

# Community Engagement and Overcoming Barriers



Daniella Hirschfeld, Program Officer  
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# Reasons to Engage...

## Citizens:

- They will have to vote on the changes
- Their buy in is essential to the success of the program
- Your job is on the line (especially true of elected officials)
- You see them at nursery school



## Elected Officials:

- They can get things done in town
- They are your boss
- Your project would be better served as a collaborative effort



# Possible Barriers

- Do not believe that climate change is actually happening
- Believe that someone will “solve the problem”
- The economic investment today isn’t worth it
- We don’t have the resources – police are being fired,
- Other things are more important – education for our children
- It is not under our jurisdiction
- We are already mitigating
- Property Rights



# Communication Rules of Thumb



- **Remember The Big Picture**
- **Be Technically Correct**
- **Be Cool**
- **Create A Sense of Belonging**
- **Only Stories Work**
- **Optimism**
- **Glory Button**
- **Change Is For All**
- **We Need More Heroes**
- **Personal Circle**



# Things to Consider



What is your message?

Who is your target audience?

What does your audience know and think?

What would you like your audience to think and or do?

How can you get your message across?



# Exercise



# Engaging Municipal Employees



Already doing the work,  
just need to formalize or  
enhance it

Part of their job  
requirements (providing  
health / safety)

Create educational  
programs

Develop incentive  
programs

Integrate into existing staff  
trainings



# Engaging Residential Sector

## Homeowners

- Long-term investment
- There are financial benefits
- Creating a place kids and grandchildren can return to

## Renters / Landlords

- Cost savings



# Engaging Commercial Sector



Make it about creating  
partnerships

Cost savings is important

Positive marketing matters



# Other Sectors to Think About

- Youth
  - Engaging through the schools
  - A way to reach adults (recycling)
  - Broad range – higher education
- Seniors
- Media



# Engaging the Media

Finding the right local reporters  
for your message

Develop a personal connection  
with them

Identify a newsworthy story

- Events
- Policy change
- Accomplishments

Create a press release

Remember all the different  
types of media available

- Newspapers
- Radio
- TV
- Magazines



# Questions



Daniella Hirschfeld  
Program Officer – ICLEI USA  
[daniella.hirschfeld@iclei.org](mailto:daniella.hirschfeld@iclei.org)

Missy Stults  
Adaptation Manager – ICLEI USA  
[Missy.stults@iclei.org](mailto:Missy.stults@iclei.org)