



Cefndir a chyd-destun

Ynglŷn â Cyfoeth Naturiol Cymru a'r weledigaeth ar y cyd

Cyfoeth Naturiol Cymru (CNC) yw'r corff a noddir gan Lywodraeth Cymru sy'n gyfrifol am yr amgylchedd naturiol yng Nghymru. Fe'i ffurfiwyd ym mis Ebrill 2013, gan gymryd cyfrifoldeb dros swyddogaethau Cyngor Cefn Gwlad Cymru, Comisiwn Coedwigaeth Cymru ac Asiantaeth yr Amgylchedd Cymru, yn ogystal â rhai o swyddogaethau Llywodraeth Cymru.

Mae rôl CNC yn un eang, o gynghorydd i Lywodraeth Cymru, diwydiant a'r sector cyhoeddus a gwirfoddol ehangach ar faterion yn ymwneud â'r amgylchedd, i orfodi rheoliadau amgylcheddol. Mae'r sefydliad yn gyfrifol am adnabod a gwarchod lleoedd pwysig, megis Safleoedd o Ddiddordeb Gwyddonol Arbennig (SoDdGA), Ardaloedd o Harddwch Naturiol Eithriadol (AHNE), gwarchodfeydd natur a choetiroedd; yn ogystal â monitro a datblygu ein dealltwriaeth o'r amgylchedd naturiol, casglu tystiolaeth a helpu sefydliadau eraill i weithredu mewn modd mwy cynaliadwy.

Yn 2018, nododd Bwrdd CNC yr angen i ddatblygu **gweledigaeth ar y cyd** ar gyfer yr amgylchedd naturiol. Ym mis Ebrill yr un flwyddyn, datganodd Llywodraeth Cymru argyfwng hinsawdd a natur, mewn ymateb i bwysau sylweddol a chynyddol a wynebier gan ein hamgylchedd naturiol, gan bwysleisio pwysigrwydd yr angen am weledigaeth o'r fath.

O ganlyniad, daeth yr uchelgais i ddatblygu gweledigaeth ar y cyd, wedi'i lywio gan drafodaeth genedlaethol yng Nghymru, a darparu cyfeiriad hirdymor ar gyfer yr amgylchedd naturiol y gall pawb weithio tuag ato gyda'i gilydd, yn un o'r ymrwymadau yng Nghynllun Corfforaethol CNC. Roedd yr ymrwymiad hwn, i hwyluso sgwrs genedlaethol a datblygu gweledigaeth ar y cyd, yn golygu helpu sefydliadau ac unigolion i weithio gyda'i gilydd a datblygu eu cynlluniau hirdymor eu hunain, lle mae'r amgylchedd naturiol yn cael ei ystyried yn llawn. Y bwriad yw y bydd y weledigaeth ar y cyd yn llywio cynlluniau hirdymor CNC ar gyfer dyfodol yr amgylchedd naturiol a rheoli adnoddau naturiol Cymru yn gynaliadwy.

Er bod CNC bob amser wedi bwriadu chwarae rôl flaenllaw yn natblygiad a gweithrediad y weledigaeth ar y cyd, yr ymrwymiad oedd i wneud hyn ar y cyd ag eraill. Roedd yn cydnabod yr angen i'r weledigaeth ar y cyd fod yn seiliedig ar dystiolaeth dda a thueddiadau, ond hefyd i ddeall ymddygiadau ac arferion presennol, yn ogystal â'r gwerthoedd a'r credoau sy'n sylfaen i'r rhain. Mae angen i'r weledigaeth ar y cyd fod yn addasol ac ni all fod yn rhy fanwl - ond bydd yn helpu i amlygu pwysigrwydd yr amgylchedd naturiol i fywydau pob dydd a'r rôl y mae angen i bawb yng Nghymru ei chwarae i helpu i wireddu'r weledigaeth ar y cyd.



Mae CNC yn bendant bod angen i'r weledigaeth ar y cyd fod yn seiliedig ar y dystiolaeth orau sydd ar gael. Mae hyn yn cynnwys ei adroddiad ei hun ar Gyflwr Adnoddau Naturiol (SoNaRR), gan ddangos yr hyn sy'n digwydd yn ein hamgylchedd naturiol nawr, rhagolygon amgylcheddol yn dangos sut y gallai'r amgylchedd naturiol newid yn y dyfodol, a senarios yn dangos sut y gall ymddygiad dynol effeithio ar y newidiadau hynny.

Llywodraethu ac amserlen y prosiect

Gan ddefnyddio'r teitl dros dro 'Gweledigaeth 2050', sefydlwyd Bwrdd Rhaglen gan CNC, gan gynnwys staff allweddol o wahanol rannau o'r sefydliad, i oruchwylio'r prosiect. Datblygodd Bwrdd y Rhaglen amserlen gychwynnol, pedair ffrwd gwaith penodol er mwyn edrych ar wahanol agweddau ar y rhaglen, a phenodwyd asiantaethau cyfathrebu ac ymchwil i symud y prosiect yn ei flaen. Yn ogystal, sefydlwyd Grŵp Cynghori annibynnol, yn cynnwys arbenigwyr o sectorau gwleidyddiaeth, academia, diwydiant a'r sector gwirfoddol, a fyddai'n cwrdd yn rheolaidd gyda thîm y prosiect a gweithredu fel clust i wrando ar syniadau, penderfyniadau allweddol a datblygiadau o fewn y rhaglen.

Wrth i'r rhaglen ddatblygu ac i effaith wirioneddol y pandemig byd-eang ddod i'r amlwg, penderfynodd Bwrdd y Rhaglen - gyda chefnogaeth y Grŵp Cynghori annibynnol - y dylid ymestyn amserlen y prosiect. Roedd hyn yn rhannol o ganlyniad i gyfyngiadau i'r gweithgareddau a oedd angen eu cyflawni a phwysau ar anodau CNC, ond yn bennaf i leihau'r risg y gallai trafodaeth bwysig ynglŷn â dyfodol yr amgylchedd naturiol gael ei fwrw i'r cysgod gan ffocws dealladwy sefydliadau sector cyhoeddus a phreifat, yn ogystal â'r cyhoedd, ar y pandemig COVID-19.

Un canlyniad i oedi'r prosiect oedd bod y cyfnod ar gyfer y sgwrs genedlaethol wedi digwydd ar ôl cyfnod allweddol ar gyfer materion a gweithredoedd amgylcheddol.

Yn ystod tymor yr Hydref 2021, lansiodd Cynllun Sero Net Cymru, cyfres o ddigwyddiadau rhanbarthol a drefnwyd i gyd-fynd â'r Uwch-gynhadledd COP26 yn Glasgow a'r ail Wythnos Hinsawdd Cymru flynyddol. Arweiniodd trafodaethau strategol rhwng Llywodraeth Cymru a CNC at ffurfioli'r gefnogaeth ar gyfer y weledigaeth ar y cyd a chytundeb y byddai'r sgwrs genedlaethol - y cam cyntaf yn natblygiad y weledigaeth - bellach yn cymryd lle yn ystod Gwanwyn 2022.



natural environment might change in the future, and scenarios illustrating how human behaviour can affect those changes.

Project governance and timeline

Using the working title '*Vision 2050*', NRW put in place a Programme Board, consisting of key staff from different areas of the organisation, to oversee the project. The Programme Board developed an initial timeline, four distinct workstreams to work on separate aspects of the programme and appointed external communications and research agencies to take the project forward. It also established an independent Advisory Group, involving experts from politics, academia, industry and the voluntary sector, which would meet regularly with the project team and act as a sounding board for ideas, key decisions and developments within the programme.

As the programme developed and the true impact of the global pandemic became apparent, the Programme Board – supported by the independent Advisory Group – made the decision to extend the timeline for the project. This was partly due to limitations to the activities that needed to be carried out and pressure on NRW resources, but mainly to reduce the risk of an important debate around the future of the natural environment becoming overshadowed by the justifiable focus of public and private sector organisations, as well as the general public, on the COVID-19 pandemic.

One outcome of the delay to the project was that the window for the national conversation now fell after a key period for environmental issues and action.

Autumn 2021 saw the launch of the Net Zero Wales Plan, followed by a series of regional events organised to coincide with the global COP26 Summit in Glasgow and the second annual Wales Climate Week. Strategic discussions between the Welsh Government and NRW resulted in the formalisation of government support of the shared vision programme and an agreement that the national conversation – phase one of the Vision development – would now take place in Spring 2022.



