**Communications Pack – Heat & Buildings**

**January 2024**

**Introduction**

The Scottish Government is proposing to make new laws around the heating systems that can be used in homes and places of work, which will help Scotland reduce greenhouse gas emissions, and reach its legal binding ‘net zero’ targets.

A number of online and in-person events have been organised across Scotland for people to learn what is being proposed in the [Scottish Government’s Heat in Buildings Bill](https://consult.gov.scot/energy-and-climate-change-directorate/proposals-for-a-heat-in-buildings-bill/) and to share their opinions through facilitated discussions.

Please help us spread the word about these upcoming events by sharing key messages and content included in this communications pack.

Please do feel free to use these, adapt them or write your own!

**Background**

The [Scottish Government’s Heat in Buildings Bill](https://consult.gov.scot/energy-and-climate-change-directorate/proposals-for-a-heat-in-buildings-bill/)  is open for consultation. To support this, a number of in-person and online sessions have been planned to engage people with the process.

Homeowners or tenants of privately owned homes, plus any type of owner or tenant of a non-domestic building are invited to attend a 65-minute session, facilitated by environmental charity Keep Scotland Beautiful, on behalf of the Scottish Government.

The sessions are not open to social housing and new build homes as these are not within the scope of this consultation as they are subject to separate guidance and regulations.

Each session will include an introductory presentation summarising what is being proposed in the Heat in Buildings Bill, technical information about clean heat and energy efficiency, and information about why clean heat and energy efficiency are important. This will be followed by a facilitated discussion during which participants will be able to discuss and share their views on five elements of the Heat in Buildings Bill.

The discussions will be summarised in writing by a Keep Scotland Beautiful staff member and reported to the Scottish Government.

**Key messages**

**Message 1**

The way we heat our homes, workplaces and other buildings is the third largest cause of greenhouse gas emissions in Scotland. We cannot become a net zero nation if we don’t change the heating systems in the vast majority of our buildings.

## Message 2

The Scottish Government is proposing to make new laws around the heating systems that can be used in homes and places of work, which will help Scotland reduce greenhouse gas emissions, and reach its legal binding ‘net zero’ targets.

## Message 3

## The [Scottish Government’s Heat in Buildings Bill](https://consult.gov.scot/energy-and-climate-change-directorate/proposals-for-a-heat-in-buildings-bill/)  is open for consultation. You’re invited to attend a session to learn what is being proposed and share opinions through facilitated discussions.

Find out more and register for your local event on [Eventbrite](https://www.eventbrite.com/cc/heat-in-buildings-consultation-events-2998729)

**Website / newsletter content**

Some suggested copy for you to top and tail and include on your website or in newsletters can be found below. This text can also be used in internal and external newsletters.

# Heat in Buildings consultation events

# The Scottish Government is proposing to make new laws around the heating systems that can be used in homes and places of work, which will help Scotland reduce greenhouse gas emissions, and reach its legal binding ‘net zero’ targets.

A number of events have been organised across Scotland for people to learn what is being proposed in the [Scottish Government’s Heat in Buildings Bill](https://consult.gov.scot/energy-and-climate-change-directorate/proposals-for-a-heat-in-buildings-bill/) and share opinions through facilitated discussion.

The sessions are being delivered by environmental charity Keep Scotland Beautiful, on behalf of the Scottish Government.

You can find out more about where these sessions are planned and register to attend on [Eventbrite](https://www.eventbrite.com/cc/heat-in-buildings-consultation-events-2998729)

**Social media**

We’ll be promoting the sessions on our own social media channels, but we would love for you to do the same!

You can also tag us on Facebook, Instagram and Twitter with @KSBScotland and on LinkedIn @Keep Scotland Beautiful.

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| **Social platform** | **Suggested content** |
| Twitter | Do you want to learn more about what is being proposed in @ScotGov Heat in Buildings Bill and share your opinions to help shape it? Find out more and register to play your part on [Eventbrite](https://www.eventbrite.com/cc/heat-in-buildings-consultation-events-2998729)  @ScotGovNetZero |
| LinkedIn | Are you a homeowner, tenant of a privately owned home or owner or tenant of a non-domestic business building?  Do you want to learn more about what is being proposed in @ScotGov Heat in Buildings Bill and share your opinions to help shape it?  Members of #TeamKSB are facilitating sessions, on behalf of the Scottish Government, to help you have your voice heard.  Find out more and register to play your part on [Eventbrite](https://www.eventbrite.com/cc/heat-in-buildings-consultation-events-2998729)  @Net Zero Scotland |
| Facebook | Are you a homeowner, tenant of a privately owned home or owner or tenant of a non-domestic business building?  Do you want to learn more about what is being proposed in @ScotGov Heat in Buildings Bill and share your opinions to help shape it? Find out more and register to play your part on [Eventbrite](https://www.eventbrite.com/cc/heat-in-buildings-consultation-events-2998729)  @Net Zero Scotland |

**Contact details**

Thank you for your support. If you have any comments or questions about the above, please direct them to:

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