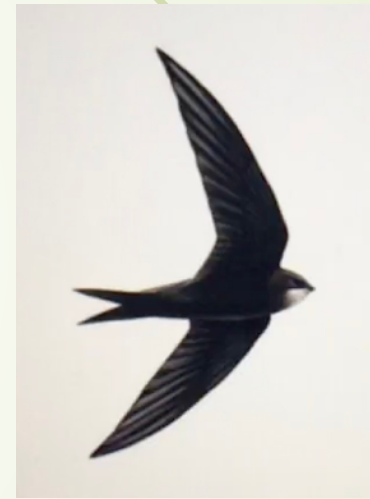


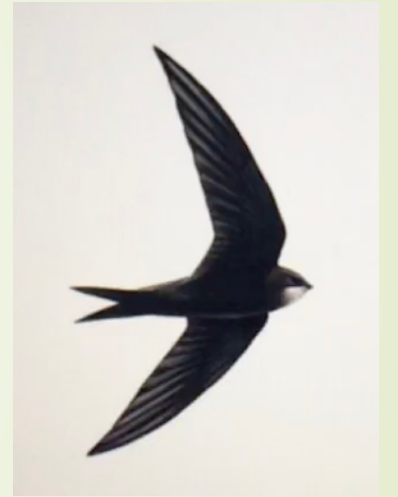
Royal Borough of Windsor
and Maidenhead
**Key challenges and early
successes from our
emerging
Climate Change
Strategy**



