PRCA

CLIMATE ADVISORY BOARD

ANNUAL REPORT

PRCA COMMITTEE MEMBERS

- Chris Pratt, Chair

More members to be recruited through call-out to members.

PRCA TERMS OF REFERENCE

Mission: to help public relations and communication professionals understand the opportunity around the climate crisis, for organisations/brands/businesses to future-proof and put people and planet at the centre of strategies and decision-making. To ensure practitioners are aware of ethics and governance.

Why? Public relations and communication professionals are in a unique position to advise, protect and amplify. We have a 360-degree view of an organisation and can help influence change. We can also stamp out untruths, innovate to solve problems and once again, have a positive impact.

PRCA ADVISORY BOARD GOVERNANCE

STRUCTURE

- Each Advisory Board will consist of between 8 and 15 members drawn from the Professional Members and Associate Members.
- The chair of an Advisory Board will be a Professional Member.
- The process to appoint members of the Advisory Boards will be devised by the Advisory Boards themselves and approved by the Nominations Committee.

TERMS

- Advisory Board members will serve for 3 years.

MEETINGS

- The advisory board should meet a minimum of twice a year.

PRCA ADVISORY ROLE

How will we do this as a group?

- Advise the PRCA on climate change, governance, issues, legislation, good and bad practice
- We will target PRCA members
- We will collaborate with PRCA groups to ensure our topics are relevant to members
- Health
- EDI
- Public affairs – climate lobbying and new standards. Setting out new criteria
- Climate literacy
- We will collaborate with other organisations and groups to ensure a wider reach, a joined-up approach and a more positive impact across the industry
    - CIPR ESG Expert Panel (which Laura also sits on)
    - Creatives for Climate (funded by KR Foundation) which also operates the C4C Hub
    - Global Strategic Communications Council (funded via Meliore Foundation)
    - DeSmog
    - Ad Net Zero
    - Arthur Page Society
    - MEPRA
    - ICCO
- To consider a measurement partner – measuring climate comms
- We will ensure learning outcomes are a part of our activities and that we can measure each of them
- We will conduct an industry survey each year in May/June
- We maintain our website as our 'hub' and direct all blogs, videos, resource links etc there as a place for people to find all information in relation to climate crisis and communication

PRCA ACTIVITIES

- **Advise** - advise the PRCA about trends and issues facing communications on climate change and related environmental and social issues.
- **Inform** - creating, finding and sharing materials that can help to improve the quality of climate communications across the UK communications industry.
- **Support** - support the work of other PRCA groups where climate communications has a relevance.
- **Develop** - develop guidance for the PRCA and UK communications industry for what constitutes good and bad practice when it comes to climate communications.
- **Convene** - convene and attend forums to share guidance and materials and to debate and contribute to the discourse around climate communications.
- **Educate** - engage with PRCA initiatives to engage with academic institutions and students on the topic of effective climate communications.

PRCA CHARTER

All members shall uphold and respect this charter
1. Commitment to uphold the PRCA code of conduct
2. Commitment to science-based climate communications and the guidance of the IPCC
3. Commitment to goals of the Paris climate agreement
4. Recognition of and respect for the guidance of the UK Committee on Climate Change of the transition of the UK economy
5. Commitment to UN HLEG guidance on Principles for Responsible Engagement (to share)
6. Commitment to openness and transparency
7. Bring and share knowledge and experience of working on climate communications, climate policy and related topics
8. Respect the opinions of others and the differing approaches to net zero transition
9. Avoid dogmatic or divisive approaches and support an inclusive discussion and group dynamic

PRCA FUTURE PLANS

- Produce terms of reference.
- Shape the group and plan for its future direction.
- Recruit more members.
- Develop the work streams for the group.