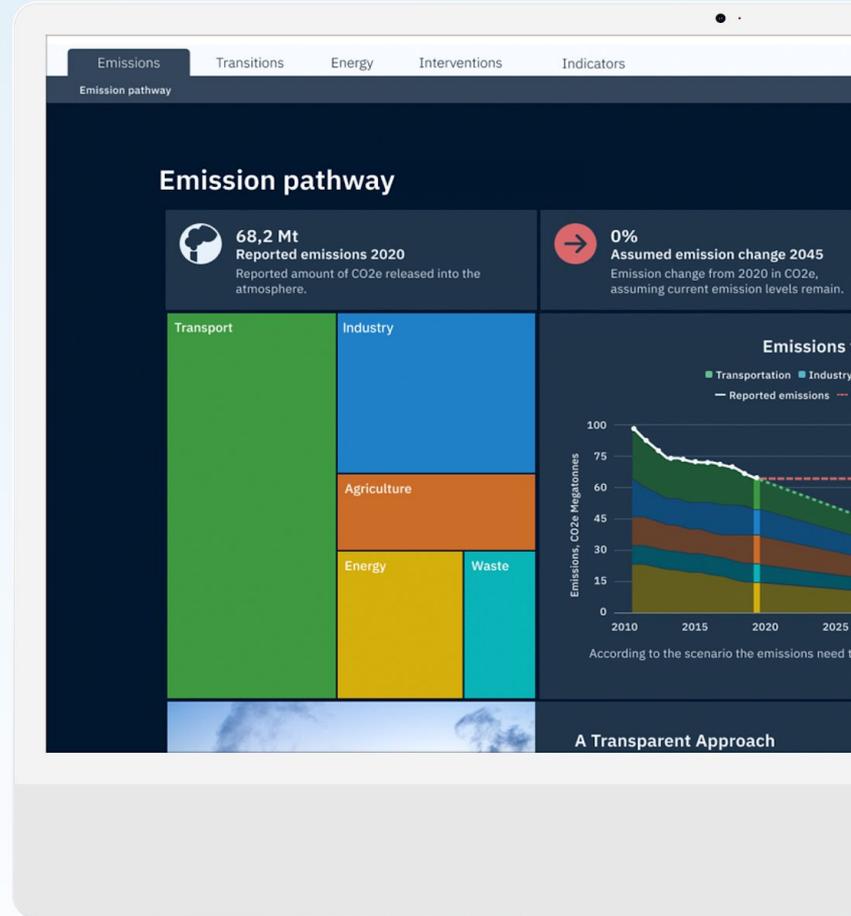


# The Next Era of Climate Communication

A ClearPath 2.0 webinar

Feb 3, 2026



# Introduction



## ICLEI USA

For more than 30 years, ICLEI – Local Governments for Sustainability USA (ICLEI USA) has supported cities, towns, counties, regions, and Tribal nations in helping them achieve their climate and sustainability goals.



## ClimateView

A Swedish climate tech company developing software for climate action. Used by 300+ local and regional authorities across the U.S. and Europe.



## ClearPath 2.0

Provided by ICLEI USA and developed by ClimateView, ClearPath 2.0 is the next-generation climate planning and implementation platform.

# Agenda

## 1. The Role of a Climate Dashboard

- A new era of climate communication
- Use cases and main benefits

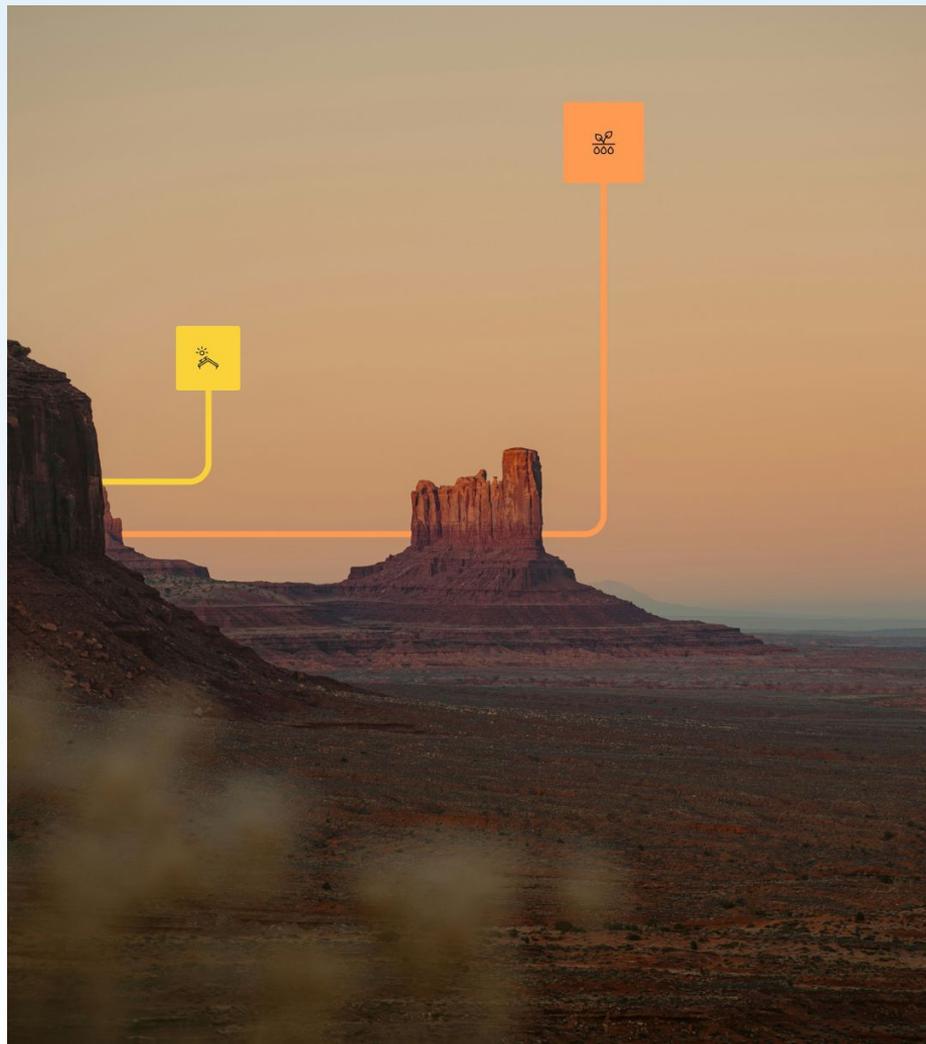
## 2. Learnings From Local Governments

- We hear from Elk Grove and East Central Florida

## 3. The ClearPath 2.0 Dashboard

- What it is. What it does. How it works.
- Best practices: Creating a good dashboard

## 4. Q&A + next steps



# Do you have questions?

Drop them in the Q&A field in the Zoom chat.



