

Status update: ESACAC CEAP Working Group

Prepared by Brendon Samuels, ESACAC Chair | June 2024

In April the working group of the Environmental Stewardship and Action Community Advisory Committee (ESACAC) dedicated to the Climate Emergency Action Plan (CEAP) met with City of London communications specialist staff to discuss potential roles for our committee and opportunities to support the City's communication needs around climate action. Key themes and ideas that emerged from this discussion included:

- The importance of improving understanding of diverse audiences;
- Openness to partnerships with organizations capable of reaching different audiences;
- Identifying barriers to community understanding of climate action and developing specific resources to help overcome them;
- Targeting information about mitigation (e.g., emissions reduction) and adaptation (e.g., risk preparedness) to households with different socioeconomic status, capacities and needs;
- Finding new avenues to connect with Londoners who don't typically engage;
- Determining the most impactful messaging to use and which opportunities for outreach to prioritize;
- The City has established processes for developing communication strategies for specific projects. There are qualitative and quantitative methods for tracking engagement. However, data collection can be expensive and challenging.

Following this discussion, the working group is considering how to best pursue new tools to supplement the City's existing communications framework and address ongoing needs within and external to the City.

Before proceeding with a specific direction, the working group wishes to further consult with other stakeholders in CEAP communications who serve the City in an advisory capacity, as well as relevant experts from the University and London's environmental sector. In particular, the working group would like to open dialogue with representatives from the City of London Diversity, Inclusion and Anti-Oppression Community Advisory Committee, Community Connectors and the Anti-Racism and Anti-Oppression division, as these parties' interests and availability allow.

Therefore, at the June 2024 ESACAC meeting, the following motion is to be presented:

Civic Administration BE REQUESTED to forward this report with a request to the Diversity, Inclusion and Anti-Oppression Community Advisory Committee, to the Manager of Neighbourhood Development and Support overseeing Community Connectors, and to staff from the Anti-Racism and Anti-Oppression division, to reach out to the ESACAC Chair and schedule a meeting to discuss climate change communications with the working group.