



EUROPEAN UNION

EU MISSIONS

ADAPTATION TO CLIMATE CHANGE



# TRAINING PROGRAMME - How to carry out stakeholder and citizen engagement in practice

## Session 4: Awareness raising campaigns

February - July 2024



## Today's agenda

Time	Description
13:35 - 13:50	Agenda of the day & Introduction to Awareness raising campaigns
13:50 - 14:15	Experience sharing: Valladolid city: surveys to getting to know citizens perceptions on climate change and Q&A
14:15 - 14:20	Introduction to the practical exercise
14:20 - 15:20	Practical exercise (break-out groups) Practical exercise question 1 (break-out groups) - 20 min Return to plenary and sharing results - 10 min Practical exercise question 2 and 3 (break-out groups) - 20 min Return to plenary and summary of teams conclusions - 10 min
15:20 - 15:30	Wrap-up & closing

# Training programme - 8 sessions

## PROGRAMME

Session #1: [Designing an engagement strategy](#) - 6 Feb (repeated 29 Feb)

Session #2: [Climate citizens' assemblies](#) - 14 Feb (repeated 4 Mar)

Session #3: [Climate adaptation workshops](#) - 22 Feb (repeated 12 Mar)

**Session #4: [Awareness raising campaigns](#) - 19 Mar (repeated 9 Apr)**

Session #5: [Communities of Practice](#) – 2 Apr

Session #6: [Green Participatory Budgets](#) – 23 Apr

Session #7: [Creative citizens' engagement](#) – 21 May

Session #8: [Citizen Science](#) - 11 June

Repetitions after session #5 will be postponed after the summer. New dates available soon!



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ADAPTATION TO CLIMATE CHANGE

### TRAINING PROGRAMME

#### How to carry out stakeholder and citizen engagement in practice.

Eight sessions from February to June 2024

PROGRAMME	JOIN US ONLINE
Session #1: Designing an engagement strategy - 6 Feb (repeated 29 Feb)	Elevate Your Engagement Skills: Join MIP4Adapt's Stakeholder and Citizen Engagement Training Programme!
Session #2: Climate citizens' assemblies - 14 Feb (repeated 4 Mar)	Unlock the power of community collaboration with MIP4Adapt's dynamic two-hour online training events. Our exclusive programme is tailored for Charter Signatories, guiding you through the essential aspects and proven methods for effective stakeholder and citizen engagement in climate adaptation.
Session #3: Climate adaptation workshops - 22 Feb (repeated 12 Mar)	Attend all eight sessions to feel the full benefit of the training programme and receive a certificate of completion. Alternatively, as sessions are fully independent, you can attend the individual sessions that best suit your needs.
Session #4: Awareness raising campaigns - 19 Mar (repeated 9 Apr)	
Session #5: Communities of Practice - 2 Apr (repeated 7 May)	
Session #6: Green Participatory Budgets - 23 Apr (repeated 14 May)	
Session #7: Creative citizens' engagement - 21 May (repeated 18 Jun)	
Session #8: Citizen Science - 11 June (repeated 2 July)	No jargon - our training is presented in a clear and straightforward manner. It is designed to be informative and engaging, so you can expect hands-on exercises that provide clear and practical insights.

For further inquiries, please contact our [Helpdesk](#) or email at [gsalmora@icatalist.eu](mailto:gsalmora@icatalist.eu)

Visit the Mission Portal for more information on the [EU Mission on Adaptation to Climate Change](#).

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# What is an Awareness raising campaign?



- Facilitate successful **information dissemination** on climate change adaptation.
- These campaigns **directly supports informing stakeholders and citizens about vulnerability and risks**, aiding in managing impacts and enhancing adaptive capacity.
- Involves activities of communication and engagement strategies to foster awareness at **all stages of the adaptation process**.
- Can be utilised across all stages of the adaptation strategy and **tailored to target audiences**.

