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Welcome

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Community Engagement and Behavioral Change Strategy Creation

Outlines

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- ◆ Outreach And Engagement Plan
 - Audience Segmentation
 - Communication Channels
 - Engagement and Initiatives Strategies
 - Example Strategy Breakdown
- ◆ Wrap Up!

Before We Start!

Target groups – different types of communities

- The broad public
- Stakeholders
- Business and companies, business sectors, employees within different sectors, unions
- Media and multipliers
- Local associations and clubs within all sectors – sports, culture, seniors, youth, social activities etc.
- Parts of town, districts, small local villages, etc.
- Religion, Churches

Question: What do you think are the most important target groups?

Municipality Networks

The **Covenant of Mayors** is a European cooperation movement involving local and regional authorities. Signatories of the Covenant of Mayors voluntarily commit to increasing energy efficiency and the use of renewable energy sources. <https://eu-mayors.ec.europa.eu/en/home>

ICLEI Local Governments for Sustainability is a global network of more than 2500 local and regional governments committed to sustainable urban development. <https://iclei.org/>

Climate Alliance: Nearly 2,000 members from more than 25 European countries aim to reduce greenhouse gas emissions. Their allies are indigenous peoples of the rainforests. <https://www.climatealliance.org/home.html>

Energy Cities: A community of several hundred local authorities from 30 countries. The network gathers frontrunners and energy transition beginners.
<https://energy-cities.eu/>

In addition, there are lots of national and regional networks!

Barriers and hinder

Barriers to environmental-friendly behavior are factors that hinder individuals when they try to adjust their behaviors toward living more sustainable. These barriers can be separated into categories: psychological, social/cultural, financial and structural.

Internal factors: Beliefs and attitudes, motivation and willpower, self-efficacy.

External factors: Social environment, physical environment, support systems.

To overcome barriers to behavior change, it is crucial to identify and understand them.

Barriers and hinder

Once the barriers have been identified, it is possible to implement effective strategies to overcome them:

- Set clear and specific goals.
- Develop a support system.
- Implement behavior change techniques.
- Practice resilience and coping skills.
- Celebrate progress and success.

Question: What is your crucial barrier?

Outreach And Engagement Plan

The resources in this section are meant to help local municipalities by offering a roadmap for determining the best approaches to targeting and engaging with various citizen groups. This section seeks to acquaint municipalities with fundamental ideas in marketing and human psychology that can be strategically employed to target various citizen groups and create a lasting impression that encourages them to contribute to the transition to a sustainable future. Please be aware that the materials in this section are intended to provide local municipalities with guidance on how to effectively identify the best channels and ways to target the citizens and communities, rather than to educate the public on the value of transition to a sustainable future. Municipalities will use these tactics and blend them with other supplied materials to customize their own detailed plan and citizen engagement tactics and strategies since engaging citizens across age groups, backgrounds, and education levels requires a tailored approach.

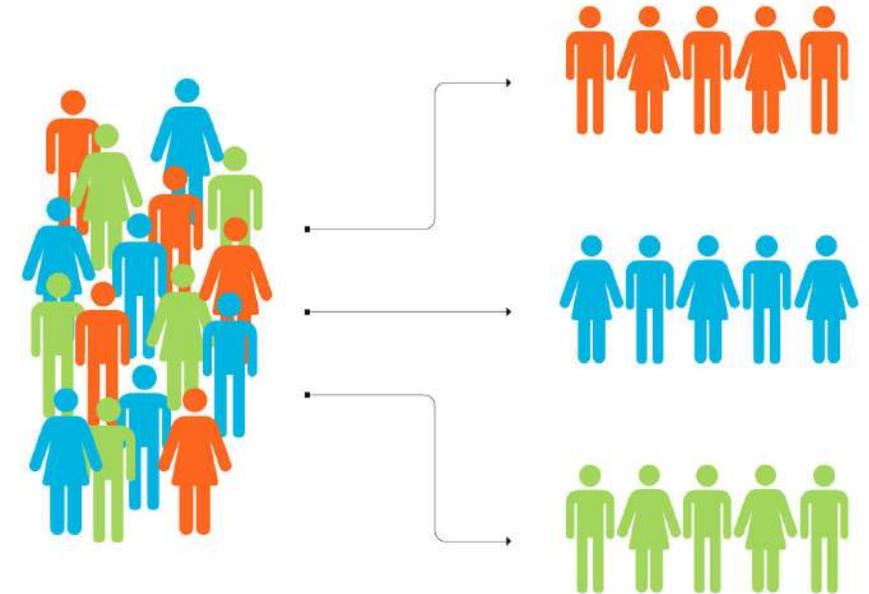
□ Audience Segmentation

Identify Key Demographics:

Conduct research to identify key demographic groups within the community, including age, education levels, socioeconomic backgrounds, and cultural diversity.

