

Optimize your communications

Climate Communications Training Series Week 3

February 13, 2025



**As we wait for people to join,
let us know in the chat...**

What is your name and organization?



Reconciliation is a fundamental component to building equitable, net-zero, and climate-resilient communities.

We respectfully acknowledge that ICLEI Canada's work happens across Turtle Island which has traditionally been and is home to many diverse First Nations, Inuit, and Métis peoples since time immemorial. We are committed to strengthening relationships with Indigenous groups and knowledge keepers, knowing that reconciliation requires ongoing learning, unlearning, reflection, and action. We endeavour to listen to and learn from Indigenous Peoples on an ongoing basis in the process of our work.



RUN OF SHOW

Part 1

- Introduction and review of weeks 1 and 2
- Guest presentation from Credit Valley Conservation and question period

Part 2

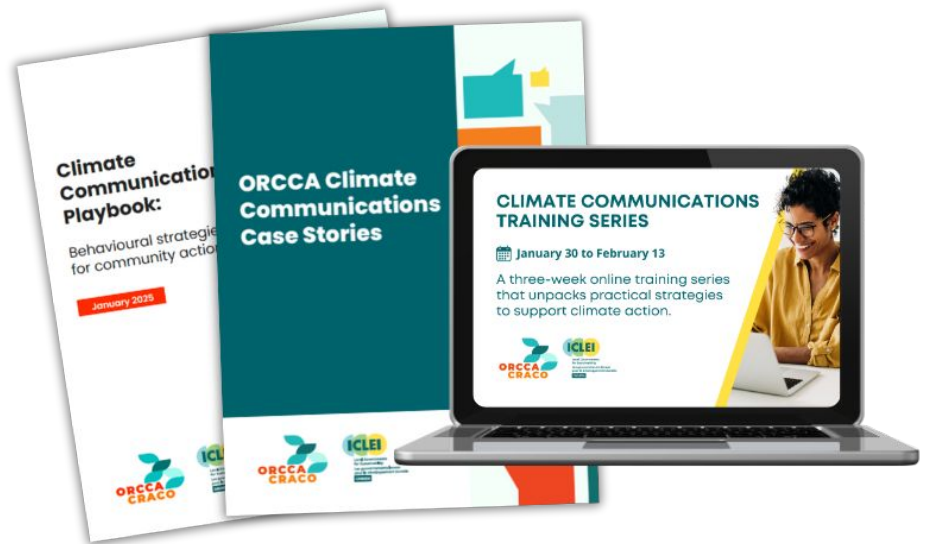
- Climate communications as a journey
- Communication journey activity
- Final thoughts

🕒 How to map a communication journey, identify the best platforms to use to deliver your climate messaging, measure impact, and to stay responsive.

INTRODUCTION & REVIEW

About the toolkit

- It isn't enough for people to know about climate change—they need to be inspired and motivated to take action
- The Climate Communications Toolkit is designed to help you use communications to support the implementation of climate action and build better, more resilient communities



INTRODUCTION & REVIEW

Building on weeks 1 and 2 of the training

- Week 1: Behavioural strategies to inspire climate action
 - How to apply behavioural insights to climate communications
- Week 2: The art of messaging and storytelling
 - How to transform abstract concepts and data into relatable, emotional narratives



INTRODUCTION & REVIEW

WEEK 3

- ✓ Learn how to use the concept of a communication journey to set clear, realistic objectives
- ✓ Identify platforms, delivery methods, and key performance indicators (KPIs)
- ✓ Explore how to work with partners and trusted messengers



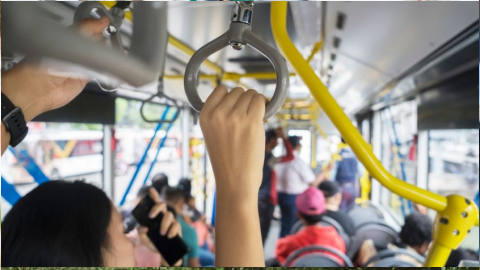
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Climate Communications As a Journey

