

Capacity Building - Part 2



Identify

Analyse

Plan

Engage



- 1. One-One Capacity Building Sessions**
2. Communicating Climate Change
3. Recommendations for effective climate change communication
4. Discussion

One to One Sessions

CAPACITY BUILDING





Capacity Building for Better Corporate Communication

12

HABITS OF HIGHLY PRODUCTIVE PEOPLE



THEY REVIEW
WHAT WORKED



THEY RECOGNIZE
WHAT DIDN'T WORK



THEY PLAN



THEY ANTICIPATE
OBSTACLES AND COME
UP WITH SOLUTIONS



THEY WRITE
THINGS DOWN



THEY PRIORITIZE



THEY DO ONE
THING AT A TIME



THEY SET
BOUNDARIES



THEY AUTOMATE
AND DELEGATE



THEY ASK IMPT
QUESTIONS



THEY DEVELOP
KEystone HABITS



THEY COMMIT TO
CONTINUOUS
IMPROVEMENT



MARKETING



ADVERTISING



PR

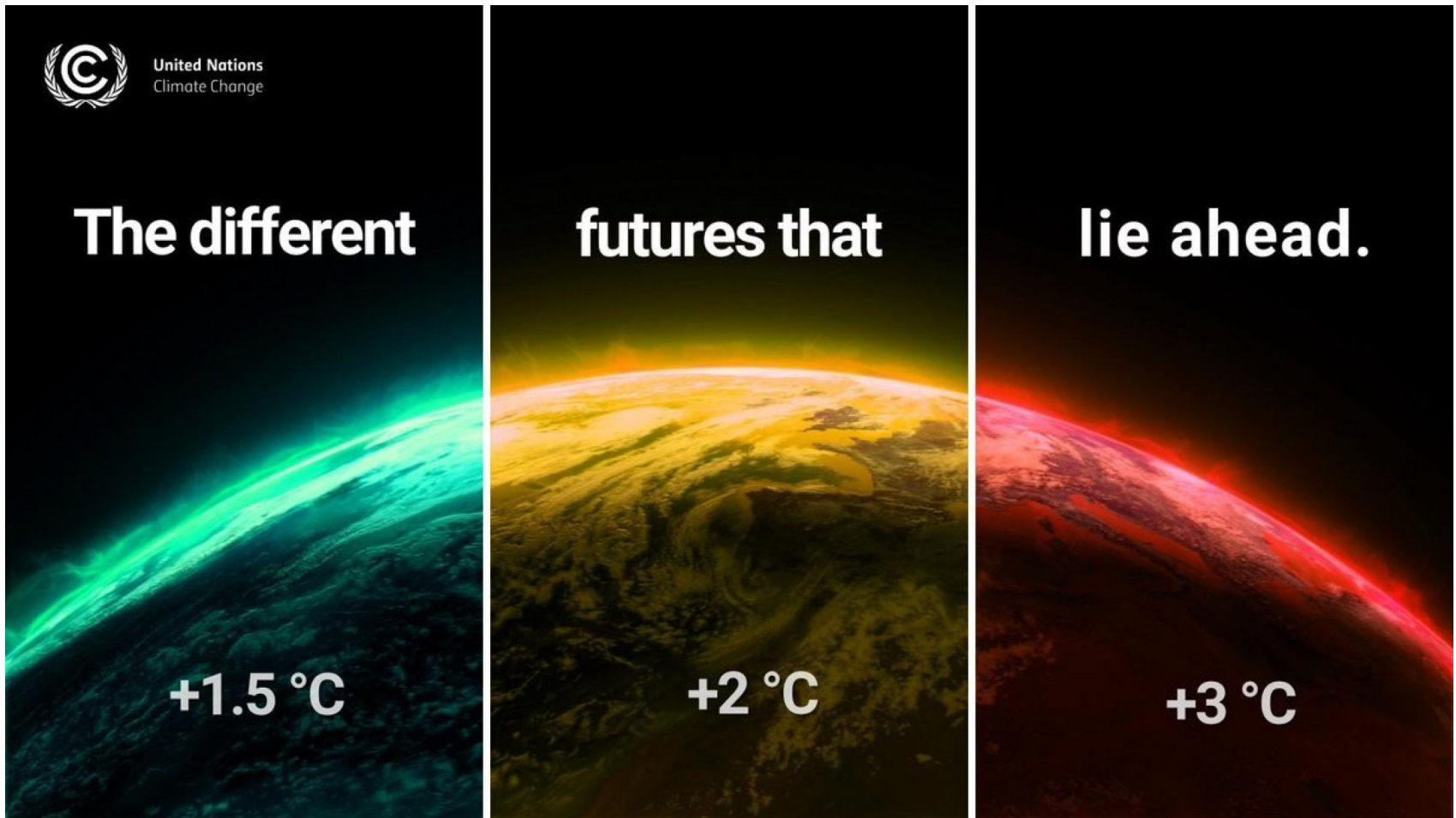


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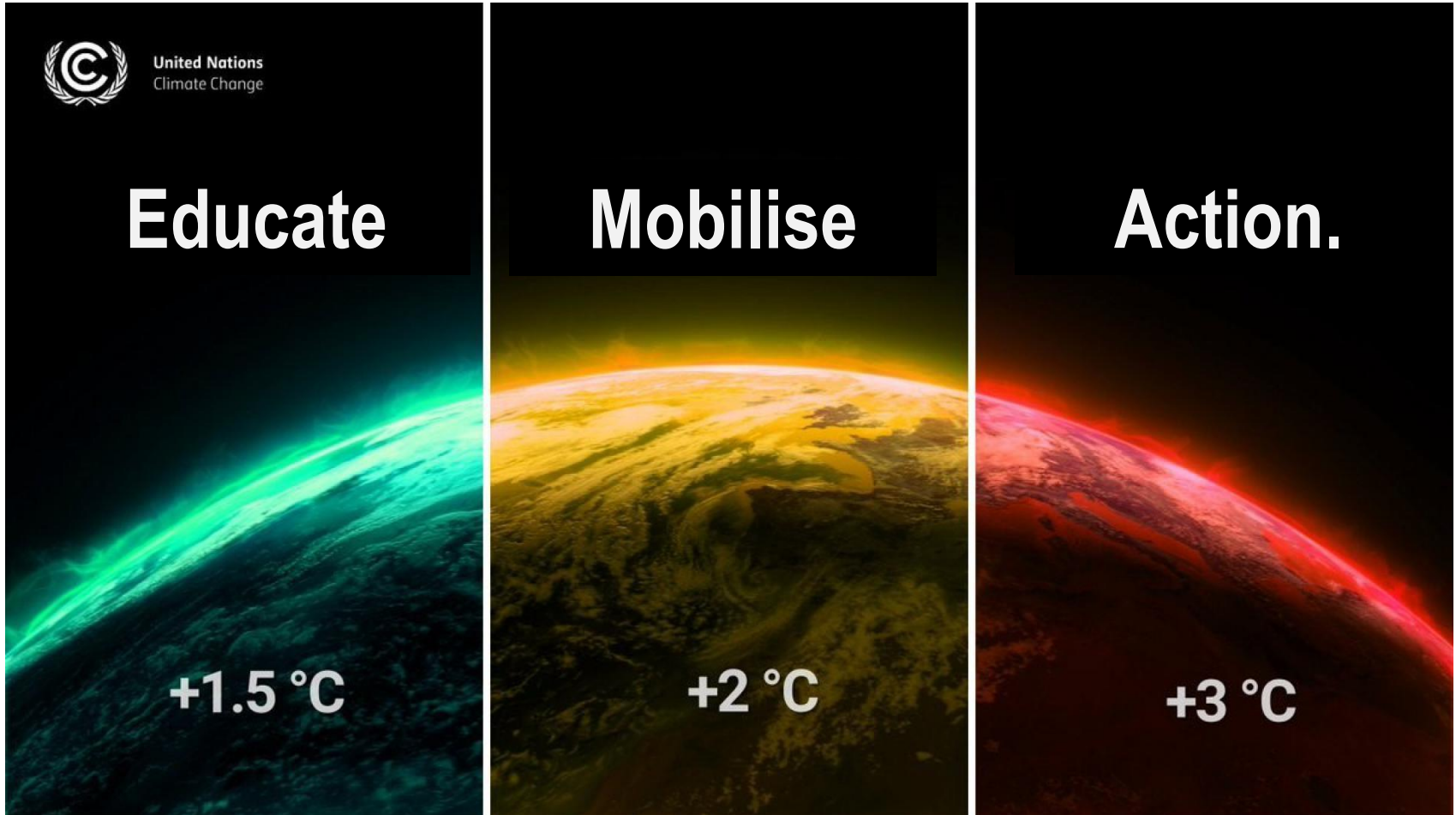


1. One-One Capacity Building Sessions
- 2. Communicating Climate Change**
3. Recommendations for effective climate change communication
4. Discussion

Communicating Climate Change



Communicating Climate Change



Communicating Climate Change



Shaped by
different
experiences,
cultural
contexts
and
traditional
values.



