

Integrated communications planner



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Integrated Communications Plan

Overview

This guide outlines a shared framework to address the complexities of cities working together to drive collective, coordinated communications efforts. Content examples emerged from the workshops held by the Net Zero Program Excellence – Community of Practice in 2018.

The overarching frame aligns communication approaches of cities to enable consistent messaging and sets out an approach to inspire a diverse array of audiences through the application of a compelling climate narrative and a suite of targeted messaging.

Integrated Communications Plan

An integrated communication plan to engage City communities and stakeholders on climate action

Aim: To drive an increase in participation in climate action through the delivery of:

- Integrated Communications Plan
- 12 month snapshot of strategic opportunities
- Communications framework and suite of key messages for implementation
- Measurement framework to track progress

Communication Objectives

1. Increase awareness of, desire and knowledge to act on climate change
2. Establish a compelling narrative around capital cities' climate action vision
3. Leverage the position as a climate action leaders to enable people to take action
4. Consistent messages, branding and content that supports a national approach
5. Measure change based on absolute numbers that need to be reached through behaviours and actions captured through cities and partner programs

A plan that delivers on shared goals

Examples:

- Our greenhouse gas emissions are reduced.
- Less municipal waste-to-landfill with less negative impact on amenity from collecting waste.
- Sustainable water management.
- Increased biodiversity and tree canopy cover in the municipality.
- Climate change impacts on the municipality are managed.
- Increased resilience.

What the science says about
the future of our cities



Integrated
communications for
climate action

What the communities of
each city cares about

What the cities
collectively care about

Narrative

Australia is a great place to live. We live here. We love here.

Our cities are boldly innovating and adapting for a better future. As leading and learning cities we will create new economies to meet emerging needs.

We need to continue to adapt to ensure our cities are sustainable – that our cities keep their essential character and are resilient to the changing climate. We care about maintaining health and safety in liveable cities.

We're in this together. We are taking action towards our goal (net zero / carbon neutral). It will take commitment from everyone – government, business, residents and visitors - but we can achieve it together with a combination of big moves and small steps.

But we can't do it alone. We're here to help you make the all-important personal changes and make sustainable choices about transport, waste, energy, water and green spaces.

Because small, impactful actions steps can achieve our goal. It all adds up.

We will create hope and aspiration for the future.

#Chooseyourfuture #GenerationYes

Conditions for key messages

- Integrate both environmental and economic benefits
- Address what new economy means to people and address their concerns and opportunities
- Focus messaging on future proofing, taking control, economic transition, transforming cities
- Focus on the outcome: creating sustainable, resilient cities
- Frame commercial messages into sustainable messages. This way people will absorb the message without directly knowing it is about climate change
- Make people accountable, actively participating in the conversation and provide a clear path to take action to create a measurable movement
- Targeted messaging: value-based communication
- Focus can be on 'we' and positive affirmations like 'yes', to reach and capture many voices and at different levels.
- Place-based communications works in the context of national efforts
- Messages underpinned by examples, success stories and case studies of participating cities
- Only use data and statistics if it shows progress

