

BIG IDEA “E” CONCEPT PAPER

Communication

SUMMIT GOAL:

“To launch collaborative actions from regional leaders that will make New England communities resilient to climate change”

Please note: (AP) after a bullet means to potentially include in the Action Plan

Purpose and Goals of Big Idea

To improve understanding by municipal officials, residents and local groups of the importance of climate adaptation at the local level through a focused, consistent, and wide-reaching approach to communication that can be used by a range of organizations and tailored to specific audiences.

The goals include:

1. To find/share a collection of best communication practices, plans, guides, etc. for use in reaching out to diverse audiences across New England (this may already exist or exist in parts from different organizations/clearinghouse)
2. To share the message at the grassroots level on up, including different age groups
3. To fund these efforts with resources and in-kind support to meet these goals

Desired Outputs/Outcomes – linked to the Summit goal

Outputs:

- Communication team members share the Communication goals with their networks/constituencies (AP)
- Team members develop an outline of what a collection of plans/guides should include (AP)
- On-going sharing of communication collection (as a listserv, for example?)
- On-going development of support from foundations and other grant-making organizations

Outcomes:

- A collection of information about communication ideas, templates, etc. for municipalities identified and shared with other organizations (ex: listserv), particularly municipalities, but also including the other Summit Teams as well as partner organizations working on similar issues
- At least two sources of potential funding identified
- A listening session held at Antioch Conference in May 2014 to hear what communication information municipalities need

Scoping Actions – strategies to achieve the outputs and outcomes/deal with impediments

- Identify what communication guides, etc already exist – share the existing links (AP)
- Identify the components of successful communication on this topic (AP)
- Identify what local/state networks exist – can they be involved? (AP)
- Identify who in Communication team is willing/able to collect stories, best practices, etc. – can be multiple people (AP)
- Identify at least 5 foundations/local organizations that offer grants for communication work (example: New England Grassroots Environment Fund) (AP)

- Create discussion on common terms (AP)

Hurdles – *potential problems to overcome*

- Who will update collection OR can it be primarily existing sources that are widely shared?
- How will the eventual collection be shared? Develop a listserv to share/update? Who will host this?
- Is there agreement within the Team on terms, such as “grassroots”? Will this be an issue for outreach to different audiences?

***Opportunities for Coordination with Big Ideas A (Vulnerability Assessments) and C (Adaptation Planning)**

Immediate Actions - *low hanging fruit*

- Have call with Team A champions as there is tremendous overlap (AP)
- Identify whether repositories already exist – expand? Borrow from? (AP)
- Identify what local/state networks exist – can they be involved? (AP)
- Identify municipalities known to have addressed resilience and how they communicated (AP)
- Identify person/group willing and able to collect stories, best practices, etc. (AP)

Needs: Financing, State/Federal Agency Resources, Data

- Connection with Team A
- Identify at least 5 foundations/local organizations that offer grants (example: New England Grassroots Environment Fund)
- State/Federal Resources: access to what networks currently exist, structures for broad dissemination of information
- Data: what makes the message consistent and how can we all agree on that

Partners

Universities; non-profits; foundations; and local, state and federal agencies.

Timeline

- By 2016 a collection of communication (clearinghouse?) information, ideas, templates, etc. for municipalities is shared (via listserv?)
- By 2016 at least two potential funders

Linkages to other Big Ideas (see above starred components)

TEAM A

TEAM C