Introduction

This Involvement Report charts the development of the initial phase of the *Nature and Us* programme, from the early discussions around objectives and project planning, through to the results of the campaign to facilitate a national conversation about the future of the natural environment. The report provides an overview of the different research methods chosen to collect peoples' views on the future of the natural environment and, given the majority of the conversation happened online, information on the different platforms that were used to help people to get involved.

The campaign to promote the national conversation was constantly monitored and reviewed by the project team. This report provides an overview of the final campaign evaluation and performance of the various channels used to raise awareness and encourage involvement.

While this report does touch on some of the themes that emerged from the national conversation and the feedback provided by individuals and organisations, there is a separate report that provides an in-depth analysis of the research findings, available on our website www.natureandus.wales.

The final chapter of this report details some of the key learnings from the initial phase of the *Nature and Us* project and how these could be applied to future engagement. It also sets out the current thinking of the project team – at the time of writing – around the next phase of the *Nature and Us* programme. This includes a follow up phase that involves “playing back” the main findings of the national conversation to the people of Wales and the next steps towards the development of the shared vision, using the learnings from and building on the initial phase of the *Nature and Us* programme.



Objectives and targets

Background

Whilst the overarching objectives for the shared vision were clear – to get individuals, organisations and communities to work together to address the impact of the climate and nature emergencies – the project team was aware that there were likely to be a number of other objectives that would need to be met if the project is judged to be a success.

To address this, the *Nature and Us* team designed a process to identify these objectives, as well as a number of ‘pitfalls’ the vision process would need to avoid. The process included a short survey, followed by a planning and scoping workshop discussion around different objectives and issues – attended by a cross-section of individuals and with the output shared with the independent Advisory Group for their contributions.

The process revealed some strong areas of consensus, with agreement on the need for widespread collaboration, consultation and co-production; a high level of accessibility to ensure we engage widely among stakeholders and the public, as well as the view that the process was as important as the content of the final vision itself. At the end of the process, the following statements were identified, in order of strength of consensus:

OUR SHARED VISION IS...	OUR SHARED VISION ISN'T...
Developed in collaboration with stakeholders and the public	NRW's idea of how it wants the environment to look in 2050
About people and organisations and their relationship with nature	A set of targets for different environmental conditions
Informed by the best evidence	Overly scientific or statistics-led
Co-produced, through a robust engagement and consultation process, designed to build as much consensus as possible	A well-written story, full of statements that nobody would disagree with
Inspirational – it must give people hope	A gloomy picture of the future
Accessible – everyone must understand it	Too complex for any one audience group to engage with
Educational and eye-opening	Preachy or threatening
An evolving collection of information and communication	A glossy brochure that sits on the shelf
Regularly reviewed and updated	Set in stone for 30 years
Part of a much wider strategy	The answer to all our environmental problems



The start of a journey	A single campaign to change peoples' behaviour
Measured by engagement and longer-term changes in attitudes, behaviour, practices and policy making	Measured by annual progress against environmental targets
Something that everyone will be proud and excited to be a part of	A box-ticking exercise for organisations

Fig.1. Vision objectives and pitfalls, arranged by strength of consensus

Learning and research objectives

As the programme took shape and before content development for the website and survey portal got underway, the project team undertook some further work on framing the objectives. This included splitting the phase one objectives into two distinct areas; what do we want people to take away from the national conversation? (learning objectives); and what do we want to hear from the people who do take part? (research objectives).

Whilst the team did not assign levels of priority to the learning and research objectives, they were used to inform the development of content for the *Nature and Us* survey and develop the other research tools (i.e. webinars, workshops and focus groups). The objectives also informed other campaign content, such as the promotional video and online advertising.

The identified learning and research objectives for the project are outlined below:-

Nature and Us: Learning Objectives

People who participate in the national conversation should understand more about..

- What is meant by a Climate Emergency
- Why and how nature loss is happening in Wales
- Why nature loss and climate change are two related challenges
- The three biggest factors affecting climate change and nature – our energy, food and transport systems
- The various ways humans can impact on the environment and how important this relationship is
- How individual changes to lifestyle and behaviour could have a cumulative impact on the natural environment
- Examples of government policy can impact on climate change
- Examining the role of Wales in the global context of climate change



Nature and Us: Research Objectives

People who participate in the national conversation will be asked...

- What do you identify as the critical issue for the future?
- If things went well, being optimistic but realistic, what would be a desirable outcome?
- If things went wrong, what factors would you worry about?
- What do you think about different scenarios of the future?
- What are you willing to change?

Involvement objectives and targets

Whilst it was important to ensure campaign messaging reached as far as possible to audiences across Wales, there was an added emphasis on creating opportunities for individuals and organisations who have not historically been involved in debates about the environment or engaged with NRW. This report explains some of the tactics that were used in order to target and involve these audiences.

The team also put in place a number of involvement targets to apply a sense of scale to the project and help frame ongoing decision-making. These included the following:-

- A minimum of 1,000 people responding to (at least) part one of the *Nature and Us* survey
- A minimum of 300 people registered for a *Nature and Us* webinar
- A total of 120 people registered for a *Nature and Us* stakeholder workshop
- The percentage response from BAME/deprived communities to be reflective of the national population



Research methodology

Overview

As outlined previously, the national conversation undertaken as part of *Nature and Us* is the first step in developing a shared vision for the people of Wales on the future of our natural environment. The national conversation was a two-way process, with five key research objectives identified at the outset, namely:

1. What people identify as the critical, environmental issue for the future
2. If things went well, being optimistic but realistic, what would be a desirable outcome
3. If things went wrong, what factors would people worry about
4. What people think about different scenarios of the future
5. What people are willing to change

The research methods used to explore peoples' views on these questions during the national conversation included:

- Hosting a two-part, web-based *Nature and Us* survey
- Hosting a series of public webinars, in English and Welsh
- Facilitating a series of three stakeholder workshops
- Facilitating a series of public focus group discussions

Data which informed the research

This chapter sets out the data that was gathered via each of these research methods and the approach for analysing the data collected.

Web based survey (part one)

This survey asked individuals about what concerned them about the environment, what action they would like to prioritise and what changes they would like to see.

The part one survey tool asked eight questions, of which four were closed, one was open-ended and three were closed with a free text option. All free text questions had a *suggested* word limit of up to 250 words.



Web-based survey (part two)

This survey asked individuals about what concerns them about the environment, what action should be taken to help address climate change and the nature crises in Wales.

The survey tool asked ten questions, of which four were closed (two of which had an option to add an 'other' response) and four were open ended, with a *suggested* word limit of up to 250 words each.

Webinar

A series of one-hour webinars were facilitated, with pre-registered participants joining via the Nature and Us website. Webinars were offered in English and Welsh. The purpose was to introduce four future scenarios to participants to help them explore different possible futures and consider the benefits and issues associated with each one. Feedback on the scenarios, as well as two general questions, was invited through the Chat function on the portal. Webinars were free to attend but no financial incentive was offered.

The data gathered via the chat function of this webinar included:

- A list of three words per contributor per scenario, describing how they feel about each one
- Open ended text about what appeals to contributors for each scenario
- Open ended text about what concerns contributors about each scenario
- Contributors' views about the most important action that Wales needs to take to protect its environment
- Action which contributors intend to make personally to protect the environment.

Stakeholder workshops

A series of two hour workshops were facilitated. The purpose of the workshops was to introduce and gather feedback on four future scenarios and to generate ideas for the shared vision for the natural environment in Wales.

Each workshop catered for approximately 40 participants, who were split into five breakout groups for the individual discussion sessions, based on the type of organisation they represented. Each discussion group had a separate facilitator and scribe. There was a Welsh speaking facilitator in every workshop to allow those who wished to contribute in Welsh to do so. Participants were invited by email to register for one of three workshop dates, with the respondent pools gathered from those who responded. No incentive was offered to attend the workshops.



The data gathered via verbal discussion and written exercises within the stakeholder workshops included:

- Verbal contribution on the strengths of each of the four scenarios
- Verbal contribution on the elements of each scenario which concerns contributors the most
- Tweets from 2031 which contributors composed within small group discussions setting out an achievement that has helped Wales to protect its natural environment.
- Postcards from the future in 30 years' time which contributors composed within small group discussions setting out one piece of advice about how our current relationship with the natural environment needs to change.
- Verbal contribution setting out ideas for the shared vision for Wales and our natural environment.
- Verbal contribution setting out actions which individuals, organisations and governments should take.

