

# Scottish Environment LINK Communications Campaign

Presentation to LINK Member Directors

July 2018

# Why?

- ▶ UK exit from the EU poses a number of potential threats to environmental protection in Scotland
- ▶ Scottish ENGOs succeeded in securing commitments regarding EU environmental principles and governance gap, but it is not a 'done deal'
- ▶ Public support is needed to pressure Scottish Government to respond in an ambitious way to these commitments by:
  1. Providing for the legislative underpinning of EU environmental principles
  2. Setting up an independent and well-resourced watchdog that can take Government to court
  3. Setting an ambitious basis for future environmental policy in Scotland
- ▶ ENGOs have agreed that best means for achieving this is via a new Scottish Environment Act (in combination with a UK-wide policy statement on environmental protections)
- ▶ BUT: so far environment mentioned primarily in the context of the 'power grab' so public debate needs to change and support ENGO asks

# How?

- ▶ To realise our ambitions we need a combined public affairs and communications effort. Communications activities will be tied to an advocacy plan.
- ▶ Through a comprehensive communications and PR mix, raise awareness of the impact of Brexit on Scotland's environment and ensure Scotland gets 'fit for the future legislation' by building on existing EU protections ('bank & build').
- ▶ LINK has set up a dedicated Brexit comms subgroup to supervise/approve this work stream, supported by LINK staff and external consultants.

# Aim

LINK members have agreed to support a communications campaign that will:

- ▶ Raise awareness amongst the public and decision-makers of the impact of Brexit on the environment, fisheries and agriculture.
- ▶ Build a case for concrete policy changes to safeguard key areas in Scotland from the impact of Brexit and build on existing protections.
- ▶ Mobilise public and other stakeholders in support of the above.

# What

- ▶ Joint LINK member campaign, with distinct but neutral visual identity
- ▶ Focused on key issues: environmental principles & governance, framework for future environmental policy ('right to a clean & healthy environment'), nature protection (future of Birds & Habitats in Scotland), post-CAP rural funding and post-CFP fisheries management.
- ▶ Key deliverables:
  - ▶ Campaign launch event
  - ▶ E-action on Scot Gov consultation
  - ▶ Series of articles on key topics
  - ▶ Series of complementary events focusing on key issues (e.g. open letter by academics on EU biodiversity funding)
- ▶ Development of dedicated communications toolkit including: website page, infographics, banners social media tiles and other shareable content.

# When

- ▶ Duration of 6-8 months initially
- ▶ Launch date: September 2018 (tbc / function of Scot Gov principles/governance consultation)

# How you can help

- ▶ Ensure relevant colleagues can provide time and support to the development and realisation of the campaign
- ▶ We need advocacy and communications colleagues to support this campaign by:
  - ▶ Providing expert input
  - ▶ Approving key messages and activities
  - ▶ Publicising key information to members
- ▶ We need your presence and personal support at critical junctures, e.g. campaign launch

# More information

- ▶ Please contact Daphne Vlastari, Scottish Environment LINK ([daphne@scotlink.org](mailto:daphne@scotlink.org))