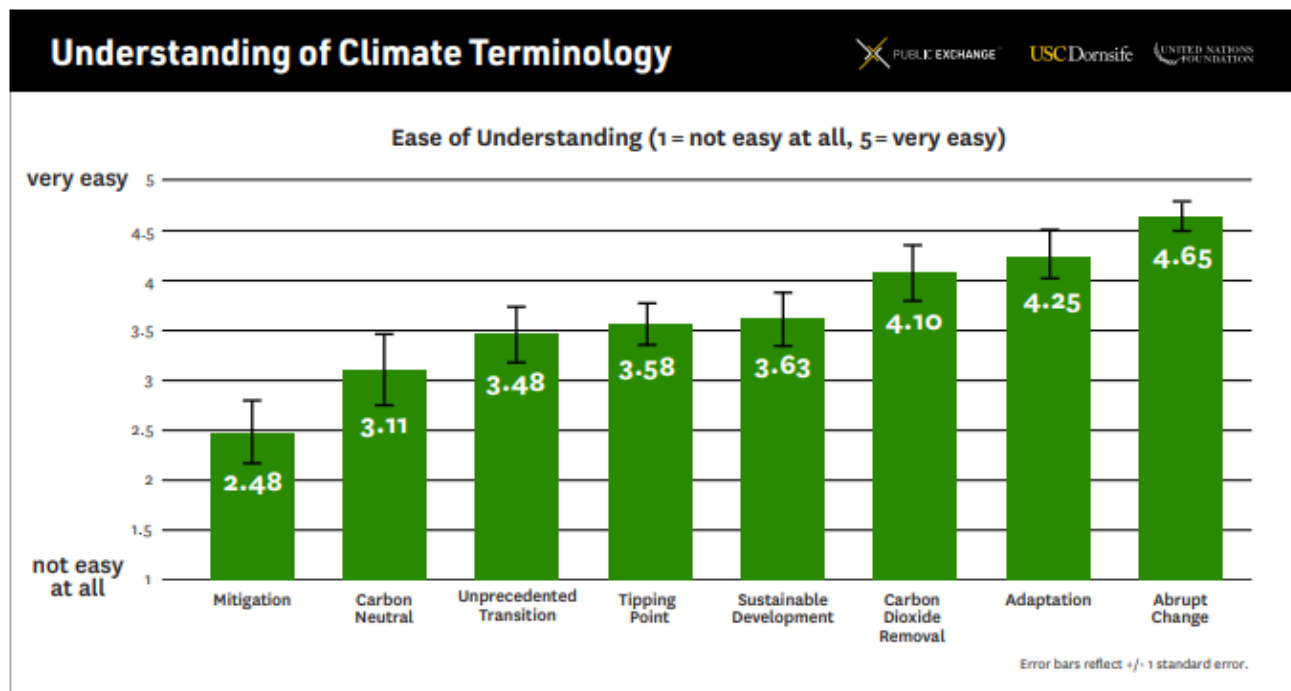


WHY WE ALL NEED TO BE BETTER CLIMATE & SUSTAINABILITY COMMUNICATORS

The preliminary reason why we need a people-planet-prosperity model of sustainability is to have a holistic approach that includes climate but also goes beyond to build public awareness and engagement.

Key Takeaways

1. **Human influence has profoundly impacted the Earth's climate.** We are causing climate change and harming systems worldwide.
2. **People's awareness and understanding of climate change can vary.** Individuals' views on climate change depend on their different beliefs, policy preferences, and risk perceptions that vary according to the community and location people live.
3. **Climate and sustainability communications bridge the gap between science and society.** Communications help convey the adverse effects of climate change, effectively build awareness, and help individuals prepare for climate impacts.



A Public Exchange study highlights people's degree of ease of understanding climate terms.



Next Steps

1. **Assess your community's inclusive, diverse, and meaningful approach to communications.** Review the questions below to assess your communication efforts and areas for improvement.
2. **Create a comprehensive communications plan.** By working with your communications staff, you can identify key stakeholders, goals, and metrics.
3. **Develop compelling messages that leverage local priorities.** Craft messages that resonate with your intended audiences' place-based values and communication style.
4. **Use diverse engagement tools to engage and inform all residents.** You must meet people where they are. Consider in-person and virtual tools to connect with your community about climate and sustainability initiatives.

Essential Components of Communications	Key Questions for Climate and Sustainability Communications
Diverse and inclusive	<ul style="list-style-type: none"> • Is social inclusion truly prioritized in your communication practices? • Are your communication deliverables fully representing your community's demographics? • Is a diversity of different lived experiences and voices brought to the table with your communication deliverables and public engagement?
Anticipative and reflective	<ul style="list-style-type: none"> • Who is currently engaging with your communications? How can a wider reach be achieved? • How are your communication practices anticipating future needs with content and design? • Have you performed an internal audit to evaluate your communication deliverables, programs, and outreach to determine if you can remove barriers and increase engagement with all residents, especially those underserved?
Open and transparent	<ul style="list-style-type: none"> • How are your communication deliverables shared with your residents? • Is data accessible and open to all? Is it available in different formats and languages?
Responsive and adaptive	<ul style="list-style-type: none"> • How do you receive feedback from residents about your services, especially with public engagement programs? • How responsive are you to public needs with communication deliverables? • How did you engage all your residents with communications? How do you track engagement?

Key components and questions to assess your community's communications initiatives.