Public focus group discussions

A series of virtual focus groups were held with members of the public who had registered and volunteered via the *Nature and Us* website. Focus groups were offered in English and Welsh, with recruitment for each group based on the regions that volunteers lived. Focus groups adopted the '3 Horizons' technique and no incentive was offered to take part.

The data gathered via verbal discussions and interactive exercises included views on:

- The current position and what needs to change about the current environment
- How the natural environment in Wales should look like in the future
- What needs to be included/avoided within a shared vision for the natural environment
- How should this future vision be achieved
- What action needs to be taken to achieve this future vision, including personal commitments.

Use of future scenario videos (workshops and webinars)

In order to explore the fourth research objective - *What do you think about different scenarios of the future?* – the *Nature and Us* team undertook to develop a series of videos that described different possible futures. The videos explored how different political and economic decisions and conditions could shape the way people in Wales lived, as well as the impact they could have on the natural environment.



The videos were inspired by the work of the UK National Ecosystem Assessment, which was reviewed and updated for 2021 and the *Nature and Us* campaign. Four videos were produced, as English and Welsh language versions, with no titles or anything to indicate political alignment or preference of one over another. Although the scenarios were informed by scientific evidence and addressed some complex areas, care was taken to make the language and the subject matter as accessible and easy to understand as possible.

All four were played to participants in the webinars and stakeholder workshops and used as a means of stimulating discussion. Hosts and facilitators stressed that no individual scenario was *right* or *wrong* and asked participants for both emotional reactions, as well as considered comments around which groups and individuals within our society they felt would benefit or lose out as a consequence of each scenario.



Virtual involvement platforms

Given the challenges presented by COVID-19 restrictions when the project was launched, a decision was taken early on to conduct the bulk of the *Nature and Us* involvement activity online. This was partly due to safety concerns but there was also an acknowledgement that virtual engagement was essential in order to achieve the volume of responses required as part of the national conversation.

Following initial research and discussions within the project team and wider input across NRW, a number of software platforms were selected in order to conduct the national conversation:-

Eventscase

This bi-lingual, online events portal was used to provide visitors with an overview of the project and allow them to register for a webinar, express interest in attending a focus group and/or follow a link to take part in an online survey (see below). The portal that was created is referred to in this report as the *Nature and Us Website*.

The website also included an option to upload a creative response to the question ‘What future do you want for our natural environment?’ in the form of a letter, poem, picture or video, via an informal *Share my vision* page.

People representing an organisation could enter their details and use the website to access the *Nature and Us Stakeholder Toolkit*, which included a range of different resources that enabled third parties to promote the project and encourage people within their networks to take part.

Eventscase was also used to conduct the *Nature and Us* webinars themselves. Registered users received reminders to log back into the portal at the date and time of the webinar they had booked, in order to watch the live presentation and videos and participate in the real time discussion via the portal’s chat function.

Citizen Space

NRW uses bi-lingual online survey platform, *Citizen Space*, to manage all its public and stakeholder consultations around issues connected with the environment in Wales. The *Nature and Us* survey was designed in two parts, an initial, basic questionnaire that took a few minutes to complete, followed by a more detailed section that explored other aspects of peoples’ relationship with nature and views about the future.



Promoting the national conversation

In order to promote the national conversation, Freshwater worked closely with the project's Communications and Stakeholder Involvement workstreams in order to develop a pan-Wales PR and marketing strategy and programme to raise awareness and encourage participation in the national conversation.

The strategy involved an integrated approach to communications but with a significant focus on digital channels in order to drive traffic to the online portal. Channel selection and audience targeting was designed to ensure our message reached across Wales but also into specific communities, including those who do not typically engage in discussions about the natural environment. The final strategy was influenced by a range of factors, including the overall project objectives and targets, behavioural insight relating to audiences on environmental issues, experience of running similar campaigns in the past, input from across NRW and the independent advisory group, and the cost-effective use of the project budget.

Naming and branding

One of the early tasks for the project team, supported by the Programme Board and Advisory Group, was to develop a distinct identity for the programme. The identity needed to capture the collaborative nature of the project, appeal to a wide-ranging audience and re-enforce the aims and objectives of the shared vision. The creative process, which involved a phase of testing amongst various audiences, also revealed potential issues around specific date monikers (ie. a '2050 Vision' could invite complacency or a lack of urgency) and pointed towards an initial focus on 'listening' to people, rather than 'judging or preaching' about the need to change their behaviour.

While NRW was keen to present the initiative as a collaboration between many different organisations, it remained the main custodian, facilitator and, from a public and media perspective, a key spokesperson for the project. These factors, along with the fact that *Nature and Us* was being introduced for the first time and needed to 'hit the ground running' in terms of generating awareness and support, informed the creative brief for the brand identity. As such, the core 'logo' and promotional materials shared the same fonts and colourways as the NRW brand.

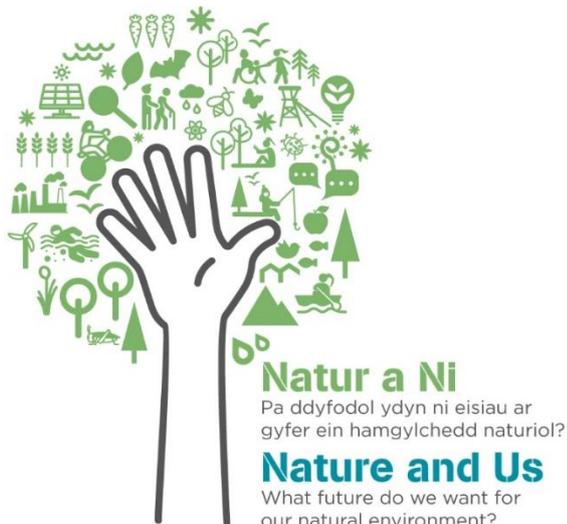


Fig. 2. The *Nature and Us / Natur a Ni* identity was developed to be inclusive, encourage participation in the national conversation and reinforce the link between society and the natural environment

Stakeholder involvement

NRW and Freshwater worked together to create a database of third party organisations with the potential to support the campaign and influence people within their networks to take part. Work on the database started many months before launch, with NRW starting with those organisations it already engages with around environmental issues, before identifying areas in which the database could be developed and strengthened.

Staff working in various NRW departments and as part of different regional teams across the country were contacted and encouraged to put forward contacts for the stakeholder database. Following a gap analysis, additional data for stakeholders from a range of sectors was also acquired in order to supplement existing contacts. Particular emphasis was placed on ensuring that stakeholder organisations already working with communities that have traditionally not been involved in debates and discussions about the natural environment were included on the stakeholder database and prioritised for communication.

At the time of launch, the *Nature and Us* stakeholder database contained some 2,444 individual contacts.

As the stakeholder database was being finalised, work began on creating a [communications toolkit](#) that could be shared with these organisations in order to provide them with the materials they needed to help promote the national conversation. A number of key stakeholders were identified and prioritised for early engagement and given a



presentation in advance of the toolkit being available, with the main stakeholder list emailed a week before the launch of the national conversation.

Although email was the main channel used for stakeholder engagement, there was also a concerted effort to engage key stakeholders via social media, tagging key accounts and encouraging use of the campaign hashtags #NatureandUs/#NaturaNi, as well as through the personal and professional networks of NRW staff – including a number of individuals who were identified as *Nature and Us* ‘Champions’.

Digital marketing

A digital campaign was planned and executed for the duration of the national conversation, which ran for 10 weeks, from 17th February to 28th April 2022. Google Display Network (GDN) and Facebook were selected as the two main advertising platforms, with a range of ad executions designed to appeal to different target audiences. YouTube was also used as a supporting channel, making use of the Nature and Us promotional video over the initial weeks, swapped out with a video message from one of the Nature and Us ambassadors and a footage of Welsh children talking about their hopes for the future, later in the campaign.



Fig.3. A sample of the digital adverts used to promote the Nature and Us campaign.



The *Nature and Us* team also reached out to a number of online influencers based in Wales, with large followings on social media and who had previously shared content about environmental issues. These individuals were encouraged to become 'unofficial' ambassadors for the campaign by sharing content on their channels. One of these influencers, Game of Thrones star Iwan Rheon, retweeted a video by Iolo Williams to his 250,000+ followers during the campaign.

PR and media

The *Nature and Us* team held a briefing with invited Welsh media in advance of the launch of the national conversation, with speakers from Natural Resources Wales and Local Nature Partnerships Cymru, together with *Nature and Us* ambassador Richard Parks. A launch release was issued under embargo for 17th February, when a formal launch event was held at Ysgol Y Wern primary school in Cardiff. Once the national conversation was under way, follow up interviews were held with several media outlets across Wales.

Campaign management and reporting

Once the national conversation was live, the *Nature and Us* project team replaced its workstream meetings, held during the planning phase, with a weekly 'huddle', attended virtually by several members of the project team. Freshwater staff were joined by research agency OB3 on a number of these huddles, as the dates of the involvement events drew closer.

An online campaign dashboard was created using Google Datastudio to track the performance of the digital campaign and review a range of different aspects of the response. The majority of stats in the dashboard updated in real time, providing members of the project team with the ability to log on and review the key stats at any time. Some of the data, such as survey completions and audience demographics, media coverage and stakeholder email responses, were updated manually in advance of the weekly huddles.

Decisions around the weighting, targeting and creatives/messaging used in the digital advertising, upweighting of stakeholder engagement in specific regions and the scheduling of focus groups were all made following a full review of the dashboard. In the main, this centred around the demographic breakdowns provided within the survey responses, which provided the project team with a detailed picture of the audience that was responding to the campaign. As the national conversation unfolded, the team agreed to upweight adverts targeted at people aged 34 and under and introduced additional video content and outreach activity designed to appeal to members of the black, Asian and minority ethnic communities.



Campaign evaluation

Overview

This section of the report outlines the impact and outcomes of the campaign to promote the national conversation and drive traffic to the *Nature and Us* web portal. It covers the work that was done to engage and involve stakeholders in Wales, to raise awareness of the national conversation within communities across the country and encourage those audiences who have not historically engaged in discussions about environmental issues – including people from disadvantaged and BAME communities.

A summary of the campaign performance is provided below, by channel / activity:-

Stakeholder involvement

A combination of email shots and direct contact from colleagues at NRW were used to encourage stakeholders to log onto the *Nature and Us* portal to access the stakeholder toolkit and the various materials that were produced to enable them to promote the national conversation. By the end of the 10-week conversation, the toolkit page was accessed a total of 1,905 times, with 350 people from 227 different organisations completing a toolkit download registration.

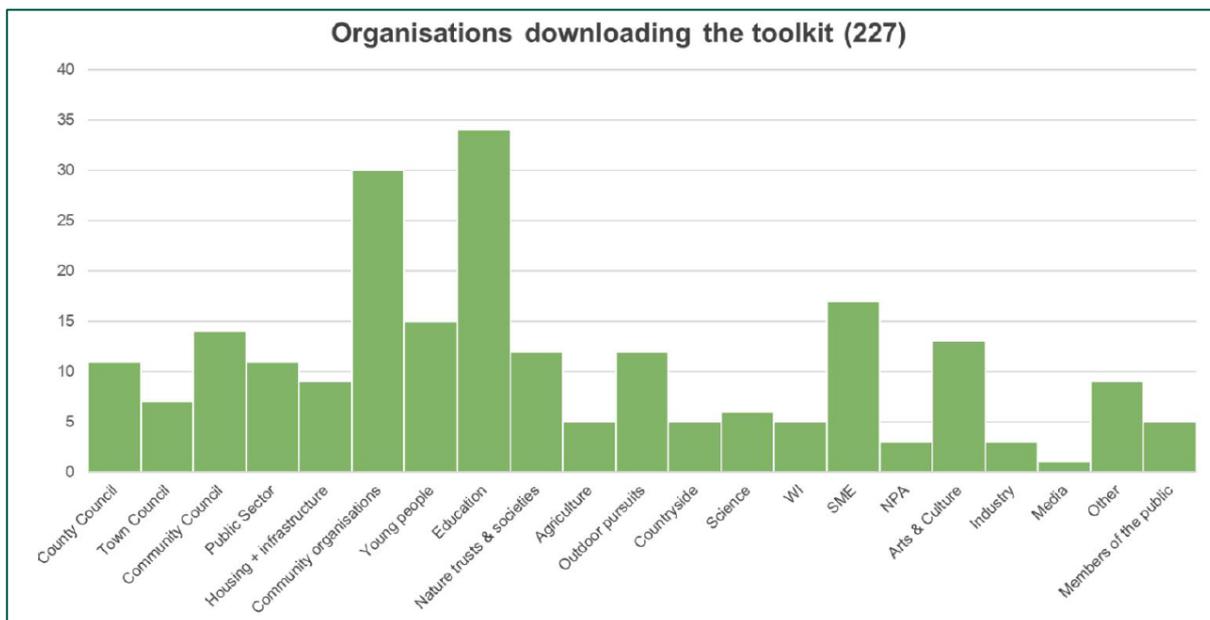


Fig.4. Organisations downloading the *Nature and Us* toolkit by sector

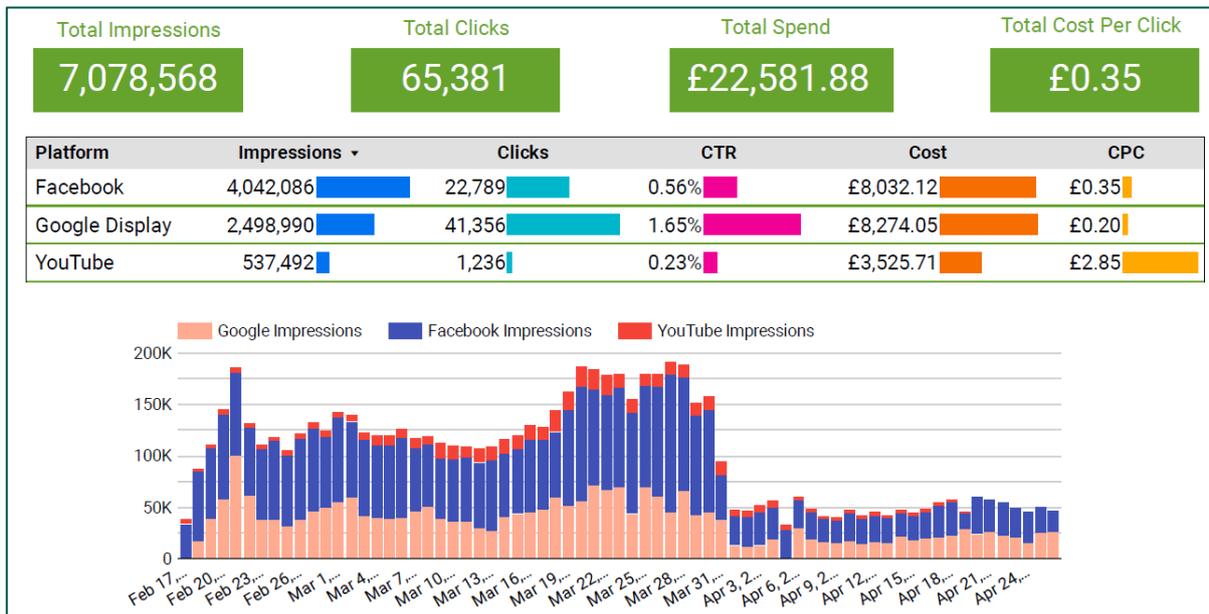


Fig.5.Digital advertising performance by channel

Facebook

- 22,789 clicks on adverts at a cost per click of £0.35, which is significantly lower than the channel average of £1.01.
- 0.56% click through rate, which is below the channel average of 0.90, but anticipated due to an unknown brand/campaign and the broad nature of some of the targeting.
- Through tracking its performance daily, the CTR started out a lot higher and decreased once the youth audience was introduced and the other audiences paused. This is likely because younger people are less engaged with Facebook compared to other channels.
- Adverts received a total of 3,661 reactions on Facebook with 97% of the reactions being positive labelled as 'like', 'love', or 'wow' – all of which should be perceived as positive reactions. There were 32 ads in total, so on average there were 112 reactions per advert.

