

# Social

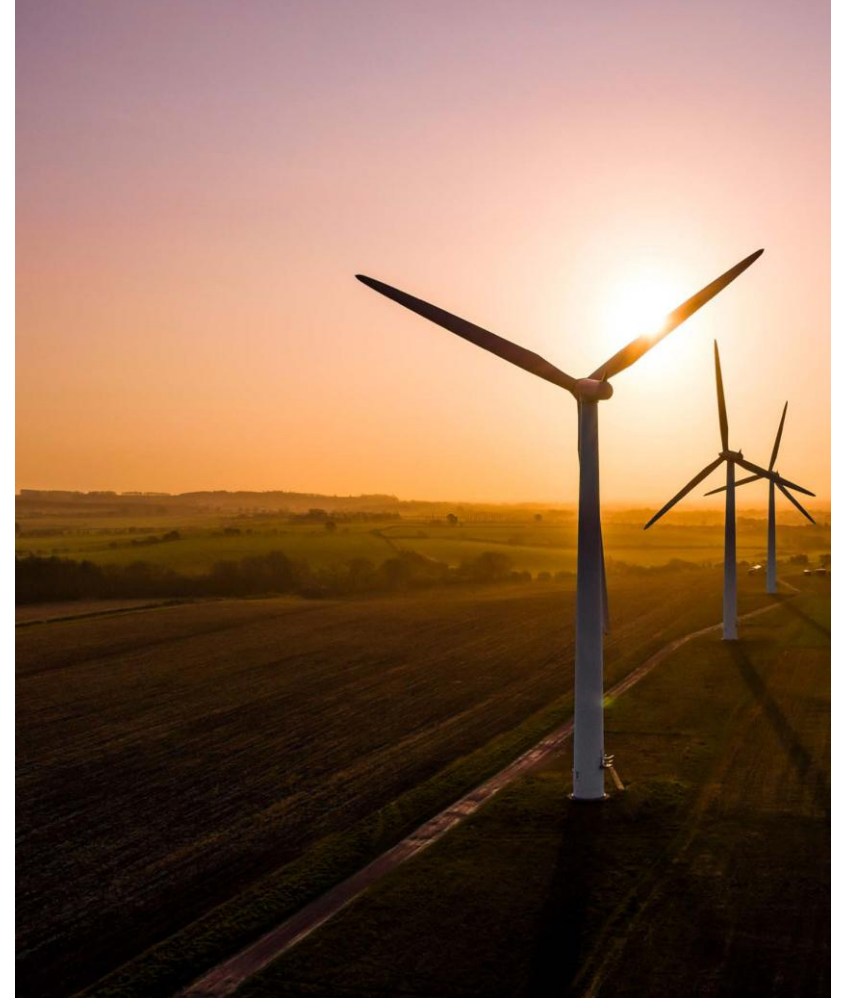
## **North West industrial decarbonisation projects Public communications and engagement playbook**

December 2024



# Introduction

- ❑ The purpose of the North West industrial decarbonisation projects public communications and engagement playbook is to provide Enterprise Cheshire and Warrington, Net Zero North West and the North West Net Zero Hub with a series of overarching key messages for industrial cluster stakeholders to incorporate into their own communications on industrial decarbonisation in the region.
- ❑ This commission follows a piece of work by Opergy Group and Metro Dynamics who sought to clarify the delivery requirements for the North West Industrial Decarbonisation Cluster Plan.
- ❑ We have taken an insights-led approach to developing the key messages, based on building an understanding of local communities' views about industrial decarbonisation and proposed projects – both how they perceive potential opportunities and their concerns about the impacts of schemes already in the public domain.



# Introduction



- ❑ Three focus groups were carried out through the second half of 2024 with members of the community, businesses and young people living and working close to future decarbonisation projects in Cheshire. We have also spoken to partner organisations leading delivery in the region, including Hynet and South Cheshire Chamber of Commerce and Industry. The detailed findings of these focus groups are included in the insights report.
- ❑ Using the insights gained from the focus groups we have made a series of recommendations in this playbook on key messages and are developing a media storybook that identifies a series of stories/campaign's that could be developed to support the role out of the key messages by partner organisations.



# Insights that have informed this playbook

This playbook has been shaped following engagement with community and business representatives and young people in Cheshire and Warrington. The key insights that have informed the playbook are:

- ❑ There is a good level of understanding of the global net zero agenda among all three audience groups engaged, but **limited awareness of action being taken locally** in response. There is **pride** though in the idea of the North West leading the way on this important global issue.
- ❑ All audiences wanted to learn more about the **benefits** of proposed industrial decarbonisation projects in the region – **in terms that are meaningful to them.**
- ❑ There is **confusion about terminology and jargon** in the net zero space. There is also confusion and some **distrust** about novel and innovative technologies – these need explaining.
- ❑ Where audiences have heard about proposed industrial decarbonisation projects in the region, these feel quite **remote and not specific/ real** to them or their communities.
- ❑ **People want to be involved in a conversation** about the projects that will transform their region – not simply told about them.



# Communications and messaging principles

Based on the insights gathered, public communications and messaging about the industrial decarbonisation projects coming to the North West should reflect the following key principles:

- ❑ **Plain language** – messaging should avoid sector-based jargon or technical terms and instead use everyday language that is meaningful to a broad audience with limited understanding of net zero technologies or industrial innovations. This includes the term “industrial decarbonisation”. Instead, it is suggested that partners use a plain language descriptor instead, such as “major projects that are transforming how we use and generate energy”.
- ❑ **Engagement led, people-focused** – communications should be engagement-led wherever possible, giving people the opportunity to be part of a conversation, not simply be told what is happening in their area. This approach should be embodied within the tactics partners use to communicate with communities – for example, community events or school workshops where participants can share their views as well as learn more about proposals – and in the tone and format of communications. For example, using snippets, testimonials, or case studies from different people from the community who are involved in some way in the proposed projects. This could include using people from nearby communities in future campaigns, local school children talking about the skills needed for the future jobs or feature the people working on projects in the region to tell the story of how the North West is leading the way in the industrial decarbonisation revolution.





# Communications and messaging principles

- ❑ **Positive yet open** – messaging should tap into the pride that people feel about their region leading the way in finding solutions to a shared, global challenge. Messages should focus on the benefits for communities – tailored to the specific needs or interests of specific audiences. However, they should also acknowledge potential impacts on communities and commit to working with communities to mitigate them.
- ❑ **Avoid a one message for all approach** – messages and communications should be tailored to different audiences. Look at developing targeted comms campaigns that will resonate with a specific audience – residents living close to a planned project will have different interests, pain points or motivations than a business audience.
- ❑ **From the general to the specific** – although there is pride in the overall message that the North West is leading the way on the net zero agenda, people also want to know what’s happening locally to them, and to understand the benefits of projects in terms that are meaningful to them. This will require a segmented and targeted approach to communications – focusing on local communities and the benefits for particular audience groups, while also ensuring localised messages are framed within a wider regional and national context.



# Communications challenges to consider

Organisations, businesses, brands and charities working within the climate change sector all have a crucial role to play in shaping the narrative around industrial decarbonisation and climate change. Together they can inspire, educate, and motivate people to be engaged and take action. However, the important piece, is to make sure stories and messaging are relatable to them and action orientated.

The focus needs to be on the positive impact these projects will have on people, communities and further afield and the positive action people can make in their daily lives.

Messaging needs to move beyond doom, gloom and scaremongering. Communicating the positive benefits and positive impact of the hydrogen production and storage to the tidal/off shore and on shore wind farms/solar PV projects to the carbon capture, utilisation and storage projects in the region need to take precedence. While making these stories relatable, relevant and of interest to local people.

By sharing success stories and local initiatives we can sprinkle some hope, enthusiasm and engagement. A challenge is that the media are attracted to scary headlines and negative stories because they get more clicks than the nice ones.



# Communications challenges to consider

Industrial decarbonisation stakeholders and partners should aim to generate compelling stories that highlight the urgency without the scaremongering, but demonstrate innovative projects, solutions, impact, action and how the accumulation of small actions and multiple projects can make a big difference.

Having a creative and innovative approach to comms is essential too. Cutting through jargon and complex data is both a challenge and an opportunity. We recommend communications professionals working in the sector identify stories that make the work being delivered and the opportunities that come from them more human - turning complex, jargon-heavy and corporately presented information or crunch data to create clear, interesting and accessible copy carried across regional, sector and national press and own internal and external communication channels.

Avoid a one message for all approach. Messages and communications should be tailored to different audiences and to effectively do this who is reading, watching or listening needs to be considered. Then tailor messages for the intended audience so it resonates. The way we talk to young people and the words and messages used will be different to the way you talk to the private sector. Businesses will be interested in the opportunities for their business or how their business will be affected by industrial decarbonisation and how it can help them become more efficient, competitive or enter new markets. Whereas with young people messaging will be targeted to their interests and motivations, such as job opportunities and future careers.





# A North West industrial decarbonisation messaging framework

This messaging framework sets out how public communications about North West industrial decarbonisation projects should be structured. The following pages provide example messaging under each section heading:

**Overall headline message:** the North West is leading the way globally in technologies to tackle climate change

**Benefits of the proposed projects:** tailored to specific audiences and their interests

**More about the projects:** plain language, jargon free explanations about the proposed projects, demystifying them and the technologies they will use

**In my area:** specific detail of any impacts and benefits in local communities

**Get involved:** calls to action and opportunities for communities and individuals to get involved



# A North West industrial decarbonisation messaging framework

**Overall headline message:** The North West is leading the way globally in technologies to tackle climate change

- The North West of England is leading the UK's transition to a lower carbon future.
- Our region is set to become home to several major projects which, over the coming years, will transform how we use and generate energy, creating new jobs and economic opportunities for the future while also tackling climate change.

**Benefits:** tailored to specific audiences and their interests

- **Businesses:** projects will attract new investment into our region, creating new growth opportunities for businesses either as part of direct supply chains or related activity. They will also generate new, greener types of energy, enabling businesses to reduce their own carbon emissions and, over time, save money on their energy consumption.
- **Communities:** projects will create new jobs in our region and new opportunities for training and skills development, and help us ensure that the industries that have traditionally powered our region's economy are fit for a low carbon future. They will also help us to generate new, greener energy locally, helping households to reduce their own carbon footprints and, over time, their energy bills.
- **Young people:** projects will create skilled, well-paid green jobs for the future, enabling young people in the region to get on in life. They are also part of our local response to climate change, meaning the North West is responding to the shared global challenging of reducing climate emissions.



# A North West industrial decarbonisation messaging framework

**More about the projects:** plain language, jargon free explanations about the proposed projects, demystifying them and the technologies they will use.

- Jargon-free, short sharp summaries of the key proposed projects, presented in a map/ visually wherever possible. Less words, use key facts and stats, photography/graphic/video led storytelling.
- Comms to clarify key terms – to agree definitions of key terms and to use them consistently.
- Information about the industrial decarbonisation projects that are underway or planned for local areas – telling the story of the technology, the benefits, the people, the jobs etc.

**In my area:** specific detail of any impacts and benefits in local communities

- Specific, tailored information about what the projects mean for specific areas and for different audiences.
- Avoid a one message for all. Comms should be tailored to different audiences, their interests, their motivations and considerations given to who is reading, watching or listening.
- A more hyper local approach should be considered rather than focusing on UK-wide and international.

**Get involved:** calls to action and opportunities for communities and individuals to get involved

- Specific comms on the action that people can be taking in their area to get involved and make a difference.
- Clear signposting to where further information can be found and additional resources.





# Media playbook

# Cheshire CliMATES Campaign

A series of 'in their words' videos/animations featuring real people – school children, apprentices working in the sector, partner organisations leading industrial decarbonisation delivery in the region, regional green tech business, charities, volunteers etc. Talking about the role they play and exciting opportunities amid a £30bn plan for the Northwest and North Wales to be home to the UK's first net zero carbon industrial cluster by 2040.

This would also lend itself to regionally focused press releases: *'Meet Cheshire East's/ Cheshire West's CliMATES ensuring the region is leading the UK's industrial decarbonisation revolution and transforming how we use and generate energy'.*

Include a hashtag such as **#CheshireCliMATES**.



For example, Phillips 66 UK's [young people-led video](#) on addressing the skills gap.





## Cheshire's Green Heroes

Video-led social media campaign around children/ climate ambassadors as they highlight their passion for being part of the green revolution.

Series of their reports on the projects that are transforming the way energy is generated that are happening on their doorstep.

## Cheshire's Green Women

Meet the women leading Cheshire's green revolution – from **X at Mersey Tidal Power Project** to **Y at Essar Oil UK**.

Pen portraits/ case studies/ listicles highlighting women filling exciting and leading roles in the region's green sector. To encourage young women into the sector and showcase the jobs available.

