

# Net Zero Communities (NZCom)

## D11 Community Engagement Plan

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## 1. Introduction

Western Power Distribution's (WPD) Innovation Strategy looks to find smarter ways to generate, distribute and use electricity so that net zero can be achieved by 2050. Project Vulnerability and Energy Networks, Identification and Consumption Evaluation (VENICE) is a customer-oriented project. Its aim is to align benefits to those customers who might be left behind under the energy transition, a real matter that affects many of WPD's customers now and is expected to affect many more in the coming years.

Net Zero Community (NZCom) is one work package of Project VENICE which seeks to better understand vulnerable customers likely needs in the future, especially in relation to the transition to net zero. This document is one of the project deliverables for Work Package 6 (Community Engagement & Dissemination) and aims to provide a framework and clear community engagement plan that can be implemented over the project term and act as a guide for other communities wanting to engage vulnerable customers on the topic of transitioning to a net zero carbon energy system. However, as research is at the core of the project, there are likely to be many lessons learnt along the way that may require new lines of approach and as a result this document will be revised to reflect these.

As a community energy network, Wadebridge Renewable Energy Network (WREN) and the NZCom project partners (namely, University of Exeter, Planet A Solutions, Community Energy Plus and Your Coop Energy) are in a position to be dynamic in turning project findings into useable strategic messaging that can influence positive stakeholder behavioural change leading to net zero outcomes. This document will therefore evolve throughout the project commencing in June 2021, leading to a final published version at the end of the project, December 2022.

