

Building Strong Neighbourhoods through Community Events

Climate Communications Case Story



Accessibility



Social Influence

PROJECT AT-A-GLANCE

Project Title: Building Strong Neighbourhoods Through Community Events

Location: London, Ontario

Project Partners: City of London, ICLEI Canada, PROBUS

Date: 2022

Climate Issue: Emergency preparedness and adaptive capacity

Action Area: Awareness and building social resilience

Behavioural Theme(s): Accessibility, Social Influence

Audience: Retired and semi-retired individuals, older adults



Service clubs, especially those with retired membership, can be an effective communication vehicle for climate change actions.

— Participant⁵

IMPACT STORY

The City of London partnered with PROBUS, a club of retired professionals, to create opportunities for older adults to be better prepared for climate change emergencies and promote resiliency within their neighbourhoods. This initiative exemplifies how teaming up with trusted community voices and organizations can enhance community preparedness and foster resilience.

PROJECT OBJECTIVES INCLUDE...

- Engaging participants in topics and education for personal and community climate resilience;
- Fostering connections to create a sense of community; and
- Encouraging individuals to check on one another or ask for help during emergencies.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Digital Marketing:** Information and events were shared through the PROBUS monthly e-newsletter and on the city's social media channels.
- **Educational Presentations:** Presentations were given by city staff on the Climate Emergency Action Plan focusing on individual climate actions at home.
- **Facilitated In-Person Discussions:** City staff facilitated in-person discussions with the target audience on topics such as transportation, basement flooding protection, waste, and climate change resilience.



BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Accessibility:** By partnering with PROBUS, the city was able to directly engage with a large segment of their target audience who were already club members.
- **Social Influence:** Trusted voices and existing community networks were used to deliver messages, encourage action, and build social resilience.

CONCLUSION

This initiative illustrates the potential of strategic partnerships to engage specific segments of targeted audiences in climate change preparedness. The City of London successfully engaged older adults in meaningful discussions, shared valuable resources, and empowered them to get actively involved in building social resilience.

SOURCE

ICLEI Canada. (2022). *Advancing adaptation: Implementation through collaboration – City of London*. Advancing Adaptation Project. <https://icleicanada.org/wp-content/uploads/2023/01/2022-London-Case-Study-Advancing-Adpatation-Project-Implementation-Cohort.pdf>

MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at icleicanada.org/project/climate-communications-toolkit

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CLIMATE COMMUNICATIONS TOOLKIT