## Spotlighting Cheshire's Green Army



# Build a green Crewe/ Warrington/ Macclesfield etc.

A business or group of businesses leading the way in transforming how energy is generated and stored or Northwest Net Zero to host a schools' campaign.

This would see them visiting local schools across Cheshire and Warrington to talk to students.

Year 7 students would be challenged to take information from the talk and create a model of a future, green {area}.

E.g. students at Ruskin Community High School to build a green Crewe using only green materials.

Speakers will return to the school after two weeks to judge the models.



# 11 high paid/ cool green jobs young people in Cheshire can apply for as salaries and routes to decarbonisation roles unveiled

- ❑ List some of the exciting and wide-ranging jobs across the region – salaries, the routes to these jobs and maybe a few case studies from those already carving their out careers in these roles.
- ❑ Video montage showing some of the hi-tech jobs and backdrops etc.
- ❑ These could be tailored and focus on different geographical/LA areas.





## **The 6 key green developments/ milestones set to start this year**

Feature/ listicle looking ahead at developments, key milestones, benefits, job creation etc. – any artist impressions/CGIs etc.

## **From X to Y how Cheshire East / Cheshire West is transforming how we use, generate, and save energy / reduce carbon footprint**

Listicle/ press release spelling out how the region is transforming how we use and generate energy.

Involve real people/businesses with layperson explanations of the measures/technology being used and some eye-catching positive stats.



Tailored for various LA areas: Projects include energy efficiency upgrades at AstraZeneca's Macclesfield campus, cutting 16,000 tonnes of CO<sub>2</sub>e annually, and an 8-acre carbon capture plant at Protos in Ellesmere Port, preventing 350,000 tonnes of CO<sub>2</sub> yearly—equivalent to emissions from 200,000 cars.

# Create a “Future [Area]” AR Filter on Snapchat



Collaborate with a school to create an enterprise day for Year 8/9 students led by a leading climate organisation in local area e.g. Winsford Industrial Estate/ BID representatives.



In groups, students must design an AR filter that shows users what Winsford could look like in 2050 based on sustainable and unsustainable choices.



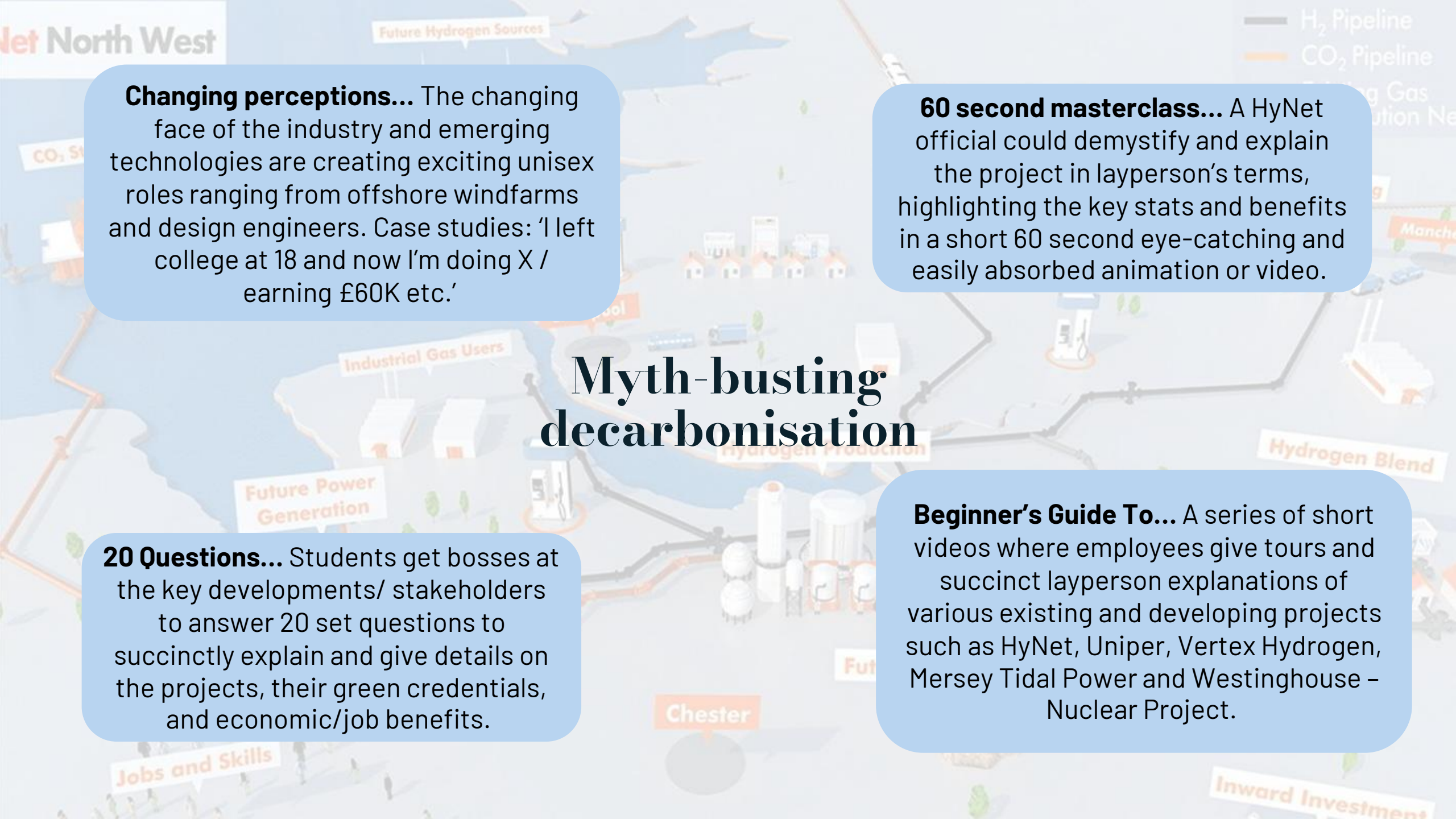
Students must present their filter to speakers from the organisation selected, encouraging them to share their vision. The filter that wins will be available on Snapchat for 24 hours.

