Public Interest in the Environment and Environmental Data

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SEWeb (LIFE+) Management Group

Public interest in the environment and environmental data - summary of output from action 4 and recommendations for SEWeb development

Summary of Paper	**This paper summarises the output of work undertaken in SEWeb (LIFE) project, Action 4 (Identifying public interest) and makes recommendations for the future development of SEWeb.**
LIFE+ Project Action Ref	**Action 4 (Identifying public interests)** **with links to Actions 11 (public monitoring), 12 (public debate), 13 (public action) and 25 (project monitoring)**
Report Date	**20th August 2012**
Author(s)	**Rachel Harding-Hill, SEWeb Delivery Team member - public engagement**
Management Group requirements	**This Paper is for noting the work completed for action 4 and approving, in principal, the set of suggested products.**

1. Introduction

1.1 The purpose of this paper is to present and summarise the body of work undertaken during January - July 2012 to determine the public's interest in the environment and environmental information (SEWeb Action 4). Key themes are drawn from all the activities undertaken and brought together into a suggested set of products for development in order for SEWeb to engage the Scottish public.

1.2 One of SEWeb's four key objectives is 'to engage the public by providing access to high quality on-line interactive resources to promote better understanding of the environment, public debate on environmental priorities, public monitoring of the environment and public activity to protect and improve the environment'.

1.3 There are four actions in the SEWeb (LIFE) project that were designed to deliver this public engagement objective. A presentation and paper outlining plans for work under the public engagement workstream, including the public engagement evaluation strategy, was given to the Management Group on 18th May 2012.

1.4 This paper reports on the completion of work under preparatory SEWeb Action 4: Identifying public interests in the environment and environmental data. The information collected is also being used to inform citizen science (SEWeb action 11) (see paper SEWeb MG 12 042), public debate (SEWeb action 12) and citizen action (SEWeb action 13) (the latter two will be the subject of a management group paper in December 2012). It will also inform other SEWeb workstream actions such as the State of Environment report (SEWeb action 8).

1.5 The SEWeb partnership has provided valuable advice and support in delivering this action (see Annex 1). This paper has been put together by Rachel Harding-Hill but a number of

partners have been involved in its development, providing expertise in the areas of public survey, public engagement, research strategy and behavioural change; in particular Paul Tyrer (Scottish Government), Aileen Armstrong (Scottish Natural Heritage), Katrin Prager (James Hutton Institute) and Kerry Riddell (The Conservation Volunteers (TCV)).

2. Public engagement evaluation strategy

2.1 An initial step was taken to develop a public engagement evaluation strategy to guide and focus the public engagement workstream and ensure a transparent process to measure baseline information and the effectiveness of the SEWeb project (discussed at the SEWeb Management Group on 18th May 2012, MG 12 029[1]). We understand Europe to be particularly interested in measuring impact of behavioural change interventions. The evaluation strategy helps the project present a realistic but ambitious approach and sets out how we will measure the extent to which the project meets its objectives.

2.2 The evaluation strategy outlines an overarching 'theory of change' and a set of questions to test this theory. The hypothesis tested is that:
- High quality on-line information and resources about the environment (both in terms of what kind of information people need and how they need it presented) can act as an effective gateway to better understanding, and better engagement in debating environmental priorities, monitoring the environment and taking action to protect it.

2.3 A set of questions to test this theory were developed:
1. What is the existing knowledge and understanding about the environment and environmental data?
2. What are the strengths and weaknesses of current environmental on-line information provision?
3. What citizen science and citizen action projects already exist?
4. Where are the gaps in citizen science and citizen action and what is needed to increase the number of people involved?
5. What are the existing opportunities for public debate on environmental priorities and how could these be improved using SEWeb?
6. Does better information lead to better engagement of the public?
7. Does public involvement in environmental monitoring and action lead to changes in attitude and behavioural change towards the environment?

3. Public engagement research activities

3.1 In order to gather information to help answer the questions above, a programme of qualitative and quantitative research activities was designed. The activities were:
- Analysis of existing public survey data
- Targeted questions in Public Opinion Survey
- Analysis of current information enquiries to public bodies
- General public focus groups
- Young people focus groups
- Key users focus groups
- SEWeb Management group workshop
- Analysis of environmental information currently provided on-line
- Google analytics of current SEWebsite
- SEWebsite usability testing
- Survey of citizen science in Scotland (Scotland Counts)

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[1] Available on Huddle: https://scotland.huddle.net/workspace/17621249/files/#19520812

- Qualitative research on opinion and behavioural change using interviews with a selection of those involved in existing citizen science and citizen action projects, those involved in new citizen projects stimulated by SEWeb and those involved in public debate trial by SEWeb.

3.2. Most of these activities have now been carried out leaving those that are programmed for later in the project. Each activity, date of completion and SEWeb partner involvement is outlined in Annex 1.

3.3 This paper looks at the outputs of each activity and how this helps us to answer questions 1 & 2 above. Paper SEWeb MG 12 042 answers questions 3 & 4 (these relate specifically to public monitoring). Papers looking at questions 5 & 6 are programmed for Q4 2012 and question 7 in 2015.

3.4 A summary analysis of how each activity has helped to answer questions, with suggestions for SEWeb is given in Annex 2. A fuller analysis of each activity is given in Annex 3, along with recommendations for which SEWeb activities should be supported in the next phase. Reports form each activity will be made available on the SEWeb project website.

4. Emerging themes to inform SEWeb's development

4.1 A great deal of intelligence has been gathered through the activities undertaken and there are a large number of potential directions, ideas and ways to proceed if SEWeb is to effectively engage with the public. To help manage this process, a number of key themes can be drawn from the information gathered which help focus development of tools and resources and also the SEWeb vision, architecture and design. These themes are described below, together with some of the sources of information that support them.

4.2 *Support for SEWeb and views on the pilot SEWebsite:* The Scottish Omnibus Survey indicates that not only do 3/4 of the Scottish public want to find out more information about the environment but that over a third are quite or very likely to use SEWeb to do so. The public focus groups were positive about existing information provision on SEWeb – it is considered trustworthy and unbiased. In particular the State of Environment pages were considered to be written by environmental professionals from partner organisations that are trusted with the presentation of information based on fact. Of those that use the internet for finding out environmental information (just under a quarter of the Scottish public), 9% of the public said they had used SEWeb.

4.3 *Some topics are of more interest than others*: The Scottish Omnibus Survey indicates that there is public interest in finding out more information on, in particular, nature and wildlife, local green spaces, beaches and the sea. The omnibus surveys identified the issues of greatest concern to be pollution – in its broadest sense, climate change and dog fouling. The most requested topic for environmental information requests to public agencies were water related, with a lot of focus on flooding.

4.4 *People are most interested in their own local area*: While the public are interested in national and global issues, they are more interested, and most likely to engage, with local issues and what is going on in their local space. This is supported by both the Scottish Omnibus Nature Survey and the public focus groups. There is a need to develop links, tools and information at a 'local' level; this might be at a regional, local authority or community scale. The public focus groups also suggested the development of 'local news'.

4.5 *Understanding between global and local needs improvement:* The Scottish Environmental and Behaviours public survey and Scottish Nature omnibus survey indicate a need to increase the understanding of the links between global issues and their impact at a local

level, and the potential impact of local action to contribute to tackling global issues. This was supported by the public focus groups where it was recognised that, if SEWeb is to encourage active involvement in environmental monitoring (see paper SEWeb MG 12 042) and action, it needs to focus on how local action can make a difference (and links to the bigger picture). There is an opportunity for SEWeb to prove information and a gateway to how people can get involved in environmental activity, what they can do to help the environment, where and when they can get involved in activities that will contribute to improving both the local and global environment. The public focus groups also suggested that SEWeb could consider how it could address issues of convenience and cost, often the main drivers for behavioural change. Linking personal benefits to making lifestyle changes was also recognised the Scottish Environmental and Behaviours public survey. The workshop on behavioural change identified a need to facilitate community action with an example of developing an on-line tool to improve the use of under used local green places for cultivating food and wildlife.

4.6   *There are opportunities to increase website traffic and direct web journeys*: There is a wealth of web-based information on Scotland's environment. As part of SEWeb's aim to be a 'one-stop-shop', there is a need to improve the website traffic between websites and within SEWeb, whilst avoiding overload and complexity. This has implications for both the design of the website architecture but also the narrative on different pages and mechanisms for directing and linking users across and through the site. For example, someone reading about a specific issue such as climate change should find it easy to find out how it impacts upon their local area and what specific actions they could do, in their locality to help. This is obviously dependant on information available but the ability to make these links should be built into both the basic website architecture and the narrative that builds bridges between website pages. Links to other sites as a way of drawing traffic to SEWeb are also important. For example, the public focus groups listed local authority sites as the place they would go to first for environmental information. The Scottish Omnibus Survey indicated that a quarter of Scotland's people would go to the internet for information. SEWeb needs to consider whether this traffic, going to other sites, could be directed to SEWeb and how the use of other media, such as newspapers and TV could help build SEWeb's profile. The workshop on behavioural change also suggested ways that SEWeb could influence the media.

