

Who, or what, is Climate Change Wales?

Climate Action Wales is a public engagement and communications programme delivered by the Welsh Government. The programme was developed in response to a commitment made in [Net Zero Wales](#) (our current emissions reduction plan) to involve society in the changes everyone can make to help Wales meet net zero. The Welsh Government engages with key partners such as Public Health Wales, Natural Resources Wales, the Welsh Local Government Association and local authorities over the delivery of the programme. Further detail on the programme is contained with the [Climate Action Wales strategy](#).

How is it funded?

It is funded by the Welsh Government.

What is its purpose?

The purpose of the Climate Action Wales website is to provide accessible information about the climate emergency, and actionable advice on how to make green choices every day that will benefit us individually and collectively. It also promotes examples of action being taken by individuals, communities and businesses to inspire others to play their part.

What are its KPIs/targets?

The website was published in July 2023 and promotion began in September 2023. KPIs and outline targets for the first 12 months are detailed below. Once complete performance figures become available for the first full year, these will be used as a benchmark for agreeing targets for future years.

KPI	Outline annual target – year 1
Users	80,000
Sessions	160,000
Engagement rate	45%
Average dwell time	1.45 mins
Average bounce rate	55%

Who are its executive officers and how are they qualified to do what is expected of them.

An editorial panel provides governance for the website and includes digital marketing and policy officials with specific expertise on the related content topics. Further detail on membership of the panel can be found at: [Our Approach to Content Integrity - Climate Action Wales \(gov.wales\)](#)

Panel members are responsible for contributing information and content, content planning and prioritisation, fact-checking and approving content, and monitoring performance.