**BEFORE DECARBONISATION**

**AFTER DECARBONISATION**







**Changing perceptions...** The changing face of the industry and emerging technologies are creating exciting unisex roles ranging from offshore windfarms and design engineers. Case studies: 'I left college at 18 and now I'm doing X / earning £60K etc.'

**60 second masterclass...** A HyNet official could demystify and explain the project in layperson's terms, highlighting the key stats and benefits in a short 60 second eye-catching and easily absorbed animation or video.

## Myth-busting decarbonisation

**20 Questions...** Students get bosses at the key developments/ stakeholders to answer 20 set questions to succinctly explain and give details on the projects, their green credentials, and economic/job benefits.

**Beginner's Guide To...** A series of short videos where employees give tours and succinct layperson explanations of various existing and developing projects such as HyNet, Uniper, Vertex Hydrogen, Mersey Tidal Power and Westinghouse – Nuclear Project.

# “Green Games” – Social Media Challenges

- ❑ “How Green Are You?” quizzes, interactive polls about climate myths and facts: adapted for social media channels e.g. Instagram.
- ❑ Create an interactive challenge where people share small, actionable changes they have made, using the campaign hashtag.
- ❑ Collaborate with popular, “green” UK based influencers to moderate the challenges, and to create further content on sustainable living.
- Lifestyle vloggers e.g. Ella Mills (@**deliciouslyella**), Laura Young (@**lesswastelaura**): before-and-after transformation of a personal or community space made more sustainable/ highlight sustainable swaps for everyday items.
- Fashion influencers can promote thrift hauls and upcycling. e.g. Aja Barber (@**ajabarber**), Rosie Okotcha (@**rosieokotcha**).



# It's Today's World Not Tomorrow's World

## **SME's role**

Focus on small businesses and Cheshire's cottage industry to demonstrate that manufacturers and industrial parks are not the only one's playing a part in the green revolution, e.g., from the sustainable café to the 3D printing farm.

## **Leading the way**

The 70-year-old nuclear facility you might not know about... Feature on Westinghouse Nuclear Project, Lancashire – has been operating for seven decades and is a key player in helping the UK meet its goals of net zero emissions by 2050.

## **Mapping our journey to a greener future**

A visual map/animation of the decarbonisation developments within X miles of Chester. Click on a certain area to view summaries and video clips of the relevant projects/jobs being created there.

## **Green revolution**

The revolution is already taking shape in Cheshire – the trailblazing businesses ranging from the Omega Business Park development in Warrington to the Thornton Energy Demonstrator at Thornton Science Park.