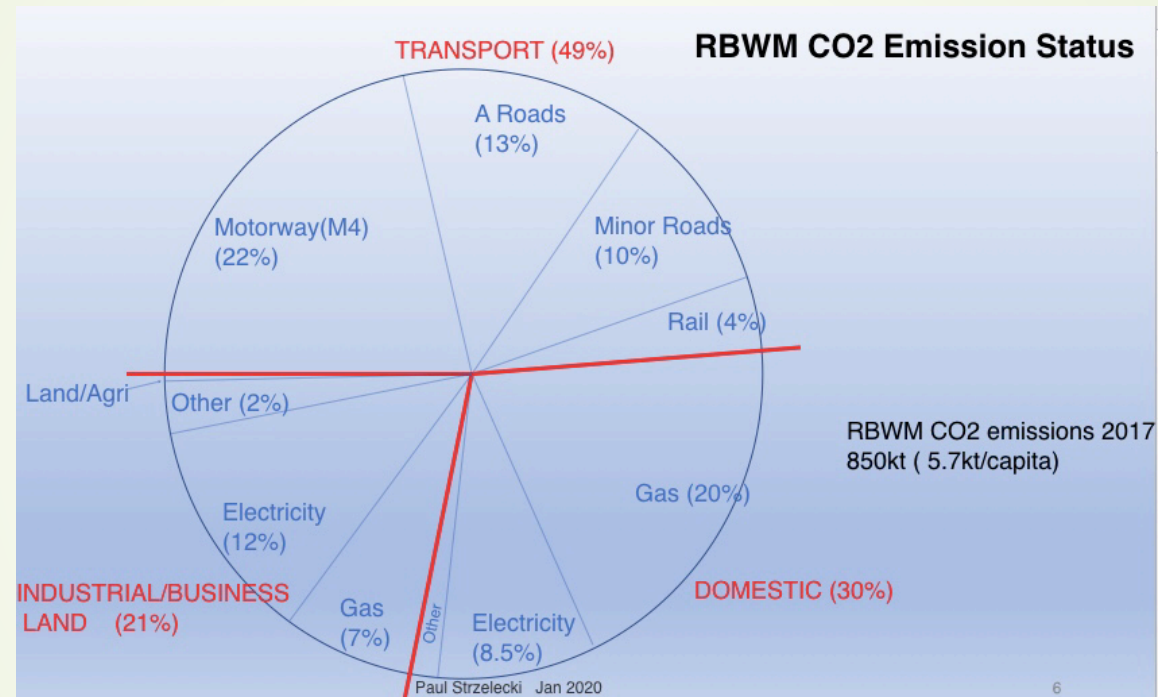


Some of the challenges we face

In the Royal Borough of Windsor and Maidenhead – these are not unique



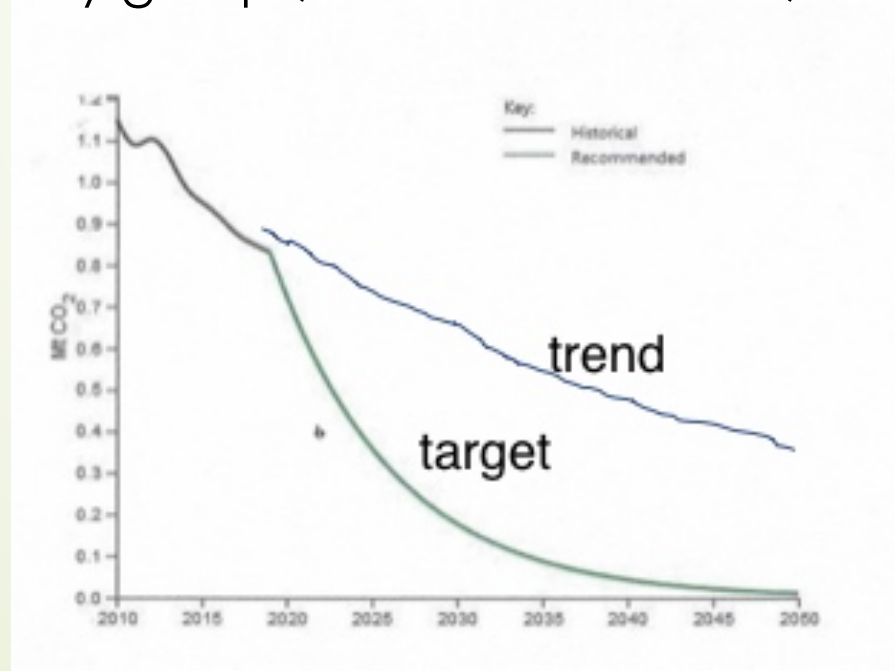
In the Royal Borough in 2017, our CO2 emissions were 850kt, with transport being 49% of those emissions



- 147,000 residents, with 10% growth in the next 10 years
- Lowest council tax outside London by a considerable amount
- No budget for reducing emissions, tackling climate change

To reach carbon zero by 2050 there needs to be a minimum reduction of 13.1% per annum

- The next two years are critical, with every week accounting for 1% of available time
- All hands on deck – 1. Government, RBWM, academia, 2. Individuals and community groups, and 3. businesses, farmers and landowners






"I used to think the top environmental problems were biodiversity loss, ecosystem collapse, and climate change. I thought that with 30 years of good science we could address those problems.

But I was wrong. The top environmental problems are selfishness, greed and apathy....


... and to deal with those we need a spiritual and cultural transformation, and we scientists don't know how to do that"

Gus Speth
US environmental lawyer



Throughout my working life I have relied on Fair Process when working with groups

- When people do not trust others to make good decisions, or behave with integrity, their motivation is seriously compromised
- They might hold onto their knowledge rather than share it – “knowledge is power”, even if it is to their detriment in the longer run
- This is particularly pertinent in a knowledge based organisation like ours, where innovation and the sharing of knowledge is key




The central premise of ***fair process*** is that people will commit to a decision, even one they disagree with, if they believe that the process that was used to make the decision was fair



There are three steps to achieving a good outcome with Fair Process

- **Engagement** – ask for input and allow individuals to refute the merits of one another's ideas and assumptions
- **Explanation** – everyone involved and affected should understand why final decisions are made as they are
- **Expectations Clarity** – once a decision is made, officers/members/stakeholders state clearly the new rules of the games, new targets and milestones

Source: Chan Kim & Renee Mauborgne, Fair Process, Managing in the Knowledge Economy, HBR, Jan 2003



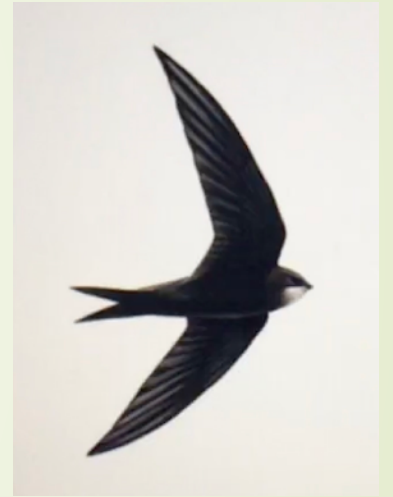
Fair process is not 'decision by consensus'


- Fair process does not seek to achieve harmony or to win people's support through compromise that accommodate every individual's opinions, needs and interests
- Fair process pursues the best ideas, whether they are put forward by one or many
- You need to start the process of involvement asap – don't wait until residents or stakeholders seek retributive justice



