

# NET ZERO NOW

## Session 8: Communication & Events

Wednesday 20th October 2021, 19:00-21:00



# Agenda

- Welcome back 19:00-19:05
- Introduction to communication planning 19:05-19:25
- Planning your comms 19:25-19:50

## Break

19:50-20:00

- Good community events 20:00-20:10
- Talking comms 20:10-20:35
- And action! 20:35-20:50
- Wrap up 20:50-21:00

Welcome back and recap

# Timeline

Session	Date	Time	Topic (note that exact topics may change)
Session 1	Wednesday 9th June	19:00-21:00	Climate change and carbon reduction
Session 2	Wednesday 23rd June	19:00-21:00	Understanding solutions and the local context
Session 3	Wednesday 21st July	19:00-21:00	Changing behaviour
Session 4	Wednesday 28th July	19:00-21:00	Communicating climate change
<b>Summer break</b>			
Session 5	Wednesday 8th September	19:00-21:00	Shaping your initiative
Session 6	Wednesday 22nd September	19:00-21:00	Managing projects
Session 7	Wednesday 6th October	19:00-21:00	Managing groups
Session 8	Wednesday 20th October	19:00-21:00	Communication

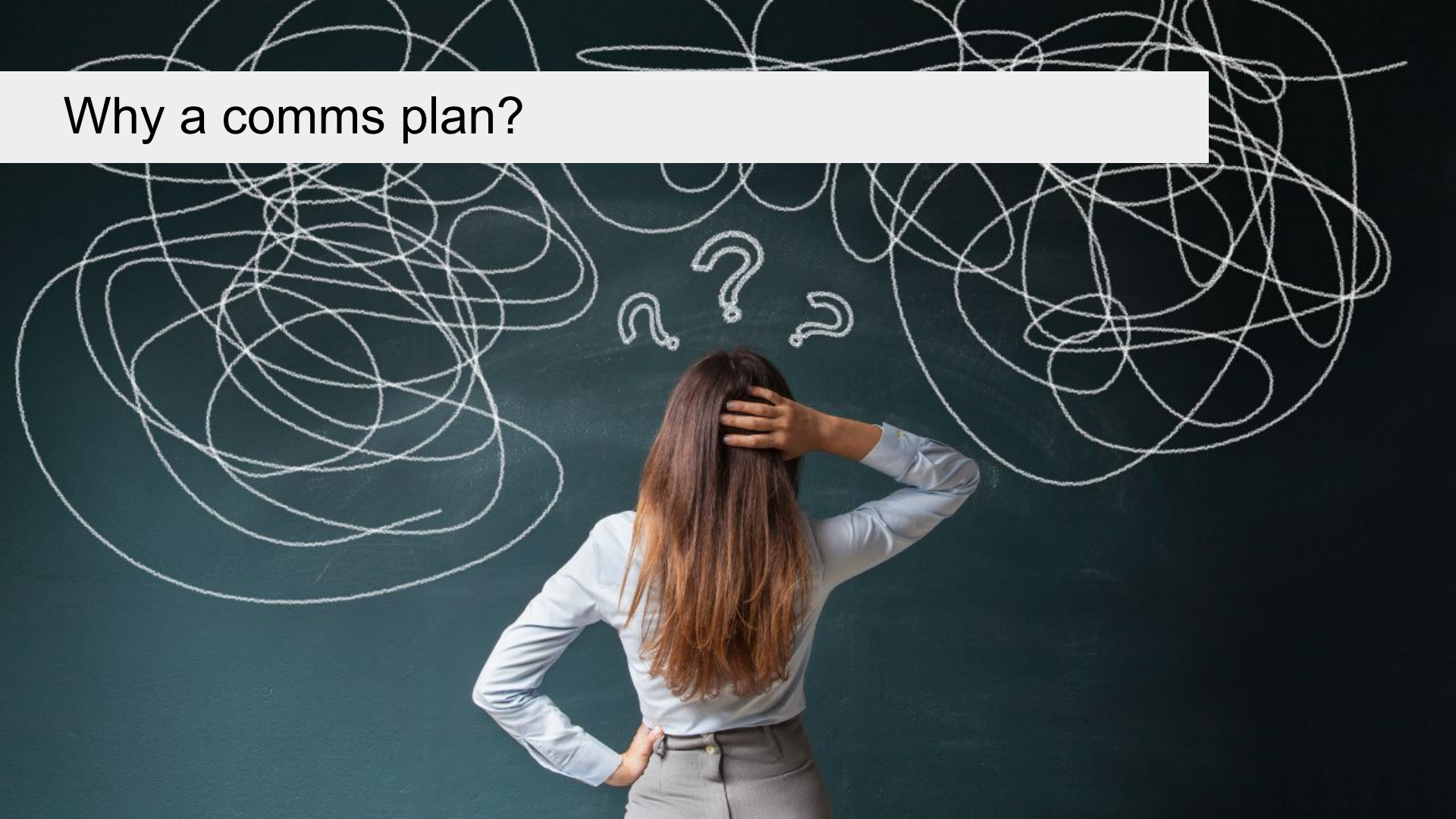
# Creating a Communications Plan

Jasmine Clark, CCF

# About Jasmine

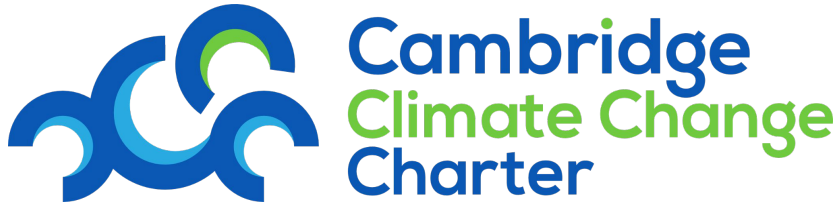