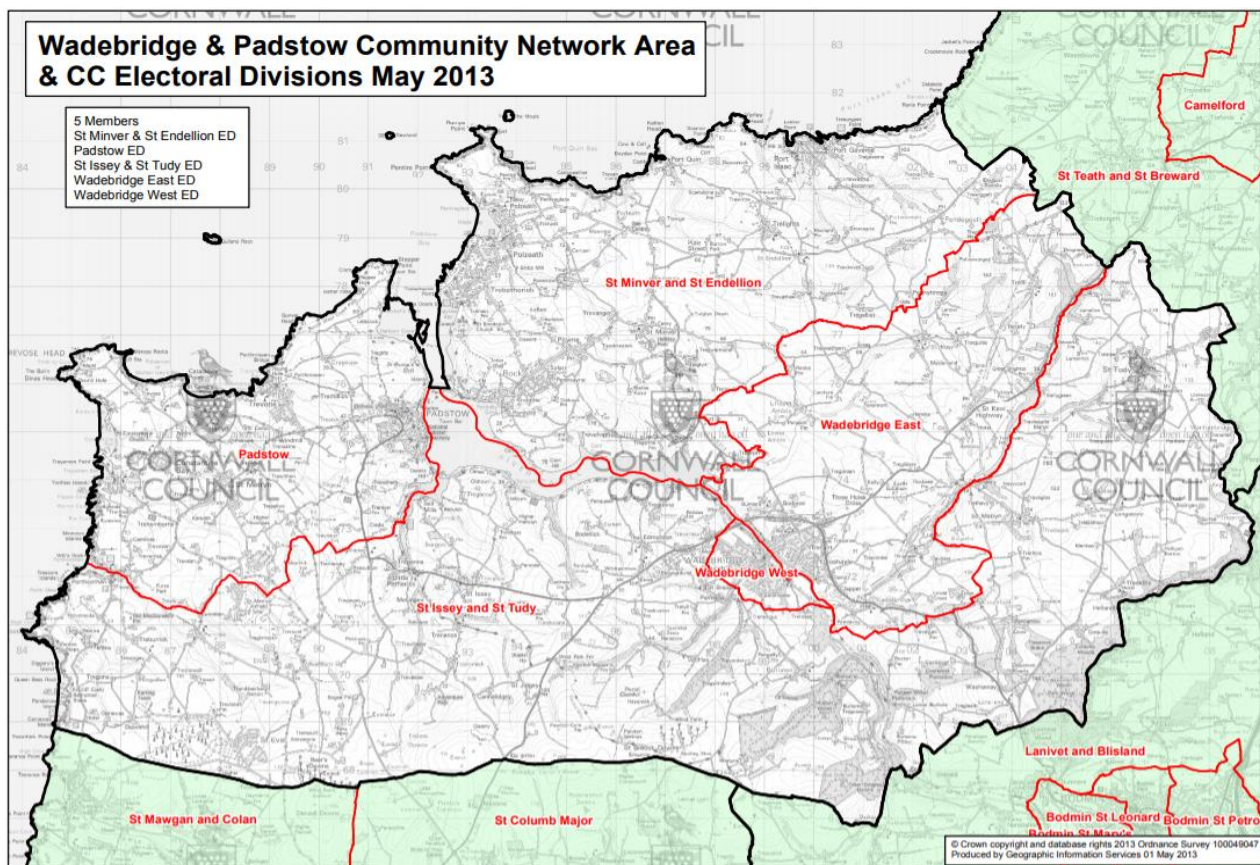
## 2. Background

The Community Engagement Plan provides the basis for NZCom to undertake community engagement. This is an absolute requirement in order to not only to inform local residents of project progress, but to also gain useful feedback and data from the local community that can be of benefit to NZCom project partners in developing their work packages.

WREN has a membership of over 1,100, mainly comprising of local residents which account for approximately 6-8% of the local community. Not all of these members are classed as active (i.e. regularly engage in WREN activities). Therefore, to achieve any meaningful impact, a greater proportion of the local community, from all social and economic backgrounds, need to be engaged through different methods of engagement activities.

### 3. Project geographical area

The community has been defined as the Wadebridge and Padstow Community Network Area (as shown in the map below), part of the rural and coastal region of North Cornwall, centered around the two towns of Wadebridge (population approximately 7,800) and Padstow (population approximately 2,780), with outlying hamlets and villages of differing size and population.



The community network area includes the following Town and Parish Councils:

- Egloshayle Parish Council
- Padstow Town Council
- St. Breock Parish Council
- St. Endellion Parish Council
- St. Ervan Parish Council
- St. Eval Parish Council
- St. Issey Parish Council
- St. Kew Parish Council
- St. Mabyn Parish Council
- St. Merryn Parish Council
- St. Minver Highlands Parish Council

- St. Minver Lowlands Parish Council
- St. Tudy Parish Council

## 4. Community engagement principles

WREN plans to engage its community members through community engagement processes and activities to:

- define vulnerability in the context of the community's transition to net zero,
- define community impact and what a good outcome for NZCom looks like,
- identify barriers, needs and priorities for reaching net zero by 2050,
- evaluate and evolve NZCom outputs, community proposals and business models,
- promote community involvement, choice, capability and connection with the energy transition, and
- obtain input to other matters where there may be impacts, either perceived or real, on vulnerability in a net zero scenario.

It should be recognised that there is a difference between community engagement and community consultation, the definitions of each are as follows:

**Community engagement** - the process whereby WREN and the community engage in a two-way conversation. This can be via formal or informal engagement processes.

**Community consultation** - this generally involves presenting an idea, policy or proposal to the community for input.

In seeking early input from the NZCom project partners and other organisations (both in the immediate region and further afield) who have previous and long-standing experience in regular community engagement, a number of principles of good community engagement have been established, such as:

- actions - we must give people something to act on,
- prioritising reaching those who would most benefit from involvement,
- being honest, especially when all the answers are not yet known or understood,
- understanding the problems first before prescribing solutions,
- raising awareness that they can be part of the solutions,
- understanding how to provide a more democratic energy system,

- behavioural change is as important as energy efficiency measures,
- working from the bottom up i.e. those who have the least - investment starts here and now,
- do not use technical jargon,
- providing simple, easy to remember soundbites that become part of day to day terminology to provoke better understanding,
- using visual aids to convey difficult concepts - painting a picture of what 2030 or 2050 should look like,
- collaborating and refining the messages and language used across complementary organisations, charities and networks, and
- tapping into other established forums (e.g. Cornwall Council 'Have your say' forum).

It is recognised that there are some members of society (individuals, families, households, businesses) that do not want to be reached and are more likely to resist engagement. Work Package 8 (Vulnerable Customers) of NZCom looks in greater detail at the most vulnerable customers and the point at which local authorities, distribution network operators (DNOs) and local action groups potentially need to take actions out of the control of individuals. It may be the case that this is beyond the project scope in terms of engagement but initially all areas hardest to reach must be identified. This will be developed over the course of the project.

It cannot be stated enough that all messaging and information that supports the transition to a decarbonised network presented through engagement activities needs to be streamlined to be clearly understood and where appropriate, put into action.