Curniss McGoldrick

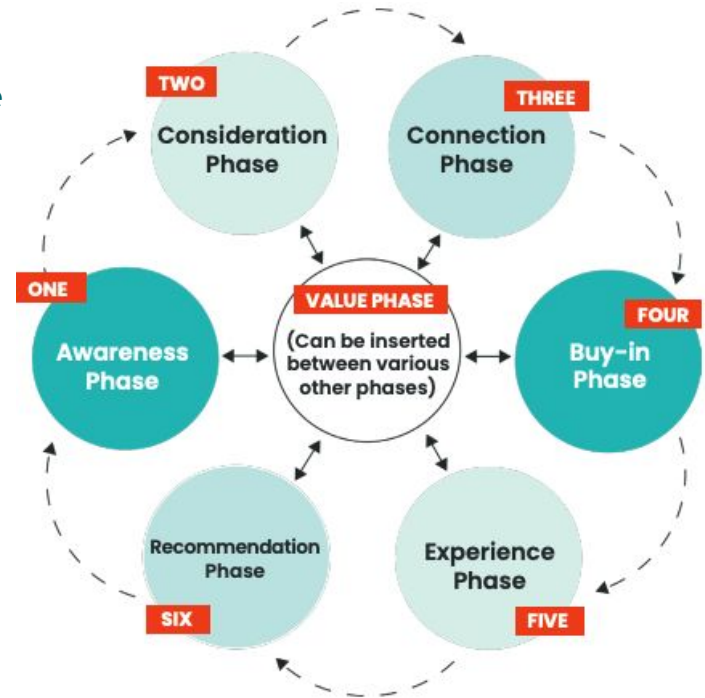


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CLIMATE COMMUNICATIONS AS A JOURNEY

What is a communication journey?

- **Awareness phase (who knew?):** Your audience first learns about what you are trying to achieve
- **Consideration phase (research):** They assess whether they will take action
- **Connection phase (contact):** Initial engagement happens here
- **Buy-in phase (action):** They take action!
- **Value Phase:** Reinforces the action
- **Experience phase (engagement):** A chance to build a relationship and trust
- **Recommendation phase (advocacy):** Receive feedback and/or encourage advocacy



CLIMATE COMMUNICATIONS AS A JOURNEY

Awareness phase example

People in your audience first learns about what you are trying to achieve.

Learn that some of their neighbours are installing backflow valves to protect their homes

Learn that the city offers a backflow valve subsidy program

Learn that backflow valves can prevent flooding

Learn that some of their neighbours are getting money back through the city's backflow valves subsidy program

CLIMATE COMMUNICATIONS AS A JOURNEY

Consideration phase example

People in your audience assess whether they will take action based on their values, interests, or needs.

Download

FAQs document about the subsidy program

Read a local media story about someone whose home was protected thanks to their backflow valve

Talk to neighbours about their experience with the subsidy program

Visit the subsidy program website

Attend a community event

Watch an information video about the program

CLIMATE COMMUNICATIONS AS A JOURNEY

Connection phase example

Initial engagement happens here at which point you can start building a relationship with people within your audience.

Join an email list to receive subsidy program tips and reminders

Submit eligibility self-assessment form

Submit an application to join the program

Complete eligibility self-assessment form

Email the subsidy program to ask a question

Send a message via an online form to ask a question

Sign up to participate in the program

CLIMATE COMMUNICATIONS AS A JOURNEY

Buy-in phase example

People in your audience take action!

Install a
backflow
valve

Send in a
reimbursement form
once the work is
complete

Sign a
"contract" to
install a
backflow valve

CLIMATE COMMUNICATIONS AS A JOURNEY

Value phase example

People in your audience receive value (e.g., resource, access to expertise, rebates, etc.), reinforcing their decision to take action.

Prevent
basement
flooding

Lower
insurance
costs

Protect your
home as a
long term
investment

Gain valuable
knowledge of
basement
flood risks and
costs

Get money
back

CLIMATE COMMUNICATIONS AS A JOURNEY

Experience phase (engagement)

example

Active engagement deepens your relationship with your audience, offering an opportunity to build trust.

Download
the subsidy
program
checklist

Read
tips and
reminders
throughout
the process

Contact
someone from
the program
with questions

CLIMATE COMMUNICATIONS AS A JOURNEY

Recommendation phase example

People in your audience reflect on their experiences, share feedback, and/or encourage others to get involved.