Tailor Messages:

Develop targeted messaging and materials tailored to resonate with specific demographic groups, addressing their unique needs, interests, and concerns related to sustainability and climate action.



□ Audience Segmentation

Questions that need to be answered before moving forward:

- What is the dominant age group in the municipality's area?
- What is the education level of an average individual in the municipality area?
- What makes an individual in the dominant age group willingly participate in this transition?
- What are the most popular activities and interests in this age group and how can the municipality align them with the importance of the transition?
- What are the struggles of this age group and how can the municipality relate the solutions to the transition?
- What are some of the benefits that this age group can see as the result of the successful transition?
- What are the largest communities in the municipality's area? (For example, engineers associations, Athlete and sports teams communities, teachers associations, trade workers communities, etc.)

□ Audience Segmentation

Questions that need to be answered before moving forward:

- What is the education level of an average individual in each of the communities?
- What makes an individual in each community willingly participate in this transition?
- What are the most popular activities and interests in each of the communities and how can the municipality align them with the importance of the transition?
- What are the struggles of each of the communities and how can the municipality relate the solutions to the transition?
- What are some of the benefits that each community can see as the result of the successful transition?

□ Audience Segmentation

Note that this part of the research is by far the most time-consuming and the most important part of the plan. In the event that the municipality fails to gather accurate data regarding the questions that were asked, the likelihood of success in achieving the goal will considerably diminish. Please note that the best approach is to divide the citizens and communities into different age group brackets and find the answers to the questions above specifically for that age bracket.



□ Communication Channels

Social Media Platforms:

Utilize popular social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to disseminate information, engage with residents, and foster dialogue on sustainability topics.

Local Media:

Collaborate with local newspapers, radio stations, and television channels to share success stories, highlight community initiatives, and raise awareness about sustainability efforts in the town.

Note that you will need the answers from the "Audience Segmentation" section to proceed with this section!



□ Communication Channels

Questions that need to be answered before moving forward:

- What is the most popular social media platform among the dominant age group in the municipality's area?

This excellent open-source article breaks down the use of social media platforms by age and other variables. Although the data in this article are sampled from various regions, we can confidently predict that the results for another region will fall within the same range by using the law of large numbers.

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/#:~:text=The%20number%20of%20social%20media,rest%20of%20the%20year...>

□ Communication Channels

Questions that need to be answered before moving forward:

- What is the most popular social media platform in each of the communities in the municipality's area?

Research has shown that Meta(Previously known as Facebook), Messenger, Telegram, and WhatsApp are the most common ways of interaction among the members of a community. The search function on the Meta platform makes it very easy and convenient to find large communities in specific areas. We suggest that the municipalities initiate their research with the mentioned process and expand their reach by exploiting Messenger and Telegram groups of the community.

□ Communication Channels

The next step in this process is to use the chosen social media platforms and local media to inform the public about the town's sustainability initiatives and plans, after determining the answers to the aforementioned questions. It's crucial to remember that at this point, informing the public and local communities is more important than educating or urging action. Increasing public awareness of the impending changes and the future path should be the main priority.



□ Communication Channels; The role of social media

Municipalities worldwide have enhanced their environmental campaigns on social media to increase users' willingness to take pro-environmental actions.

Social media is increasingly seen as the primary platform for discourse on contemporary public policy issues. Studies suggest that pro-environmental campaigns conducted by governments via social media to change individual behavior did a bad job of targeting and informing users.

What is important to increase the chance for success of your Social Media activities and campaigns?

- Focus on concrete and innovative suggestions.
- Provide direct feedback.
- Keep the message simple.
- Avoid messages that create fear and feelings of helplessness.
- Engage trustworthy partners and prominent public personalities; Involve influencers.

□ Communication Channels; The importance of pictures and videos

Web and Social Media content containing visuals like images or videos performs better – on average, receiving up to 94% more views.

Humans prefer visuals - people are visual creatures by nature. We can obtain and retain this information faster, better, and for longer.

The right visuals can create strong connections. These connections – built upon emotion and messaging – become stronger with creative, stimulating visuals that are the backbone of communication success. Visuals help capture short attention spans. The average person can get distracted within a few seconds. That doesn't give you much time to grab someone's attention.

