

Communicating Climate Change Workshop

PRESENTED BY CLEAN FOUNDATION OF NS

MARCH 9TH, 2020 – 9:30AM-12:30PM, COUNCIL CHAMBERS

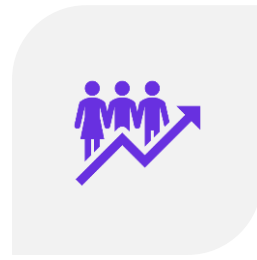
FCM Transition 2050 Initiative

Partner:
Clean Foundation
of NS

Goals:
PCP Milestones
1-3



DATA COLLECTION –
GHG INVENTORY



FUTURE REFERENCE
SCENARIO (FORECAST)



LOW CARBON
SCENARIO



TARGET SETTING &
ACTION PLAN



IN-KIND



MUNICIPAL ENERGY
LEARNING TEAM

Communicating Climate Change Workshop



Through participation in the Transition 2050 workshop partners at the Clean Foundation of NS are offering a Communicating Climate Change workshop for council and staff. This 3-hour workshop will help council and staff strategically communicate on climate change and climate solutions while also providing the tools for communicating a wide range of issues.



The session will be led by Sean Kelly, Director of the Clean Energy Team. Before joining Clean's energy team, Sean worked for two decades in strategic communications and adult education on environment and international development issues.

Communicating Climate Change Workshop Outline

- Introductions
- Principles on public communications in general
- Barriers that prevent action on climate change
- Effective messaging
- Challenges in communicating specifically about climate change
- Solutions to challenges in climate change communication
- Making the global local