- Currently the Cambridge Climate Change Charter Project Coordinator, and was previously involved with CCF as their communications officer
- Also work for Cambridge Sustainable Food as their communications and media coordinator
- Background in Environmental Science and Human Geography
- Interested in inclusive climate action, sustainable food systems and lifestyles, and nature engagement

Why a comms plan?



# Cambridge Climate Change Charter: Project Overview

- Platform for individuals, businesses and organisations in Cambridgeshire to
  - Learn about climate change and climate emergency
  - Consider potential actions to reduce their carbon emissions, advised by our online carbon footprint calculator
  - Demonstrate their commitment to positive climate action by signing the Charter
- Initiated by Cambridge City Council
- Hosted on Cambridge Carbon Footprint website
- So far engaged with numerous individuals, businesses and organisations



<https://cambridgecarbonfootprint.org/charter/>



# Comms Plan: Aims

- WHAT does your project try to achieve?
- HOW can communication support your project's goals?



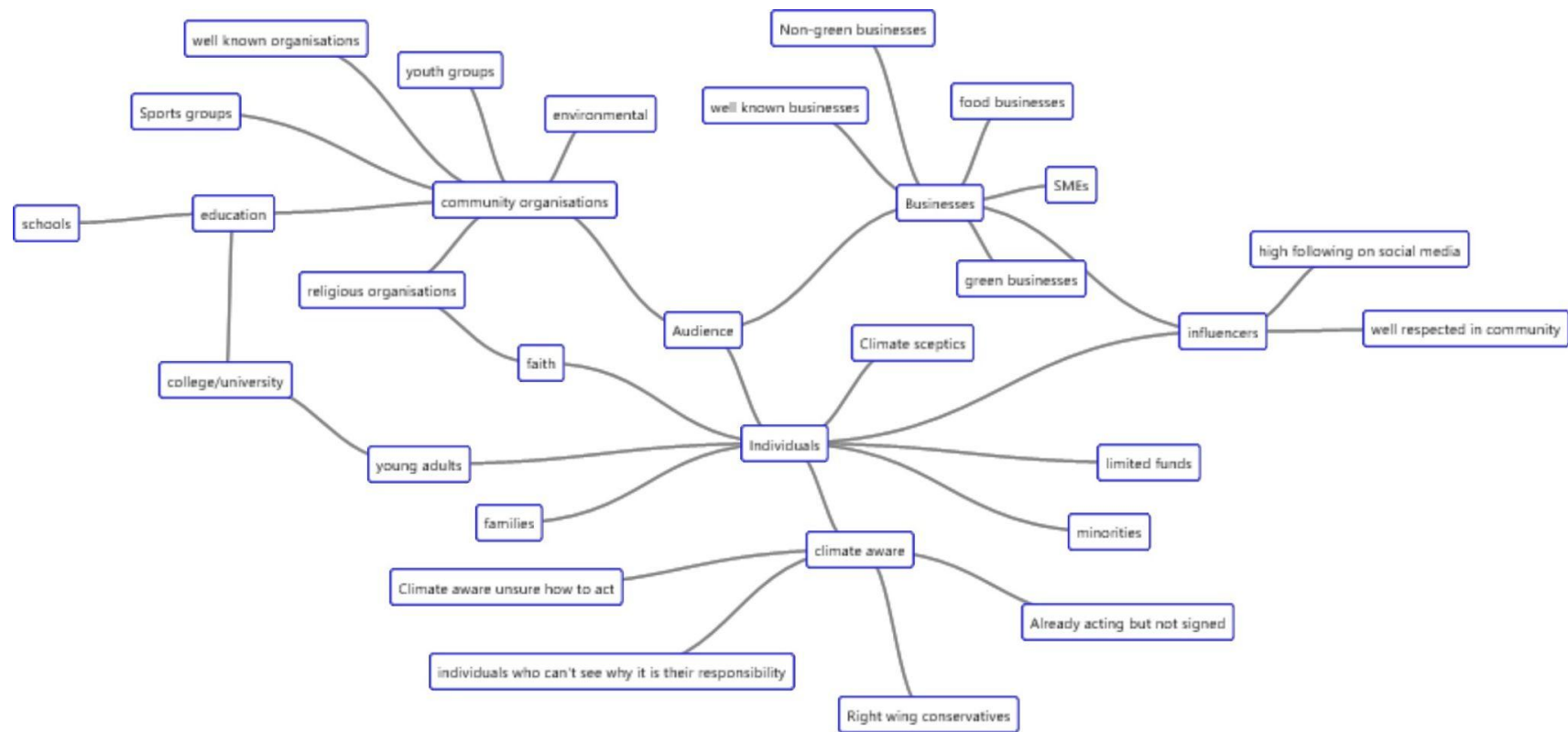
Key things to bear in mind:

- Try and limit your plan to one or two aims
- If you have more than one aim, establish one as the primary aim
- Keep the aims realistic and think about how you will measure success



# Comms Plan: Audience

- WHO do you need to reach in order to achieve your project's goal?
- Different audiences for different parts of your project
- Think about audience break down and potential pathways



# Comms Plan: Messaging

- WHAT are the key messages that you want to bring across?
- How do and will these messages resonate with your chosen audiences?
- Messages should be: targeted, precise, relevant, consistent
- Have a hierarchy of messages to help streamline your communications.



# Comms Plan: Channels

- Thinking about WHO you want to reach, you should decide WHAT might be the best way to reach them.
- Different audiences can be reached through different channels. Examples of channels:
  - Social media
  - Website
  - Your own newsletter
  - Other community newsletters or websites
  - Events
  - Media, such as print or local radio



# Approach and timeline

- Strategise how and when you will implement your communications plan

## Questions to help get you started:

- How will you get your messages out through your chosen channels?
- Is there any key dates you want to time communications around? What is the time period to meet your established aims?

Remember it's okay to adapt your communications plan if needed!

# Breakout - Your Comms Plan

# Creating your Comms Plan

- Use the worksheet to start drafting your project's/group's comms strategy.
- Collect questions and issues that we can discuss in the second half of the session.



## Session 8: Creating a Communications Plan

To make sure that you are engaging with the people who will be most interested or get the most out of your project or campaign it's important to think about how you will communicate your message(s). A communications plan doesn't have to be a long or polished document but it can help you to clearly define your aims, audience, messaging and communication channels.

Use the template below to help you start thinking about the communications plan for your project (or a hypothetical project).

<b>Aims</b> <i>(What are you trying to achieve through your communications and how will you measure success?)</i>	



Break

# Good community events

Nicole Barton, CCF



## Events do's and don'ts

Nicole Barton, CCF's Volunteer and Events Co-ordinator



**Start taking the best pictures you can straight away** – volunteer role description for a keen photographer?





Invaluable for future publicity, social media, reports & funding applications, newsletters, websites. Collect quotes too!



**Visual + heritage** can be a powerful combo. Check out the Cambridgeshire Collection





**Curb appeal!** Make it visual and inviting and something you can grasp/read from a distance!



**Have an opener:** do you have any ideas for our map/directory? Can I ask your opinion on \_\_\_\_\_? Do you have two minutes to take a quiz?







## Generally avoid:

- School summer holidays and the first week after Sept term starts
- Clashing with other huge local events Big Weekend, Cambridge half etc
- Friday evenings and Sundays (huge generalisations)



## Have a narrow entry and exit point!

This prevents swarming, allows you to engage, hand things to people, check tickets, welcome people etc

At the exit someone can be there to say thank you, goodbye, get feedback and sign-ups, encourage donations





**Volunteer briefings on Zoom!** Replace long written briefings for volunteers with briefings on Zoom/Teams etc. They can meet one another other, saves time and much clearer



**Don't become complacent** esp when you are familiar with an event or venue. Do check where the first-aid box and fire extinguisher are, do write allergens on your refreshments etc.