4.7   *'Hooks' are needed to draw people to SEWeb*: There is a need to focus on a small number 'hooks' to trigger interest and encourage the public to visit and return to SEWeb. We need to recognise that different audiences will be coming to SEWeb for different reasons, requiring different approaches to their user front end. The Scottish Nature Omnibus Survey, Scottish Recreation Survey, State of Scotland's Greenspace and the public focus groups all indicate that access to the outdoors is a relavant and important hook. One opportunity is to focus an entry point to SEWeb for the Scottish public that provides information and resources to get people out into the environment, making the link with health and wellbeing. Other ways to increase traffic to SEWeb suggested include environmental reporting such as flytipping (suggested at the workshop on behavioural change – see paper SEWeb MG 12 042).

4.8   *Young people are a receptive audience*: Young people are a user group that are reported to be both less concerned about the environment (Scottish Nature omnibus survey) whilst being probably among the most receptive to web-based information; there are opportunities to focus on young people both in and out of the school environment. The public focus groups suggested the development of interactive tools, particularly for young people and the workshop on behavioural change suggested that finding ways to help young people to record observations on their environment were a priority. The work with Stirling High School gave us very useful insights into how SEWeb could support and help young people enjoy, understand, improve and protect Scotland's environment suggesting a package of products to engage young people in environmental monitoring (also see paper SEWeb MG 12 042).

5.   Proposed products to engage the Scottish public

5.1   The wealth of information gathered through this action and the suggested themes on which to focus engaging Scotland's people will be useful across the SEWeb project where the public are an identified audience. This includes citizen science, public debate, and citizen action, as well as development of the website for pages such as the State of Environment report.

5.2   In order to try and manage opportunities and expectations, this paper recommends the development of a number of products to help focus delivery of objective 4; engaging the public in SEWeb. These relate to SEWebsite tools and resources, as well as site architecture and vision.

5.3   **Develop the existing 'What's In My Back Yard' tool:** It is suggested that the existing 'What's In My Back Yard' and mapping tools are further developed into a product that enables people to access, at a scale they choose, information about what is in their local place, what activities are happening, and what the state of their local environment is. This would need an increase in the datasets available with a focus on those of most interest to people, using both the postcode search tool as well as the ability to search on pre-defined areas (e.g. local authorities) or a flexible set circumference search area. It should also include a data download function. This tool would connect (through narrative and weblinks) to information provided about national issues (in the State of Environment report) so that a user interested in a national issue could find out about local citizen science and citizen action activities. There is an opportunity to link this to a mobile phone app (see product 5.5). In the longer terms there should be scope to enable upload of local information.

The Management Group are asked to indicate whether they would want to be involved in taking this product forward.

5.4   **Develop public-facing resources for key topics:** It is suggested that resources are designed specifically to enable people to better understand the issues they are most concerned about. The majority of resources currently on SEWeb are designed for scientists or policy makers. SEWeb needs to develop and test a few that are specifically designed for the general public and it is suggested that these should focus on the topics they are most interested in or believe to be the highest priority. One of the biggest challenges for these resources will be to better explain the links between national and local problems and national and local solutions and links between environmental issues, local environment and individual lifestyle change. This might include increasing understanding of ecosystem services.

Resources could include better visualisation of information in selected State of Environment report sections (pollution, water), and daughter websites (water) where we know the public are particularly interested, in a way that is attractive and relevant to the public; developing a tool that focuses on dog fouling (This is not an area where scientists and policy makers have been proactive in putting out information but is consistently an issue of importance to the public).

The Management Group are asked to indicate whether they would want to be involved in taking any of these suggestions forward.

The State of Environment Editorial Group are already considering how to take forward suggestions made for improvements that could be made to these pages in order for them to be more engaging to the public.

5.5 **Develop a section for young people:** Work with Stirling High School has produced an outline package of resources that would help and support young people to enjoy, understand, protect and improve Scotland's environment. The package includes a game, mobile phone app, SEWeb youth pages and using social networking.

The resources have been designed by the young people and impressed many SEWeb partners when they were presented at a series of events. They now need to be taken forward and developed into products that can be linked to by SEWeb.

The following partners have expressed an interest in helping to take this set of product forward: Stirling High School, Abertay University, BGS, Space Unlimited, Forestry Commission Scotland and SEPA.

