

Module 11 Small Group Exercise – Communications and Engagement

Moving forward with any climate change adaptation activities in your municipalities will need the support of many different groups of people. This exercise is intended to help you think about the best ways to communicate to and engage the main groups of stakeholders in this process.

Participants will be divided into three or four groups. Each group will develop a engagement and/or communications strategy on a general adaptation plan or strategy for one of the following groups of community stakeholders.

- Elected officials
- Municipal managers and staff
- Community and business leaders
- The general public

Each group of participants will determine to what extent the above stakeholder groups need to be / can be engaged and then discuss various strategies for

- Getting them interested
- Communicating what the municipality is doing or planning to do, and why
- Involving to the extent that you think they can/should be involved
- Sustaining engagement over time

Groups should consider the following engagement tools and options in developing their engagement strategies:

- Various communication tools
- Conferences or forums
- Workshops
- Scientific briefings/meetings
- Lunchtime seminars
- Regular, formal meetings
- Other Engagement tools on pages 23-29 (and especially pages 26-27) of the handout material

Report Back and Discussion

After developing communication and engagement strategies for the various stakeholders above, each group will have an opportunity to present the results of their discussions and their draft communication and engagement strategies to the rest of the group.