Key messages suite

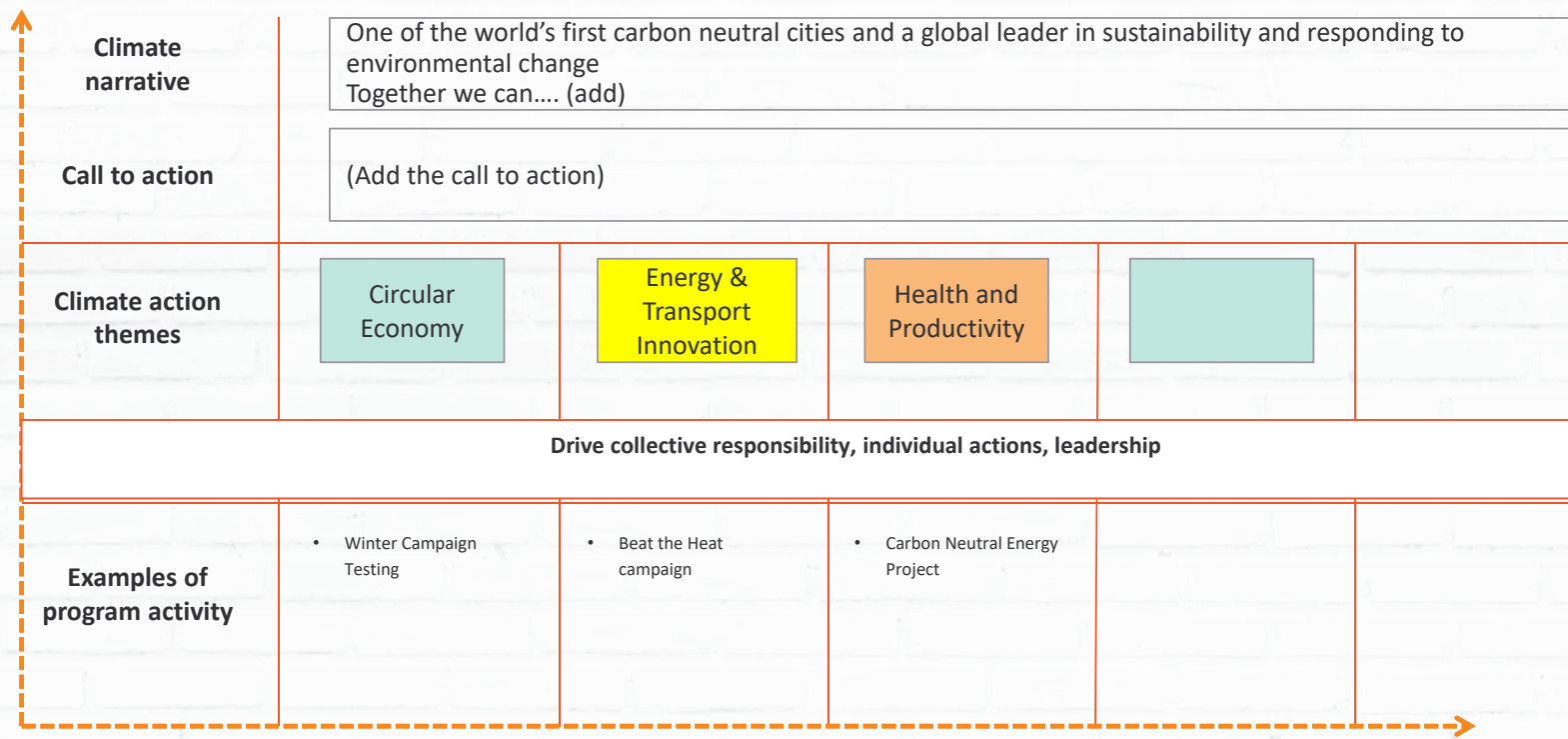
1. Australia / City is a great place to live. We are proud of our reputation – leading, innovative, learning and sustainable.
2. (Residents, partners, stakeholders – research participants) have told us they want to make the difference in sustainability and climate change.
3. Let's work together in the way we contribute to Australia / our city's future – through (e.g. energy, waste, heat, water and urban renewal).
4. Here is what we (city and partners) are doing to assist you (residents, businesses and visitors) already. And here is what you can do too **for your city**.

Primary/secondary audience

Residential	Business	Workers and Users
Ratepayers		
<ul style="list-style-type: none"> • Apartment owners • Home owners • Resident Groups • Community groups • Community leaders 	<ul style="list-style-type: none"> • Property owners • Utilities 	
Others		
<ul style="list-style-type: none"> • Apartment renters • Home renters • International students 	<ul style="list-style-type: none"> • Retailers • Hospitality • SMEs • Peak bodies • Universities • Utilities • Transport providers • Strata Managers • Transport providers 	<ul style="list-style-type: none"> • Workers • Domestic students • Event attendees
Partners	Influencers	Visitors
<ul style="list-style-type: none"> • NGOs • DELWP • Universities • Climate Alliances • C40 • ICLEI 	<ul style="list-style-type: none"> • Media • Opinion leaders • Politicians • Celebrities • Ambassadors • High profile business leaders • 'Friends of' groups 	<ul style="list-style-type: none"> • Interstate visitors • International visitors • Delegations