5.6 **Develop a SEWeb front end that is relevant to the general public:** It is suggested that SEWeb design and build a front end into the SEWebsite that is specifically designed for the general public and which focuses on helping people 'to get out there' and enjoy the environment. Research indicates that direct experience of the environment is an essential first step on which build better understanding and then better stewardship. This could link to the mapping tool described in 5.3 to enable people to find out how to get into the environment – e.g. path networks, recreational opportunities, bathing waters and clean beaches. There are opportunities to promote this through health and well-being channels.

It is anticipated that SNH and FCS will be interested in taking this forward.

5.7 **Develop the structure of the SEWebsite to improve connectivity between issues, science and action:** It is suggested that it would greatly enhance the gateway approach offered by SEWeb to improve traffic between relevant websites and SEWeb and within SEWeb – so that it is easy to link to SEWeb for further information, to go from one part of SEWeb to another for more information, or to find resources of a different type. This will also encourage repeat and longer visits to the site. Links need to be built into the site plan of SEWeb so that they are a fundamental building block to the way in which information is presented and traffic directed through the site. Therefore, a visitor coming to the site for information about where to walk in their local area would find links to what is interesting and important about that area, what else they could do while they are there, what they could to contribute to local action for positive environmental protection or improvement (e.g. an upcoming volunteer event), other suggestions of where to go and so on.

6. Recommendations

6.1 The Management Group are asked to:

1. note the work completed in Annex 1 and the completion of the SEWeb (LIFE) Action 4 – public interests in the environment

2. approve in principal the set of 'products' outlined in section 5 to help fulfil the LIFE project's objective of engaging the public. Following approval, work can start on analysing business requirements for product delivery. This will include identifying partners, time and resources required

3. approve the role of overseeing the detailed delivery for the products with an "expert group" (see section 1.5 for membership). Updates on progress and any significant new areas of work will be put to the MG for approval via Rachel Harding-Hill.

Annex 1: Progress against each research activity undertaken

Research activity	Delivery mechanism	Date completed and partners involved
Analysis of existing public attitude survey data	SEWeb staff time (RHH). Early recommendations on public priority issues made to the SEWeb Delivery Team	February 2012 Included survey reports commissioned by Sc Govt, SNH, FCS
Targeted questions in public opinion survey	12 questions in the TNS Scottish Opinion Survey (February and March 2012 waves – 2,000 people)	April 2012 Help in set up from SNH Data collected so that it can be linked with SNH omnibus survey questions
Analysis of current information enquiries to relevant public bodies	SEWeb temporary contract Analysis of information enquiries that have come to SEPA, SNH, FCS, Scottish Parliamentary questions, plus website usage. Key trends identified in a paper to the SEWeb Delivery Team	May 2012 Data from Sc Govt, SNH, FCS and SEPA
Analysis of environmental information currently provided on-line		
Google analytics of current SEWeb site		
SEWeb usability testing	Report by User Vision (part of Edge Testing)	November 2011
Survey of existing citizen science projects	See SEWeb Management Group paper (Paper SEWeb MG 12 042)	August 2012 See paper (Paper SEWeb MG 12 042) for partner involvement
Investigation of existing citizen action projects		Programmed for Q4 2012
Key users focus groups	'Talking Walls' were held at the CAMERAS conference and the Scottish Biodiversity Information Forum workshop	May 2012 CAMERAS conference participants Scottish Biodiversity Information Forum participants
General public focus groups	Ipsos MORI contracted to carry out 2 general public focus groups (1 x urban, 1 x rural) during June 2012. Work expanded to also include in-depth interviews on State of Environment pages of SEWeb	July 2012
Young People focus group	Space Unlimited contracted to work with young people in a 4	March 2012

	day event to produce insights into how SEWeb could support and help young people to enjoy, understand and protect the environment. This included a handover session to partners at the end of the 4 days session and a drop-in session for the wider SEWeb partnership was held on 16th May 2012	Partner interest and involvement includes SNH, KSB, FCS, Education Scotland, TCV, SEPA, James Hutton Institute, Abertay university, BGS
SEWeb Management Group workshop	Part of visioning work	Programmed for Q4 2012
Survey of opinion change from selection of those involved in existing citizen science and citizen action projects		Programmed for 2013
Survey of those involved in new CS projects stimulated by SEWeb		Programmed for 2014
Behavioural change – translating theory into practice for SEWeb - Report and workshop for partners. Available on Huddle[2]	James Hutton Institute contracted to write report and deliver workshop for partnership (held on 20th June 2012)	July 2012
Survey of a sample of those involved in methods to trial public debate by SEWeb		Programmed for 2013/14