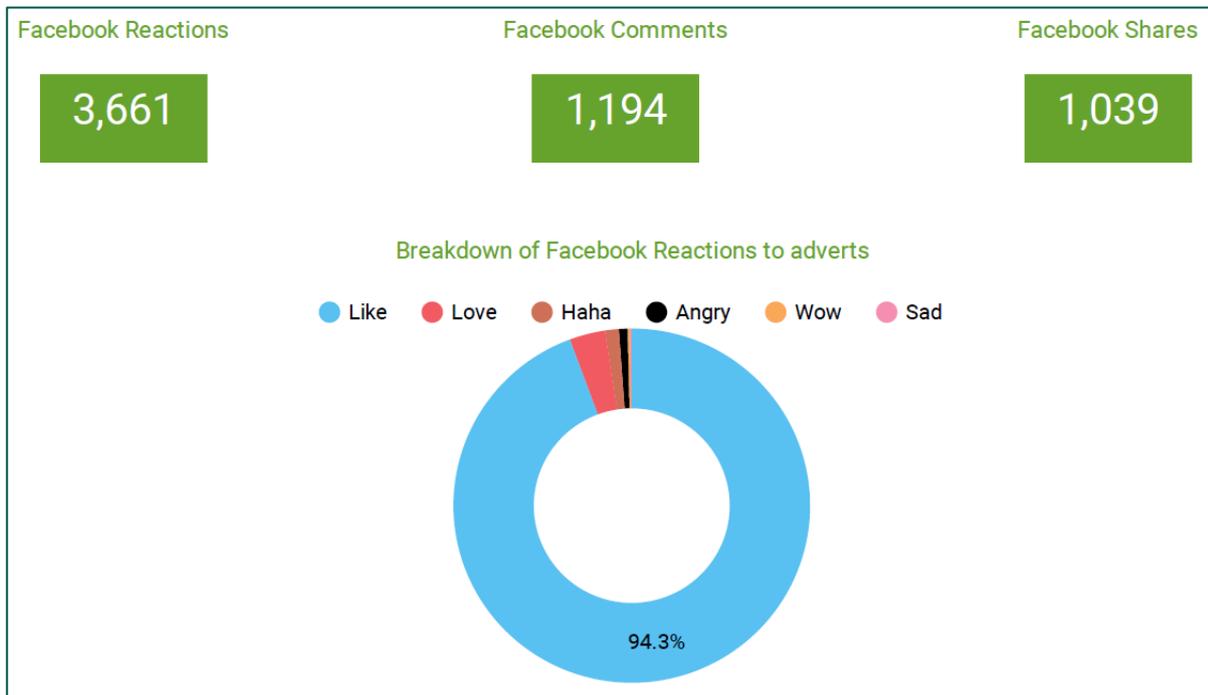


Fig.6. Overview of reactions, comments and shares on Facebook advertising posts

- There were 1,194 total comments and 1,039 total shares across all adverts. Over 1000 shares of the adverts shows excellent engagement and delivered valuable amplification of the campaign messages from both individual and group Facebook accounts.
- When combined with the overwhelmingly positive reaction totals, it is clear that audiences responded well to campaign’s messaging and content.
- The adverts were mainly interacted with by an older audience. Of those clicking the links on the adverts, 39% were from people aged 65+, followed by those aged 55-64 at 19%, 12% were aged 45-54, 17% aged 25-34, 9% aged 35-44, 4% aged 18-24 and less than 1% were aged 13-17.
- There was an almost exactly equal split between men and women clicking on the adverts.
- The best performing advert based on the click-through-rate (CTR) and cost per click (CPC) was the Iolo Williams video message, that was targeted towards all people living in Wales (1% CTR and £0.18 CPC).
- The advert that received the most clicks throughout the campaign (6,833) was the static advert targeted towards all people living in Wales that speak English. The advert creative featured a beach and the copy ‘What future do you want for Wales’ natural environment?’



- The most effective format was animated adverts, with the top three CTR for adverts being videos. The first video (lolo) with a 1% CTR, and third video (original promotional) with a 0.94% CTR being targeted towards all people living in Wales and the second video (original promotional) with a 0.95% CTR targeting the youth audience.
- The audiences in order of best CTR were:
 - Outdoor enthusiasts (0.83%)
 - Deprived areas (0.69%)
 - People living in Wales (0.63%)
 - Welsh language outdoor enthusiasts (0.55%)
 - Welsh language people living in Wales (0.39%)
 - Youth (0.38%)
 - Welsh language youth (0.19%)

Google Display Network (GDN)

- 41,356 clicks on adverts at a cost per click of £0.20, which is significantly lower than the channel average of £1.73.
- 1.65% click through rate (CTR), which is well above the channel average of 0.47%.
- Throughout the campaign the CTR was consistently over 1% and was the most engaged with when the youth audience was active.
- Of those clicking on the adverts, 36% were aged 25-34, 18% were aged 18-24, 18% were from people with an unknown age, 9% aged 35-44, 8% aged 65+, 6% were aged 55-64 and 5% were aged 45-54. Out of the three channels, the youth audience was most engaged with GDN.
- 58% of clicks came from females, 42% from males. This bias towards female respondents was in contrast to Facebook, which had an almost equal weighting.
- The audience that received the highest CTR was the youth group (2.21%), followed by people living in deprived areas (1.6%), then outdoor enthusiasts (1.53%) and all people living in Wales (1.47%).
- The best performing headline was 'Nature and Us - have your say' and the best performing description was 'Help us decide what path Wales takes towards a more sustainable future'.



YouTube

- 1,236 clicks on adverts at a cost per click of £2.85, which is higher than the channel average of £0.36. However, the cost per view (CPV) was equal to the channel average at £0.02.
- 0.23% click through rate, which is lower than the channel average for all campaigns of 0.65%, but well above the 0.07% for campaigns run by a government body.
- During the campaign, the CTR varied daily for YouTube and no significant pattern was identified related to the targeting of different audience groups.
- Of those clicking on the links to the adverts, 22% were from people with an unknown age, 19% were aged 25-34, 14% aged 18-24, 13% aged 35-44, 12% aged 65+, 10% aged 45-54 and 10% were aged 55-64.
- 32% of clicks came from females, 44% from males and 24% were users with an unknown gender.
- The audience that received the highest CTR was the all people living in Wales group (0.24%), followed by the youth and outdoor enthusiasts groups which each had a CTR of 0.22%
- The same animated asset was used for all audiences, but the all Wales group had an additional video asset which was the lola video that was uploaded a month after the other campaign video. This ad performed the best on YouTube in terms of CTR (0.54%) The ad produced 284 clicks (41% of the all Wales audience overall clicks).

WalesOnline advertorial

The digital package secured with WalesOnline included one sponsored news article, along with a number of associated elements designed to drive traffic to the content. The article itself was developed in conjunction with the editorial team and focused on the involvement of Nature and Us ambassador, Richard Parks, and his assertion that “nature saved my life”. It received over 2,300 views over the duration of the campaign.

Supporting activity included boosted Facebook posts from WalesOnline’s partner page, adverts on Google Display Network (GDN) and two ‘Newsjacks’ (article links inserted into other relevant news stories on WalesOnline) and links that appeared in WalesOnline’s ‘In Your Area’ app. This activity drove clicks through to the article, as shown in the table below.