CONTENT

1. One-One Capacity Building Sessions
2. Communicating Climate Change
- 3. Recommendations for effective climate change communication**
4. Discussion

Communicating Climate Change

Recommended ways to produce **valuable, effective and reliable** communication products.



Communicating Climate Change



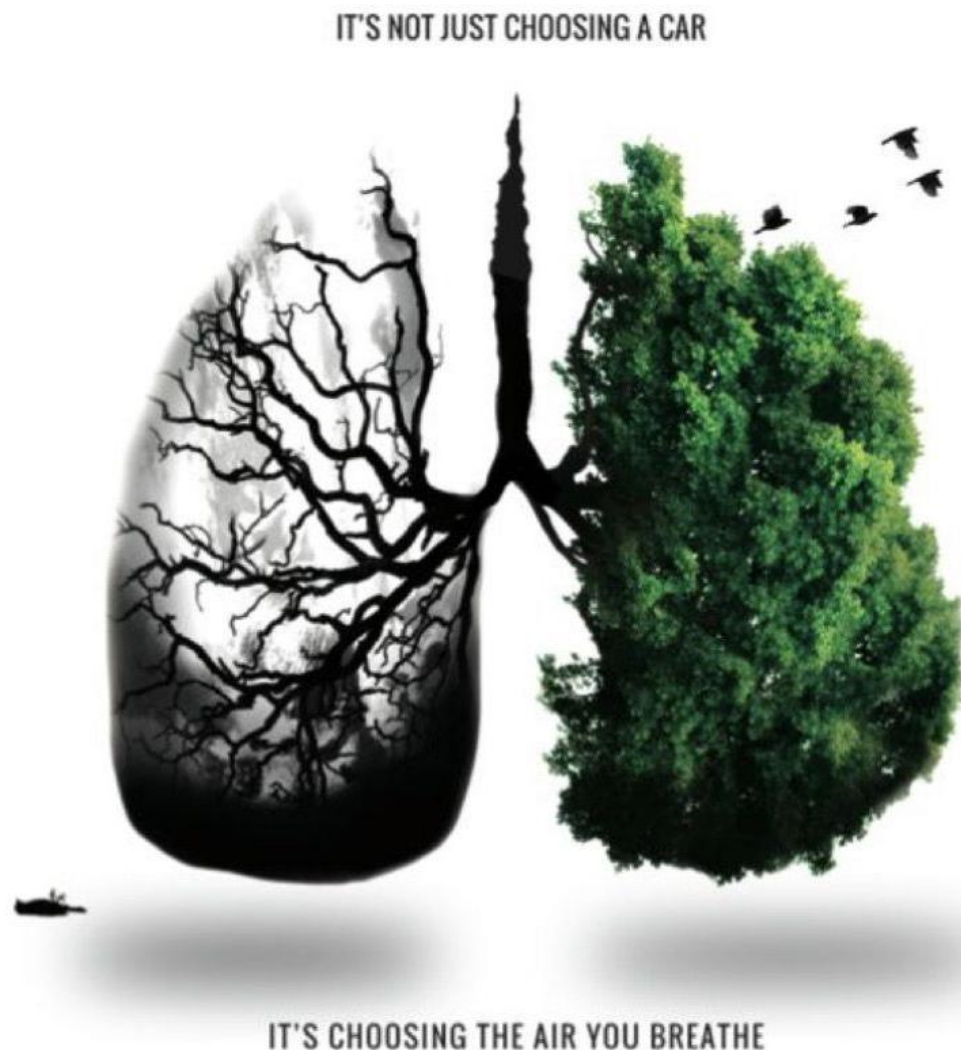
1. Use reliable scientific information
2. Show problems AND solutions
3. Encourage action

Recommendation



1. Use reliable scientific information

- a. Use reliable science-based sources for facts & figures.
- b. Stop climate misinformation.
- c. Present products that support climate promises
- d. Use trusted climate champions



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Recommendation



2. Show problems AND solutions

- a. Tell new real, local, personal stories
- b. Remind people they have the power to start change
- c. Address climate injustice and inequity
- d. Showcase stories from ALL parts of society not just one



**STOP CLIMATE CHANGE
BEFORE IT CHANGES YOU.**



for a living planet®

Recommendation



3. Encourage action

- a. Remind people's it's either NOW or never
- b. Highlight what a better future looks like
- c. Relate to shared values such as family, religion, community,
- d. Engage local youth and promote global climate youth movement

save earth

**OUR CLIMATE
IS CHANGING
WHY AREN'T
WE?**

THE DHARMA TRAILS

Closing Discussion



