

Awareness campaign using the (social) media

Climate change and climate adaptation tend to be seen as complicated and remote subjects. We often fall into the trap of assuming people are up to date on climate change issues and zoom in on the project without a proper introduction. Other times we assume people are not up to date on climate change, and in these cases we devise a whole communication plan on the topic for every project, which means information is person- or project-dependent. Useful in any case is to create an overall awareness campaign, which then can be used by numerous projects in the city, before and next to providing information in the context of a specific project. The goal is not only to inform people about climate change concerns, but also to motivate more people by giving advice about how they can take specific action. Keep it relevant and manageable.