WREN and its project partners cannot alone promote and support all of the local community into making the right choices to achieve net zero within the timeframe set out by Government (2050) and Cornwall Council (2030). To achieve these targets, to transition to a low carbon economy and smarter energy network going beyond net zero, community engagement and information flow has to perpetuate from person to person, household to household, business to business etc., gaining momentum to a point where no one is left behind.

## 5. Aims & objectives

The aim of Work Package 6 (Community Engagement & Dissemination) is to investigate and develop practical methods of effective community engagement focused in the Wadebridge & Padstow Community Network Area, with an emphasis on better understanding the needs of WPD's more vulnerable customers when transitioning to a smarter, decarbonised future. It is also important to both acknowledge and investigate all sectors of the community to support NZCom's principle objective to ensure no one is left behind. WREN aims

for members of the community to understand and feel able to take both physical actions and behavioural changes within their own particular circumstances.

All relevant feedback from the community and lessons learnt will be presented to NZCom project partners in a timely manner.

## 6. Rules of engagement

When conducting community engagement, WREN must help individuals arrive at their own conclusions through influence and guidance, rather than dictating action. Those who feel pressured are more likely to reject change.

Being clear and identifying ideas and actions that can provoke behaviour change is key. Through 'piggybacking' (not hijacking), other established organisations, charities and local energy network platforms, the projects ambitions and messaging can be amplified. Although caution must be applied. If it is seen by other organisations that NZCom has an agenda that conflicts with their own work, this might lead to inadvertently harming the credibility of the project.

The guiding rules of engagement to be adopted by WREN and the NZCom project partners are:

- be clear and concise,
- be honest and inclusive,
- always seek to find common ground with customers and stakeholders,
- no pressure tactics to be used,
- be aware of and constantly assess vulnerability of customers,
- uphold the good reputation of all of the combined project partners. Do nothing that might bring this into question.

## 7. Dynamic engagement plan

The following table lists different potentially vulnerable consumer types within the project's geographical area. Organisations, charities and groups that have established connections and engagement processes with these consumers are also listed. The table remains dynamic in that new lines of engagement activities or new groups can be added throughout the project term. Project partners can access the live Dynamic Engagement Plan via the NZCom project shared file.



Engagement Groups	Organisation	Method	Actions	Project timing	Evidence of success
<b>Housing Association Tenants</b>	Coastline, Ocean, Cornwall Housing	Keeping the community informed - social media / newsletter / signpost to project partners	Engage directly with housing associations. Ensure they understand Net zero targets and timescales and potential solutions.	Q2-	Understand the problem. Know what action that needs to take place and what support is available. Reduced energy costs.
<b>Foodbanks</b>	Wadebridge Foodbank	Inform through food bank and Citizen Advice / leafleting food parcels / social media	Provide information on reducing electricity bills and other potential carbon reducing financial savings.	Q2 -	Understand the problem. Have made changes within home and in lifestyle that can be reported through food bank.
<b>Health Groups</b>	GP surgeries, Volunteer Cornwall, Social prescribers	Direct engagement with GP Surgeries, volunteer groups. Keep group engaged through social media and events.	Provide information on positive actions that can be taken to help both individual and community transition to net zero.	Q3 -	Have made lifestyle changes that include carbon reducing methods that can be reported back via social prescribers. Willingness to share their journey.
<b>Low income workers</b>	Citizens advice, trade unions, Job centre plus	Direct engagement through social media and job / community related events.	Provide information and simple efficiency measures that helps mitigate deeper financial hardship.	Q3 -	Have identified the problem and have put into place measures that bring about lower carbon footprint and living costs.
<b>Young People (16 – 25)</b>	Parents, Schools Colleges and after school clubs, Special interest groups	Direct engagement with educational establishment and youth groups. Social media, focus group and attending events	Presentations to younger audience that enhance studies and further develop understanding of the need to transition to a decarbonised future. Effective influencers.	Q2 -	Evidence of influencing by children and young people on the older generation. Understanding the issues and considering what a low carbon future looks like.
<b>WREN members / Volunteers</b>	WREN	Keeping members informed through social media, newsletters and focus group meetings. Increase membership.	Provide information through regular communication, workshops. Promote early adopters, net zero champion and local influencers.	Q1 -	Highlight local advocates and net zero champions. Evidence of understanding the problem and making changes.
<b>Business - Small medium enterprises (SME's)</b>	Chamber of Commerce, Federation of small businesses (FSB)	Keeping businesses informed through social media, newsletters and focus group meetings.	Inform directly by joining business networking webinars & workshops and through social media	Q2 -	Evidence of business being informed and changing behaviour.
<b>Farming &amp; Rural community</b>	National Farmers Union (NFU), Parish Councils, rural community centres, Veterinary centre, Neighbourhood watch, Wildlife Trust	Direct contact, in person, referred by trusted organisation, email, WREN social media channels.	Keeping the community informed - social media / newsletter / signpost to project partners and events	Q3 -	Evidence of understanding the problem and making changes.
<b>Those living with disabilities</b>	Cornwall Council, Concern Wadebridge, Cornwall Advocacy, Access groups	Direct contact with organisations, social media, focus group, events.	Keeping the community informed, offering advice through Understanding the challenges and how to meet them.	Q3 -	Understand the problem. Know what action that needs to take place and what support is available.