Some of our early successes

In the Royal Borough of Windsor and Maidenhead

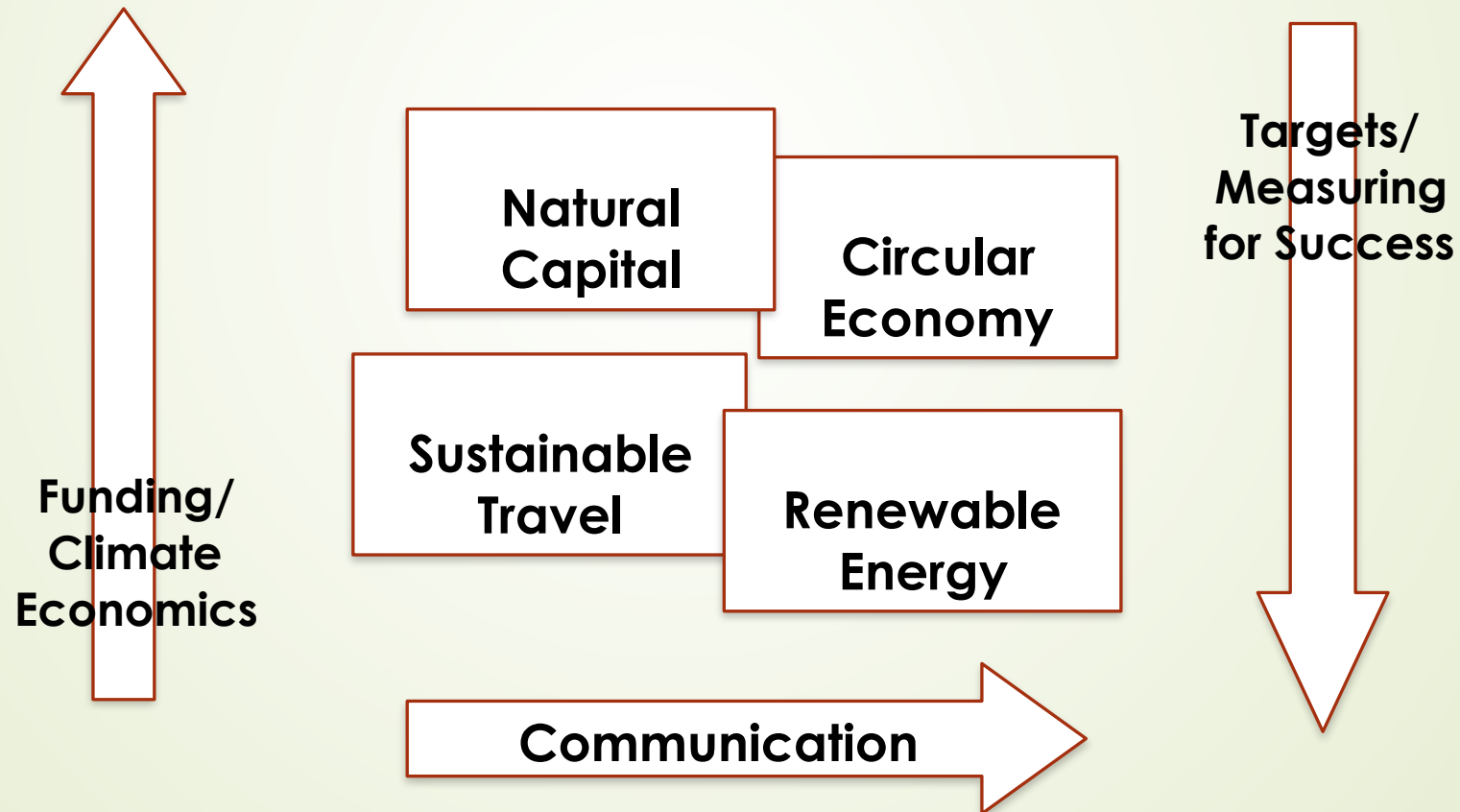




During our engagement workshops we have worked towards building and revising our climate change strategy with a myriad of groups


- Councillors
- Officers
- Climate emergency coalition
- Civic society
- Parish councillors
- The Wilds
- Plastic free
- BBO Wildlife Trust
- Residents
- Disability and Inclusion Forum
- Girls Policy Forum
- Reading University
- Developers
- Friends of Battlemead
- Businesses
- School children

The several hundred suggestions that everyone has contributed to have been consolidated into seven areas.





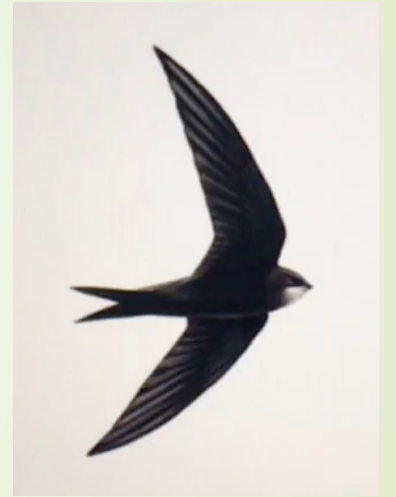
Since declaring an environmental and climate emergency we have...

- 
- Appointed two cross party vice chairmen
 - Switched all our council electricity to clean
 - Held stakeholder workshops with over eighty providing input to the strategy
 - Secured two citizens assemblies driven by university professors
 - Worked with our parks contractors to increase biodiversity on verges and in parks
 - Found external experts in Communications, measurement, energy and biodiversity to help us deliver our strategy
 - Starting to develop a strategy that looks at reducing CO2 whilst increasing resident wellbeing and demonstrably improving the wider environment.



Future plans, gaps or support required

In the Royal Borough of Windsor and Maidenhead





Going forward our strategy is to create a healthier, more community-focussed borough whilst driving down emissions.

Our help and funding needs:

- Administration of programme
- PR programme for project
- Education package creation and dissemination
- Extranet development and administration
- Scatter tool purchaser
- Travel for collaboration and learning of best practise of sharing
- Expert advise and training
- Centre of information and excellence
- Creation of show home/show transport
- Incentives for domestic/transport action