

Outreach, Educational and Communications Strategy - Status Update

NOW THEREFORE BE IT RESOLVED:

NoM Action 6: That Council direct Administration to connect with community partners in an **outreach and educational campaign** that will empower all Calgarians to play their part in meeting the City's net-zero target and reduce climate risk in our communities;

Summary and Background

This status update provides an overview on the approach for The City of Calgary's climate "outreach and educational campaign", as directed by Council. The goal is to engage and empower community partners and Calgarians to take actions that reduce climate risk and contribute towards meeting The City's net zero by 2050 target. In order to accelerate action, an outreach, education and communication strategy (Strategy) is being developed.

Due to the diversity of audiences targeted, **several campaigns** will be developed from the Strategy that include initiatives to build The City's reputation and Calgary itself, as a climate-smart city and will:

- Develop, leverage and reinforce existing agreements with valued community partners
- Attract funding for community-based social support and community climate action programs
- Provide citizens and communities with the opportunity to participate in taking climate action
- Align with the approved [Calgary Climate Strategy - Pathways to 2050](#)

Finally, a **marketing campaign** will be developed to ensure there is a "call to action" for citizens to learn how they can participate and learn more about The City's climate initiatives. The campaign will also consider several actions, including:

- Attract new investment to Calgary
- Support talent retention
- Connect with industry, non-governmental organizations, civic partners, subsidiaries, and academic leaders to share best practices in climate action and generate support for Calgary's transition towards a low carbon economy
- Improve competition for grants and collaborative financing from other orders of government, non-governmental organizations, and the private sector

Together, the Strategy, campaigns, and accompanying marketing plan work together to support and implement the *Calgary Climate Strategy - Pathways to 2050*. They will outline initiatives and other opportunities to engage and empower community partners and Calgarians to take climate action and work towards our shared climate goals and targets.

The Climate Outreach, Education and Communication Strategy will be developed through Q2/Q3 2023 and launched in Q4 2023. The subsequent marketing campaign will be developed starting in Q4 2023 and launched through Q4 2025.

Current Progress and Next Steps

Since 2018, The City built partnerships that continue to contribute towards community outreach and educational initiatives relating to climate change. Highlights include the Calgary Climate Panel, Climate Advisory Committee, and the Climate Symposium.

The [Calgary Climate Panel](#) provides strategic advice and recommendations to City Administration in the implementation of the Calgary Climate Strategy, and the Climate Advisory Committee was formed to provide Council and Administration with strategic advice and recommendations to policies and initiatives that relate to climate change mitigation and adaptation. Our external partnerships continue to support and enhance The City's climate outreach and education initiatives in providing platforms for partners, youth, citizens and community groups to collaborate and share environment and climate solutions.

To date, more than 40 schools in Calgary have achieved EcoSchool certification since the [EcoSchools Canada](#) initiative began, providing reporting and recognition for schools and environmental education centres, and the program is expanding. The City is renewing its Climate Change [Webinar Series](#) to strengthen partnerships and build community capacity for climate action. Celebrating its 34th anniversary in 2023, the [Mayor's Environment Expo](#) inspires and educates Calgary's youth on environmental leadership and fosters long-term partnerships that align with climate action and environmental stewardship in the city. After the success of the 2022 [Calgary Climate Symposium](#), Administration is expanding upon the partnerships and collaborations formed to plan and coordinate the 5th annual Calgary Climate Symposium in 2023. For additional outreach and educational initiatives, please visit [Calgary.ca/ClimateProgram](https://calgary.ca/ClimateProgram).

Work is underway on completing the Strategy, between the education and outreach consultant and The City's Climate & Environment business unit and Customer Service and Communications business unit. The current scoping and research for the Strategy work will guide us to the right channels for the right audiences at the right time for both the education and outreach campaigns, and marketing campaign. Interviews with interested parties are underway, which will be followed by sessions sharing the landscape analysis, recommendations and lessons learned to review and reflect on implications for the development of the Strategy.

Together, the guiding Strategy, the resulting campaigns and the supporting marketing campaign will work together as a multi-pronged approach to enable citizens and showcase Calgary as a climate-smart city.