# Speakers

I'm your  
moderator



**Dorothea Strüber**  
Regional Director USA,  
ClimateView



**Anne Marie Cleary Rauker**  
Senior Communications Officer  
ICLEI USA



**Jenny Nitzky**  
Senior Programme Officer of  
Zero Emissions  
ICLEI USA

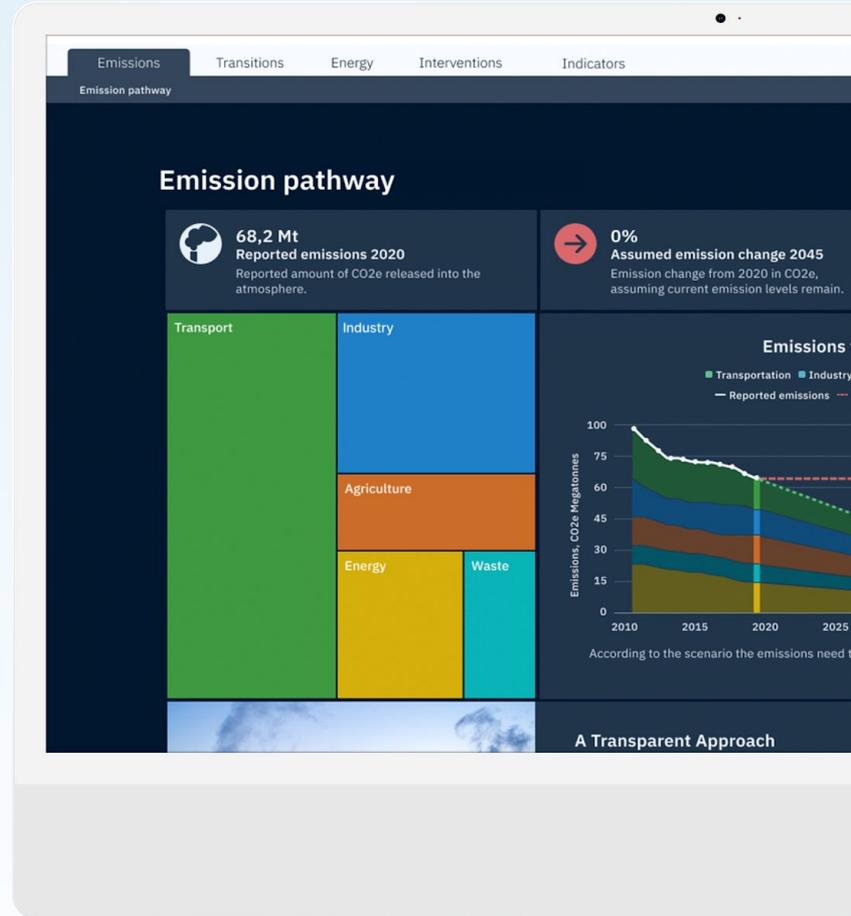


**Carrie Whitlock**  
Long Range Planning  
Program Manager, City of Elk  
Grove

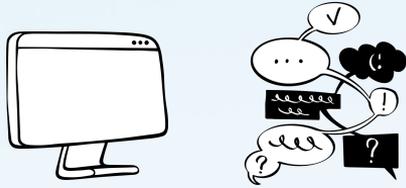


**Adrian Leithead**  
Resilience & Sustainability  
Manager, East Central  
Florida Regional Planning  
Council

# 1: The Role of the Climate Dashboard

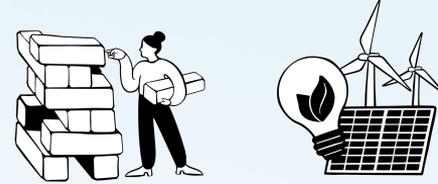






**Because**

**communication**



**affects**

**implementation.**



## The current way

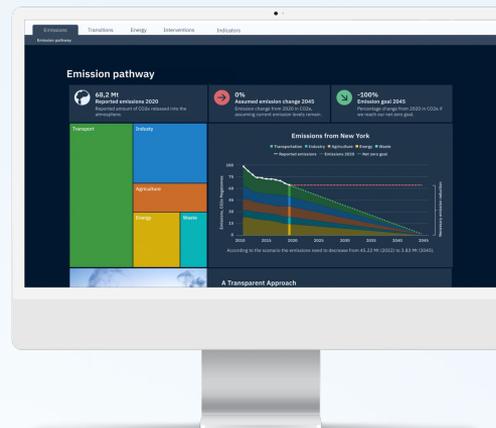
Plans in static PDFs and outdated dashboards



- ✘ Hard to consistently update and monitor progress.
- ✘ Hard to show how far a municipality has come.
- ✘ Hard to get everyone on the same page.

## The new way

A modern climate dashboard with storytelling capabilities



- ✔ Easier to update data.
- ✔ Easier to share successes of local climate action.
- ✔ Easier to engage different levels of local government.

# Main use cases of a climate dashboard:



## Internal communication

Making climate communication understandable, relevant, and measurable to all departments within a city.



## Political communication

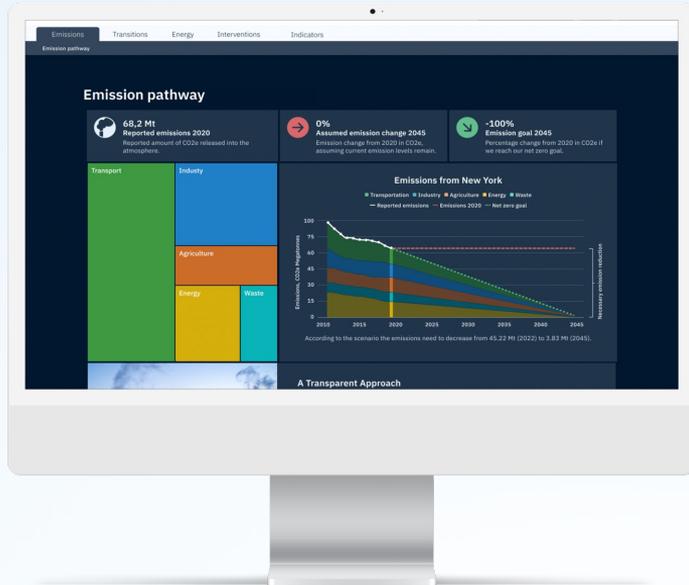
Enabling decision-makers to base political directions on latest progress data.



## Public communication

Making direct contact with your residents, helping them understand what's happening and how they can get involved.

# The climate dashboard provides the same digestible information to everyone.

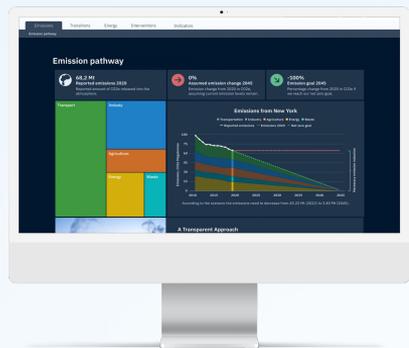


**Aligning teams**

**Aligning elected officials**

**Engaging residents**

# Bringing the clarity needed to drive collective action towards our goal.



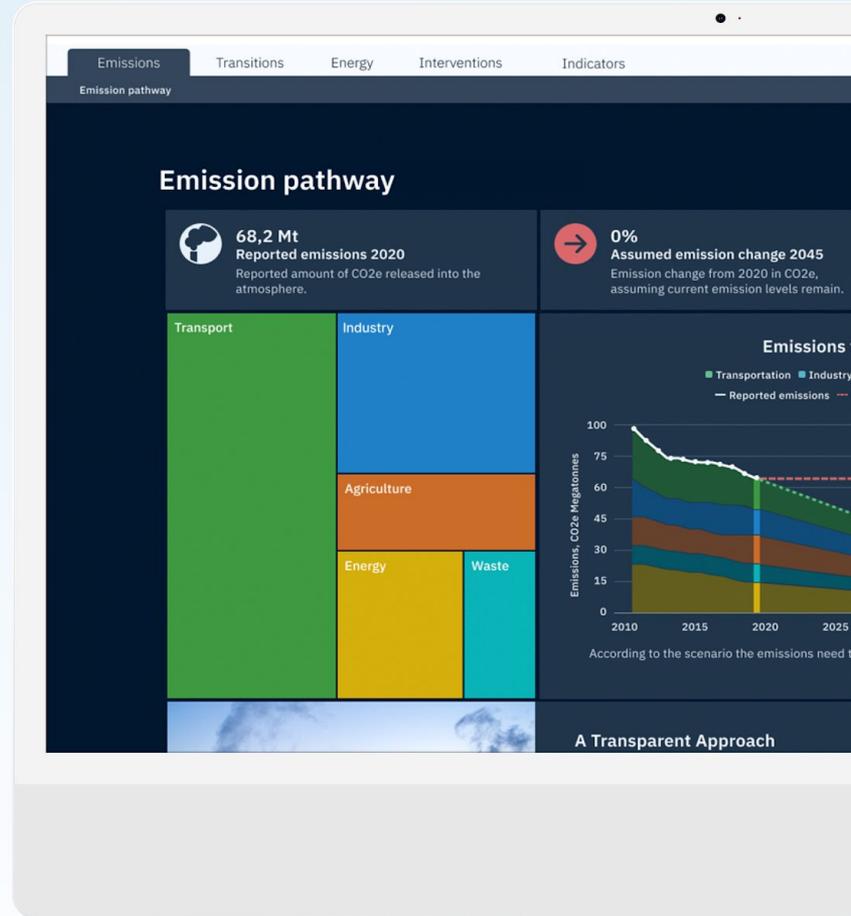
Aligning  
teams

Aligning  
elected  
officials

Engaging  
residents

Implementation  
and progress

## 2. Learnings from Local Governments



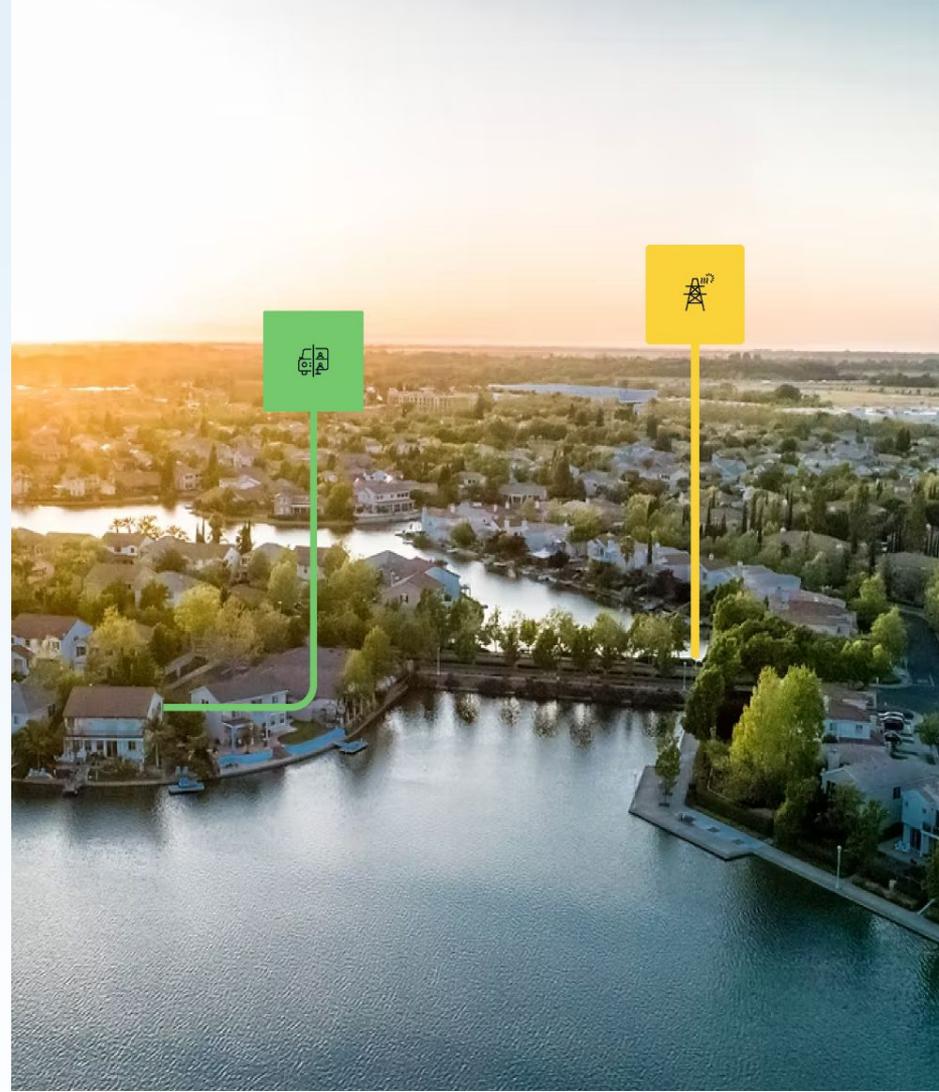
# City of Elk Grove

What are the main things that have changed for your work since publishing the Dashboard on ClearPath 2.0?



**Carrie Whitlock**

*Long Range Planning Program Manager,  
City of Elk Grove*





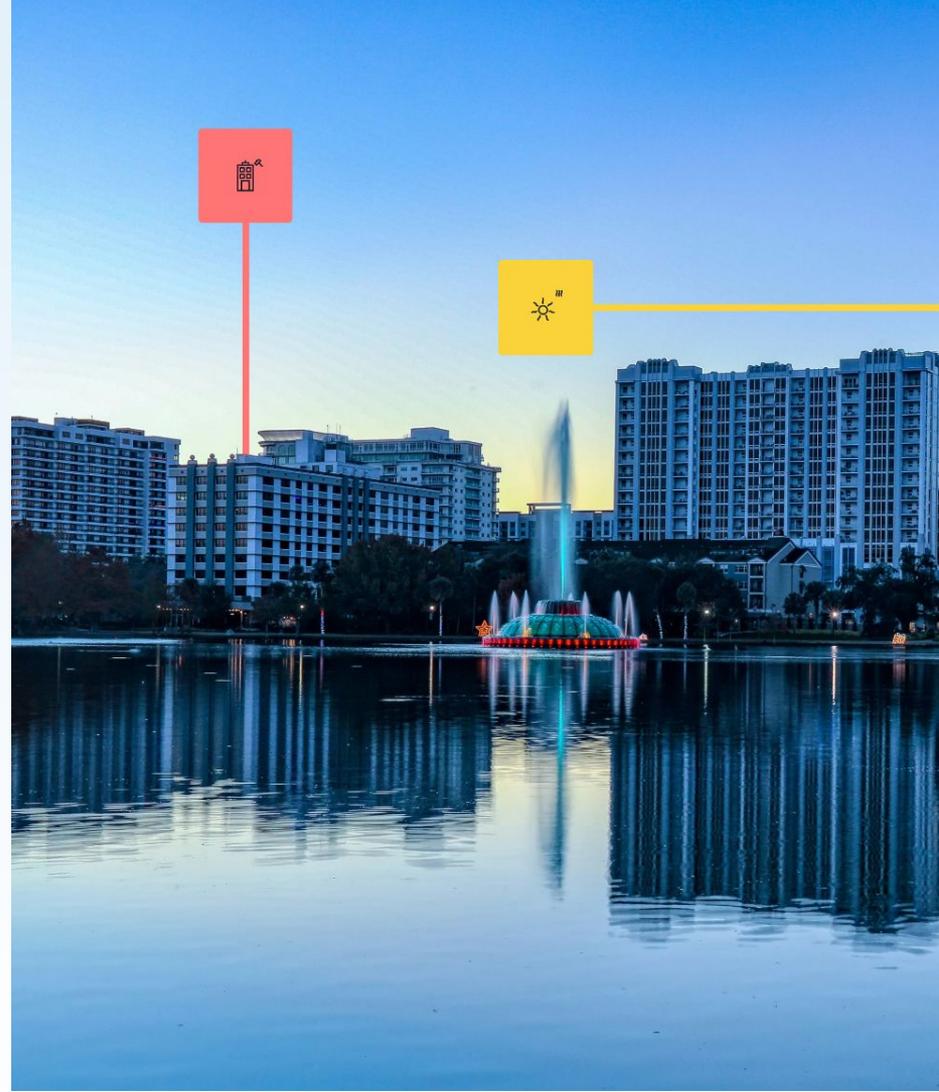
# East Central Florida

What problem are you trying to address with it and how do you hope the dashboard will help you in your day-to-day?

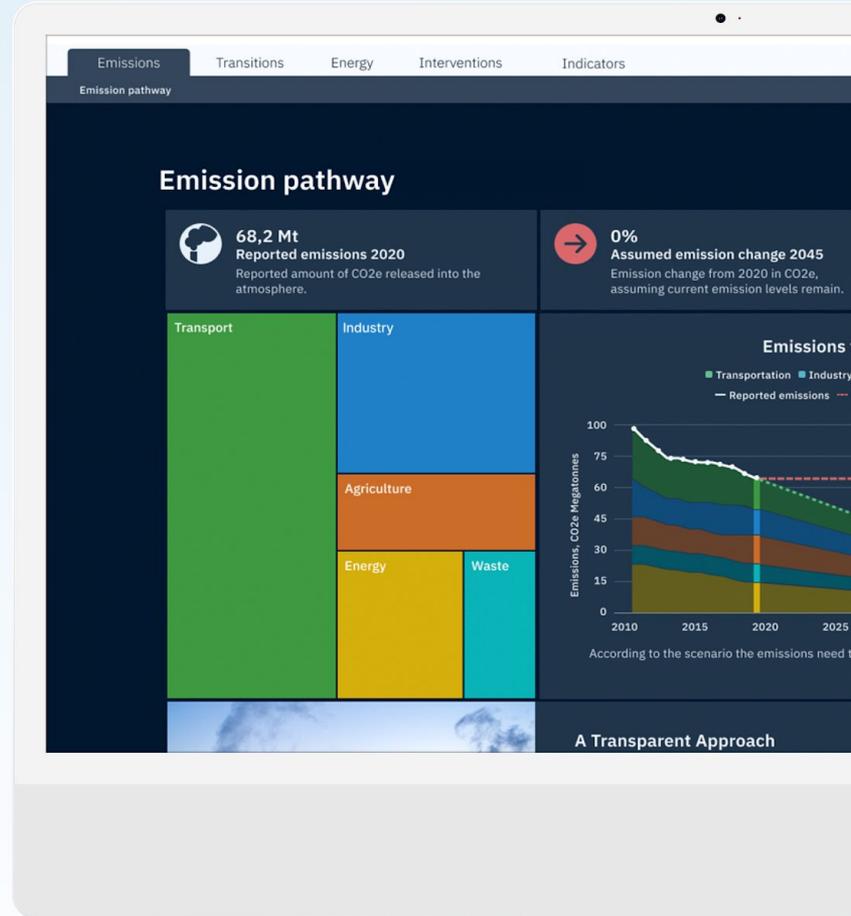


## Adrian Leithead

*Resilience & Sustainability Manager,  
East Central Florida Regional  
Planning Council*



# 3. The ClearPath 2.0 Dashboard



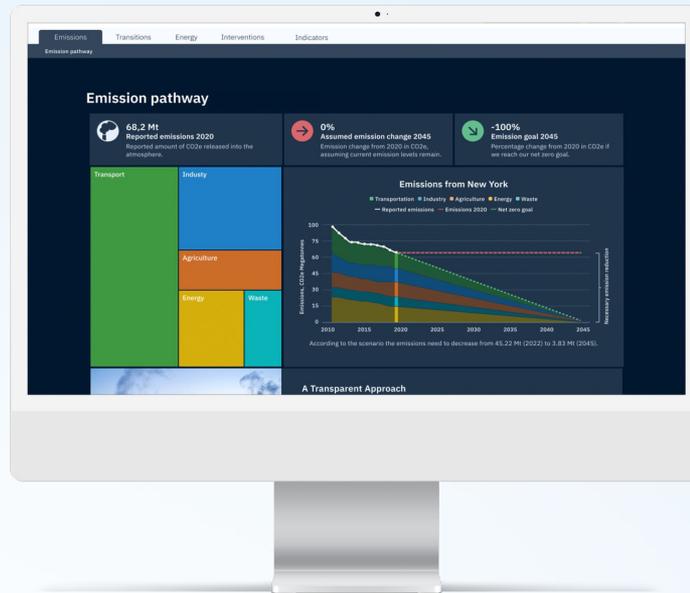
# Overview of the ClearPath 2.0 Dashboard

With ClearPath 2.0, the Climate Action Plan is:

- Online
- Interactive
- Easy to use
- Easy to update

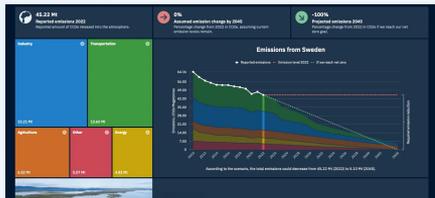
It helps the local government to:

- Communicate strategy, actions and impact clearly
- Align and mobilise stakeholders
- Advance faster towards their goals



# One Dashboard – Four Tabs

## Emissions



*“Where do we come from and what is our current state?”*

## Transitions



*“What are our ambitions?”*

## Interventions

The Interventions dashboard provides a detailed view of policies and commitments. The table below lists several key interventions:

Intervention name	Image	Tag	Value	Type
Decided (148)				
Plastic packaging ban		Accepted	2025-01-01	Private and public institutions
Animal plan for plastics		Accepted	2025-01-01	Strategic and action plan
Anti-plastic foods		Accepted	2025-01-01	Private and public institutions
April 2025		Accepted	2025-01-01	Treaty and agreement
Agreement about mobility		Accepted	2025-01-01	Business and B2B relations
Agriculture mobility		Accepted	2025-01-01	Business and B2B relations
Alternative fuel introduction		Accepted	2025-01-01	Private and public institutions
Animal welfare		Accepted	2025-01-01	Business and B2B relations

*“How will we get there?”*

## Indicators

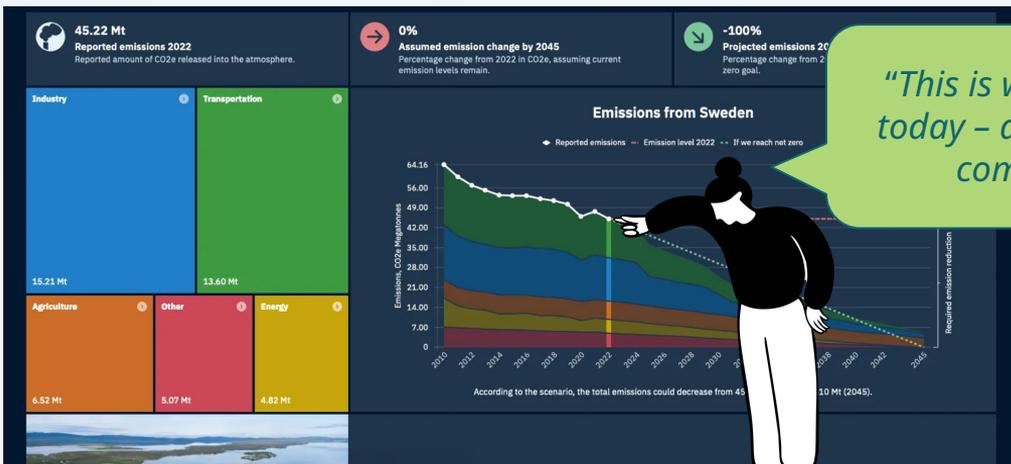


*“How is it going right now?”*

# The Emissions Tab

Communicate where you stand:

- ✓ Your historical emissions
- ✓ Your current state and emissions breakdown
- ✓ Your overall reduction goal



*"This is where we are today – and where we come from"*

## Emissions



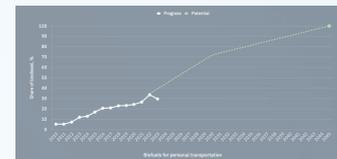
## Transitions



## Interventions



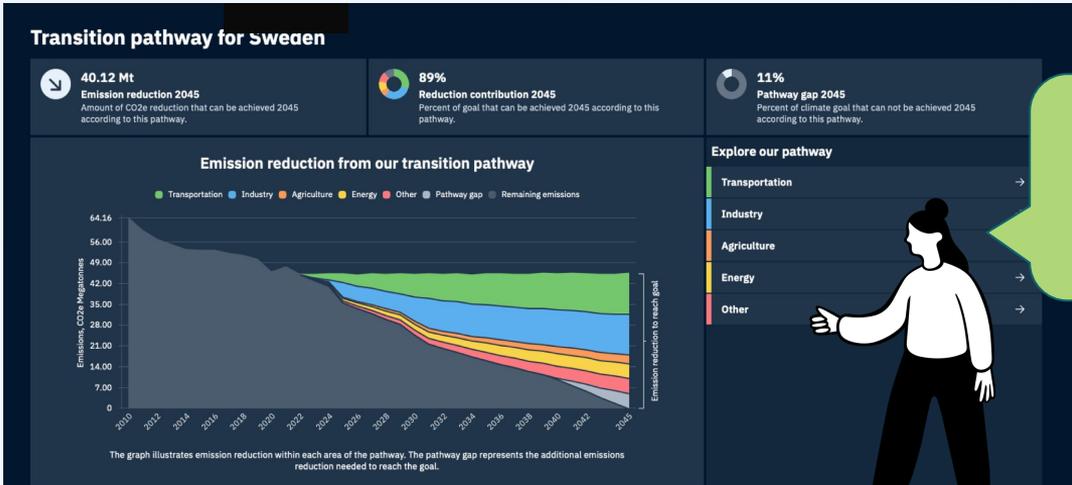
## Indicators



# The Transitions Tab

Gather your ambitions in one view:

- ✓ Your specific yearly targets
- ✓ Your plan to close the emissions gap
- ✓ Your reduction focus areas



*"These are our ambitions sector by sector"*

## Emissions



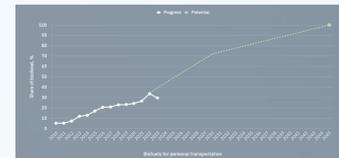
## Transitions



## Interventions



## Indicators



# The Interventions Tab

Showcase your actions clearly:

- ✓ Which actions are planned
- ✓ Which actions are ongoing
- ✓ Which actions are completed

**Policies and commitments**

Filter Group by: Status Sort by: Intervention name

Intervention name	Image	Tag	Status	Type
<b>Decided (148)</b>				
Flexible parking ratios		National	Decided	Policies and public interventions
Action plan for plastics		National	Decided	Strategies and action plans
Aerodynamic trucks		National	Decided	Policies and public interventions
Agenda 2030		Global	Decided	Targets and agreements
Aggregates industry roadmap		National	Decided	Business and NGO initiatives
Agricultural roadmap		National	Decided	Business and NGO initiatives
Alternative fuels infrastructure		EU	Decided	Policies and public interventions
Aviation roadmap		National	Decided	Business and NGO initiatives

*"Here's what are doing, what we have done and what we will do"*



## Emissions



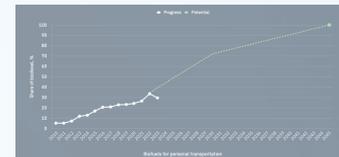
## Transitions



## Interventions



## Indicators



# The Indicators Tab

See the progress you're making:

- ✓ Easily access all the yearly indicators
- ✓ See the yearly performance progress
- ✓ See where the most impact lies



"Here we can see the status of each individual shift"



## Emissions



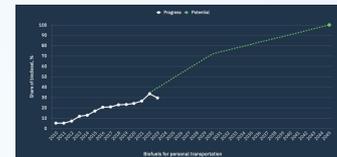
## Transitions



## Interventions



## Indicators



# What's included in the ICLEI USA membership?

## Prepare

All local governments can customize and see all four tabs inside ClearPath 2.0 if they are users.

### Emissions



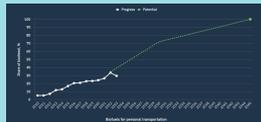
### Transitions



### Interventions



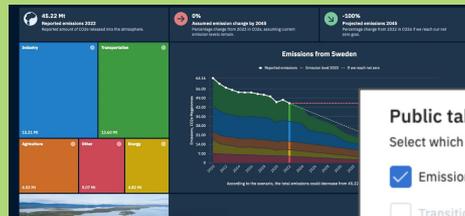
### Indicators



## Publish

Through their ICLEI USA membership, local governments can publish the Emissions tab.

### Emissions



#### Public tabs

Select which tabs are viewable on your public dashboard

- Emissions
- Transitions
- Interventions
- Indicators

# What's included in the Dashboard Add-On?

## Publish

With the **Dashboard Add-On**, local governments can publish the Transitions, Interventions and Indicators tabs to tell a richer climate story.

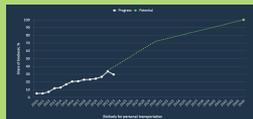
### Transitions



### Interventions



### Indicators



**ClearPath 2.0 users can prepare their narrative, images and data carefully** for publication prior to activating the Add-On and launching the additional three tabs to their public dashboard.

**Activating the Add-On flips the switch** from internal planning and preparation to public-facing communication.

### Public tabs

Select which tabs are viewable on your public dashboard

- Emissions
- Transitions
- Interventions
- Indicators

# Publishing the Emissions tab

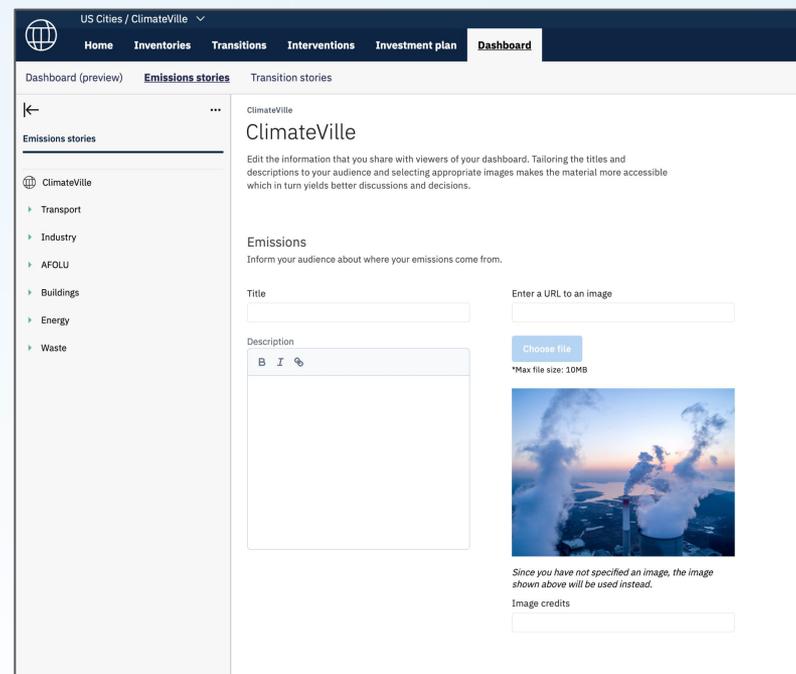
## Why, how and when?

**Why:** To establish a transparent baseline. It answers "Where do we come from?" and provides the data-driven foundation for all climate action in your local government.

**How:** This is included as a standard ICLEI USA membership benefit. Fill out your narrative and imagery in the "Emissions stories" tab.

**When:** Create your emissions story and publish. Since it is a membership benefit, local governments can publish their current state and reduction goals today to build foundational trust.

## Emissions

The screenshot shows the 'Emissions stories' form in the ClimateView dashboard. The form is titled 'ClimateVille' and includes a navigation menu with 'Home', 'Inventories', 'Transitions', 'Interventions', 'Investment plan', and 'Dashboard'. The 'Emissions stories' tab is selected. The form has a left sidebar with a navigation menu for 'ClimateVille' including 'Transport', 'Industry', 'AFOLU', 'Buildings', 'Energy', and 'Waste'. The main content area has a title 'ClimateVille' and a description field. Below the description field is a 'Description' section with a rich text editor. To the right of the description field is an 'Emissions' section with a title field, a description field, and a 'Choose file' button. Below the 'Choose file' button is a note '\*Max file size: 10MB' and a placeholder image of a factory emitting smoke. Below the placeholder image is a note 'Since you have not specified an image, the image shown above will be used instead.' and an 'Image credits' field.

# Publishing the Transitions tab

## Why, how and when?

**Why:** To visualize ambition. It shows stakeholders the reduction pathway, from high-level sectors to specific sources of reduction (e.g., transportation vs. energy).

**How:** Customize under membership, publish under Dashboard Add-On. Users fill out their narrative and educate in the “Transition stories” tab.

**When:** Publish at any stage: preliminary modeling, confirmed scenarios, or implementation.

## Transitions



The screenshot shows the ClimateView dashboard for US Cities / ClimateVille. The 'Transitions' tab is active, displaying a transition story titled 'Shift to electric cars'. The dashboard includes a navigation menu with options like Home, Inventories, Transitions, Interventions, Investment plan, and Dashboard. The transition story is structured as follows:

- Transition stories:** ClimateVille > Mobility > Personal transport > Shift to electric cars
- Transition pathway:** Inform your audience about the strategic route you're taking to reach your climate goals.
- Diagram header:** Emissions reductions required
- Transition pathway summary title:** [Empty field]
- Transition pathway summary:**

Electric vehicles cause no tailpipe emissions. They are also significantly more energy efficient and produce less noise than fossil-fueled vehicles. The shift to electric cars will therefore both reduce greenhouse gas emissions and help create a better urban environment.
- Image:** A photograph of an electric car being charged at a station. The image is accompanied by a caption: "Since you have not specified an image, the image shown above will be used instead." and a field for "Image credits".

# Publishing the Interventions tab

## Why, how and when?

**Why:** To prove the local government is moving from abstract goals to specific policies and are making progress with on-the-ground action.

**How:** Customize under membership, publish under Dashboard Add-On. Create the catalogue of actions.

**When:** Use this when interventions are being identified, refined, and evaluated, or when decisions must be made about which actions will be pursued and how stakeholder feedback is translated into enforceable, outcome-driven measures.

## Interventions



The screenshot displays the 'Interventions' tab in the ClimateView interface. The main view shows a list of interventions under the heading 'All interventions'. The list includes items like 'Convert car share parking to electric vehicle charging', 'Create 500 miles of new protected bike lanes', and 'Develop a deep retrofit program'. Each item has a small image and a status indicator (e.g., 'Con').

The right-hand panel shows the detailed view for the selected intervention: 'Convert car share parking to electric vehicle charging'. It includes a title, a description, and a commitment type. The description states: 'There is a car sharing company in our city that is no longer in service. Previously, the parking spaces for this service had electric charging stations for the shared vehicles. We will convert those spaces to electrical charging stations available to the public.' The commitment type is set to 'Commitment' and the status is 'Suggested'.

# Publishing the Indicators tab

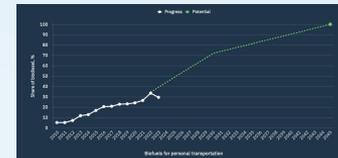
## Why, how and when?

**Why:** For accountability and transparency. It answers "How is it going right now?" by tracking real-world shifts such as EV adoption rates or building retrofits.

**How:** Customize under membership, publish under Dashboard Add-On. Track your progress over time.

**When:** Publish this when you have established your KPIs and want to provide the community with a "living" pulse on the progress of the plan.

## Indicators

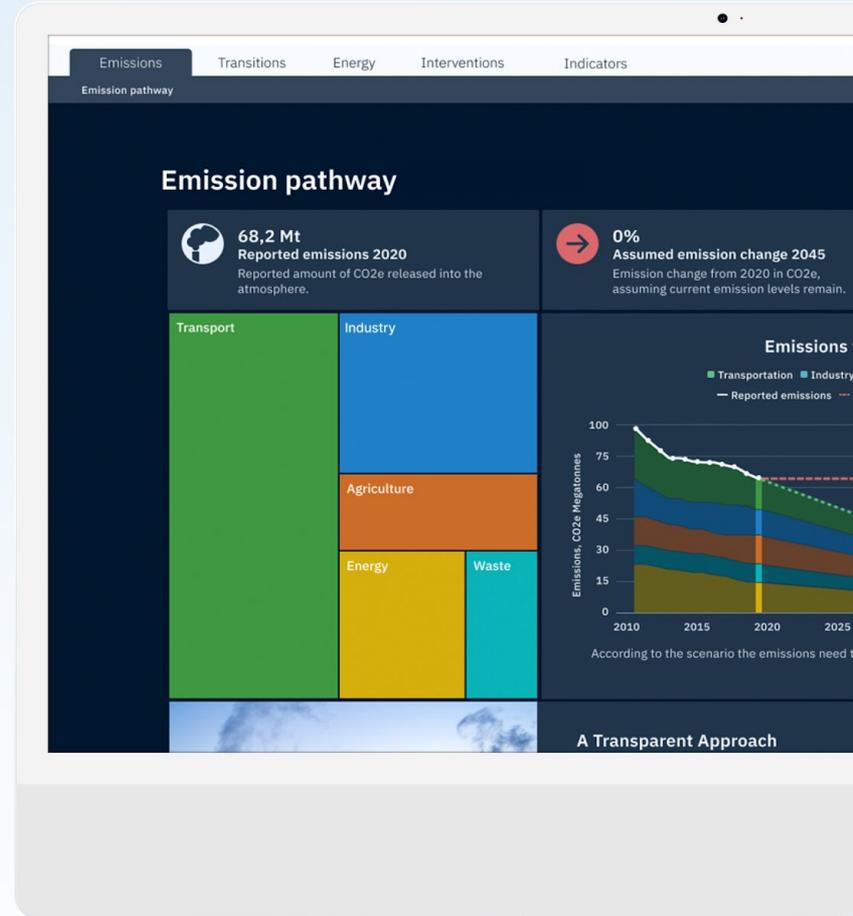


The screenshot shows the 'Transitions' tab in the ClimateView dashboard. The left sidebar lists 'Transition Elements' including 'Shift to electric cars', 'Shift to travel by electric bus', 'Shift to walking and cycling', 'Increase journey sharing', 'Improved car engine technology', 'Shift to electric bikes', 'Road freight', 'Buildings energy use', 'Industry', and 'Waste and resources'. The main content area features a 'Target & Progress diagram' which is a dual-axis chart. The left y-axis shows CO2e (MT) from 0 to 460,000, and the right y-axis shows 'Vehicles of type BEV vehicles' from 0 to 70,000. The x-axis shows years from 2006 to 2020. The chart displays 'Saved Emissions' (green bars), 'Remaining emissions' (grey bars), and 'OT type BEV vehicles' (grey bars). A 'Progress' line is also shown. Below the chart is a table for 'Historical data and progress'.

Year	Progress
2006	Progress
2007	500
2008	780
2009	1,200
2010	3,000
2011	4,000
2012	Progress

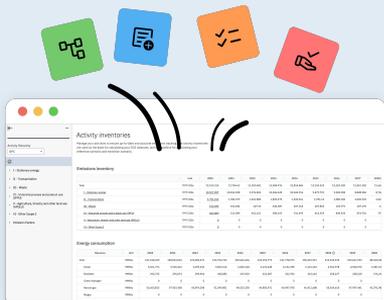
On the right side of the dashboard, there are sections for 'Diagram', 'About diagram', 'More information', 'References', and 'Assessment of transition speed'. The 'Assessment of transition speed' section includes a gauge chart showing progress from 0 to 100% and a 'Don't know' button.

# 4. Best Practice

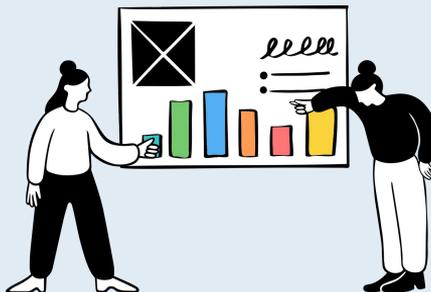


# The non-negotiables of a good dashboard:

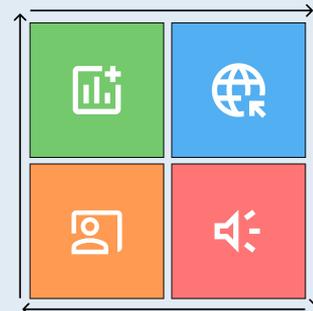
## 1. Get the data in place



## 2. Decide on the narrative



## 3. Communications strategy





# Decide on the narrative

## *How to think about effective communications*

### Be intentional about

- Who you're talking to
- What outcome you want to achieve
- How communication helps you get there

### Ask yourself

- Align internal teams around priorities?
- Build confidence with elected officials?
- Encourage residents to take action?

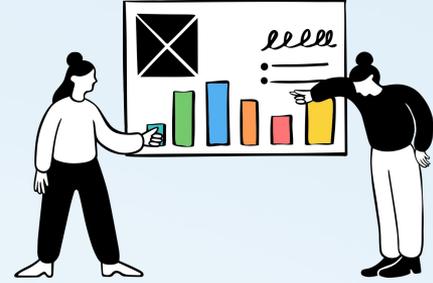


### Tips to get started:

- Highlight **top community goals** first.
- **Be transparent** about progress and constraints.
- Connect climate actions to **real decisions and impacts people can recognize.**

# Decide on the narrative

*Communications formula*



Goals

+



Audience

+



Unique Value  
Proposition

+



Channels

+



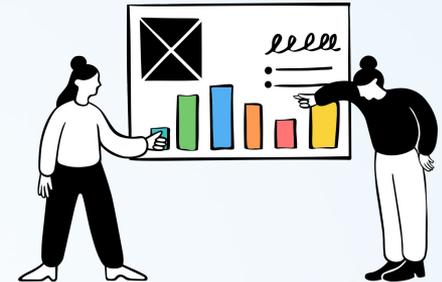
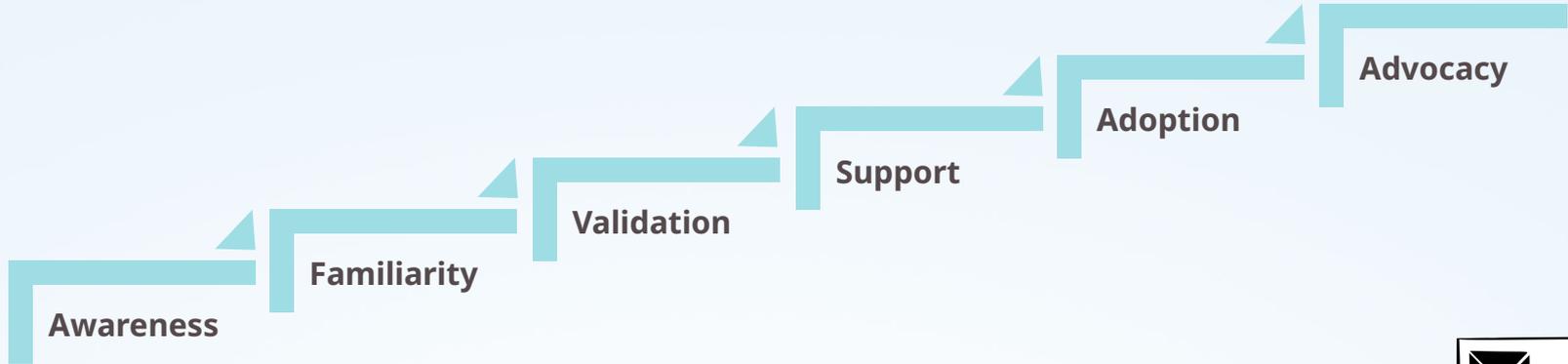
Insights

=

**Measurable Momentum**

# Decide on the narrative

## *Audience journey*



# Communications strategy

## *Turning narrative into action*

### Ask yourself

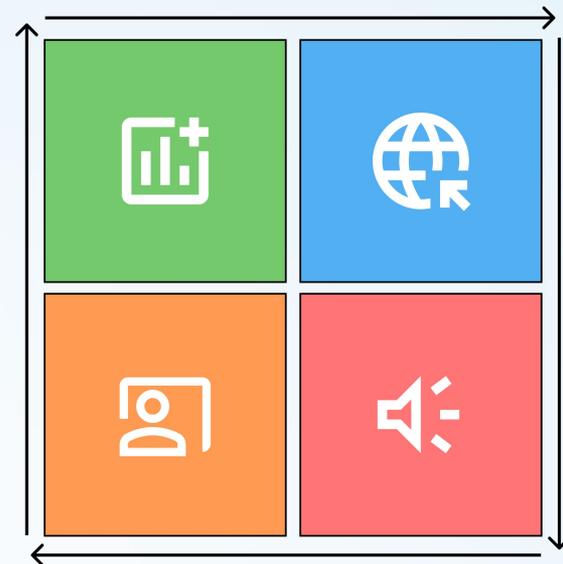
- Who owns updates?
- How often is progress shared?
- Which channels reach each audience?
- How does dashboard data show up in meetings, briefings, newsletters, and public communications?

### Key ingredients

1. Define goals that drive behavior
2. Understand your audience
3. Place based messaging
4. Diverse communication channels
5. Measure, learn, and stay flexible

### Key dashboard strengths

- Highlight what **matters most**
- Give people the option to **explore further**
- Keep communications **focused, accessible, and responsive**





# Communications strategy

## Example 1



### Internal alignment

- **Goal:** Align teams around priorities and support coordinated decision-making
- **Audience:** Internal staff across departments and leadership
- **Messaging:** Focus on progress, gaps, and upcoming decisions using shared language and visuals
- **Channels & Tools:** Standing staff meetings, internal briefings, dashboard views
- **Measurement:** Consistent use of shared data, clearer ownership, faster alignment on next steps



# Communications strategy

## Example 2



## Elected official decision-making

- **Goal:** Build confidence and support informed policy and budget decisions
- **Audience:** Elected officials and decision-making leadership
- **Messaging:** Emphasize trends and how progress connects to community priorities
- **Channels & Tools:** Council briefings, executive summaries, high-level dashboard views
- **Measurement:** Quality of questions, decision readiness, alignment between data and policy direction



# Communications strategy

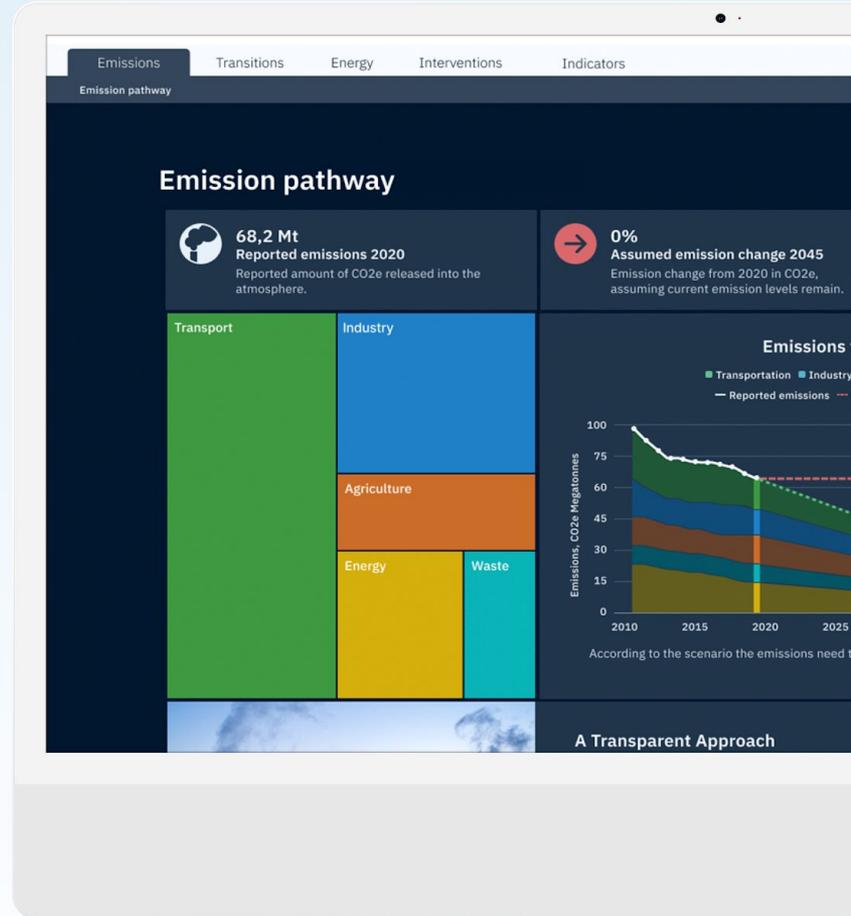
## Example 3



### Community participation and trust

- **Goal:** Encourage engagement, program participation, and sustained public trust
- **Audience:** Residents, community organizations, and stakeholders
- **Messaging:** Clear, plain-language explanations of progress and how actions affect daily life
- **Channels & Tools:** Newsletters, websites, community partners, public-facing dashboard views
- **Measurement:** Engagement with programs, repeat visits, feedback, and community uptake

# 5. Q&A



# Start building your climate dashboard with ClearPath 2.0!

## For ICLEI USA members:

- Contact your member advisor to learn how to activate the Dashboard Add-On.

## For non-members:

- Visit our website to learn more about joining or purchasing a non-member license.

## For service providers/consultants:

- Visit <https://icleiusa.org/clearpath-2/trained-professionals/> for information on how to get trained using ClearPath 2.0 and its dashboard in your local government projects.



**Scan the QR code**  
to read more about the  
Dashboard Add-On.







**Thank you for  
joining us!**

