similar Carbon Charter/Groundwork supplier list. Once launched and reviewed, funding can be targeted to support the supply chain more directly.	£30,000
Cleaner Power	Community Energy Pathways.	To establish a Community Energy Network with a programme of community led energy decarbonisation projects. Guides and templates to create new projects and community businesses, and a funding database for community energy businesses. Years 1 and 2 of 3.	9 First steps calls completed and recommendations made to all 9 groups. Propose to take 7 forward to Next Steps business support. Meeting with Suffolk Preservation Society and CPRE being held to ensure complimentary work.	£136,000
TOTAL				£801,000

Communications

A key component of the success of the Suffolk Climate Emergency Plan, is the extent to which Suffolk society can be engaged and galvanised in its delivery. July 2022 saw the appointment of a dedicated Climate Emergency Communications and Engagement Officer to coordinate this effort, along with the introduction of focus on behavioural change elements to spur engagement with our net zero goals. The Suffolk Climate Emergency Plan has provided a crucial context to many press releases, webinars, events, articles and case studies, of which has seen relevant coverage in local media, raising the profile of this work.

GreenSuffolk.org

The **Green Suffolk website** has become a key communications tool for the Suffolk Climate Emergency Plan, hosting information, advice, news, and events relating to the county's net zero ambition.

Since the publishing of the Suffolk Climate Emergency Plan in Summer 2021, the website has seen just under 120,000 visitors, nearly 220,000 page views. This averages out at around 5700 visitors a month in the last 2 years.

Monthly Highlights Newsletter

The **SCEP Highlights Newsletter**, produced every month following the meeting of the Suffolk Climate Change, Energy and Environment Board, is an informative e-newsletter structured under sub-headings for each of the SCEP themes. It provides an update of the progress made under the Suffolk Climate Emergency Plan in the previous month. This newsletter reaches the email inbox of every person involved with the implementation of the Suffolk Climate Emergency plan, including every Councillor in Suffolk, and is also available for members of the public to subscribe to.

Low Impact Living Campaign

The **Low Impact Living campaign** ran throughout March and April 2022, and was designed to encourage Suffolk homeowners to develop their own journey to net zero by making their homes more energy efficient, use less energy and support the ambition of the Suffolk Climate Emergency Plan. The campaign drove 7,267 visits to the Green Suffolk website, reached 97,507 Suffolk residents on social media, and generating 8 pieces of local media coverage.



Behaviour Change & Communications: The Seven Cs

In September 2022, the Seven Cs Communications Approach was designed to provide guidance on the communication outputs for the Suffolk Climate Emergency work. This approach is built upon the **COM-B model for behavioural**

change, as cited in **this report** by the Environment and Climate Change Committee published by the House of Lords.

Value	Behavioural Alignment (COM-B)	Detail
Collaboration	Capability (Psychological) Opportunity (Social)	Placing emphasis on working together, helping each other, and striving towards a common goal.
Connection	Capability (Psychological) Motivation (Reflective)	Improving understanding of the interconnectedness of sustainability issues. Educating residents to see where they might fit in 'the bigger picture'. This value can include matters of health, environment and social issues.
Community	Motivation (Reflective) Opportunity (Social)	The theme of community resilience in a climate emergency context. Communications here will focus on accessibility and feasibility of pro-environmental actions to geographical communities and why / how they can evolve greener.
Competitive	Motivation (Reflective)	Bringing an element of competitive pride by making Suffolk the Greenest County. Research suggests this may increase motivation, attention to the overall goal, provide accountability and a sense of validation.
Cost	Motivation (Automatic)	Making greener choices can be more cost-effective. Communications that are also specifically relevant to the subject of the cost-of-living crisis.
Convenience	Opportunity (Physical) Motivation (Automatic)	Greener behaviour can be just as convenient, if not fit more conveniently into our lifestyles and business operations.
Commonplace	Opportunity (Social) Motivation (Automatic)	Articulating pro-environmental behaviour as commonplace and not out of the ordinary - adapting language in this way will cause people to feel left behind, without telling them they are being left behind. For business-focused campaigns, this value could be interpreted as increasing consumer pressure.

Future Prospects

Several projects are set for delivery over the coming months:



Redesign of the Green Suffolk website as an interactive information hub.



As an outcome of the Suffolk's successful first Youth Climate Conference, we are developing a Youth Climate Declaration to give a voice to young people on matters that will affect their future.



The establishing of a Community Energy Network, with a programme of community-led decarbonisation projects, guides and templates to create new projects, alongside a funding database for community energy businesses.



Specialist business support services offered to 80 businesses, along with an advice line, events and webinars.



Multiple business projects financed to exemplify business-led responses to net zero.



Development of an extensive sustainable supply chain database.



The devising of a Suffolk EV strategy, informed by the recent SPSL-funded EV:Ready report.

The Suffolk Climate Emergency Plan: Thinking Forward

This Progress Overview is presented alongside a revised version of the Suffolk Climate Emergency Plan. A thorough review of the SCEP has been undertaken over the last 6 months, where each action has been scrutinised, deconstructed, then rewritten to better encompass desired outcomes and objectives.

The refreshed SCEP is structured around behaviour change priorities, while giving deeper consideration to the co-benefits of net zero touched upon in this progress overview. We have been working closely with Angela Fletton, Behaviour Change Specialist at Suffolk County Council to refocus our targets towards supporting the lifestyle and habitual changes needed to achieve net zero.

Through developing a smaller, but more refined set of SMART actions (Specific, Measurable, Achievable, Relevant and Timebound), we want to see delivery of the Suffolk Climate Emergency Plan addressing specific health, social and economic leverage points that ripple into system-wide change.

We continue to pursue a net zero Suffolk by 2030 with the same ambition and optimism initially set out in 2021; but now, with an amplified awareness of the immeasurable co-benefits this strategy brings to Suffolk's present, and future.

David Walton,
Climate Emergency Programme Manager



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