## **Carbon capture at Thornton Science Park**





# ‘Day in the Life’



Series of localised behind the scenes interviews/social media/web/PR content of workers or apprentices in green jobs to demystify the industry and inspire others – with key messages and strong stats around jobs/salary. For example a HyNet apprentice.

The Day in the Life feature could be extended to businesses such as a day in the life of a construction worker/ wind turbine company manager/apprentice.

Could also be tailored to people working at specific sites such **as Origin in Ellesmere Port** – home to 1,300 businesses with projects including sustainable aviation fuel, hydrogen production, smart grid development and carbon capture utilisation/storage as part of the wider Northwest Net Zero cluster.



# Green Education

## Question Time Events

Host live Q&A sessions in schools moderated by young professionals e.g. Scarlett Westbrook (climate justice activist and journalist), with region's key players as panelists, e.g., Uniper – Connah's Quay, Vertex Hydrogen and HyNet.

Or invite schools to their sites and stage their own Question Time events for students to ask about the developments/ job opportunities in their region.



## Hard Hat Tours

Key regional players invite school children/ resident groups for publicised sneak previews/tours to outline the developments.

## Green Expo Live

Instagram/ Facebook Live from a Green Expo careers fair: interviews from young people attending, tutors, businesses to highlight the array of green jobs on offer in Cheshire.

Diverse ways that schools are weaving local green projects into the curriculum, e.g., headteachers explaining why it is crucial to ensure students can shape climate change and utilise the exciting jobs on the horizon.

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Such as University of Chester:  
<https://www.chester.ac.uk/study/undergraduate/geography-and-environment/>



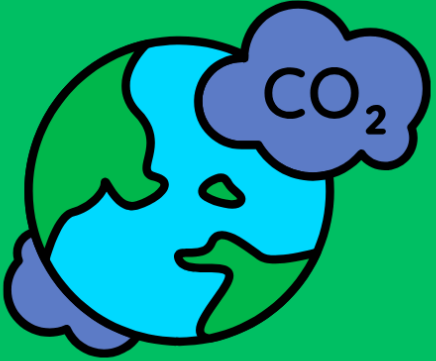
# Cheshire Decarbonisation Week

Mirroring big partner events such as [Birmingham Housing Week](#) and building on existing regional events such as [Great Big Week](#), the region could run an integrated campaign and bring stakeholders and partners together to host **Cheshire Green Revolution Week** with a series of events/talks/ interactive workshops etc., aimed at residents, school children, businesses to showcase opportunities and why the region is leading the green revolution. Sessions tailored for different LA/ postcodes.

21	HyNet
22	Uniper
23	Vertex Hydrogen
24	Merseyide Tidal Power
25	Westinghouse Nuclear Project

# GREEN REVOLUTION WEEK

JULY 21-25, 2025





# Green benefits



## Carbon savings

Content on carbon savings of individual projects, e.g., *Why Ellesmere Port can be among greenest towns in UK/ How X will save 2.5 million tonnes every year* – with input from relevant businesses/ young people/ council leads, etc.

Video content around Cheshire businesses/ residents who have also benefitted from green measures or started their Net Zero journeys – in the same vein as [this great video](#) showing how MusicMagpie achieved an annual energy savings of 67,137kWh with Green Economy support.

## In numbers

Pieces tailored by region/project on the number of jobs/tonnes of carbon saved etc. and timelines to showcase the benefits and build up excitement.

## Car blimey!

A look at environmental benefits and stats around schemes such as the Carbon Pipeline. Its pipeline will be able to transport around 4.5 million metric tons of carbon dioxide per year – the equivalent of taking hundreds of thousands of cars off the road.





## **Plugging the skills gap**

A series of videos on social media showing the possibility of reskilling in Cheshire – such as those that have done skills bootcamps.

