

# UNDERSTANDING CLIMATE & SUSTAINABILITY COMMUNICATIONS PROJECT MANAGEMENT

Break down the steps to effective climate and sustainability communications, including understanding the purpose of climate and sustainability communications and key terms and deliverables. Utilize components of project management, such as utilizing a GANTT chart. Find six strategies to build a successful communications campaign.

## Key Takeaways

1. **Climate and sustainability communications focus more on eliciting action from residents and stakeholders.** Your communication goals will focus on engaging, mobilizing, informing, and advocating for sustainability and climate action initiatives.
2. **To successfully complete communications product(s), you will need a project management plan in place.** Identify core project members and outline roles and responsibilities as related to your intended communications deliverable.
3. **Use the following strategies for a successful campaign:**
  - *Strategy 1* – Understand Your Audience
  - *Strategy 2* – Define Your Goals and Key Performance Indicators
  - *Strategy 3* – Relate Recent Events to Climate Change Projections and Trends
  - *Strategy 4* – Translate Data into Tangible Impacts and Human Costs
  - *Strategy 5* – Couple Emissions Reduction with Preparedness
  - *Strategy 6* – Utilize the Avenue of Storytelling

### Communications Performance Management in Four Steps



#### 1 Plan

Develop key performance indicators (KPIs) linked to your community's communication goals and objectives.



#### 2 Review

Assess KPIs outlined in step one and outline strategies based on the demographics of your audience and selected communications platform(s).



#### 3 Track

Determine tracking timeline (e.g., monthly vs. weekly) and track KPIs on communication channels.



#### 4 Act

Review KPI metrics and adjust your communication strategies outlined in step 2. Flexibility is key with communication plans!

**The four steps of communications performance management will help you plan, review, track, and act to improve your communications plans.**

## Next Steps

1. **Understand your audience by assessing the location, level of engagement, language, and accessibility.** Review the audience factors outlined below to better understand your audience.
2. **Create a comprehensive project management plan.** By working with your communications staff, you can create a plan that outlines tasks, timelines, and responsibilities for communication product(s).
3. **Identify effective key performance indicators (KPIs) for your communications.** Explore Strategy 2 – Define Your Goals and Identify Key Performance Indicators- to select the best KPIs to determine success for communication product(s) and outreach.

### Audience Factors



- 1 **Location**
  - Where are you located?
  - What are the place-based identities within your community?
  - What are the different demographics for your community?
- 2 **Level of Engagement**
  - Do you have an existing relationship with a stakeholder, or is it the first time you are reaching out?
  - Do you have established communication channels?
  - Is it likely they have some preconceptions about your company and how it communicates?
- 3 **Overall Language Use & Accessibility**
  - Do you offer multi-lingual options for your message?
  - Are your documents American Disabilities Act (ADA) compliant?
  - Do you use colorblind-friendly patterns and incorporate other user-friendly techniques that allow the most members of your audience to access and understand your communication output?



These key factors can help you better understand your audience.