Climate Action Framework

A bold, inspirational, sustainable city/A green global and connected city/ a welcoming and dynamic city full of rich and diverse experiences



Integrated communications elements

These elements will be applied throughout the 12 month plan and will be responsive to external opportunities

Brand & Campaigns:

(Add) branding and campaigns – to highlight energy, waste, heat, water and urban renewal.

- 12 month plan - will be extended to four year plan to uplift awareness, desire, knowledge, action and reinforcement – and measure results

Content & Delivery:

Create new “story” integrated content and brochure (printed & digital)

- The story so far
- Key initiatives
- Map/list/calendar for active participation: reusable cups, recycling, green rooftops, recycle bins for visitors

Channels:

Make better use of our existing communication channels

- Websites
- EDMs
- Social media
- Rate notices
- Locations: visitor centres, libraries
- Magazines

External Context:

Identify key influencers and public sentiment

- War on waste (ABC)
- World Environment Day
- Other key media touchpoints

Internal Communications:

Amplify the story internally

- Integrated induction our of narrative
- Quarterly feature in internal news to coincide with major events

Paid External Communications:

Amplify the story externally

- Paid advertising (digital)
- Integrate into other campaigns
- Hand out brochure at train stations as per Winter campaign & Xmas

Partners:

Leverage partners, republish their content and embed their website links

- ClimateWorks
- State Governments
- Universities

Partner Channels:

Engage city workers through key corporates - leverage existing relationships

- Climate Leaders
- C40
- ICLEI
- 100RC
- CNCA

Integrated communications channels

Our approach to media



Media plan

Map out announcement dates, key activity and development of angles



Paid media

(Linkedin and advertising)

Cities can add the reach of each city channel to create a collective view for potential joint communication campaigns

Our channels and reach



Media network

Potential to reach millions across Australia and around the world (War on waste)



Champion/spokespeople

Lord Mayor (72,600 Twitter followers), Deputy Lord Mayor, Cr Cathy Oke Chair of Environment Portfolio, all Councillors and Community Ambassadors



Corporate website

The average daily views of the city homepages is 1768 +



Newsletters

Green leaflet; 2,000 subscribers, What's On EDM: 32,000 subscribers, Melbourne Mag



Collective Social media

Facebook: 66,284, + Twitter: 232,000 + LinkedIn: 27,434 + Instagram: 126,000 +



Partners Platforms

GreenMoney, One Million Women app, Digital platforms and COM assets, RMIT and Melbourne University



Our community

More than 123,000 + people reside in the municipality (2016). Approx. 854,00 + people present on an average weekday. 3.2% annual resident growth during next 16 years +



Our events

C40, Community festivals, Environmental Film Festival, City led major events



Partners Channels

Facebook: 66,284+, Twitter: 232,000+ LinkedIn: 27,434+, Instagram: 126,000+ Take 2, 7,000+