# What gets counted counts!

It can be a pain but feedback provides great quotes for your future publicity, will help you know what went well and what didn't, is great to include in your volunteer thank yous and for applying for funding, reporting.

- Markers/flip chart paper. Simple ticks next to different options/questions at the exit.
- A volunteer roving around with clipboard getting feedback
- Follow up email with



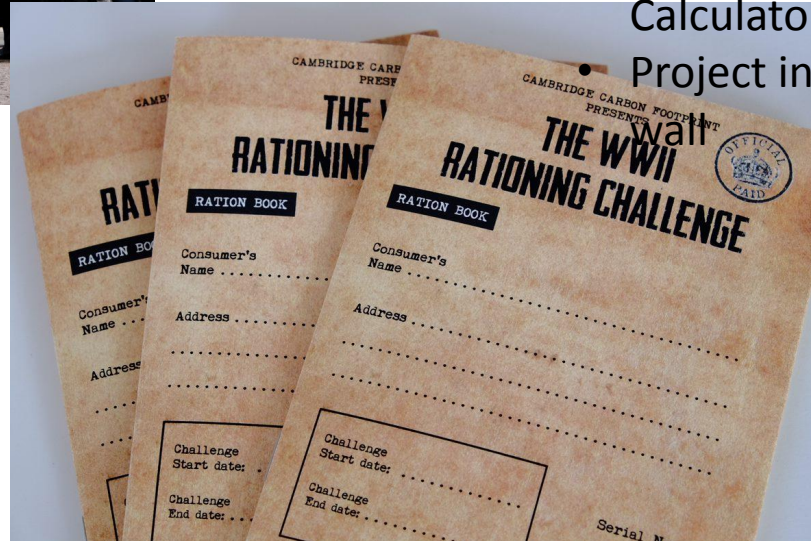


**Do plan for pull through to engage your visitors to next level:**

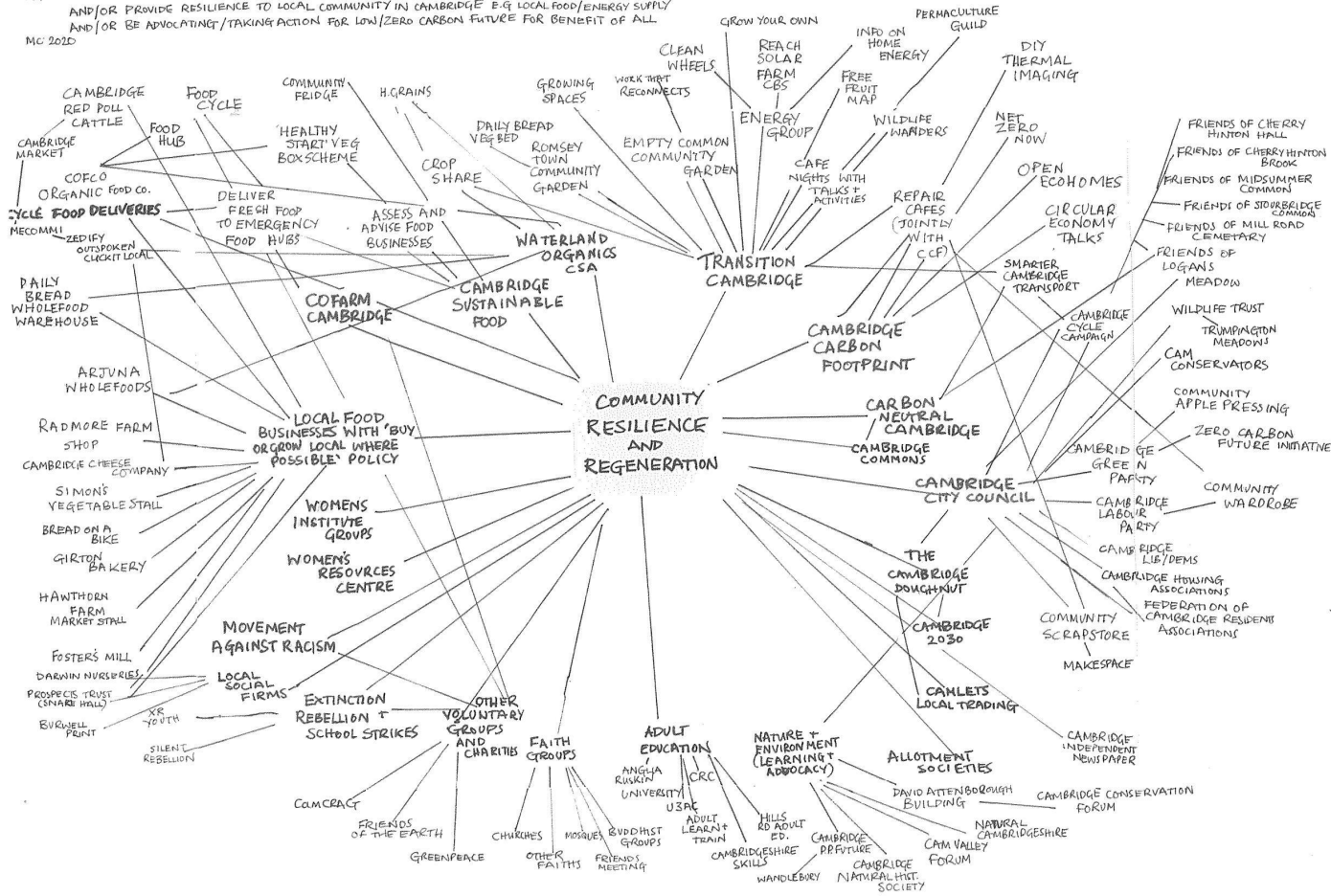
- Newsletter sign-up
- Mention upcoming events
- Ask along to an introductory