*For example, the former factory worker who is now a BREEAM assessor.*

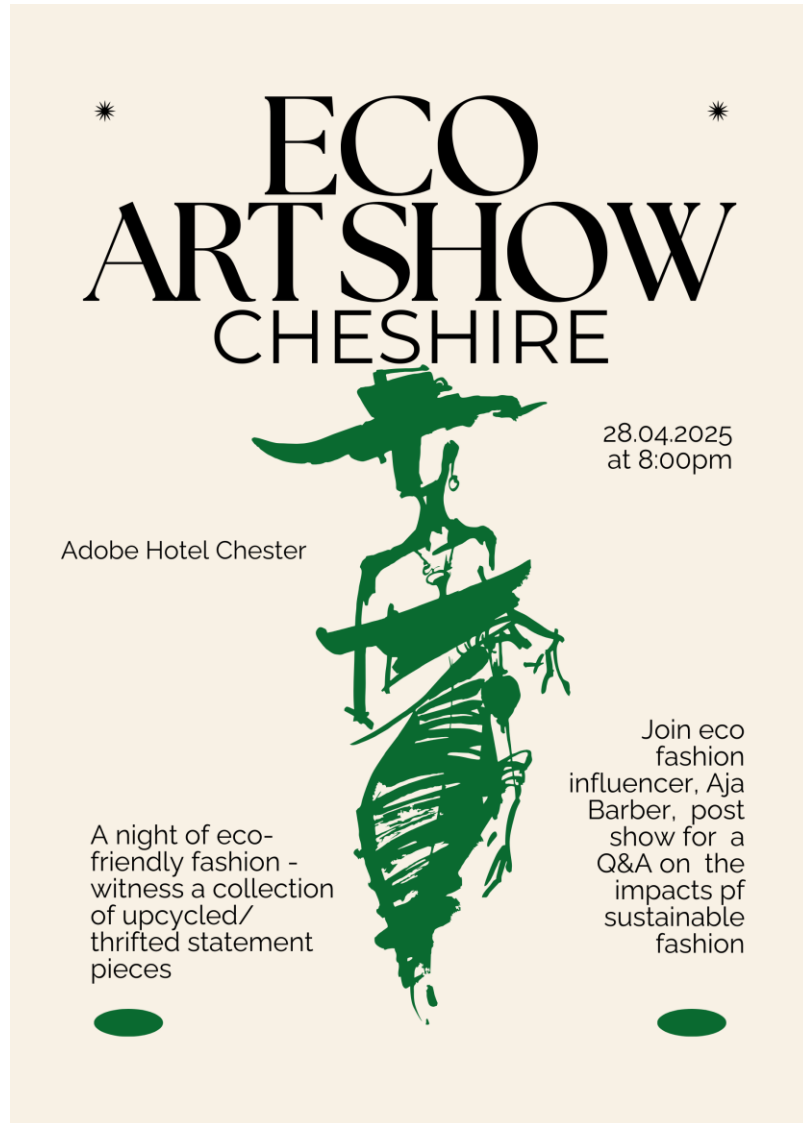
## **Industry 4.0**

Interviews with businesses such as 3D 360 in Leigh on why Industry 4.0 and rise of 3D printing/CAD will create exciting jobs and is already playing a role in region's carbon reduction ambitions.

## **Carbon neutral ambitions**

Individual profiles on workers/ businesses/ residents playing their part to help Cheshire become carbon neutral by 2045.

A piece around apprentices – *X amount of apprentice vacancies expected and how to apply*. Case studies of those with a foot in the door.