12 Month Plan for Climate Action - snapshot

Quarter	Q 1				Q2				Q3				Q4			
Master narrative	X is a great place to live. You've told us you want to make the difference in sustainability and climate change. Let's work together in the way we contribute to our cities future. Act X and make the difference for your city.															
Content Strategy	Circular economy		Health and productivity		Health & productivity		Energy & Transport innovation		Energy & Transport innovation		Circular economy		Health & productivity			
			Energy & Transport innovation				Circular economy									
Flagship event(s)	Plastic free July Carbon Neutral standard report World environment day CitySwitch Awards				Summer in the City Sustainable carbon neutral events/Off the Grid Tracking poor A/V quality days				Electric Vehicles trial				(Add)			
Programs, announcements and events (offers)	CitySwitch milestones				Sustainability Living Festival (all)				Carbon Neutral Adelaide City of Sydney Net Zero				(Add)			
Key Messages (sample)	(Add)				(Add)				Example: We have partnered with X (TBC) to ensure that our residents get the most competitive price on renewable energy. Make the switch today and take a small step to make the difference for X				(Add)			
Channels	Twitter, Facebook, EDMs, Website, Mail outs, Ambassadors, Events, Melbourne Magazine, Locations (Parks, Libraries, Recreation Centres), Rate notification 'sustainability calendar'				Twitter, Facebook, EDMs, Website, Mail outs, Ambassadors, Events, Melbourne Magazine, Locations (Parks, Libraries, Recreation Centres), Rate notification 'sustainability calendar'				Twitter, Facebook, EDMs, Website, Mail outs, Ambassadors, Events, Melbourne Magazine, Locations (Parks, Libraries, Recreation Centres), Rate notification 'sustainability calendar'				(Add)			
External opportunities	(Add)								Solar Appreciation Day (9 March)				(Add)			
Partner links and channels	Primary: Secondary:				Primary: Secondary:				Primary: Secondary:				Primary: Secondary:			
Internal	Inductions, Sustainability Basics, Beyond Sustainability Basics, COM News, Yammer, Brand Strategy															