Fill out the program's flood reduction assessment survey during the next flood season

Fill out the program's feedback survey

Volunteer to talk about your experience at a community event

Share a testimonial

Let people know you took part in the program

CLIMATE COMMUNICATIONS AS A JOURNEY

Layers of a communication journey

- Calls-to-action (CTAs)
 - Nudge people one step at a time
- Key performance indicators (KPIs)
 - Based on the CTAs
- Choosing the right platform and channels
 - Work with partners and trusted messengers
- Integrate behavioural strategies into your journey



CLIMATE COMMUNICATIONS AS A JOURNEY

Adding layers — CTAs

Read FAQs

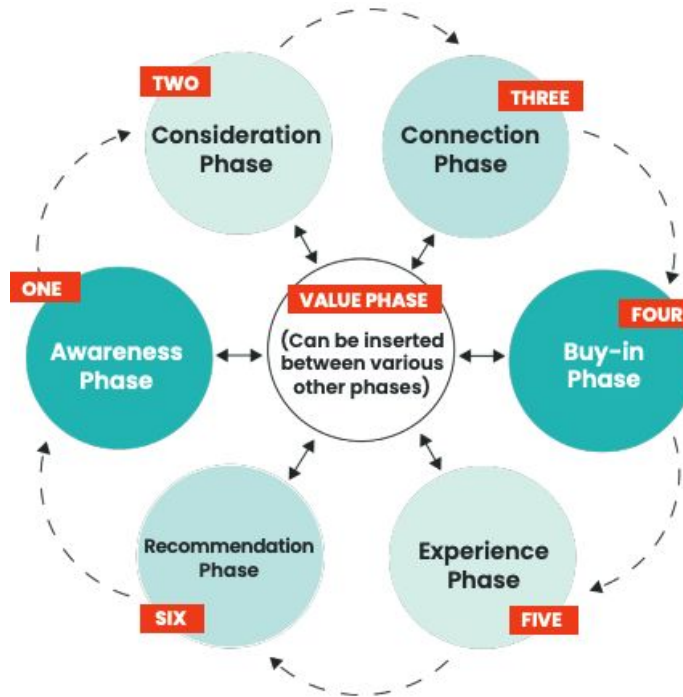
Contact us

Learn more

Submit your form

Take our survey

Download checklist



CLIMATE COMMUNICATIONS AS A JOURNEY

Adding layers — KPIs

Read FAQs

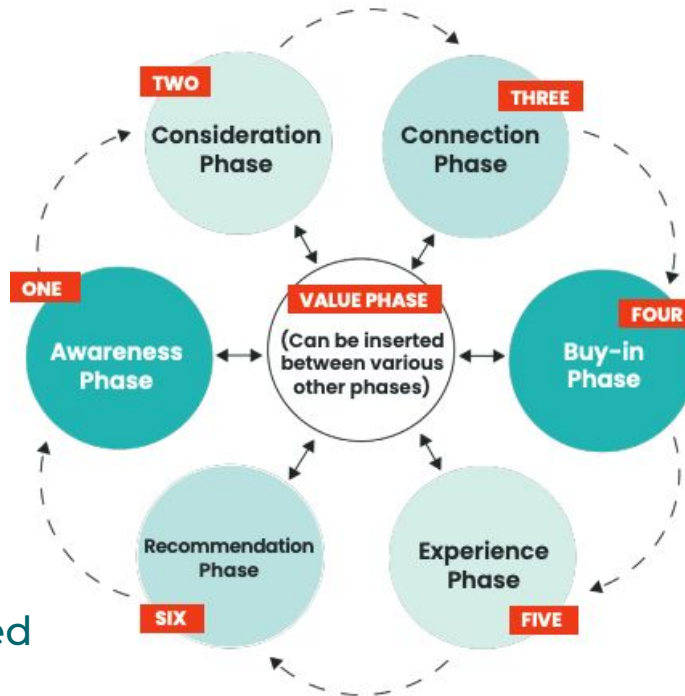
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Take our survey

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Contact us

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CLIMATE COMMUNICATIONS AS A JOURNEY