# Why organising an Awareness raising campaign?



- Sensibilise, inspire, **mobilise** towards **taking action and building community** around a **shared goal, concern or issue**.
- Increase **motivation, empathy and collective support** while also raising **political awareness and actions** among policymakers of the adaptation process.
- Role in promoting **awareness on behavioural changes, adaptation measures** etc.
- Play crucial role in **reducing overall vulnerability** to climate change



# How - Steps for a successful awareness raising campaign

## Step 1: Planning and preparation

### Define clear objectives and target audience

Mission statement, specific objectives and desired outcomes

### Understand the audience

Audience preferences, concerns and motivations

### Assess resources and experience

Evaluate experience, identify requirements and allocate resources

## Step 2: Message tailoring and collaboration

### Tailor messages to the audience

Craft concise, clear, and memorable message

### Collaborate locally

Engage with local stakeholders and community members. Consider community needs and values

### Choose appropriate channels

Select channels that align with the local socio-cultural, political, and institutional context

## Step 3: Implementation and evaluation

### Maintain momentum

Launch the campaign strategically  
Share updates constantly  
Continue to interact with audience beyond campaign

### Monitor and evaluate impact

Measure impacts regarding objectives.  
Feedback and data

# Organisers tables for an awareness raising campaign

## Awareness raising campaign

Campaign name:	Write here
Campaign type:	Write here
Launch date:	Write here
Status:	Write here
Campaign key words:	Write here

### Goals:

eg. Increase knowledge, motivation, behavioural change etc.

### Goals

### Metrics:

e.g., measurement of campaign reach, surveys or interviews to assess participants' perspectives, focus group, polls to analyse, measure awareness and understanding, testimonials, track engagement with campaign materials

### Activity:

eg. Educational materials and workshops, online resources, social media campaign etc.

### Budget

### Budget:

eg. 10,000; 50,000

## Campaign roadmap

The campaign roadmap provides organisation and structure by outlining key activities, milestones, and timelines, ensuring everyone understands their roles and responsibilities. It also helps the campaign remain focused and aligned with its objectives. And aids in resource allocation, communication, and coordination among team members, stakeholders, and partners, while allowing for adaptability and flexibility to respond to possible changing circumstances.

		Project Title							
		January				February			
Start	End	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
January 1	January 5	Initiative							



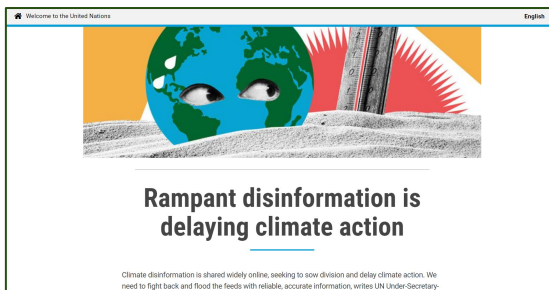
# Organisers tables for an awareness raising campaign

Campaign deliverables				
The campaign deliverables aim to inform, engage, and empower people, communities, stakeholders to take action on climate change adaptation, ultimately contributing to adaptation, building resilience, sustainability and face climate change.				
Deliverable	Owner	Deadline	Status	Notes
<b>Educational materials</b> Brochures, pamphlets, flyers explaining climate change impacts and adaptation measures. Infographics or visual aids to simplify complex concepts and data related to climate change adaptation.				
e.g., Brochures, infographics	e.g. Communications Team	Type /date to quickly add the deadline: e.g. Brochures: 1 month before campaign launch; Infographics: 2 weeks before campaign launch	Indicate: e.g. Not started / In progress / Completed	e.g. Working with graphic designer for visuals
<b>Public awareness events</b> Workshops, seminars, webinars about climate change adaptation strategies and solutions. Community forums or panel discussions with experts to facilitate dialogue and knowledge sharing.				
e.g. Workshops, seminars	e.g. Events coordinator	Workshops: 1 week before campaign launch; Panel discussions: 2 weeks before	In progress / Scheduled	e.g. Finalising speakers and agenda for events
<b>Social media campaign and/or Online resources</b> Engaging in social media platforms to raise awareness, dialogue; #campaigns for user-generated content. Website or online portal with resources, toolkits, interactive features; Multimedia content videos, maps.				
e.g. Social media campaign	e.g. Social media Manager	Ongoing throughout campaign duration	On track	e.g. Content calendar created; Engaging with partners for collaboration.