ACTIVITY	Reach (impressions)	Clicks
Boosted Facebook posts	185,418	554
GDN adverts	185,945	1,425
Newsjacks	20,500	n/a
In Your Area App	3,298	19



Nature and Us website traffic

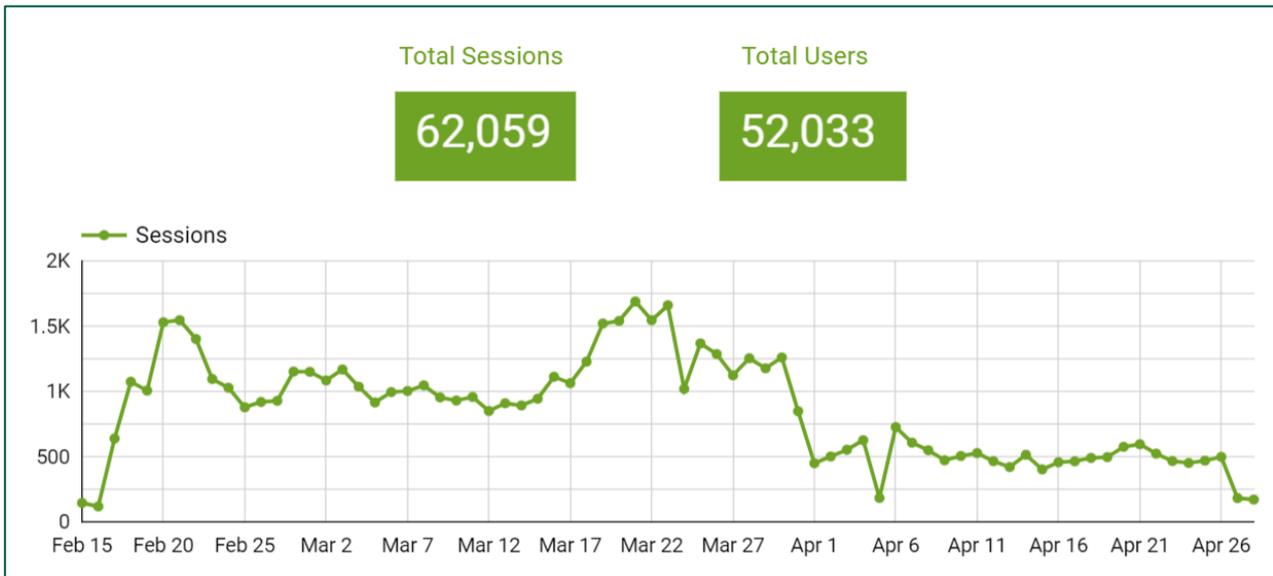


Fig.7. Timeline of visits to the Nature and Us website

National Webinars – registration and attendance figures

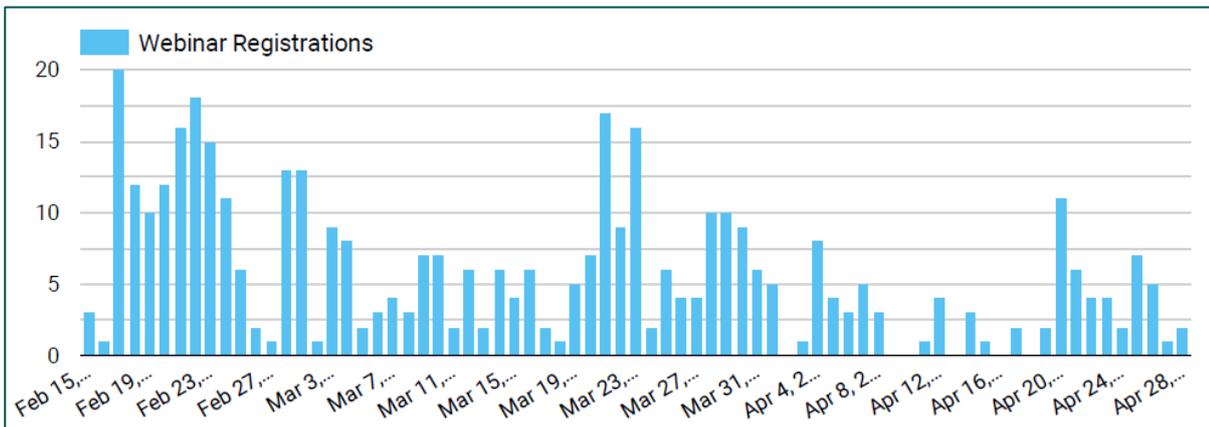


Fig.8. Timeline of webinar registrations and, below, final registration and attendance figures



Webinar	Registered	Attended ▾
27 April (ENG)	144	57
23 March (ENG)	109	57
29 March (ENG)	90	32
28 April (ENG)	52	27
30 March (CYM)	13	8
5 April (CYM)	11	5

Nature and Us Workshop and Focus Groups: registration/attendance figures



Fig.9. Registration (English/Welsh) and attendance figures for focus groups and workshops



Fig.11 below, shows survey completion rates and provides some additional information about this audience. However, more detailed analysis of the audience breakdown is provided within the Phase One Research Report.

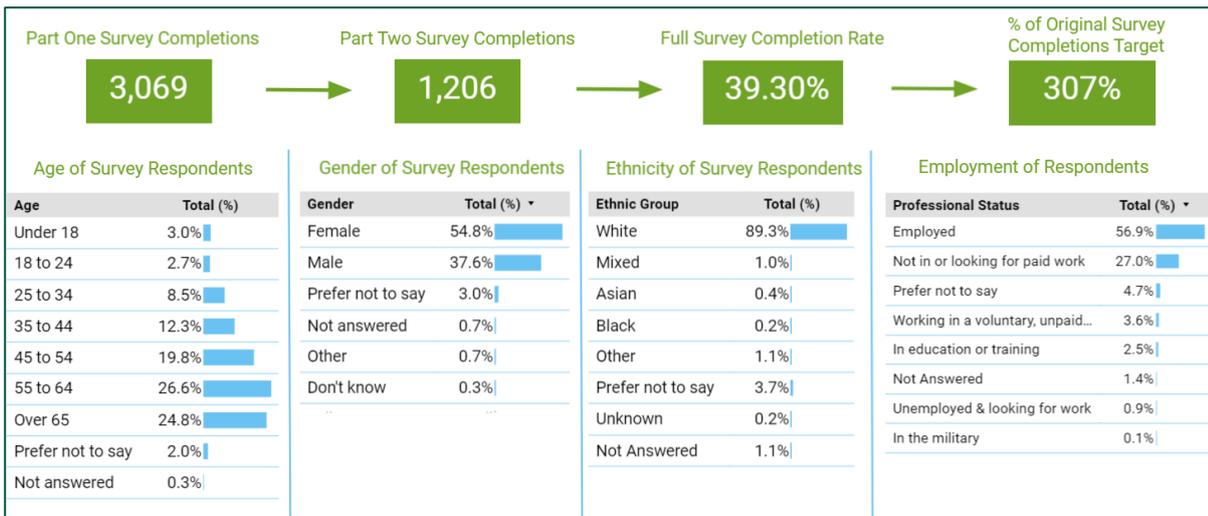
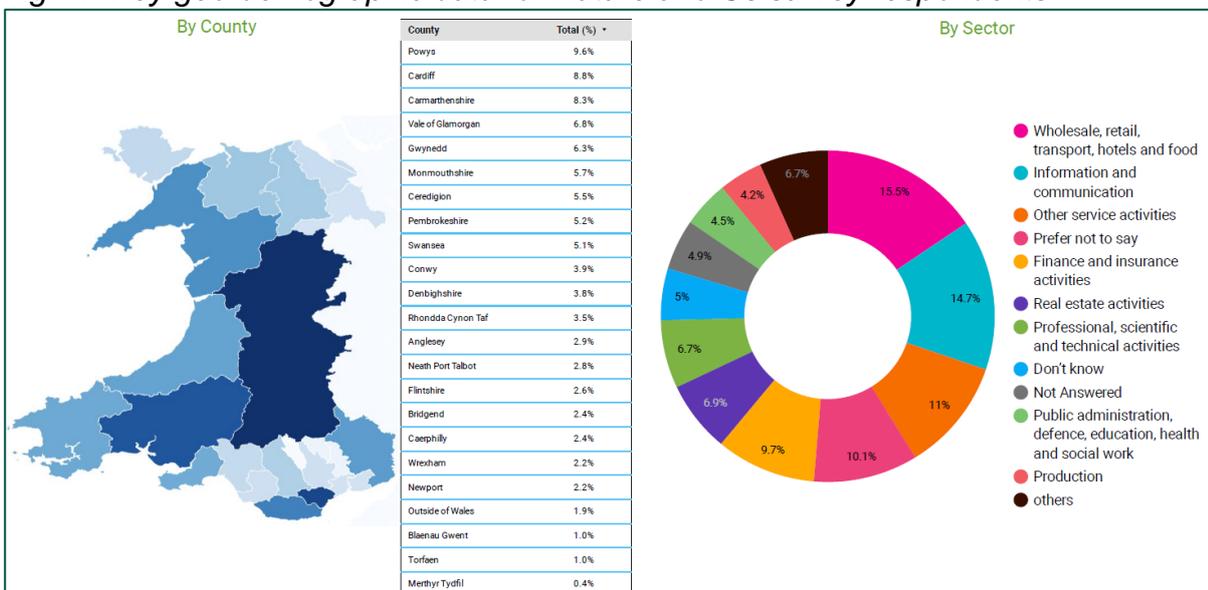


Fig.11. Key geo-demographic data for Nature and Us survey respondents





Summary of research findings

This brief summary sets out the key findings of the national conversation, conducted between February and May 2022. It draws upon the views of 3,069 survey respondents, 68 focus group participants, 126 workshop attendees and 186 webinar participants.