Adding layers — Platforms and channels

FAQ web page

Read FAQs

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Social media

Learn more

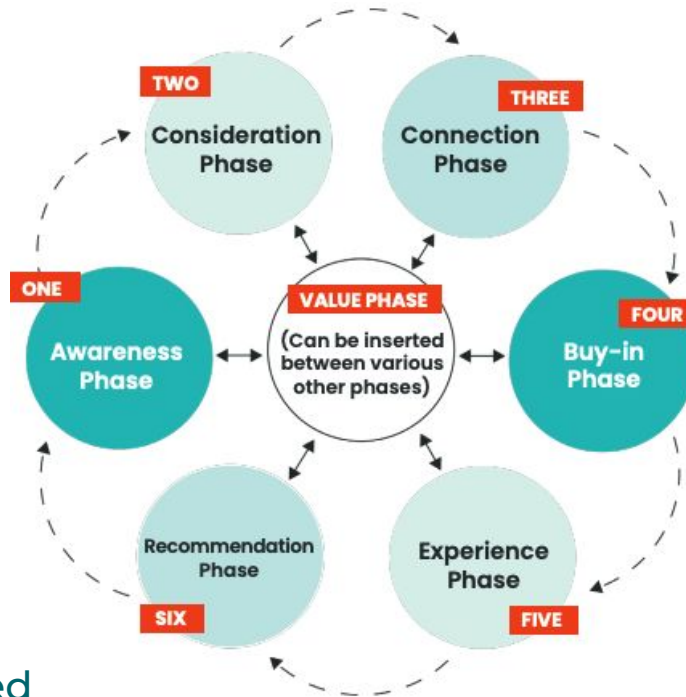
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Program survey

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Email address

Contact us

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Web form

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Checklist

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CLIMATE COMMUNICATIONS AS A JOURNEY

Adding layers — Behavioural strategies



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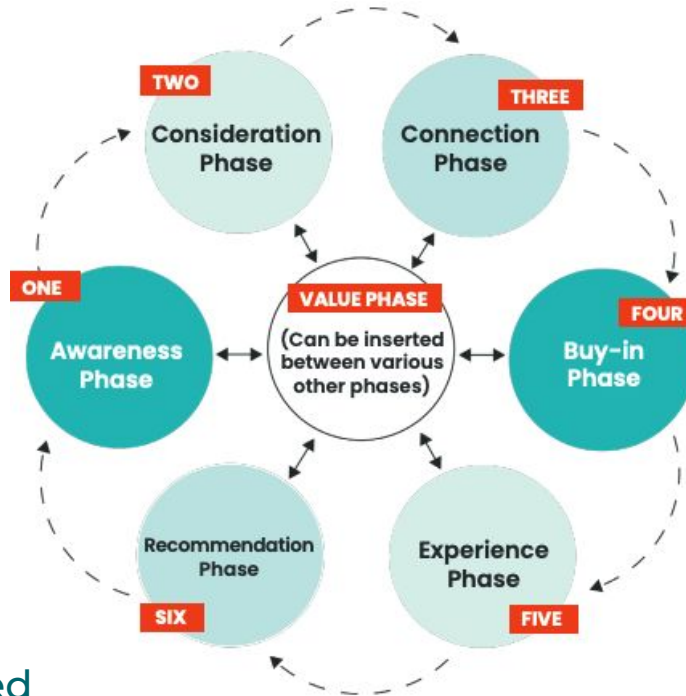
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of inquiries



Web form

Submit your form

of forms submitted



Checklist

Download checklist

of downloads



CLIMATE COMMUNICATIONS AS A JOURNEY

Repeat the process

- Change the components or “layers” of your communication journey
- Try different journeys
- Make changes to your communication journey for different audience segments
- Develop unique journeys for unique audiences
- Repeat with other actions



Let's build a communication journey...

What climate action would you like to create a communication journey for? Be sure it includes an audience!



FINAL THOUGHTS

Stay curious and responsive

- What are your assumptions?
- How can you test them?
- What's working?
- What's not working?
- What is your audience telling you?
- What do they need?



FINAL THOUGHTS

It's a journey for you too...

- Read the playbook
- Explore our 30 case stories
- Recordings will be made available
 - Keep an eye on your inbox
 - Sign-up to ICLEI's email list and/or follow us on LinkedIn



2025 Livable Cities Forum: Acting on Climate Together

October 6-8, 2025 | Halifax, NS

SAVE THE DATE

HALIFAX



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Thank you!



Visit [icleicanada.org](https://www.icleicanada.org) to learn more and access the full [Climate Communications Toolkit](#).

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Email us at iclei-canada@iclei.org



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