Visuals are more memorable. Visuals don't just stand out at first sight; they're also easier to remember. Visual content can lead to increased engagement.

□ Communication Channels; The importance of pictures and videos

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Question: What visual would attract your interest immediately?

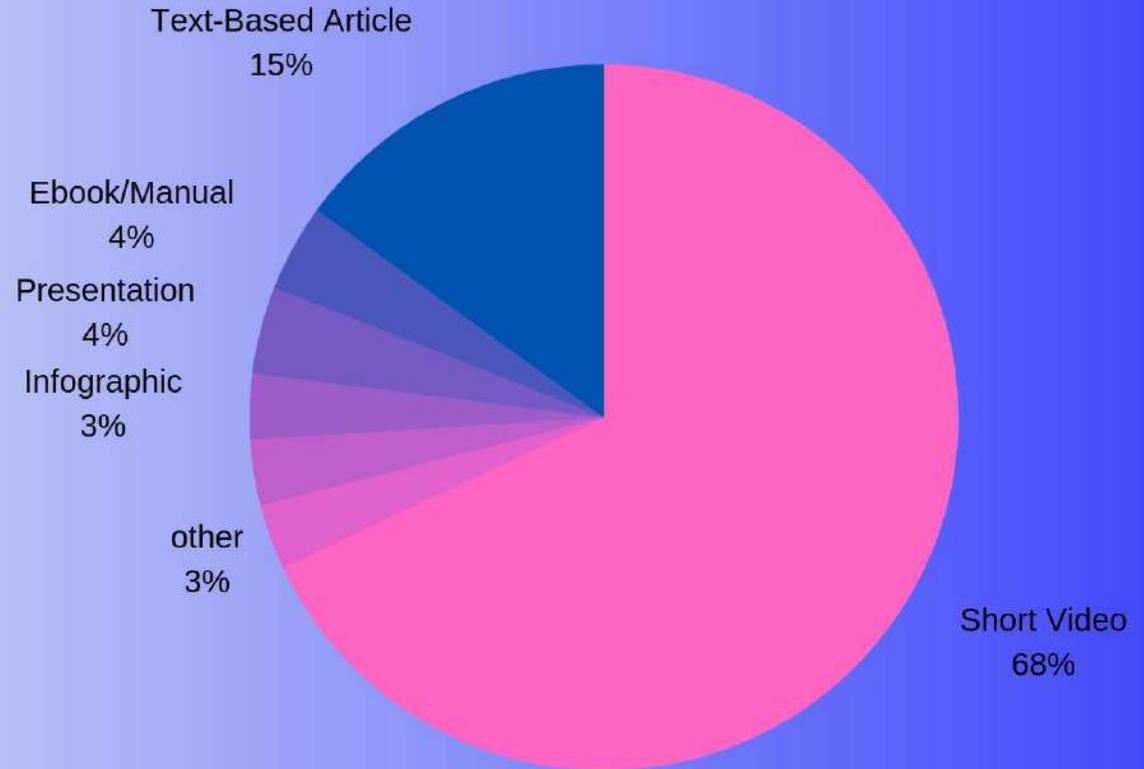
... on emotion and messaging – communication success.

... distracted within a few seconds.

... just stand out at first sight; they're also easier to remember. ... engagement.

Communication Channels

How do people MOST prefer to learn about a new product or service?



□ Engagement and Initiatives Strategies

The next step is to begin the education process and issue a call to action now that the municipality has all the information required and the public is aware of the new initiatives.

Educational Workshops: Offer educational workshops and training sessions on sustainability topics, including energy conservation, renewable energy, waste reduction, and sustainable transportation options.

Interactive Exhibitions: Host interactive exhibitions and displays showcasing innovative sustainability technologies, green infrastructure projects, and success stories from other communities.

Door-to-Door Campaigns: Conduct targeted outreach campaigns, including door-to-door canvassing, to engage residents directly, distribute educational materials, and gather feedback on sustainability priorities and concerns.

□ Engagement and Initiatives Strategies

Community Events: Organize interactive workshops, seminars, and community forums to provide opportunities for residents to learn about sustainability, ask questions, and share ideas.

Multilingual Materials: Translate educational materials and resources into multiple languages to ensure accessibility for residents from diverse linguistic backgrounds.

Accessible Formats: Provide information in accessible formats, such as braille, large print, and audio recordings, to accommodate individuals with disabilities and ensure inclusivity in outreach efforts.