Educational workshops				
Training sessions for specific target groups on impacts and adaptation strategies relevant to their sectors. Capacity-building activities to empower communities to take action and implement adaptation measures.				
e.g. Name of specific training session	e.g. Education team	e.g. Two weeks before campaign: Educational campaign ongoing duration	Planning phase	e.g. Developing workshop materials: Identifying target audience for sessions.
<b>Public outreach materials</b> Press releases, articles in local newspapers, online publications about the campaign and its objectives. Posters, banners, outdoor events in public spaces to reach broader audiences.				
e.g. Name of materials	e.g. Communication team	e.g. 3 weeks before campaign launch	e.g. Press releases, articles: In progress: Posters, banners, or outdoor events: Scheduled	e.g. Drafting press releases: Designing visuals for posters.
<b>Collaborative partnerships</b> Establishing partnerships with organisations, institutions, stakeholders to leverage resources and expertise. Joint initiatives or campaigns to amplify messaging and reach wider audiences.				
e.g. Name of collaborative partnerships	e.g. Coordinator of the campaign and team	e.g. Ongoing throughout campaign duration	In progress	e.g. May require establishing formal agreements with partner organisations: Coordinating joint initiatives.



# Communication and information



## Risks of misinformation at different levels:

- Social -> by shaping public perceptions, social influence, behaviours
- Psychological -> leading to cognitive biases hindering acceptance of scientific evidence
- Structural -> undermining trust in institutions, complicating policy implementation
- Political -> political agendas, influencing policy decisions, governance, climate change adaptation plan effectiveness

Media News Releases

### Global Risks 2024: Disinformation Tops Global Risks 2024 as Environmental Threats Intensify

World Economic Forum, public.affairs@weforum.org

Published 10 Jan 2024

中文 | Deutsch | Français | Italiano | 日本語 | العربية، اللغة العربية | Português (Brazil) | Português (Portugal) | Español (Esp) | Español (LatAm) | Türkçe | Polski | Română

2024

Share    

- Misinformation and disinformation are biggest short-term risks, while extreme weather and critical change to Earth systems are greatest long-term concern, according to *Global Risks Report 2024*.
- Two-thirds of global experts anticipate a multipolar or fragmented order to take shape over the next decade.
- Report warns that cooperation on urgent global issues could be in short supply, requiring

## Effective communication:

Mitigates barriers. Mobilises communities, promotes mitigation and adaptation, support system. Address communication inequalities ensuring all communities have all access to reliable and necessary information.

# Communication and information

**Build awareness, enhance adaptive capacity, knowledge and access, foster social cohesion, empathy, support, etc.**

## Tailored raising awareness campaign:

- Orienting messages and adapting visuals.
- **Deep understanding of factors influencing public opinion, beliefs, and individual and collective behaviours related to climate change.**
- Perception and interpretation. Analyse **how people and communities perceive, process, and interpret information** about climate change, understand how this influences attitudes, beliefs, decision-making, behaviour.
- Coordination, alignment communication strategies to ensure **consistency and effectiveness** across different channels and stakeholders.

Climate Emotions Wheel



Climate Emotions Wheel © 2023 by Anya Kamenez, Panu Pihkala, Sarah Newman, Megan Si JulieSouza, Ryleigh Corrigan is licensed under CC BY-SA4.0 | Resource ClimateMentalHealth.Net. Based on research by Panu Pihkala at the University of Helsinki particularly his 2022 paper: "Toward a Taxonomy of Climate Emotions" | Featured in NYC Ti Square Hope Hydration Hydrostation.