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[2] https://scotland.huddle.net/workspace/17621249/files/#19521583

Annex 2: A summary analysis of how the output of each activity has helped to answer the research questions, interpreted as suggestions for SEWeb

Question	Answer	Suggestions for SEWeb
1. What is the existing knowledge and understanding about the environment and environmental data?		
What are the public's key environmental issues? What are the public's priority environmental issues? What issues would the public like to know more about?	The issues of greatest concern are pollution, climate change and global warming, dog fouling and CO2 emissions. People are concerned about climate change but not necessarily making the links between a global issue and its impact locally. The value of the outdoors is appreciated by most people, especially for health and well-being. More than three quarters of the population would like to find out more about the environment; topics of most interest were nature and wildlife, local green spaces, beaches and the sea and the causes and effects of climate change. For the public to find out more – focus on those areas of most interest.	Focus effort on producing on-line resources on those issues that are of most concern to the public; pollution, climate change/global warming/CO2 emissions and dog fouling. Focus any on-line resources on climate change tool on linking global to local. Find an effective way to making the links between a global issue and its impact locally, and the link between the impact of local action on a global issue. Build on the value already placed on the outdoors with respect to health and well-being, use as a 'hook' for the public into SEWeb. Focus on on-line resources that enable public to find out more about the topics of most interest; nature and wildlife; local green spaces; beaches and the sea, and the causes and effects of climate change.
What is the public level of interest and knowledge about key environmental issues?	Half of the Scottish adult population felt they were either very or quite well informed about key environmental issues. A third felt that they were not very or at all well informed. People are concerned about changes to the countryside and loss of wildlife.	Find ways of encouraging the 'informed' public to go to SEWeb to find out more and to trust SEWeb for an 'independent' view. Find ways to encourage the public that feel 'uninformed' to trust SEWeb as a source of information, to pitch the information at their 'level of knowledge' and develop reasons for them to visit SEWeb. Develop on-line resources that support the public in finding out about, and influencing change within, their local environment.
Where do the public get information about the	Two-thirds of the Scottish adult population find out about issues affecting the environment on the TV or radio news. Just over a third relied on articles in newspapers or magazines. Just under a third watch or listen to	Put the links in place to ensure traffic between SEWeb and other web sites already used and from other media – newspapers, TV.

Question	Answer	Suggestions for SEWeb
1. What is the existing knowledge and understanding about the environment and environmental data?		
environment?	programmes about the environment. Just under a third get information from the Internet; the most frequently mentioned websites were those of the Scottish Government, BBC and SNH.	
What issues do the public ask for information on?	The most common topic for information requests is water related issues, with a focus on flooding. Others include sewage, Flood Planning, and Local Air Pollution Control.	Put the links in place to ensure that SEWeb is a useful and efficient gateway to information held in other sites of partners.
How can SEWeb help and support young people to enjoy, understand, protect and improve Scotland's environment?	Young people came up with 5 'big ideas' in order for SEWeb to be of interest and relevant to them. The ideas were: • An 'eco' computer game called 'Defend the Wild' • A quiz on the environment with fun facts to accompany the answers • A mobile app' with map and photo integration • A youth-led approach to using Facebook • A redesigned SEWeb page to appeal to young people and bring in user generated content.	Develop on-line resources specifically aimed at young people but accessible to adults and link/to from other websites that young people use.
2. What are the strengths and weaknesses of current environmental on-line information provision?		
What is the public knowledge of SEWeb	Of those that use the internet for finding out environmental information (just under a quarter of the Scottish public), 9 % of the public had used SEWeb. When told about SEWeb, over a third said that they were quite or very likely to use SEWeb Issues most likely to encourage use of SEWeb are: information relating to the quality of the local	Focus on mechanisms to encourage people to make that first visit to SEWeb – and to find ways to encourage repeat visits. Focus on-line resources on those issues most likely to generate traffic; information relating to the quality of the local environment, where to go to visit the environment and the current state of Scotland's environment.

Question	Answer	Suggestions for SEWeb
1. What is the existing knowledge and understanding about the environment and environmental data?		
	environment, where to go to enjoy the environment and the current state of Scotland's environment.	
What information is already presented on-line?	A spreadsheet of existing websites has been produced.	
What is the level of usability of current SEWebsite?	General positive feedback with suggestions for further development.	Specific suggestions for State of Environment report.
How is the current site accessed and journeys taken	Usage/analytics report undertaken.	

