



Sustainable Warwickshire Podcast



Sharing Warwickshire's Sustainability Journey

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A bit of context...



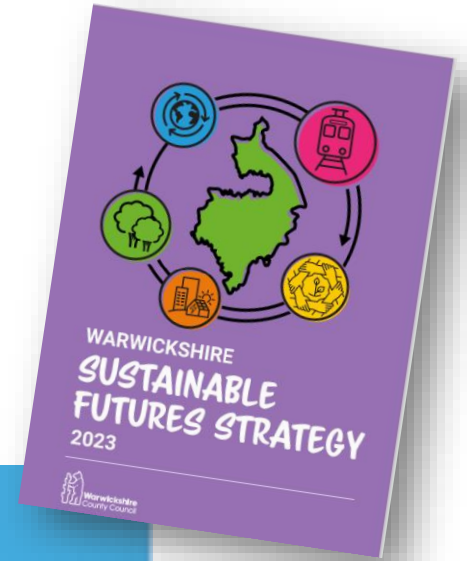
2019

WCC declared a climate emergency.



2023

Our Sustainable Future Strategy is published, setting out how we'll meet the target of being a net zero Council by 2030, and support Warwickshire as a county to do the same by 2050 or earlier.



WARWICKSHIRE
**SUSTAINABLE
FUTURES STRATEGY**

Sustainable Warwickshire Podcast



Why a podcast?



We can't deliver net zero alone

What we are doing is a tiny part of what's happening in Warwickshire

The podcast means we can give a voice to other organisations and groups too



Our usual comms channels share only the WCC story

We're working alongside public, private, and community partners

The podcast means we can showcase this collaboration



Allows for two-way conversation and different perspectives

It's a diverse and complex subject, worthy of wider exploration

The podcast gives us space to discuss sustainability and co-benefits in a more informal way



The practicalities



Recorded over Microsoft Teams



Edited in Adobe Audition (in-house)



Introductory/exit music added



Hosted on Podbean, available on Spotify and Apple



Guests are asked to spread the word – they can reach new audiences for us.



Lessons learnt



The hardest part is the commissioning – finding the right guests



Publish at regular intervals



Be local



Avoid topics that are time-sensitive



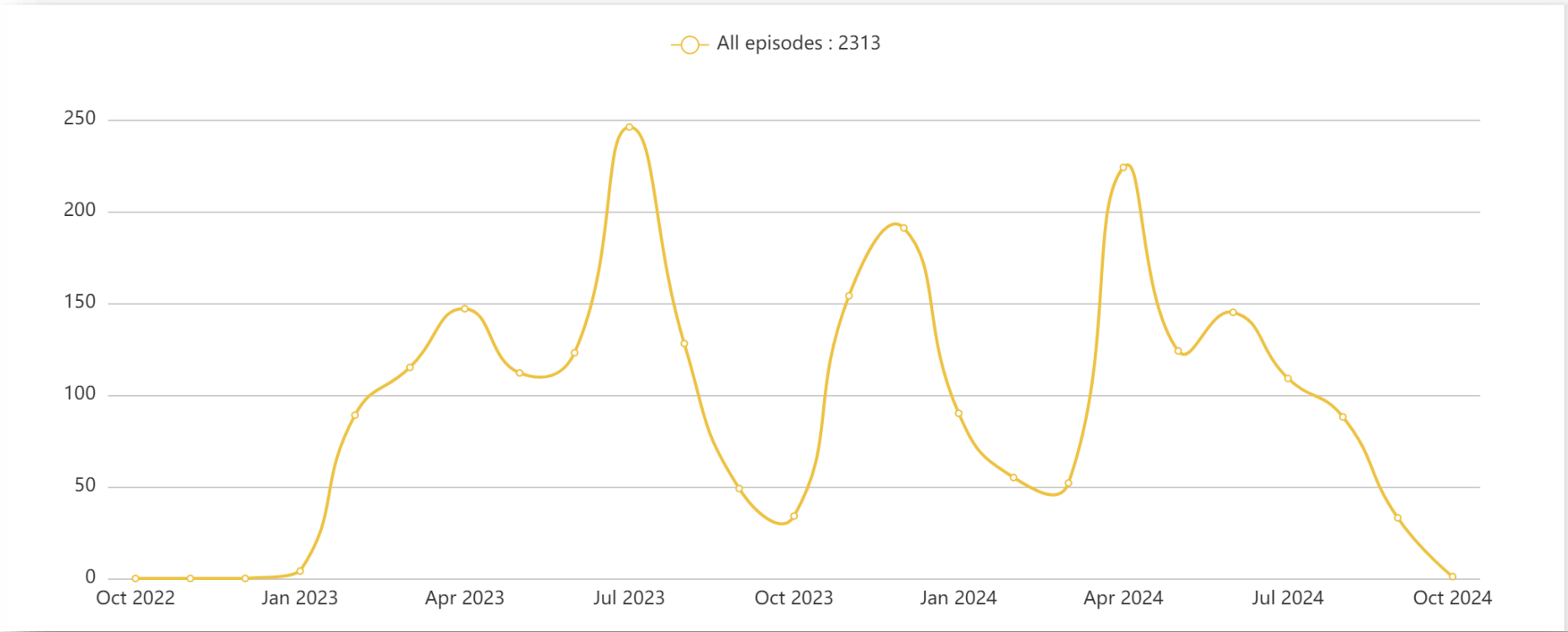
Remember this won't be your 'corporate' voice, but it's still your reputation at risk



The host makes all the difference!



Impact





SUSTAINABLE WARWICKSHIRE