

Tools

Title of tool: WSCC Climate Change Communication Strategy							
Keywords: Communication, stakeholder engagement, awareness raising.							
Audience: Communication Officers, climate change projects							
Level of expertise required to use the tool: Non-expert							
Messages in the ESPACE strategy where the tool can be applied:	1.	2.	3.X	4.	5.	6.	7.
	8.	9.	10.	11.	12.	13.	14.
Sentences linking the tool to relevant strategy messages: 3. 'Awareness' is needed of the risks and opportunities posed by climate change and of what actions are required to address them. The Communication Strategy enables the creation and maintenance of a conscious balance of awareness, agency and association, to encourage, inform and reinforce long-lasting actions on climate change adaptation.							
Photo/diagram/map: n/a			Overview: The purpose of the communication strategy is to help develop a more systematic and effective approach to communicating climate change. It is partly intended to help embed good climate change communication practices throughout an organisation. It aims to build on the survey work carried out as part of the ESPACE work in West Sussex, as well as West Sussex County Council's standard communications protocol and DEFRA's National Climate Change Communications Strategy.				
Description: The Communication Strategy is a tool that can be used to help communicate climate change / environmental issues to a wide range of audiences. The goal is to create a community that is well informed about climate change and thus able to make globally responsible choices. The Communications Strategy discusses the actions recommended to raise awareness of climate change and its impacts, and the communication of these actions. The messages that need to be clearly communicated are: <ul style="list-style-type: none"> - That climate change is real and the effects are long-term - It is possible to adapt to the impacts climate change will bring 							

- There are risks to the “do-nothing” option

The mechanisms available include:

- Promoting credible sources of information
- Preparing and utilising written material on climate change
- Integrating the climate change issue in related communications
- Responding to questions and requests for information from the community
- Proactive outreach to community groups and leaders

The plan also seeks to inform and educate the corporate sector and community leaders of the importance of climate change and the actions that they and others can take to adapt to this global environmental problem.

Overcoming the barriers to adaptation requires a long-term vision and behaviour change. The project in West Sussex primarily addressed awareness raising and understanding. The next logical stage of the awareness raising process (that of changing behaviour), has been addressed by Hampshire County Council.

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Further information:

WSSC Climate Change Communication Strategy