# Effective communication tips and messages

- 1. Immediate actions / long-terms impacts** : Action is needed now to mitigate effects and long-term consequences.
- 2. Use clear, simple, and compelling messages** : Communicate in a language that everyone understands and adapted to the audience we want to reach. Visuals, graphic to explain complex concepts.
- 3. Connect with people on a personal level** : Communicate how climate change affects people's daily lives, with personal stories and narratives, powerful in forging emotional connection and stimulate action.
- 4. Propose practical solutions and self-efficacy**: Encourage changes in daily lives and highlight efficacy of these solutions to motivate
- 5. Mobilise collective action**: Message that bring people together, create shared vision and goal, to reach and engage.
- 6. Build trust and credibility**: Messages aim to build trust, increase adoption, credibility. Sharing info from institutions, organisations, experts, local communities from different places. Transparency about sources of data and information used.



## Video: The Netherlands: Living on the water's edge | Climate change special Let's raise awareness





## Experience sharing: Valladolid municipality

Valladolid city:  
Surveys to get to know citizens  
perceptions on climate change

Alicia Villazán Cabero

AGENCIA DE INNOVACIÓN Y DESARROLLO ECONÓMICO |  
AGENCY FOR INNOVATION AND ECONOMIC DEVELOPMENT  
AYUNTAMIENTO DE VALLADOLID | VALLADOLID CITY COUNCIL



EUROPEAN UNION

## QUESTIONS / COMMENTS?

More info:  
[avillazan@ava.es](mailto:avillazan@ava.es)



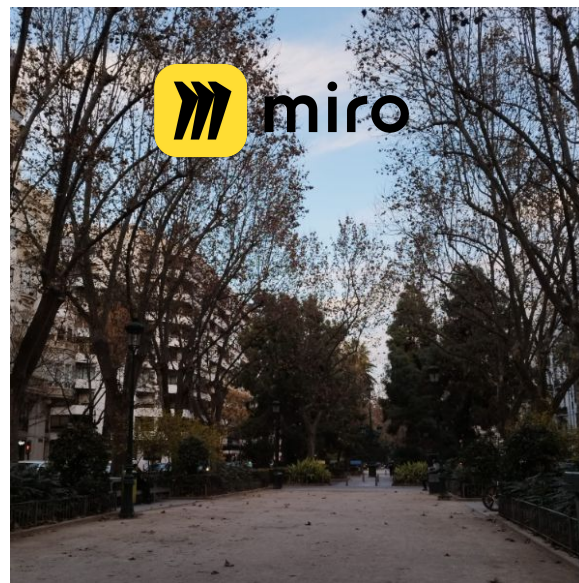
## ‘Hands-on’ Exercise: Ecoland’s first Awareness raising campaign on climate change

You are part of the City Council of Ecoland, committed to carrying out an awareness campaign to sensitise citizens to the problems of climate change, such as water scarcity.

To simplify this exercise, you will have to answer three main questions with your team to organise and launch this first awareness raising campaign.

For its end, you will be assigned to a break-out room where you will meet your team and a rapporteur will be selected.

[MIRO exercise Link](#)





## Work in breakout rooms: Barriers identification and key success factors

Time: 20 min

In your breakout rooms (5 min)

- Introduce yourself to the rest of the group & your interest in awareness raising campaigns

Discuss the following questions and include your answers in the MIRO board (15 min)

- What **barriers** do you anticipate facing when **designing and implementing an awareness-raising campaign** on climate change adaptation?
- How could you **overcome** these barriers?

At the end, select your groups' rapporteur to give a 2-minute summary in the plenary!





## Work in breakout rooms: Target audience considerations

Time: 20 min

Discuss the following questions and include your answers in the MIRO board:

- How can you **effectively engage** your **local community**, including vulnerable and marginalised groups?
- How can you **measure the success** of your awareness campaign? How will you know you've achieved the goals of your awareness campaign?

At the end, select your groups' rapporteur to give a 2-minute summary in the plenary!

## Satisfaction survey

Participants can join at [slido.com](https://www.slido.com)  
with **1043232** #  
(19 March) or anytime at [this link](#)



# Next Training programme session

Session #5: **Communities of Practice** -

April, 2, 13:30-15:30h

Repetitions:

Session #4: **Awareness raising campaigns** -

April, 9, 13:00 - 15:00h

Find **Session 4 recording** in the following [YouTube Link](#).



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