Collaborate with Schools: Partner with local schools and educational institutions to integrate sustainability education into the curriculum, organize student-led sustainability projects, and engage youth as sustainability ambassadors.

□ Engagement and Initiatives Strategies

Partner with Local Businesses: Collaborate with local businesses, chambers of commerce, and industry associations to promote sustainability practices, incentivize green business initiatives, and facilitate sustainable procurement and supply chain management.

Based on the information gathered in the preceding sections, the municipality shall decide which approaches to utilize moving forward. It is highly recommended that the municipality incorporate into its strategy at least one of the more interactive techniques, such as interactive exhibitions and community events. Approximately 83% of people learn best when performing an activity, according to research. This indicates that using practical workshops, events, and competitions yields the highest chance of success. The breakdown of an example strategy that the municipality can alter to suit its needs is provided in the following section.

□ Example Strategy Breakdown

Example of a competition-based learning: A Wind Turbine Building Competition organized by the municipality! This exciting event aims to engage families in a hands-on learning experience while promoting renewable energy and sustainability within the community.

Competition Details

Date: Saturday and Sunday, [Dates]

Location: [Specific Location]

Participants: Families (Adults and Children)

Registration: Teams can sign up through the official competition website [Website Link]

□ Example Strategy Breakdown

Competition Schedule

Day 1 (Saturday):

- Participants will receive educational materials about wind turbines, including their operation, key parameters for performance, and design considerations.
- Teams will have the opportunity to brainstorm, plan, and design their small wind turbines based on the knowledge gained from the materials provided and their own research.

Day 2 (Sunday):

- All teams will gather at the specified location where materials and tools needed for turbine construction will be provided by the municipality.
- Teams will have a specific time limit to build their small turbines using the provided materials.
- After completion, the turbines will be tested by the organizers to assess their efficiency and performance.

□ Example Strategy Breakdown

Prize

The team that builds the highest efficiency turbine, as determined by the organizers, will be awarded a prize in recognition of their achievement.

Pros and Cons Analysis

Now let's discuss the pros and cons of this strategy. Who wants to go first?



□ Example Strategy Breakdown

Pros:

- **Hands-On Learning:** The competition provides families with a practical and interactive learning experience, allowing participants to gain firsthand knowledge of renewable energy technology.
- **Promotion of Renewable Energy:** By engaging in the construction of small wind turbines, participants develop a deeper understanding of wind energy and its potential as a sustainable power source.
- **Community Engagement:** The competition fosters community involvement and collaboration, bringing families together to work towards a common goal of sustainability.
- **Creativity and Innovation:** Participants have the freedom to design and build their turbines, encouraging creativity and innovation in problem-solving and engineering.

□ Example Strategy Breakdown

Cons:

- **Time Constraints:** The two-day format may limit the amount of time available for teams to design and construct their turbines, potentially impacting the quality of the final products.
- **Resource Limitations:** Providing materials and tools for turbine construction may pose logistical challenges and incur additional costs for the municipality.
- **Skill Variability:** Participants may have varying levels of experience and expertise in engineering and construction, leading to disparities in turbine performance and efficiency.
- **Environmental Impact:** The production and disposal of materials used in turbine construction may have environmental implications, particularly if not managed sustainably.

□ Example Strategy Breakdown

Strategy Breakdown

It's crucial to remember that the above example is merely a hypothetical strategy, therefore, it has numerous limitations and shortcomings. The key learning from the example provided is the methodology, which is broken down as follows:

- Research has demonstrated that one of the most effective ways to learn is through hands-on experience, which is the concept that the strategy attempts to leverage.
- The tactic seeks to pique curiosity and inspire the groups to conduct independent research, which contributes to public awareness of sustainability.

□ Example Strategy Breakdown

Strategy Breakdown

- The strategy utilizes an effective technique known as memory anchoring. Family activities and competitions are two recognized triggers for the human memory-building process. This technique can successfully anchor the sustainability concept to the participants' long-term memory by appropriately integrating this idea and bringing up the subject of sustainability.
- Organizing the activity in the form of a competition incentivizes more people to participate in the hope of winning the prize.

These fundamental ideas of human psychology can be leveraged by the municipality to modify the mentioned strategies and develop new ones that are tailored to the unique social behaviors of the populace.

Wrap Up

Now that we have a firm grasp of the fundamentals and know how to put together the ideal strategy, it's time for you to get to work and use your clever plans and strategies to save the planet.

ANY QUESTIONS?

Thank You for your attention!

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