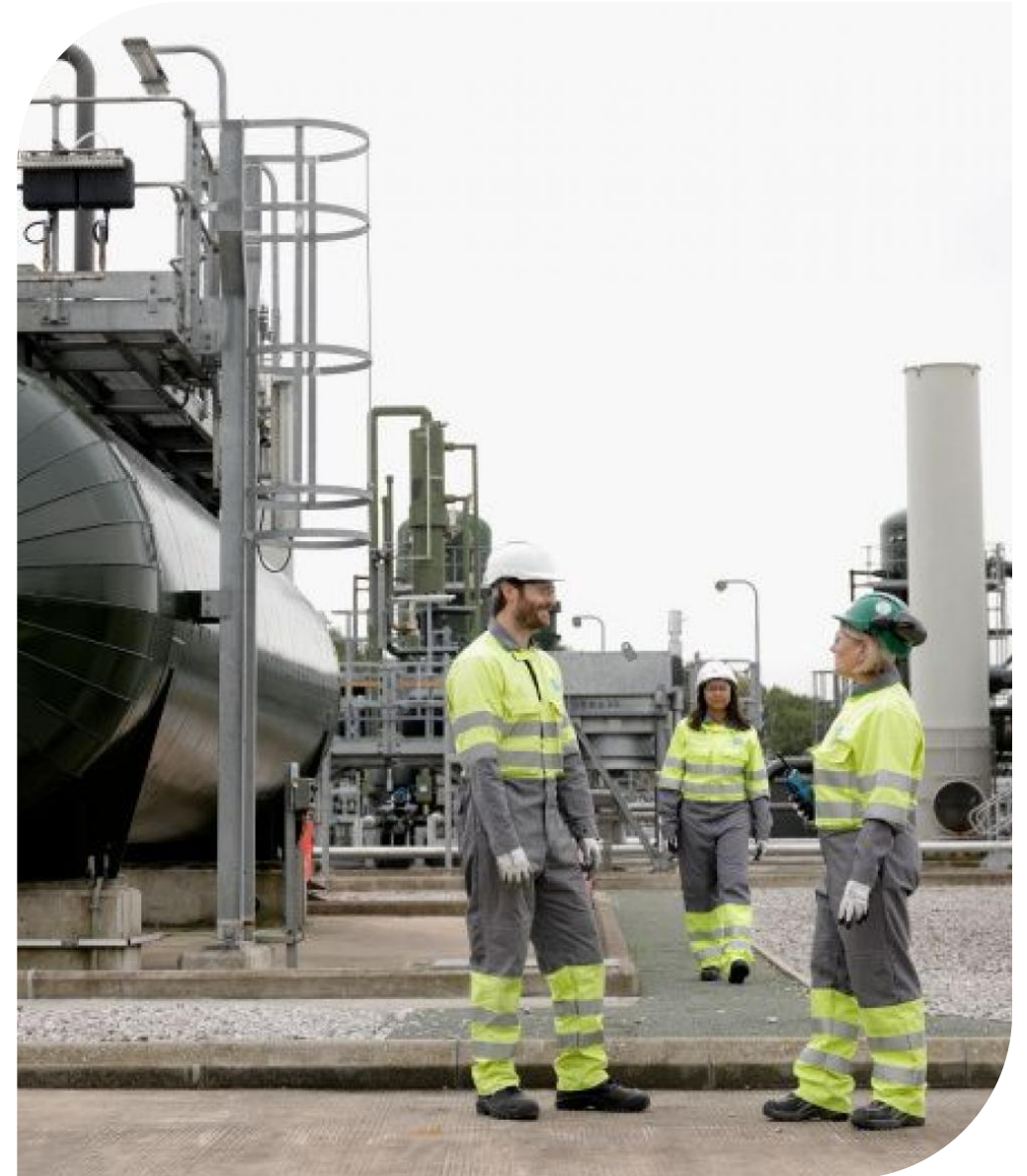
## Eco Art Show

- ❑ Invite young artists to design and create an upcycled or thrifted fashion piece.
- ❑ Collaborate with Cheshire Fashion Week to exhibit work on the runway:
- Cheshire Fashion Week 2024 Green initiative fashion shows celebrated as a success
- We're honoured to partner with... - Cheshire College - South & West
- ❑ Host a Q&A post show with leading sustainable fashion brands/ factories in LA about the link between sustainable fashion and decarbonisation efforts in Cheshire and Warrington.



# Connah's Quay Green Revolution

- ❑ Potential op-ed or social media video series on how Uniper's power plant is firing life into the area economically - done through the voice of project lead.
- ❑ Project lead explains green energy and its significance for the planet and economy and why Cheshire is the **perfect place** to lead the revolution as set out in the [Net Zero North West Cluster Plan](#).
- ❑ Can be adapted for different LAs.







# Youth Network: Meet the conservation experts

## Chester Zoo Events/ Talks

School trip to Chester Zoo with a focus on the green revolution.

An expert hosts a session on why decarbonisation is crucial for both environmental and economic reasons.

Highlight the routes to exciting green jobs on offer at the zoo.

Example of a Chester Zoo event on taking action for conservation in local green spaces: [Meet the conservation experts | Chester Zoo](#)

# Street Interviews – What is industrial decarbonisation?

A video compilation where people are stopped on the street and asked the question, "What is industrial decarbonisation?"

They will also be able to ask a question that they want answered by an expert in industrial decarbonisation.

Employees at sites such as Winsford Industrial Estate will answer the citizens' questions and highlight why the green revolution is being powered by collaborations on the science corridor.

Adapted for social media e.g., Instagram, TikTok.



For example, [Hydrogen Safe's TikTok](#), asking the people of Manchester what they know about hydrogen's role in decarbonisation.





# Thank you.

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