

Governance Communication Toolkit

Introduction

The **Governance Communication Toolkit** is a vital tool within the *Climate & Energy Governance Implementation Framework*, designed to empower stakeholders to communicate climate and energy governance strategies, policies, and progress effectively to diverse audiences. This toolkit supports policymakers, regional authorities, civil society organizations (CSOs), and other actors in fostering transparency, building trust, and mobilizing support for the Framework's goals, including achieving net-zero emissions by 2050, ensuring universal clean energy access, and protecting 75% of vulnerable communities by 2035.

The toolkit integrates the Framework's principles of equity, transparency, cooperation, and science-based decision-making, addressing all four pillars: Climate Mitigation, Climate Adaptation, Energy Transition, and Innovation & Technology. It provides a suite of communication tools—messaging frameworks, presentation templates, social media guides, and community outreach strategies—to ensure clear, inclusive, and impactful messaging across governance levels and sectors.

Objectives

- Develop clear, evidence-based messaging to communicate climate and energy governance strategies.
- Engage diverse audiences, including vulnerable communities, with inclusive and accessible communication.
- Build trust and support for Framework-aligned policies through transparent reporting.
- Evaluate communication effectiveness to refine strategies and maximize impact.
- Foster coordination across governance levels to amplify communication efforts.

Target Audience

- National and regional policymakers

- National Implementation Units
- Communication and public relations teams
- CSOs advocating for climate action and equity
- Businesses aligning with climate governance
- General public, including vulnerable and indigenous communities

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1. Communication Needs Assessment

Evaluate your audience, goals, and existing communication channels to inform strategy development.

Field	Response
Target Audience	E.g., Policymakers, rural communities, indigenous groups, businesses
Communication Goals	E.g., Raise awareness of carbon pricing policy, build support for renewable energy transition
Key Messages	E.g., Carbon tax reduces emissions by 50% by 2035; renewables create 5,000 jobs
Existing Channels	E.g., Government website, social media (X, local platforms), community radio
Equity Considerations	E.g., Translate materials into 3 local languages, ensure accessibility for low-literacy groups
Gaps and Opportunities	E.g., Limited social media reach, opportunity for community workshops
Alignment with Framework	E.g., Supports transparency and equity principles; aligns with Climate Policy Brief Templates

Instructions:

- Identify audiences and tailor goals to Framework targets (e.g., 50% emissions reduction by 2035).
- Assess gaps in current channels and opportunities for inclusive outreach.
- Use the [Stakeholder Engagement Protocol](#) to ensure diverse representation.

Example: Country X targets policymakers and rural communities to promote a carbon tax. Current channels include a website and X, but lack local language content. Opportunities include community radio and workshops to align with Framework's equity goals.

2. Messaging Framework

Develop clear, consistent messages to communicate climate and energy governance strategies.

Component	Content
Core Message	E.g., "Our carbon tax will cut emissions by 50% by 2035, fund clean energy, and create jobs for all."
Supporting Points	<ul style="list-style-type: none"> - E.g., Scales to \$135/tCO₂e by 2030, aligns with Framework's Mitigation pillar. - E.g., 50% of revenues support 50,000 coal workers' retraining. - E.g., Ensures affordable energy for rural communities.
Audience-Specific Messaging	<ul style="list-style-type: none"> - Policymakers: "Evidence-based pricing drives net-zero by 2050." - Communities: "Clean energy means jobs and lower costs for your family." - Businesses: "Clear policy supports low-carbon investment."
Visual Aids	E.g., Infographic showing emissions reduction and job creation; map of clean energy projects.
Call to Action	E.g., "Support the carbon tax; join our stakeholder forum via Stakeholder Engagement Protocol ."

Instructions:

- Keep messages concise (1-2 sentences for core message, 3-5 supporting points).
- Tailor to audience needs, ensuring equity (e.g., address vulnerable groups' concerns).

- Use data from the [Integrated Climate Metrics System \(ICMS\)](#) for credibility.

Example:

Core Message: “Our carbon tax will cut emissions by 50% by 2035, fund clean energy, and create jobs for all.”

Supporting Points:

- Scales to \$135/tCO₂e by 2030, per Framework targets.
- Funds retraining for 50,000 coal workers.
- Expands solar access for 100,000 rural households.

Audience-Specific Messaging:

- **Policymakers:** “Drives 50% emissions cut with clear revenue use.”
- **Communities:** “New jobs and cheaper energy for your village.”
- **Businesses:** “Stable policy for low-carbon growth.”

Visual Aids: Infographic of emissions and jobs; map of solar farms.

Call to Action: “Endorse the tax; join forums via [Stakeholder Engagement Protocol](#).”

3. Presentation Template

Create a standardized slide deck to present climate and energy governance strategies.

Slide	Content
Title Slide	E.g., “Advancing Climate Governance: Country X’s Renewable Energy Plan”
Context	E.g., “Country X targets 60% renewable energy by 2035, per Framework’s Energy Transition pillar.”
Key Policy/Strategy	E.g., “Deploy 5,000 MW solar by 2030; achieve 100% rural energy access.”
Progress and Impact	E.g., “2,000 MW deployed; 5,000 jobs created; 10% emissions reduction (ICMS data).”
Equity and Inclusion	E.g., “Prioritizes rural and indigenous communities; ensures Free, Prior, and Informed Consent (FPIC).”

Slide	Content
Next Steps	E.g., “Scale to 5,000 MW by 2030; secure funding via Climate Finance Access Navigator .”
Call to Action	E.g., “Support our plan; provide feedback via Stakeholder Engagement Protocol .”