What are people concerned about and what are the critical issues for the future?

The national conversation suggested that most people are concerned about the natural environment. Most survey respondents thought that climate change (89%) and the nature crises (91%) are global emergencies.

Survey respondents were most concerned about three key issues:

- Concern 1: decline or extinction of animal and plant life
- Concern 2: climate change
- Concern 3: pollution of rivers, lakes, and ground water.

Survey respondents were also concerned about building on green and natural spaces, plastic pollution, and the pollution of the sea. In terms of the impact on life, family, and homes, the top three concerns conveyed by survey respondents were the destruction of nature, species, and habitats; extreme weather events; and pollution. People often reported multi-layered concerns and were concerned about all or most elements of climate change and the natural environment.

The issues that most concerned individuals who participated in focus group discussions related to biodiversity loss; climate change and carbon dioxide emissions; the disconnect between policy and practice and a lack of joined up and long-term holistic thinking; the disconnect between people and the environment and a lack of understanding about environmental issues; land use and land management; water and air pollution, planning and housing development; travel and sustainable transport and dependency on cars; consumerism and the focus on economic growth.

What would be a desirable outcome?

Contributors offered vivid and heartening visions for the future, with common survey responses falling within five themes:

- Outcome 1: people adopt greener, transformed lifestyles



- Outcome 2: increased presence and accessibility of green spaces
- Outcome 3: localism and community management of natural resources
- Outcome 4: increased protection of species and wildlife
- Outcome 5: transformation of public transport and expansion of active travel.

A further seven 'themes' were identified via the national conversation as being important elements of the future people wanted to see. These were:

- sustainable land management and regenerative agriculture
- cleaner waters – rivers, lakes and seas, and better marine management
- greater use of renewable energy
- less or no plastic use, improved recycling and reuse rates, and less waste
- clean air, less pollution of all kinds, no pesticide use, and no sewerage discharge
- more trees and forests, and better, more appropriate woodland management
- sustainable homes and buildings.

What action should be taken?

During the national conversation people felt that more action is required as a matter of urgency to tackle the issues facing the natural environment. The top 10 areas for action should be:

- Action 1: less waste, more recycling and reuse, less or no plastic, and less litter
- Action 2: progress on green energy and other energy issues
- Action 3: more done to protect species, nature, and habitats to enable better biodiversity
- Action 4: encourage and sustain healthier lifestyles through a circular economy, more nature-focused lives, better education about the environment, less materialism and sustainable diets
- Action 5: more sustainable and diverse land use, and more sustainable farming practices
- Action 6: improved and varied sustainable public transport, better roads, more active travel



- Action 7: more localised solutions such as local food growing, work from home, self-sufficiency, more local initiatives, and communities working together, and less imports
- Action 8: less pollution of all kinds, less pesticide use and less slurry
- Action 9: improving rivers, seas and lakes, better marine management, fishing sustainably, addressing coastal erosion, flood management and saving water
- Action 10: more enforcement and action, better funding and legislation, co-working, better or different government and planning policies, more campaigns.

Focus group and workshop participants highlighted the importance of adopting the following methods and approaches for delivering these priority actions:

- Theme 1: Funding and resourcing
- Theme 2: Legislation and political support
- Theme 3: Education, carbon literacy, encouraging positive behaviours and harnessing public support
- Theme 4: Sustainable management of natural resources approaches
- Theme 5: Collaboration, sharing good practice and celebrating success.



Key learnings and next steps

Introduction

It is hoped that key learnings from the first phase of the *Nature and Us* campaign can not only be used to inform the development of further phases, but also be shared with stakeholders and other organisations with an interest in undertaking further engagement activity to help tackle the climate and nature emergencies.

Similarly, the final section of this report also provides some insight into the proposed next steps for the Nature and Us project. These next steps represent the intentions of the *Nature and Us* project team at the time of writing, however, as a collaborative project that involves NRW working in conjunction with a range of different organisations, the objectives and outputs associated with the project remain under review and will constantly evolve as the initiative gathers pace.

For the purposes of this Involvement Report, we have broken down our key learnings into two areas:

- Learnings from the campaign to raise awareness and involvement in the first phase of the *Nature and Us* project
- Learnings from the research findings, following the national conversation

Key learnings – campaign evaluation

CHANNEL	USERS	% of audience
Google Display Network (paid)	31,124	60%
Facebook/Instagram (paid)	13,466	26%
Facebook/Twitter/Instagram (organic)	3,360	6%
Email	1,506	3%
Website referral	748	1%
Youtube (paid)	232	0.4%
Organic (search)	216	0.4%
Unclassified	1,634	3%

- As shown above, digital advertising proved by far the most effective method of driving visitor numbers to the *Nature and Us* website, with GDN and Facebook delivering 86% of all users to the website. However, a significant contribution was also made by referrals from social media (6%) and email marketing (3%).



- Facebook was a valuable platform for reaching a wide spread of people and proved to be effective at receiving engagement from an older audience. Engagement metrics on Facebook, including a 97% positive ‘reaction’ rate and over 1000 organic shares, demonstrated that the campaign’s content and messaging was extremely well received by audiences.
- Google Display Network (GDN) also reached a high volume of users, but proved to be more successful at achieving link clicks from a younger audience. The campaign on GDN received a higher click through rate (CTR) than the other channels and its own channel average. It also achieved the lowest cost per click and was therefore the most cost-effective channel overall.
- It was clear that the rate at which people completed surveys was much higher from traffic that originated from Facebook but most clicks on GDN (the largest traffic driver) came from younger audiences. The table below shows that digital advertising targeted at people under 34 delivered 23% of all users to the website, however the same audience only accounted for 14.2% of all survey completions.

CAMPAIGN CODE (Top 5)	USERS	%
All Wales 16+	26,707	51%
Youth (<34 years)	11,858	23%
Outdoor enthusiasts	6,692	13%
C2DE postcodes	3,658	7%
Non-advertising codes	3,304	6%

- A greater proportion of female users clicked ads on GDN (58% female) compared to Facebook (50% female). Although the Facebook audience was more likely to go on and complete a survey, the percentage of responses from female users remained higher at 57%.
- Digital advertising was also targeted towards the more deprived communities in Wales. Adverts aimed at the 20 most deprived postcodes in Wales were responsible for driving 7% of all users to the website.
- Ads that featured video content proved to be consistently high-performing in terms of both engagement and CTR. Videos should be a central part of any future online advertising campaigns for NRW, regardless of platform.
- Other digital channels, including sponsored content on popular news sites such as WalesOnline, did not perform anywhere near as well as the core channels in terms of reach, click-through or cost. For example, the WalesOnline partnership delivered a cost-per-click value of £31.94*, compared to £2.85 on Youtube and an average of



£0.35 across all paid digital advertising. *NB: this value was calculated using Google Analytics tracking, which users of WalesOnline can choose to opt out of.

- Three main conclusions can be drawn from the digital campaign evaluation:
 - Older females are more likely to complete online surveys about nature and the environment than younger males, when paid adverts are the main mechanism to drive users.
 - Facebook should be used in conjunction with GDN in future online advertising campaigns, since the latter can act as a cost-efficient traffic driver, while the former results in a higher conversion and engagement rate.
 - If responses from young people are important for future online campaigns, the use of Facebook and GDN could be supplemented with more-youth oriented platforms such as TikTok or Snapchat. This would require more emphasis on video content, particularly short and snappy video variations (including 6 seconds or less). A young people/children's version of the survey could be made available to improve conversion of initial interest into responses by young people.
- Engaging with stakeholders and encouraging them to share information about the campaign proved to be a cost-effective addition, with 227 named organisations actively engaging by downloading the stakeholder toolkit. While many of these organisations were already known to NRW, a number of new organisations came forward, creating opportunities for new relationships to be fostered. These organisations shared *Nature and Us* toolkit content on their own website, Facebook or Twitter at least 80 times.
- Whilst it is difficult to find evidence to fully back up the decision to use of celebrity ambassadors as part of the campaign, their involvement did capture the attention of the media and boosted organic social media content and reach. The decision to engage with online influencers via organic social media, rather than through paid collaborations, was justified purely through a single share by Game of Thrones star Iwan Rheon, which reached over 250,000 followers. A total of 41 individuals/organisations proactively shared social content containing the campaign hashtags over the 10 weeks, while many others shared content posted by NRW.
- Media interest in the campaign/project was mainly limited to national (Welsh) media but didn't extend far beyond the initial launch of the conversation. The formal launch did attract a number of media outlets and generated a significant amount of the coverage.