Annex 3: Summary output of each research activity undertaken and relevant messages for the development of SEWeb

Existing survey	Relevant key messages	Relevant for development of SEWeb
Scottish Environmental and Behaviours Public attitudes to environment in Scotland (Sc Govt 2008)	• A considerable proportion of people mentioned the environment as an important issue globally. • Most people recognised climate change as a problem (more than any other environmental problem), with a majority accepting the need for immediate and urgent action. • Most respondents said they knew something about climate change. • The majority of respondents say that people they know are doing more to help the environment "these days" – recycling in particular. • There is evidence of changes in attitudes being reflected in changes in behaviour, with those who are attitudinally the most engaged being the most likely to make green lifestyle choices. • Although people consider the environment to be a salient issue globally, only a small proportion of people mentioned it as an important issue in Scotland. • Over a third of people said that the environment was a low priority compared with other aspects in their life. • Levels of participation in many forms of pro-environmental behaviour remain low. • Respondents consistently identified cost and convenience as among the main considerations influencing choice and behaviour. Communications relating to these behaviours may be most effective if they focus, not on the need to protect the environment, but on other benefits such as the importance of a healthy lifestyle and highlighting potential cost-savings to be made from green behaviours. • The vast majority of people think that it is important to have green spaces - parks, gardens and the countryside - nearby. Well-being is linked to visiting green spaces. • The challenge moving forward will be to increase levels of engagement further among all sections of the public and specifically to persuade people of the need to make more significant lifestyles changes if environmental problems are to be tackled.	Support for focus on climate change as public view of an environmental issue. Support for the need to raise public awareness about environment being an issue in Scotland. Support for communication to focus around potential cost-savings and a healthy lifestyle. Support for focus on green spaces as these are important to the public – primarily for a healthy lifestyle. Support for focus on persuading of the need to make significant lifestyle changes to tackle environmental issues and linking these to personal benefits – cost saving and health.
Scottish Nature Omnibus survey	• The majority of Scotland's population state that they care for nature. • Although they care on a macro scale they do not believe that they are	Support for provisions of information about local environmental change.

Jan 2010 (SNH)	particularly well informed about change in their local landscape. • Only a minority believe they have an opportunity to have a say in any proposed changes. • The majority of people remain concerned about climate change in general terms. There has been a slight decline in levels of concern. • There are significant differences in the levels at which people appear to engage with Scotland's nature and all the issues surrounding it. • Younger people are less concerned and those from the C2DE socio-economic groups are less concerned. • When it comes to health and well being the value of the outdoors is appreciated by most people in the population.	Support for opportunity to debate local environmental change. Support for focus on climate change as an issue which public are concerned about. Support to focus this on realities and details of climate change and how it impacts at a local level. Support to focus on young people and C2DE group. Support to link outdoors and health and wellbeing.
Scottish Recreation Survey 2010 (SNH)	• 83% of adults claimed to have made at least one visit to the outdoors for leisure or recreation in the previous twelve months, a significant increase than previous years. • Half of adults visited the outdoors at least once a week during this period, a slight increase on previous years. • Walking is the most popular activity. Others included 'family outing', cycling/mountain biking. Seventy one percent of visits to the outdoors in 2010 involved the use of a path or a network of paths.	Support for focus on access to the outdoors as a 'way in' to SEWeb for general public.
State of Scotland's Greenspace 2011 (Greenspace Scotland)	• The quality of green spaces is often the most important factor in determining their use and benefit to local communities. • Work is ongoing in many local authorities to undertake quality audits, and so it is not yet possible to provide national data on the quality of green space. • Report summarises surveys which show a recent reversal in the previous trends of increasing frequency of green space use and positive ratings of local green spaces as good places for physical activity, play and relaxation.	Support for considering public use of environment/green space as a 'way in' to SEWeb
Scottish Omnibus February and March 2012 waves	• The environmental issues concerning the largest proportions of the Scottish adult population include any form of pollution (36%), climate change and global warming (29%), dog fouling (17%) and CO2 emissions (16%). • 64% of the Scottish adult population claimed to be either very or quite interested in general environmental issues. • While half of the Scottish adult population felt they were either very or quite	Use those issues of greatest concern (pollution, climate change, dog fouling, CO2 emissions) to drive the effort into the public facing information on SEWeb; e.g. State of Environment report Support for SEWeb as public already interested

| 12 questions from SEWeb. (Total sample of 2,054 interviews) | well informed about key environmental issues (50%), many felt that they were not very or at all well informed (30% overall).