Engagement Groups	Organisation	Method	Actions	Project timing	Evidence of success
<b>Other Energy Networks &amp; Community Organisations</b>	Community energy groups, Interest groups, social & sports clubs	Direct contact. Keeping the community informed - social media / newsletter / signpost to project partners and events	Utilise existing group communication networks. Presentations and joining webinars. Request a presence at events.	Q2 -	Evidence of extended reach, understanding the challenges and making changes.
<b>Minority Groups</b>	Cornwall Council race equality forum CC website - 'Have your say'. Race equality groups, faith and religious orders	Keeping the community informed - social media / newsletter / signpost to project partners and events	Keeping the community informed - social media / newsletter / signpost to project partners and events	Q3 -	Understand the problem. Know what action that needs to take place and what support is available. Reduced energy costs.
<b>Pensioners, retired &amp; widowed</b>	Age UK, Concern Wadebridge, The third Age, WREN, Local charity organisations	Keeping members informed through social media, newsletters and focus group meetings. Increase membership.	Utilise existing group communication networks. Presentations and joining webinars. Request a presence at events.	Q2 -	Evidence of understanding the problem and making behaviour changes, influencing younger generation.
<b>Hard to reach members of the community</b>	Citizen Advice (CAB), Job Centre plus, Cornwall Council, Community Link officer	keeping informed through contact with organisations and charities.	Utilise existing group communication networks. Learn how best to communicate and engage with this group.	Q3 -	Evidence of understanding the problem and making behaviour changes, influencing change.

## 8. Keeping the community informed

NZCom will use a range of methods to inform the community about the work that is being undertaken. These include:

- social media – Facebook ([WadebridgeRenewableEnergyNetwork](https://www.facebook.com/WadebridgeRenewableEnergyNetwork)), Twitter: [@WRENuk](https://twitter.com/WRENuk),
- WREN website - <https://www.wren.uk.com>,
- press releases,
- public community meetings,
- community focus groups, project advisory groups and workshops, and
- topic-specific community meetings as required.

## 9. Keeping the community engaged

Community engagement is a two-way process and requires communities and stakeholders to actively engage with the project. There are several ways that NZCom plans to engage with the community and provide opportunity for the community to become involved in matters which are of interest or have an impact on them. These include:

- providing project updates and progress via social media, website, and regular newsletters,
- joining a local interest or community group which has mechanisms for dialogue with us,
- through attending community groups and local associations discussing project aims,
- joining in NZCom meetings, events and activities, and
- direct engagement with a NZCom project partner.

## 10. Engagement groups

WREN need to engage with specific groups within the community through the methods listed above and in the Dynamic Engagement Plan as often as possible to discuss and reinforce the NZCom aims and objectives and what role the community play in achieving these.

Identifying the level of engagement required to influence actionable behaviour changes within specific communities and groups will become evident through the project term. Low levels of feedback or responses to 'asks' would suggest further or a new direction in engagement will be required. More passive approaches to responsive groups and early adopters might be all that is required to instigate action and affect change dependent on the level of current understanding of the problems and means to mitigate them. These groups where possible should be used to give voice to the NZCom aims and objectives and share details amongst their extended networks. WREN have identified suitable groups in the Dynamic Engagement Plan that will give the project the best access to a good representation from the community, shares common aims linked to addressing impacts on vulnerable customers and drive better customer choices in reducing carbon emissions.

