

26 September 2025

Dear

## **ATISN 25185 – Climate Action Wales costs**

### **Information requested**

Thank you for your request which I received on 23 September 2025. You asked for:

Spend on the Climate Action Wales campaign including:

- Behavioural insights research.
- Television advertisements.
- Digital and social media advertising
- PR activity
- Content development and production costs
- Welsh translation
- Stakeholder engagement
- Campaign testing and evaluation
- Project management

### **Our response**

The information you requested is below.

Welsh Government has spent £3,189,908 excluding VAT on the whole of the Climate Action Wales campaign since it launched in 2022.

### **Next steps**

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,  
Welsh Government,  
Cathays Park,  
Cardiff,  
CF10 3NQ

or Email: [Freedom.ofinformation@gov.wales](mailto:Freedom.ofinformation@gov.wales)

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane,

Wilmslow,  
Cheshire,  
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely,