

Deliverable 3.4

Guidelines for the implementation of climate communication and training materials

Deliverable Number	D3.4
Deliverable Name	Guidelines for the implementation of Climate communication and training materials
Deliverable Version	V1.0
Work Package (WP)	WP3 Local and project-wide PentaHelix support tools
Due date	30 th November 2018
Date of Submission	15 th January 2019
Main Author	Østfold County Council
Contributors	All Partners

Disclaimer: The sole responsibility for the content of this report lies with the authors. It does not necessarily reflect the opinion of the funding authorities. The funding authorities are not responsible for any use that may come from the information contained therein.



Table of content

Introduction	3
Overview over deliverable	3
How to arrange a climate communication workshop	4
Target group.....	4
Time.....	4
Groups.....	4
Cases.....	4
Suggested agenda:	4
List of annexes.....	6

Introduction

To ensure that SECAPs are well anchored and increase the implementation rate of climate actions, guidelines for climate communication and climate communication training materials have been developed. The training materials have been tested at two workshops; one for municipalities in Østfold, and one for the project partners and actors from all five pillars of the pentahelix: public, industry, academia, NGOs, and citizens. Based on the experiences from these, and input from a number of municipalities and other actors, the guidelines and training materials have been adjusted and improved.

The climate communication guidelines and training materials have been translated to English, and the languages of the participating partners – Flemish, Croatian, Latvian, Norwegian, and Spanish. They will be distributed via the Pentahelix webpage. The climate communication guidelines can be used by all municipalities without prior knowledge or training.

Overview over deliverable

- Description of how to arrange a climate communication training workshop (English only)
- Climate communication guidelines in six languages
- Powerpoint presentation for climate communication training in six languages (slides and talking points)
- Example of layout for workshop output (English only)

How to arrange a climate communication workshop

Target group

Climate communication is a skill that is useful for an increasing number of groups: communication experts and climate experts in municipalities, private businesses, academia, and NGOs, and politicians. The workshop can be done with a homogenous group or with a mixture of different backgrounds.

Time

Depending on the number of speakers and topics, and whether the participants know each other already, the workshop can be completed in 4-8 hours. It is important to have at least 2 hours for the group work and discussion. Examples of speakers:

- local politician on the municipality's or region's climate goals
- communication expert
- climate advisors from other municipalities or regions giving examples on what they have done
- climate psychologist, or other relevant academic actors
- communication expert from local business focusing on climate in their sales strategy
- etc

Groups

The groups should ideally consist of 4-7 people. It is advisable to put the groups together in front of the workshop rather than let them choose. Focus on creating groups with mixed background when it comes to age, gender, education, experience, etc. Appoint a group leader to each table.

Cases

Four cases have been prepared, and are available in the powerpoint presentation. If these are of little relevance locally, or if other issues are more relevant, these can easily be changed or added to. Each group should start out with one case, but if they finish early they can start on a second. Having several, or all, groups working on the same case is not a problem.

Suggested agenda:

0830-0900: Registration and coffee

0900-0915: Welcome and practical information

0915-0945: Speaker #1

0945-1015: Speaker #2

1015-1030: Coffee break

1030-1130: Speaker #3 and #4 on examples of climate communication

1130-1230: Lunch

1230-1300: Introduction to climate communication (see attached powerpoint)

1300-1500: Workshop

- Prepare the tables with 1-2 pieces of A1 paper (the examples of facebook layout can be used for inspiration, but it is also possible to use plain white paper), notepaper and pens in different colors and sizes, and post-it notes.

- Give each group several copies of the case they should focus on, and explain that the goal is to develop 1-3 facebook posts about the issue
- Introduction to the group. Find a short icebreaker to get to know each other, or simply have a short round of introduction
- The group leader should read the case out loud.
- Include all group members in the discussion
- Prepare facebook posts
- if the group finishes early, repeat the process for a different case
- After 1-1.5 hours: put the posts up on the walls and let the other groups give feedback by writing comments, or adding stickers (hearts, smiley faces, thumbs up) to the posts.

1500-1530: Summary of the workshop. This can be done by the workshop leader, a few of the speakers, or by the group leaders.

1530-1545: Closing words

List of annexes

ANNEX A- CLIMATE COMMUNICATION GUIDELINES AND POWERPOINT PRESENTATION IN ENGLISH

ANNEX B- CLIMATE COMMUNICATION GUIDELINES AND POWERPOINT PRESENTATION TRANSLATED IN FLEMMISH

ANNEX C- CLIMATE COMMUNICATION GUIDELINES AND POWERPOINT PRESENTATION TRANSLATED IN CROATIAN

ANNEX D- CLIMATE COMMUNICATION GUIDELINES AND POWERPOINT PRESENTATION TRANSLATED IN LATVIAN

ANNEX E- CLIMATE COMMUNICATION GUIDELINES AND POWERPOINT PRESENTATION TRANSLATED IN NORWEGIAN

ANNEX F- CLIMATE COMMUNICATION GUIDELINES AND POWERPOINT PRESENTATION TRANSLATED IN SPANISH

ANNEX G- EXAMPLE OF LAYOUT FOR WORKSHOP OUTPUT