• Two-thirds of the Scottish adult population stated that they normally found out about issues affecting the environment on the TV or radio news (66%), 37% relied on articles in newspapers or magazines, 27% watched or listened to programmes about the environment and 23% stated that they obtained information from the Internet. The most frequently mentioned websites were those operated by the Scottish Government (17%), BBC (12%) and SNH (11%).
• More than three quarters of the population (78%) would like to find out more about one or more area(s) related to the environment. Topics of most interest included nature and wildlife (33% of the adult population), local green spaces (23%), beaches and the sea (22%) and the causes and effects of climate change (19%).
• Respondents were told about SEWeb as 'the new national website developed to give the public easy access to information about Scotland's environment' and asked to rate how likely they were to use it. Overall 8% of the Scottish adult population indicated that they would be *very likely* to use the website while 30% stated that they would be *quite likely* to do so. Information relating to the quality of the local environment, where to go to visit the environment and on the current state of Scotland's environment was most likely to encourage use of the site.
• Respondents were shown a series of statements and asked to indicate their levels of agreement or disagreement with each. Overall, respondents were more likely to agree with the statements related to worrying about changes to the countryside and the loss of native animals and plants.
• Of the 29% of the population who stated that they were actively involved in looking after their local community, the most frequently mentioned way of being involved was recycling (39%) while a further 34% stated that they were involved with local community action. | and feel informed (need to identify what more they can gain from SEWeb).

Need to explore how to encourage traffic to SEWeb from other sites already used and from other media – newspapers, TV.

Support for information to find out more – focus on those areas of most interest – nature and wildlife, local green spaces, beaches and the sea, causes and effects of climate change.

Support that public quite or vey likely to use SEWeb

Concern amongst public about changes to the climate and loss of wildlife. |
| Insights from Young People (March 2012)

Work with 15 young people from | The young people came up with 5 'big ideas' in order for SEWeb to be of interest and relevant to them. The ideas were:
• An 'eco' computer game called 'Defend the Wild'.
• A quiz on the environment with fun facts to accompany the answers.
• A mobile app' with map and photo integration.
• A youth-led approach to using Facebook. | Work with the young people and relevant partners to:
• Develop 'Defend the Wild' eco-computer game
• Produce the quiz on the environment
• Develop the mobile phone app with map and photo integration |

Stirling High School. This youth led work was designed by Space Unlimited.	• A redesigned SEWeb page to appeal to young people and bring in user generated content.	• Further develop the youth led approach to using facebook • Design SEWeb youth pages to bring in young users • Consider the young people's views of redesigning website pages
Data examined from: SEPA – Freedom of Information requests SEPA – Science Advice Queries SEPA – Communication Centre SEPA – visits to SEPA website Scottish Natural Heritage – visits to the SNH website Scottish Government – Official & Ministerial Enquiries, Environmental Statistics, and Scottish Parliamentary Questions SEWeb – visits to Scotland's	<u>Topic</u> • The most common topic for information requests appears to be water related, with a lot of focus on flooding information. • Five out of ten of the most viewed pages in the SEPA website are water related, with two pages on flooding information and two pages on river level data. • Over the four years of data collected on Official and Ministerial Enquiries, the topics that re-appear are Water, Sewerage, Flood Planning, and Local Air Pollution Control, indicating that these are the most important subjects for that level of enquiry. • The Freedom of Information requests sent to SEPA seem to be fairly evenly spread, with Water, Waste, and Land each receiving around a quarter of the requests. • The SEPA Communications Centre recorded a large number of calls to the Floodline which dealt specifically with flooding issues. • Some topics may have a greater number of requests simply because of the time period for when the data is collected e.g. water and flood levels at times of high rainfall. <u>Source of Enquiry</u> • People requesting information varies: 52% of the Freedom of Information requests at SEPA come from the general public. However, the data from the Scottish Natural Heritage website show that the majority of traffic occurs between Monday and Friday, suggesting it has a more professional or informed audience. Additionally, the GSI data shows that their requests are generally from PhD students, Consultants, Environmental Agencies, or Third Sector Organisations. • The categorisation of data is not detailed in such a way as to determine	Support and need to focus on what information and answers are being looked for. Provision of information in an easily accessible way may be able to reduce the time spent on answering queries. Need to make the link with flooding website. Local air quality also of interest.