Instructions:

- Keep slides concise (5-7 slides, 100-150 words total).
- Include visuals (e.g., charts, maps) for clarity, sourced from the [Climate Policy Dashboard](#).
- Highlight equity measures (e.g., benefits for marginalized groups).

Example:

Title Slide: “Advancing Climate Governance: Country X’s Renewable Energy Plan”

Context: “Country X targets 60% renewable energy by 2035, per Framework’s Energy Transition pillar.”

Key Policy/Strategy: “Deploy 5,000 MW solar by 2030; achieve 100% rural energy access.”

Progress and Impact: “2,000 MW deployed; 5,000 jobs created; 10% emissions reduction (ICMS data).”

Equity and Inclusion: “Solar farms in 5 rural regions; FPIC for indigenous projects.”

Next Steps: “Scale to 5,000 MW; fund via [Climate Finance Access Navigator](#).”

Call to Action: “Support our plan; join forums via [Stakeholder Engagement Protocol](#).”

4. Social Media Guide

Develop a guide for sharing climate and energy governance messages on social media platforms.

Component	Content
Platform	E.g., X, local platforms, community forums
Key Messages	E.g., “Our solar plan creates 5,000 jobs and cuts emissions by 10%! #ClimateAction”
Content Types	- Posts: E.g., “100% rural energy access by 2030! Support our plan.”

Component	Content
	<ul style="list-style-type: none"> - Visuals: E.g., Photo of solar farm, infographic of emissions reduction. - Videos: E.g., 30-second clip of community benefiting from clean energy.
Hashtags	E.g., #ClimateAction, #NetZero2050, #CleanEnergyForAll
Engagement Tactics	E.g., Polls (“Which renewable energy excites you?”), Q&A sessions, retweeting community voices
Equity Considerations	E.g., Amplify voices of rural and indigenous communities; use accessible formats (e.g., captions).
Posting Schedule	E.g., 3 posts/week on X, 1 video/month, align with policy milestones.

Instructions:

- Tailor content to platform norms (e.g., short posts for X, visuals for local platforms).
- Use data from the [Climate Policy Dashboard](#) for credibility.
- Ensure inclusivity by amplifying marginalized voices and providing accessible content.

Example:

Platform: X

Key Messages: “Our solar plan creates 5,000 jobs and cuts emissions by 10%! #ClimateAction”

Content Types:

- **Posts:** “100% rural energy access by 2030! Join us. #CleanEnergyForAll”
- **Visuals:** Infographic of 2,000 MW solar deployment.
- **Videos:** 30-second clip of rural community with new solar farm.

Hashtags: #ClimateAction, #NetZero2050, #CleanEnergyForAll

Engagement Tactics: Poll on renewable energy preferences; Q&A with energy minister.

Equity Considerations: Amplify indigenous voices; use captions for accessibility.

Posting Schedule: 3 posts/week, 1 video/month, tied to solar deployment milestones.

5. Metrics for Success

Establish indicators to evaluate communication effectiveness, aligned with the Framework’s Integrated Climate Metrics System (ICMS).

Indicator	Target	Measurement Method	Frequency
Audience Reach	1 million impressions by 2030	Social media analytics, website visits	Quarterly
Stakeholder Engagement	80% of stakeholders report clarity by 2035	Surveys or feedback forms	Biennial
Policy Support	70% public approval for key policies by 2035	Polls or sentiment analysis	Annual
Equity in Communication	80% of vulnerable groups access materials by 2035	Distribution of translated/accessible content	Biennial
Message Consistency	90% of communications align with Framework by 2030	Content audits	Annual

Instructions:

- Integrate metrics into ICMS for standardized reporting.
- Use analytics, surveys, and audits to assess reach, engagement, and inclusivity.
- Report progress via the [Climate Policy Dashboard](#).

Example: Track social media impressions quarterly (target: 1 million by 2030) and survey rural communities biennially to ensure 80% access translated materials by 2035.

Next Steps

1. **Review Results:** Share your communication tools and outcomes with key stakeholders to validate content and ensure alignment with priorities.
2. **Develop a Strategy:** Use the toolkit to integrate communication into your broader climate and energy governance strategy.

3. Connect to Regional Resources:

- Explore the Regional Hub concept at globalgovernanceframework.org/framework/hubs to understand how regional coordination can support your communication initiatives.
- Identify existing regional organizations in your area that may provide similar functions to the conceptual Regional Hubs.

4. Access Support:

- Email globalgovernanceframework@gmail.com for technical assistance and to discuss potential regional collaboration opportunities.
- Inquire about pilot projects or implementation partnerships related to the Regional Hub concept.

5. **Monitor Progress:** Reassess communication effectiveness annually, adjusting strategies based on metrics and stakeholder feedback.

6. **Share Insights:** Contribute lessons learned to the Framework's knowledge repository to support global learning and inform Regional Hub concept development.

Contact and Further Information

For additional support:

- **Online Resources:** Access tools and guides at globalgovernanceframework.org/framework/tools/energy.
- **Technical Assistance:** Email globalgovernanceframework@gmail.com.
- **Regional Governance Concepts:** Learn more about the Regional Hub framework at globalgovernanceframework.org/framework/hubs.
- **Implementation Partnerships:** Inquire about opportunities to pilot Regional Hub functions in your region through globalgovernanceframework@gmail.com.

This toolkit is a living document, updated periodically. Check the website for the latest version.