**10.1 Housing Association tenants** are unlikely to have the ability to make effective changes to the physical fabric and efficiency of their accommodation themselves. Early direct approaches to housing associations should be made in order to understand better the problems they face in making the properties more carbon efficient.

**10.2 Food banks** provide a vital service to the most vulnerable at a time of greatest need. Local food banks should be approached in order that they may be able to also provide information to those who may not be able to fully consider taking steps to net zero now, but maybe in a position to make small changes in the

future. Signposting or providing information from project partners and supportive organisations may help food bank users make changes that lead to reduced energy bills and carbon emissions.

**10.3 Health Groups**, including GP practices, volunteer groups and those that facilitate social prescribing should be engaged. Offering practical advice in making changes to lifestyle and home efficiencies can also bring about health and wellbeing benefits.

**10.4 Low income workers** will be at greater risk of vulnerability through increased electricity bills and transitioning to low carbon heating systems. This group should be engaged through multiple methods in order that they know the problems faced and the timescale. Whilst in work and managing their finances to “just about make do” now, low income workers may well find themselves made vulnerable through increases in costs associated with transitioning to Net Zero. Even with a low income this group can make changes with support and mitigate the challenges by planning ahead.

**10.5 Younger people** are a group who will face more of their lives dealing with the consequences of climate change and the decisions that are being made now and therefore may have more investment in the issue. Along with growing up with more information around the issue of the climate emergency and so perhaps more receptive to change and adaptation to net zero.

**10.6 WREN Members and volunteers** are likely to be most receptive to communications from the project. With a current mailing list and social media following, WREN members may already be making changes to their behaviour. Through community engagement, the NZCom project can highlight actions by early adopters. This informed group can be highly effective in influencing those currently less engaged, whether they are friends, family, neighbours or work colleagues.

**10.7 Small to medium sized enterprises (SME's)** have faced many challenges in recent years, especially as a result of the pandemic. The impacts through energy price increases could force some businesses into even more vulnerable positions. These impacts could be more keenly felt locally when considering the high numbers of SME's (99.7%), micro-businesses, i.e. sub 10 employees (88.4%), and self-employed people (10.8%) in the area.

**10.8 Farming and rural communities** are an important part of Cornwall. A high proportion of this group are not only off the gas grid and typically use carbon-intensive fuels, but also live in poor thermally performing homes and are therefore at a greater risk of vulnerability now and in the future.

**10.9 Those living with disabilities** can easily find themselves sidelined in many day to day activities including community engagement events. NZCom will take into account that those living with disabilities may experience additional issues that prevent or limit engagement and/or behaviour change. A different approach and solutions will be explored and offered where possible.

**10.10 Other Energy Networks & Community Organisations** through practical experiences can share advice in successful engagement practices and also highlight measures to avoid pitfalls. Efforts should be made to extend the project reach through utilising these groups networks and communication channels, highlighting successful activities that promote a transition towards net zero.

**10.11 Minority and marginalised groups** may not recognize that they are marginalized or have had the opportunity to engage in climate issues by virtue of not being engaged in mainstream services. NZCom will identify these groups, provide information and support easier access.

**10.12 Pensioners, retired & widowed**, may have a range of experience in being engaged with age related organisation or have the ability/ capacity to make significant changes in behaviour themselves. Good clear messaging to this group can help provoke conversation and influence friends and family into making behavioural changes to decarbonise. Relating to past experiences where lifestyles had lower environmental impacts such as; less carbon intensive travel, greater self sufficiency, lower food miles and lower energy use within homes, can inspire a younger generation to reflect on their own lifestyles and recognise potential energy savings and a reduced carbon footprint.

**10.13 Hard to reach members of the community.** Collaboration with other established community networks and organisations that work in assisting the often considered 'hard to reach members of the community' is an invaluable way of identifying and engaging this section of the community. These community organisations have built a trusting relationship with their client group which can help WREN to gain access. Examples of 'hard to reach members of the community' includes:

- low-income households,
- households where there exists significant physical and/or mental health issues,
- those not known to health or social services,
- housebound individuals,
- individuals not in education, employment or training,
- where English is a second language or not spoken at home,
- poor literacy and numeracy skills, or
- those experiencing domestic abuse.