Environment Website	what groups of people are asking what type of question so we cannot conclude which groups are making the most requests, on what subjects.	
Public focus groups (June 2012)	- Although the environment is considered to be an important issue, it was a relatively low priority for most participants in relation to other issues. - Participants found it difficult to engage with environmental issues or to understand how their actions could make a difference. - Participants expressed a greater interest in local environmental issues compared to global and national issues. - There is a desire for information about local issues, which participants were more likely to find relevant to them, and activities which offer greater opportunities for involvement. - Convenience, cost, level of interest, information and perceptions of personal efficacy to influence environmental improvements were key factors determining participants' propensity to engage in environmental behaviours. - There is a demand for environmental information that focuses on providing facts (avoid patronising or preaching). SEWeb perceived to provide trustworthy and unbiased information about Scotland's environment. - Perceptions of SEWeb largely positive, particularly among participants who spent time exploring the website and the 'Our Environment' section. It was considered to be very professional and trustworthy. - The 'Latest News' and 'What's in my backyard?' features popular because they appealed to participants' desire for relevant, up-to-date and local information. - Scope for improvement. Suggestions included: - widening the target audience by incorporating elements that would appeal to younger children, such as interactive elements and games, - increasing accessibility of the information by breaking down text into 'manageable chunks', - incorporating videos as a way of distilling information, - incorporating more local news and information on local organisations and activities, - making better use of images - developing the summary diagrams in State of Environment report.	Support for SEWeb to encourage engagement by focussing and providing information on local issues and activities. Further development of 'What's in My Back Yard' tool with information on; local environmental issues that affect their area, locations of particular interest, walking and cycling routes, local activities and initiatives in which they could get involved. Need to focus on how local action makes a difference (link to the bigger picture) if SEWeb to encourage active involvement in environmental measuring or action. Find ways for SEWeb to address convenience, costs, levels of interest, information and perceptions of personal efficacy. Scope for SEWeb to provide information and a gateway to *how* people can get involved in environmental activities; *what* they can do to help the environment; and *where* and *when* they can get involved in activities. Support to encourage engagement in environmental monitoring by providing information on ways in which people can measure the environment and provide functions that enable collected data to be uploaded to the website. Support to engender interest in environmental issues by linking to, and from, relevant local and interest-related organisations, such walking, fishing and cycling clubs.

	• It was felt that a range of interactive elements would encourage people to spend more time on the website and help them engage with the information. Suggestions included:
	    ○ facility to input data and information collected through environmental monitoring activities
	    ○ function to allow users to interact with experts in particular fields, such as live question and answer sessions or an FAQ section that was updated with users questions and responses from experts
	    ○ blogs written by experts and people working in related industries, such as forestry and farming, to provide an insight into the day-to-day impacts of environmental problems and the ways in which these are being addressed
	    ○ games and activities to encourage younger people to engage with the website and learn about environmental issues.
					Support to continue to provide trustworthy and unbiased information about Scotland's environment and should continue to do so in order to exploit this demand.
					
					Support for improving links from and to other sites – particularly local authority sites which are used by the public.
					
					Break down information in manageable chunks; consider tools such as video to distil info.
					
					Support for development of 'Latest news'. Develop section to provide local news including local initiatives and activities and contact details. More local latest news?
					
					Ensure SEWeb has an effective search function.
					
					Support for development of interactive tools focusing on; input of environmental information, engaging with 'experts' , blogs of environmental managers, games and activities for young people.

Behavioural change workshop	*Whose behaviour*	*What behaviour*	*What change*	*Why*	Seek partners to lead and contribute to identified activities that will: • Influence the media (newspapers/TV/internet) • Support the recording of observations about the local environment • Address the underuse of local green places and derelict land • Monitor and review (environmental data capture for a local place) • Influence school transport behaviour • Decrease fly tipping
	The media	Sensational reporting of unsubstantiated misinformation and untruths reported by "fact" with little balance	Clear distinction between opinion and fact Better critique of methodology Appropriate level of balance	Avoid confusion, Ensure greater impact	

		Educate the media	
Young People	Record observations about their local environment	More youngsters enjoy doing this	Makes them learn about their local environment
Local communities	Underuse of local green places and derelict land	Cultivating things for food and wildlife collectively	Connectedness to nature, health and well-being Social networks/cohesion improved Awareness of diet/local food Community dissilience (in modest sense)
Children and young people (+SEWeb)	Monitor and review (environmental data capture for a local place)	Upload info to SEWeb and use info from SEWeb	Connection and relationship with quality of place Participation in practical improvement
secondary school children and their parents	Transport behaviour	Move to sustainable transport	Reduced environmental impacts of school run. Influence parents and attitudes of future generations.
Small businesses and sole traders.	Fly tipping	Move to recovery	Reduce recovery cost