**Have fun but make sure your message is getting across:**

- Display
- Flyers on entry
- Info sheets on refreshment tables
- Use CCF's Footprint Calculator
- Project info onto a wall



CRITERIA: MUST BE POSITIVELY INVOLVED IN COMMUNITY LIFE IN CAMBRIDGE  
AND/OR PROVIDE RESILIENCE TO LOCAL COMMUNITY IN CAMBRIDGE E.G. LOCAL FOOD/ENERGY SUPPLY  
AND/OR BE ADVOCATING/TAKING ACTION FOR LOW/ZERO CARBON FUTURE FOR BENEFIT OF ALL  
MC 2020



**Partner up.** Think about where issues and goals transect with those of others. Partner up, share footfall, equipment, resources, people, publicity.



# Communication & Events: Challenges

# Discussion

What challenges do you see around your communications and events?

Aims

Audiences

Messages

Channels

Events

And action!

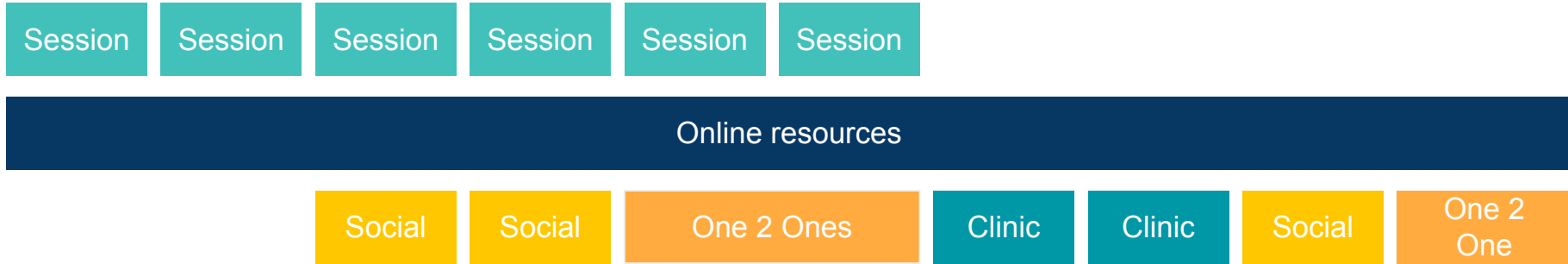
# Taking action starts now!

- What are your next steps after this programme?
- What have you already applied?



What now?

# Net Zero Now programme



## Clinics

6th November, 10-12am, St Andrews Centre Histon -

Action Planning

20th November, 10-12 am, Fulbourne Centre -

Communication

## Social

4th December, 2-4pm, Grantchester Red Lion

## One 2 Ones

Throughout December via Zoom

# Take away activities

- Develop your communication plan further - use the worksheet
- Dive into detail where needed using the worksheets provided to:
  - Create a poster
  - Plan an event
  - Design a social media graphic
  - Draft social media post
  - Setting up your own website

⇒ Clinics on 6th & 20th November!

# NET ZERO NOW



Thank you!



**COMMUNITY  
ACTION ON  
CLIMATE  
CHANGE**

