

**From:** REDACTED REDACTED(Science & Innovation)  
**Sent:** 30 March 2010 18:21  
**To:** REDACTED REDACTED(DECC); Meah Nafees (DECC); REDACTED REDACTED(DECC); REDACTED REDACTED(Communications); REDACTED REDACTED(Legal Services); Passman Naomi (Legal Services)  
**Cc:** REDACTED REDACTED(DECC); REDACTED (Communications); REDACTED REDACTED (International Climate Change)  
**Subject:** RE: sub with annexes

All

Here's our summary of the two polls that compared perception pre-and-post climategate.  
Nafees and I should be out tomorrow afternoon but happy to speak beforehand.

<< File: Annex 2, Summary of polls on public confidence in climate science.docx >>

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**From:** REDACTED REDACTED(DECC)  
**Sent:** 30 March 2010 18:18  
**To:** Meah Nafees (DECC); REDACTED REDACTED(DECC); REDACTED REDACTED(Communications); REDACTED REDACTED(Science & Innovation); REDACTED REDACTED (Legal Services); Passman Naomi (Legal Services)  
**Cc:** REDACTED REDACTED (DECC); REDACTED REDACTED(Communications); REDACTED REDACTED (International Climate Change)  
**Subject:** FW: sub with annexes

Everyone,

See below from Joan's office. I think it would help to go into this meeting armed with our take on the fallout from the UEA email hacking. Does anyone feel able to express a view on the impact of this on public attitudes? The post-campaign tracking took place 4 – 8 December. Where does that fit with the UEA events?

Naomi and REDACTED – private office would like legal representation at the meeting re the FOI. Can one of you attend?

REDACTED or REDACTED – can one of you attend too. Helpful to say a bit more about the narrative on facebook and the PR. These are the more discursive elements of the campaign and might enrich the tracking findings.

2pm tomorrow afternoon if people can indicate their attendance. I have to get back to private office tomorrow morning.

Thanks

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**From:** REDACTED REDACTED (DECC) **On Behalf Of** PS/Joan Ruddock (DECC)  
**Sent:** 30 March 2010 16:52  
**To:** REDACTED REDACTED (DECC); PS/Joan Ruddock (DECC)  
**Cc:** PS/Ed Miliband (DECC); PS for Phil Hunt; PS David Kidney (DECC); Perm Sec (DECC); PS.Special Advisers (DECC); Wynnowen Phil (National Climate Change); DECC Chief Science Advisor; Meah Nafees (DECC); REDACTED REDACTED (DECC); Milligan Scott (DECC LEGAL); Passman Naomi (Legal Services); Turton Nick (DECC); REDACTED REDACTED (Communications); REDACTED REDACTED (DECC); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (Communications); REDACTED REDACTED (DECC)  
**Subject:** RE: sub with annexes

REDACTED,

The Minister is concerned about brevity of the campaign evaluation summary that is to be made public.

She is also concerned that not enough is made of the impact of 'climategate' on the results of this campaign in the analysis and the possibility that without it public perceptions could have shifted for the worse as opposed to remaining more or less static.

She would like a meeting tomorrow afternoon to discuss her thoughts (2-3pm). Please can you let me know who should attend?

Can you also give more information on the timing factors involved in regards to when you require clearance for this by.

Thank you,

REDACTED

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**From:** REDACTED REDACTED (DECC)

**Sent:** 29 March 2010 17:58

**To:** PS/Joan Ruddock (DECC)

**Cc:** PS/Ed Miliband (DECC); PS for Phil Hunt; PS David Kidney (DECC); Perm Sec (DECC); PS.Special Advisers (DECC); Wynnowen Phil (National Climate Change); DECC Chief Science Advisor; Meah Nafees (DECC); REDACTED REDACTED (DECC); Milligan Scott (DECC LEGAL); Passman Naomi (Legal Services); Turton Nick (DECC); REDACTED REDACTED (Communications); REDACTED REDACTED (DECC); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (International Climate Change); REDACTED REDACTED (Communications); REDACTED REDACTED (DECC)

**Subject:** FW: sub with annexes

Please find attached a submission with evaluation of the 'bedtime story' phase of the Act On CO2 campaign, with request to approve an evaluation summary for the public domain.

Apologies for the mis-send to some addressees a moment ago.

REDACTED

<< File: actonco2evalmar10.docx >> << File: AnnexBresearch.doc >> << File: AnnexCfacebook.docx >> << File: annexDtracking.ppt >> << File: Annex Eonline.docx >> << File: Annex F - Digital Partnerships.docx >> << File: Annex Gcoverage.docx >> << File: AnnexHFOI.doc >> << File: annexAperformance.docx >>

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