There will be other hard to reach groups that may be encountered during the life of the project. WREN will not assume that any of the above members of the community do not understand or wish to be part of the transition to net zero. It can be that their difficult personal circumstances seemingly does not allow for engagement. By collaborating and engaging with organisations whose direct concerns centre on these

groups suffering through difficult circumstance, it may be possible to provide information and affect positive change.

## 11. Engagement methods and resulting action

WREN has established and agreed that NZCom should conduct engagement activities face to face whenever possible. This brings many benefits in establishing community trust. However, there are likely to be members of the community that may feel vulnerable in public settings given the Covid pandemic. WREN may have to consider webinars and blended meetings allowing for both in person and online contribution.

WREN will investigate live interactive anonymous feedback applications such as Mentimeter that can be used in a physical presentation, as part of an online webinar, or both within a blended meeting scenario.

Whilst WREN have established a requirement for a two-way conversation with different groups within the community, WREN needs to be able to provide qualitative and quantitative data to NZCom project partners. This can be in the form of digital and paper surveys. How WREN shape the survey questioning will be dictated by the early community meetings.

Further to this, WREN have to consider how NZCom will act on what the community has contributed. The requirement might include modifying the project approach or outcomes, noting specific comments for future research, addressing feedback in an alternate way, or acknowledging why an aspect of the project is unable to accommodate a specific request. WREN will anonymize all contributions and provide complete transparency of the process by keeping a log of all contributions and how they have/ have not been utilised.

## 12. Stakeholder engagement

As clearly defined in the NZCom project scope, there should be no one left behind when considering future energy scenarios in the network area. NZCom stakeholders include:

- general community,
- private sector, including businesses,
- public sector, including local authorities,
- community groups and associations,
- schools, colleges and other education providers, and
- special interest groups.

## 13. Project advisory group

WREN will convene and initiate an independent Project Advisory Group within the first 3 months of the project start date. Made up of local public and private stakeholders, the Project Advisory Group is required to enable change and fully understand the potential barriers, impacts and socioeconomic benefits to the Wadebridge & Padstow Community Network Area achieving net zero by 2050, without leaving anyone behind. The Project Advisory Group will provide guidance on the appropriateness of the overall NZCom project aims and objectives and help shape the outcomes, as well as act as advocates for NZCom in order to ensure wider stakeholder support.

### 13.1 Key functions

The Project Advisory Group will **advise** and **challenge** the NZCom project partners with respect to aims, objectives, delivery methodologies, outputs and longer-term ambitions and plans. This will include:

- reviewing project plans,
- analysing gaps in research, methodology or approach,
- identifying risk in the project aims, objectives and deliverables,
- providing strategic advice and comments on project outputs,
- providing contextual advice on the wider net zero transition and support for vulnerable members of the community,
- helping to align and integrate the project with other relevant external activities,
- identifying potential new opportunities for the project as they arise,
- identifying relevant existing research and innovation, and
- highlighting project successes.

### 13.2 Advisory Group members

Confirmed members of the advisory group are: (to be updated accordingly)

- Jeremy Rowe – Operations Manager, Concern Wadebridge
- Amanda Pennington – Mayor, Wadebridge Town Council
- Dr Dan Bloomfield – TEVI Project Manager, University of Exeter
- Manda Brookman - Director, Permanently Brilliant
- Dominic Comonte – Director, Wadebridge Energy Company

- Jacquie Rapier - Network Link Officer, Cornwall Council
- Mark Smith - Zero Low Carbon (ZLC)
- Charlotte Barry - Wadebridge Community Supported Agriculture

A terms of reference document has been drawn up for agreement with each of the Project Advisory Group members, including confirmation that members have no conflicts of interest with their involvement in NZCom.

## 14. Community Focus Group

The role of the Community Focus Group meetings will be based around discussing future energy scenarios and what actions need to be taken, addressing specific concerns on how to ensure the whole community are prepared and have the capability and capacity to respond, as well as myth-busting sessions. Meetings will be used to review and test NZCom outputs (such as community guides, carbon accounting tool and Your Coop Energy's carbon balance energy bill). WREN will re-enforce participants understanding of what net zero means globally and to the local community and provide viable actions that group members can implement now or in the future. Focus group members will be drawn from volunteers attending an initial workshop in September 2021.