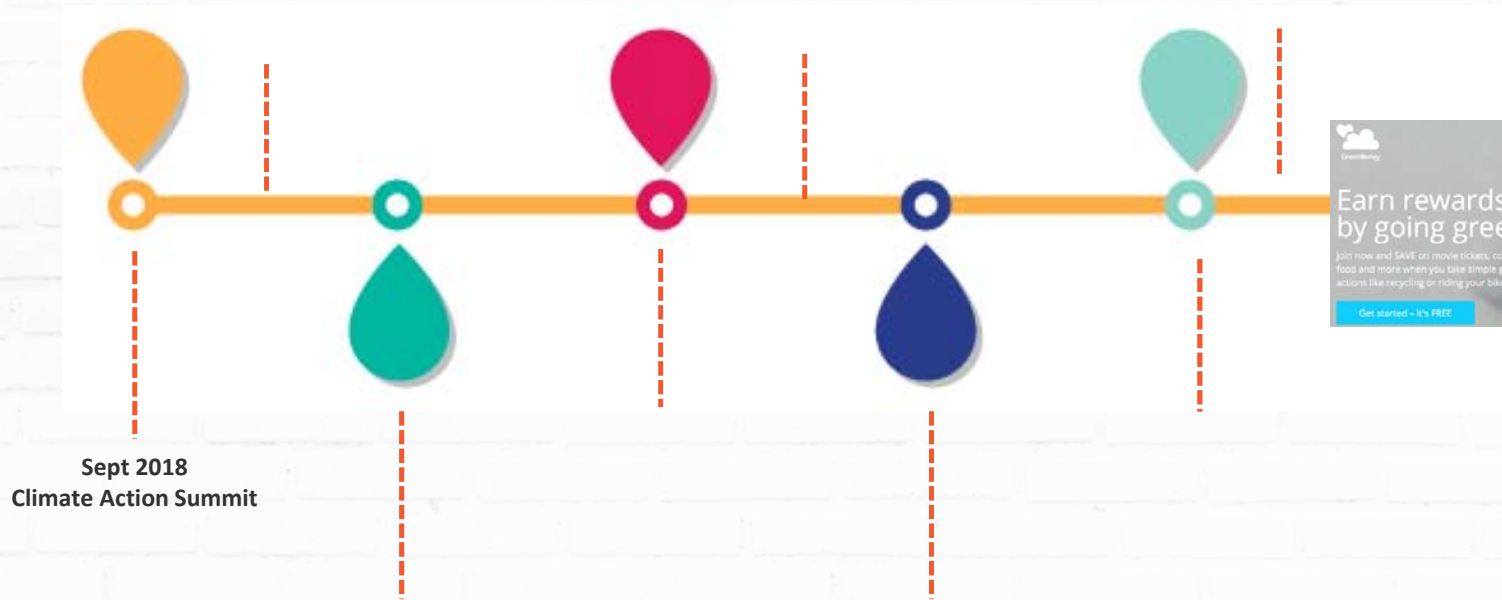
Slide 12

MI1 Update with city based content from SA report?
Michelle Isles, 28/08/2018

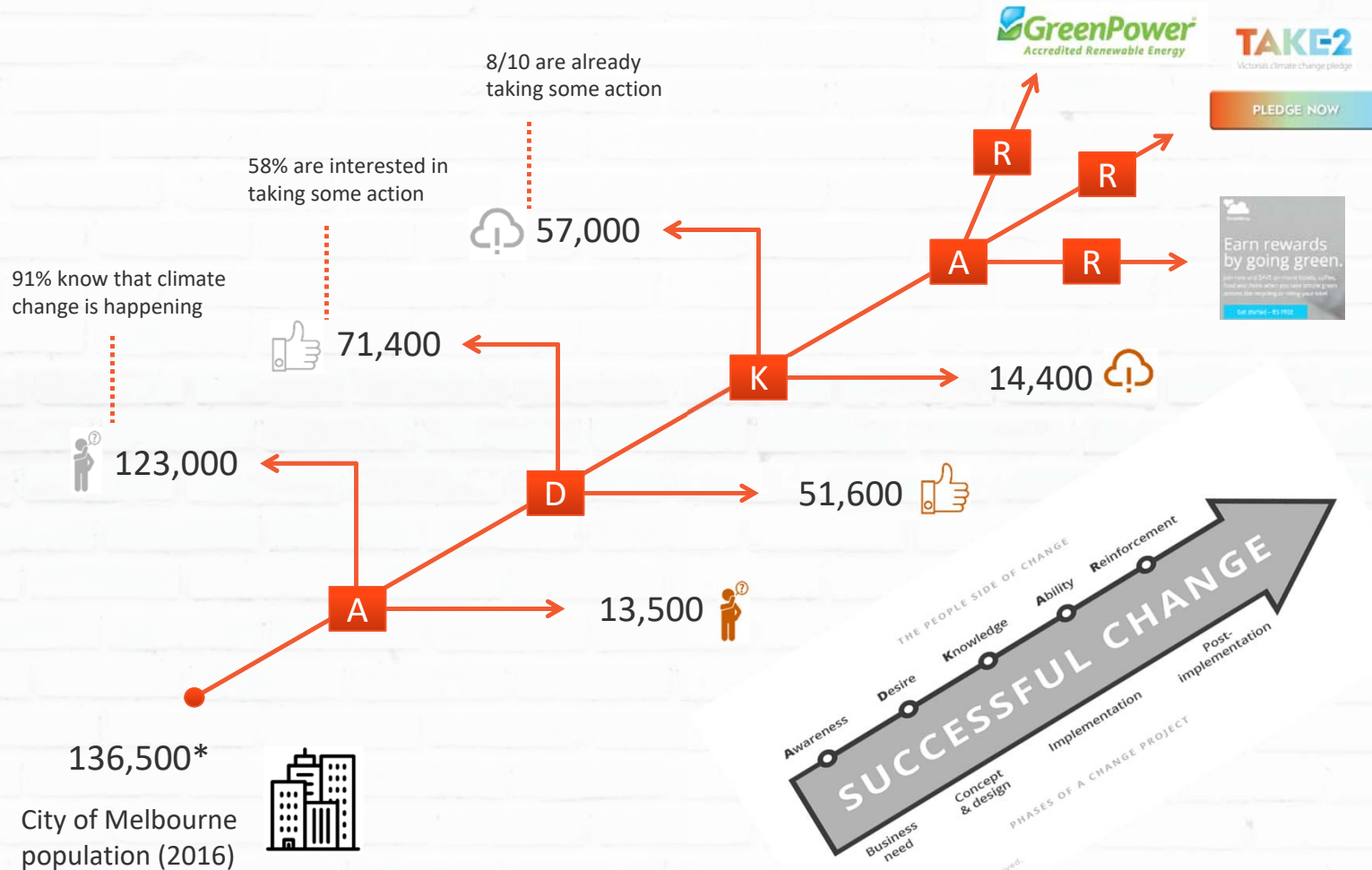
Digital pilot and delivery – calendar snapshot

