

BEST PRACTICES OF CLIMATE AND SUSTAINABILITY COMMUNICATIONS

Ensure your message is representative of your audience and heard by your community. Plus, resources for those seeking more climate and sustainability communications techniques.

Key Takeaways

1. **Demystify technical jargon.** You need to describe concepts and not use niche jargon or labels without explaining the terms to your audience.
2. **Utilize trusted messengers.** Build credibility by working with a trusted messenger to share strong facts.
3. **Don't be a fatalist: embrace hope.** While you can still acknowledge the dire nature of climate change in your communications, do not overemphasize them and falter to fear mongering.
4. **Connect with the community through storytelling.** Use storytelling methodology to create relatable, detailed messages.
5. **Keep calm and carry on when facing opposition.** Focus on the important, overarching goal, and do not get caught up in the little details or opposers of your message.
6. **Repeat, Repeat, Repeat.** Be disciplined and consistent with your main points by repeating the most important takeaways and solutions.
7. **Get off the sidelines: engage your stakeholders.** As a local government, your priority should be getting involved with your community by building relationships with others, whether that be community members, other governments, and organizations.
8. **Measure and track every little victory.** Keep track of your successes, and identify where you could improve by measuring metrics.





Next Steps

1. **Follow the best practices of climate and sustainability communications.**

Remember to incorporate the best practices from the creation to the implementation of your communications strategy and product(s).

2. **Stay updated on the best communications practices.** Climate and sustainability communications are growing and changing with new studies, climate events, and political events.

3. **Explore the Climate and Sustainability Toolkit for a comprehensive guide to help elevate your messaging techniques and storytelling.** You can dive into the toolkit for further information on setting up a project management tool, creating compelling messages, identifying audience types, determining goals, measuring key performance indicators, and more.

4. **Connect with ICLEI USA's communications officer for communications support.** Reach out to Anne Marie Cleary Rauker at am.clearyrauker@iclei.org to set up a meeting for:

- **Communications Strategy Call (1 hr):** Meet to discuss your community's communications strategy, brainstorm goals, and create an action plan. All calls are followed up with detailed notes, next steps, and resources.
- **Climate and Sustainability Communications Workshop (1 hr):** Schedule an interactive workshop for your communications team or interested staff. The 60-minute workshop will cover key climate and sustainability communications items and brainstorm ideas for your community.
- **External Communication Channel Audit Request (2 hrs):** Meet to request an external communication channel audit. The communications officer will then review and provide feedback to increase public engagement.