### 14.1 Initial Community Focus Group workshop – September 2021

Location - Betjeman Centre, Wadebridge

In conjunction with NZCom project partners CEP, WREN propose to test key simple messaging through an initial workshop involving WREN members. However, WREN aim to engage with less active and vocal members who have genuine concerns over the transition to a decarbonised energy future, be that financial or environmental impacts, who are not early adopters but have expressed interest in WREN activities. This will be an informal feedback session, where questions will be welcomed and concerns flagged up by audience noted. There will be a focus on younger members of the community to attend. Efforts have been made to also engage and include the 16-25 age group in this fact finding workshop, which aims to shape further focus group meetings throughout the project term. The event will be kept as informal as possible, with feedback processed through raise of hands, yes / no answering as opposed to questionnaires. There will be an emphasis on listening to attendees concerns in relation to transitioning to low carbon technologies within their homes and lifestyles behaviour changes required to reach net zero by 2050.

### 14.2 Future Community Focus Group workshops



The four proposed focus group meetings over the project term will be hosted at different venues in recognition of the projects wider geographical area if logistically viable. Consideration of attendees travel mode, distance and ease must be taken into account. At least one meeting should take place within Padstow.

Fact finding and conversation starter topics will be agreed with project partners prior to the workshops. It is important to first understand what is the current level of knowledge within the community. By discussing the challenges openly a better understanding of the barriers to net zero can be explored through the focus groups. Whilst keeping the group workshops engaging and interesting there should always be a simple challenge set to focus group members at the end that they can action prior to the next meeting. These should align with WREN's core principles and could include:

- Make one energy saving change at home,
- Make one energy saving improvement at work,
- Work individual / household carbon footprint using carbon calculator tool as recommended by project partners to increase understanding.
- Take an alternative environmentally friendly means of transport to place of work / school when possible,
- Involve friends, family and neighbours.
- Make it a personal challenge to mention net zero and drop into a conversation with at least one person per day. This is a fun and interesting way of raising awareness within the community and instigating behaviour change.
- Check home energy bill is currently on the best tariff and find out if provider offers 100% renewable electricity.

## 15. Measuring successful outcomes

Success can potentially be measured in providing evidence that community members recognise and set about actions that cut carbon emissions and influence people to implement resilience and efficiency measures outlined in the NZCom project scope, whatever their background or financial status. WREN will collate evidence to demonstrate that NZCom has impacted on its mission of 'leaving no one behind in the energy transition'. The following are examples of the types of data that WREN will collect through the project to demonstrate success:

- number, type of carbon positive actions taken by individuals/ businesses as a result of being involved in NZCom and kgCO<sub>2</sub>e saved,
- increase in WREN social media followers,

- number of likes and shares of NZCom social media content,
- number of participants involved in NZCom activities,
- positive peer reviews of NZCom outputs,
- media interest in NZCom,
- adoption of NZCom outputs by local councils/ other community groups,
- increase in number of community members on priority service register, and
- increase in WREN membership.

## 15. Engagement milestone schedule

Timing	Action	Outcome
June 2021 - July 2021	Seek early input from other organisations as well as project partners, both in the immediate region and further afield, who have developed and achieved successful results in community engagement activities. Find areas of common ground in messaging. Understand and list user groups.	Establish closer contacts with other local energy networks and willing participants. Better understanding of how other organisations have conducted Community engagement.
August 2021 - September 2021	Contact, invite and convene members of Project Advisory Group. Host first community focus group.	
October 2021 - September 2022	Convene further 3 focus group meetings Convene 3 further Project Advisory Group meetings Work with and assist NZCom project partners in gathering community groups feedback through engagement via other community organisations as well as existing networks.	
November - December 2022	Arrange end of project event	

## 17. Continuous improvement

WREN's approach to community engagement requires continuous development as a matter of good practice.

Actions that NZCom will undertake to improve the approach to community engagement include:

- increase WREN membership and NZCom project partners awareness of their community engagement responsibilities,
- provide NZCom project partners with the opportunity to gain further community insights into project activities and outcomes,
- ensure that all community participants have a clear understanding of their role in the community engagement process,
- strengthen WREN's relationship and improve engagement with the community (specifically minority groups), community groups and associations,
- develop and maintain a list of community group, associations and local committee contacts,
- keep community groups and associations regularly updated on matters that affect their community,
- educate key stakeholders on the community engagement process and how stakeholders can become involved and contribute to the decision-making process,
- better understand the most appropriate way to engage with different groups within the community, and
- ensure all engagement activities and methods are as accessible as possible.