SA and Victorian
state awards
October 2018

An example:



Change pathway (example - residential)



*Absolute numbers to inform tangible measures, based on 2016 Census (more detailed segmentation included in plan)

Monitoring and evaluation

Communications Plan objective	Key performance indicators
<p><u>AWARENESS</u> Increase awareness of, desire and knowledge to act on climate change</p>	<ul style="list-style-type: none"> • Increase in engagement based on modelling against ADKAR • Measurements against awareness: tracking visits to site, social engagement and audience growth, market research, attendance at events, increase of newsletter subscribers
<p><u>UPTAKE OF CLIMATE ACTION</u> Leverage our position as a climate action leader to enable people to take action</p>	<ul style="list-style-type: none"> • Measure the number of new X program participants – the actions they take through the platform • Measure the number of new participants subscribing to partner programs through our communications • Measure the amount of new participants in the uptake of city owned projects. • Level of increase in website traffic to sustainability partner web pages
<p><u>NARRATIVE</u> Communicate clearly with the community, using consistent messages, branding and content.</p>	<ul style="list-style-type: none"> • Uniform and consistent language is used across all communications and marketing materials, events, speeches, social media, website and media releases • Website reflects narrative through integrated sustainability projects and opportunities to take action
<p>Measure change based on absolute numbers that need to be reached through behaviours and actions captured through COM and partner programs</p>	<ul style="list-style-type: none"> • Integrated market research • Increased participation in X city program and partner programs

Data capture through engagement platforms

Examples:

INTERNAL – example from City of Melbourne	Energy	Waste	Heat	Water	Urban Renewal	RESIDENTIAL						BUSINESS			VISITORS	
						Owner Occupiers		Owners / Managers		Renters		Comercial		Schools	Workers	Students
						Residents detached dwellings	Residents apartment	Detached dwellings	Apartment s	Residents detached dwellings	Residents apartment s	Commercial building owners / managers	Commercial tenants	Private		
Citizen Forester Program					X	x	x			x	x				x	x
Urban Forest Fund					X	x	x	x	x	x	x	x	x	x		
Smart Blocks	X	X		X			x		x		x					
City Switch	X											x	x			
1200 Buildings	X	X	X	X	X							x	x	x		
Positive Charge			X			x	x	x	x	x	x	x	x	x	x	x
Community Energy			X			x	x	x	x	x	x	x	x	x	x	x
CNEP			X			x	x	x	x	x	x	x	x	x		
MREP			X									x	x			
Rooftop Projects Map – Solar roofs			X			x	x	x	x	x	x	x	x	x		
GreenMoney		X				x	x	x	x	x	x					
High Rise Recycling Project		X					x		x		x					
Sustainable Melbourne Fund	X	X	X	X	X							x	x			
Climate Change Adaptation	X	X	X	X	X										x	x

EXTERNAL - examples	Energy	Waste	Heat	Water	Urban Renewal	RESIDENTIAL						BUSINESS			VISITORS	
						Owner Occupiers		Owners / Managers		Renters		Comercial		Schools	Workers	Students
						Residents detached dwellings	Residents apartment	Detached dwellings	Apartment s	Residents detached dwellings	Residents apartment s	Commercial building owners / managers	Commercial tenants	Private		
Showerhead Exchange Program				X		x	x			x	x					
Energy Efficient Office Buildings			X									x				
Generation Yes	X	X	X	X	X	x	x	x	x	x	x	x	x	x		
Take 2	X	X	X	X	X	x	x	x	x	x	x	x	x	x		
RMIT Champions	X	X	X	X	X										x	x
Green Impact (Melb .Univ)	X	X	X	X	X										x	x