Key learnings – research findings

This chapter sets out the findings of the survey in relation to good practice ideas and policies from other countries, as well as responses about a positive experience of taking action for the natural environment.

Learning from elsewhere

Surveyed respondents felt Wales already has some good policies in place, such as the Wellbeing of Future Generations Act, domestic recycling policies and local initiatives. However, a total of 518 responses mentioned a particular place that Wales could learn from, covering a total of 89 different locations, countries, or cultures.

Of the 89 different locations and cultures mentioned, the most cited were the Netherlands, Germany, Costa Rica, Scandinavia, France, and the USA, in that order. These learnings can be summarised under five main themes:-

Theme 1: Public transport

Policies such as cheap, free, or subsidised public transport; better integrated public transport; better walking and cycling paths; fewer flights; more ferry services and easier active travel; more electric vehicle charging points; more park and ride opportunities and greater use of train for freight. France banning short-haul flight journeys which can be made in 2.5 hours by train.

Theme 2: Recycling and use of plastics

The second most common theme raised by survey respondents related to recycling and the need for it to better implemented, become mandatory and to introduce a ban on all plastics.

Theme 3: Renewable energy

Eliminating fossil fuel and adopting more innovative and appropriate renewable energy was the third most cited theme. Examples from other countries included community energy schemes, anaerobic digesters to create energy from waste, state controlled resources giving profits to back to the country and towns powered by local waste. Hydropower was mentioned as well as reduced investment in fossil fuels, as well as nuclear plants and fracking.



Theme 4: Green spaces

The fourth theme mentioned by survey respondents covered examples of better use of green spaces, more urban planting, more trees, and better forestation policies. Better management of national parks, greener cities, rewilding, and the restoration of peatland were all cited as good practice examples from elsewhere.

Theme 5: Locality and local seasonal food

The fifth category discussed by survey respondents was around ideas and policies which placed greater emphasis on locality and local seasonal food. Ideas such as community ownership of assets, litter-picking groups, and local citizen's assemblies were mentioned, as well as more local jobs and working from home. Localism was also mentioned in relation to issues such as hydrogeneration of energy and community energy hubs, community food growing.

Theme 6: Putting nature first

Within this theme, survey respondents identified effective policies from elsewhere which puts nature first, better protects nature and wildlife and gives nature legal protection in the form of "personhood rights". Policies mentioned included government beekeeping schemes and allowing people to buy and protect pockets of land. Reinstating nature and biodiversity, and stopping hunting were also mentioned. The need for an ecocide law was a linked issue mentioned by some.

Theme 7: Sustainable housing

Sustainable housing and use of homes as food-growing spaces was mentioned in the context of many countries.

Positive experiences of taking action for the natural environment

Survey respondents were asked to share a positive experience which they have had of taking action for the natural environment and total of 781 responses were received, which can be described under seven main themes

Theme 1: Doing or seeing others doing environmental work

The most cited positive experience cited by survey respondents related to either seeing groups or movements undertaking environmental work or doing an environmental activity themselves. Such activities included litter-picking and volunteering in environmental projects.



Theme 2: Sustainable gardening

The second most cited theme was around sustainable gardening, be that at home or in other places, and included growing trees, hedges, and plants suitable for pollinators.

Theme 3: Seeing encouraging signs of wildlife and more species

Survey respondents highlighted positive experiences of seeing more species around Wales and reported encouraging stories about wildlife which they had observed.

Theme 4: Campaigning and influencing

Around 10% of respondents who answered this question reported that a positive experience for them was getting involved in environmental campaigns and reporting bad practice. For some this involved taking part in protests, completing surveys, or signing petitions. Others had discussed certain issues with those in power and persuaded others to take action.

Theme 5: Growing own food

Growing their own food or taking part in community food gardens has been a positive experience for some surveyed respondents and several people noted their pleasure from making their own jam or wine.

Theme 6: Wasting less, reusing more, recycling and repairing

This theme was mentioned by just under a tenth of those who answered this question and who identified their positive experience of wasting less, making greater use of recycling, repairing items, using refill shops, making their own compost, and buying second hand items.

Theme 7: Adopting environmentally friendly habits

Survey respondents mentioned several positive experiences under this theme including insulating their homes, buying eco-friendly products, not using plastic, and investing ethically. The use of the food waste app Olio was mentioned as well.

Next steps

At the conclusion of the national conversation, with the survey closed and the final focus group completed, the project team and Programme Board reflected on the progress of the *Nature and Us* programme. During the 10-week conversation period;



- Our PR and advertising campaign delivered over 12 million ‘opportunities to see’ *Nature and Us* content
- 52,033 users visited the *Nature and Us* website
- 3,069 people completed at least one part of the *Nature and Us* survey
- 850 people registered for one of our webinars, workshops or focus groups

While the feedback and findings of this first phase of the campaign will produce very useful insights – particularly in respect of the five key research questions – it is recognised that there are some limitations of the data set. Despite our efforts to target communications towards younger audiences and to involve ‘seldom heard’ voices, data from the survey respondents and our experience with focus group participants shows there is a bias towards those who are already “engaged” on environmental issues.

During the next phase of the project, we want to build on the initial involvement phase by analysing the results of the national conversation, filling in the gaps in our audience participation, further exploring the values, beliefs and views that were both *shared* and *contested* by our original audience and developing a plan to ‘co-create’ a shared vision.

For this we have an ambitious but achievable plan that extends NRW involvement and ensures that the vision is both developed collaboratively and is representative of Welsh people.

The next phase of the *Nature and Us* project will involve a number of different strands of activity, including:

- Further engagement with the *Nature and Us* Advisory Group, who continue to support the development of a vision that is clear about where there is consensus and division. The group will continue to challenge the project team to reach out to young people and seldom heard communities as part of the next phase.
- Continuing collaboration with Welsh Government, who are keen to understand the findings of the national conversation and, in particular, the link between the climate and nature emergencies and the spectrum of shared and contested values, beliefs and views held by stakeholders and the public. This could influence the success of future initiatives to encourage the changes required to deliver the Net Zero Wales Plan.
- Producing a short film or films, with associated materials, summarising the voices and messages collected during the national conversation, highlighting the shared and contested values, beliefs and views and playing them back to the Welsh public.



- Delivering a public-facing ‘roadshow’, designed to showcase voices from the national conversation and capture public reaction and opinion.
- Delivering a series of targeted focus groups to ensure the direct involvement of groups who were under-represented within the national conversation.
- Creation of a ‘Peoples’ Assembly’ to draw together the outputs from the national conversation and the community playback into a shared vision that can be taken forward as the next phase of the *Nature and Us* project.

More on the Peoples’ Assembly

Peoples’ assemblies (sometimes referred to as Citizens’ Panels) are becoming a more common tool in exploring big or complex issues, which affect large numbers of people. They have been used in Wales to support the development of priorities for Public Services Boards and consist of a representative sample of citizens – reimbursed for their time – to ensure the diversity of views from across Welsh communities are heard, and a consensus reached, or contentious issues acknowledged and understood.

In order to ensure the findings from the national conversation are fully considered and developed into a shared vision in an open, transparent and collaborative way, the *Nature and Us* team is keen to explore the use of a People’ Assembly. It is the intention that the Assembly, along with other organisations, including the Welsh Government, will assist with the review of the findings from phase one and phase two of the *Nature and Us* project, the development of the shared vision and the subsequent communication and stewardship of the vision as we continue to respond and adapt as a society, to the climate and nature emergencies.

Building community voices into the final vision

One final consideration is that we also want to build on the work started during phase one that has involved using the arts to explore people’s connection with nature and how this can be linked to the future of the Welsh environment. This includes the outputs from the Nature and Us ‘Writers in residence’ project, with Literature Wales, and the creative content that was submitted by members of the public during the 10 week campaign. We are considering recruiting a creative director to help explore different ways of achieving this and ensuring that we can build more ‘community voices’ into the shared vision.