

An approach to compare and contrast campaign results

Overview

This guide outlines the tools and processes developed by members of the Net Zero Program Excellence – Community of Practice for comparing and contrasting campaign results in a consistent format to iteratively improve communications.

Establishing a national coordinated approach

The cities have built the foundational elements and communication processes to enable a consistent approach for national coordination of climate action.

Item	Description
Shared project planning template	A shared project management plan template has been developed for the cities and will be used to convene and support collaborative input.
Shared calendar	Cities are testing the benefits of sharing communications and engagement forward planners with a 6-9 month timeframe. Cities intend to identify opportunities to align communication approaches with deeper behaviour change projects; seize media moments, and amplify national impact through sharing each other's stories and linking to their local contexts.
Shared communication framework	<p>To address the complexity of working together, the cities have developed an Integrated Communications Planner that includes:</p> <ul style="list-style-type: none"> - Collective interests - Master narrative - Content strategy - Key messages <p>This framework is key to driving collective, coordinated communication efforts by aligning the approaches of each city and enabling consistent messaging.</p>
Data collaboration framework	<p>Cities have commenced work to create alignment in the data points between cities. This will address the need for a consistent methodology to show that communications and engagement are effective in shifting attitudes, outcomes and emissions.</p> <p>A discovery phase is underway to identify existing data points that are reported on corporate and program level at the cities. Cities will share, rate, and identify the top ten measures and allocate these through a frame of usefulness for communicating with global, community, and internal audiences.</p>

<p>Online infrastructure</p>	<p>A dedicated Google Drive for file sharing storage and Slack workspace for messaging and discussion has been established to support the ongoing virtual collaboration and sharing between the Cities.</p>
<p>Regular meeting schedule</p>	<p>Cities have established a schedule for quarterly, outcome-focused tele-meetings, with a roster to rotate coordination and chairing responsibilities.</p> <p>Participants will include communications, marketing innovation-focused professional of cities to strengthen collaboration.</p> <p>Meeting scope covers marketing, communications and behaviour change strategies and forward plans.</p>